**📊 Power BI Project Documentation**

**Project Title**

Financial Performance Dashboard – SN Corporation

**1. Problem Statement**

The finance team at SN Corporation needs to analyze their global financial performance across countries, product lines, and time periods. They want a dashboard that provides real-time insights into sales, profit, and cost trends to support executive decision-making.

**2. Stakeholder Requirements**

Primary Stakeholder: Finance Manager

* Requirements:
* • View KPIs: Total Sales, Profit, COGS, Gross Sales
* • Analyze profit by country
* • Understand monthly trends
* • Compare products by sales/profit
* • Filter data by country and segment
* • Visual design should be clean, professional, and interactive

**3. Visual Choices + Reasoning**

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| --- | --- | --- |
| Visual | Purpose | Reasoning |
| KPI Cards | Show key business metrics | Instant, high-level view |
| Bar Chart (Country) | Profit by Country | Compare countries clearly |
| Line Chart (Time) | Monthly Profit Trend | Show seasonality and performance over time |
| Column Chart (Product) | Product-wise comparison | Rank top and bottom performers |
| Donut Chart | Discount Band performance | High-level view of profit share by category |
| Slicers | Country & Segment filters | Enable user-driven analysis |

**4. Key Metrics**

• Total Sales = SUM(Sales)

• Total Profit = SUM(Profit)

• COGS = SUM(COGS)

• Gross Sales = SUM(Gross Sales)

• Gross Margin % = Profit / Gross Sales

• Month-Year = FORMAT(Date, "MMM YYYY")

**5. Derived Insights**

• Total Sales reached $118.7M with $16.9M in Profit and a Gross Margin of ~13.7%.

• France and Germany are top-performing countries by profit.

• Pasco is the most profitable product, followed by VTT and Amarilla.

• Medium and High Discount Bands contribute the most to overall profit.

• Monthly profit trends show strong growth in late 2014, with peaks in June and October.

• Segment filters and country breakdowns allow targeted regional analysis.