

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Financial Analysis Project

By Andrew B. Sana'a

Project overview and objectives

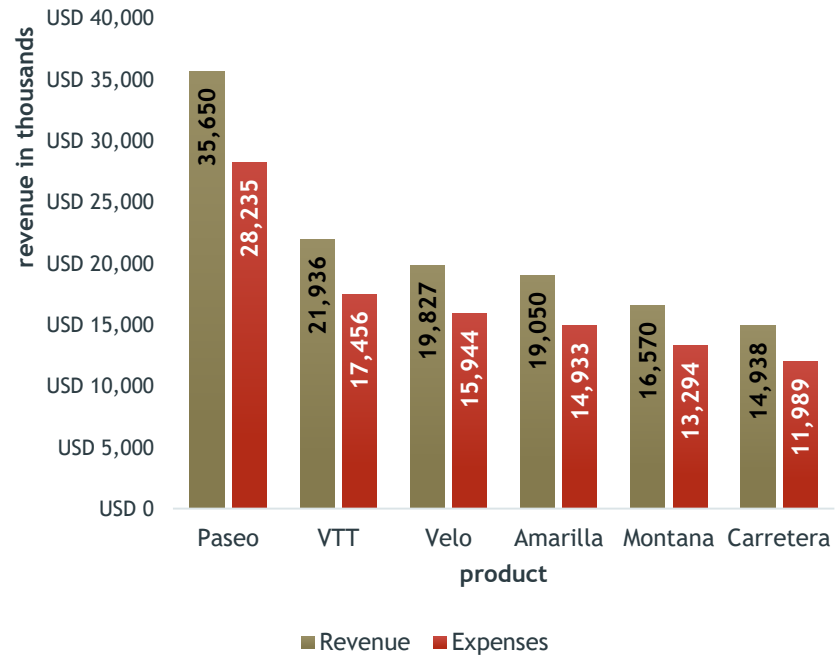
To track revenue, expenses, and profits across different product categories and regions then

- provide insights and recommendations for improving budget performance.
- identifying cost-saving opportunities.

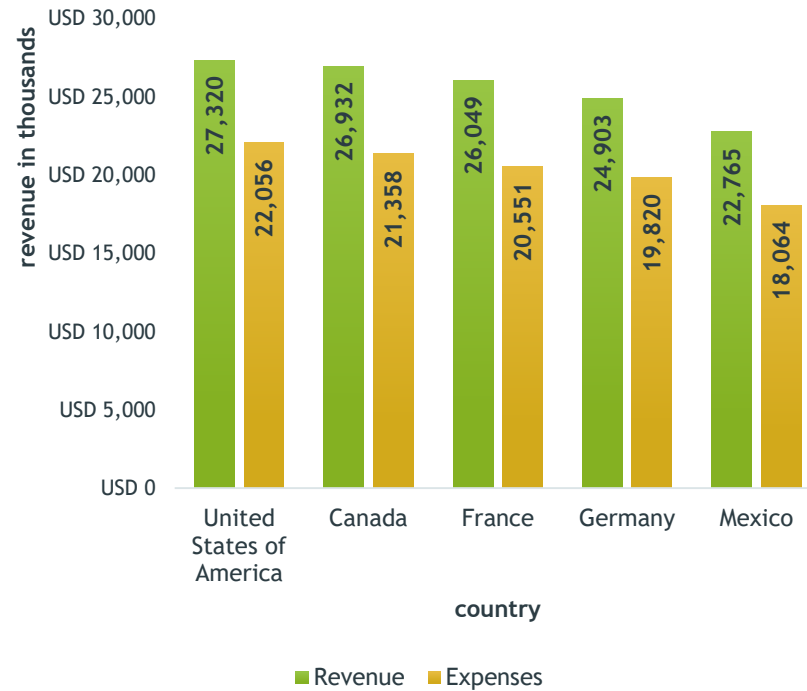
Findings

Paseo has the highest revenue and expenses. USA generates the highest revenue but also has the highest expenses. Refer to graphs below.

Total revenue and expenses by product

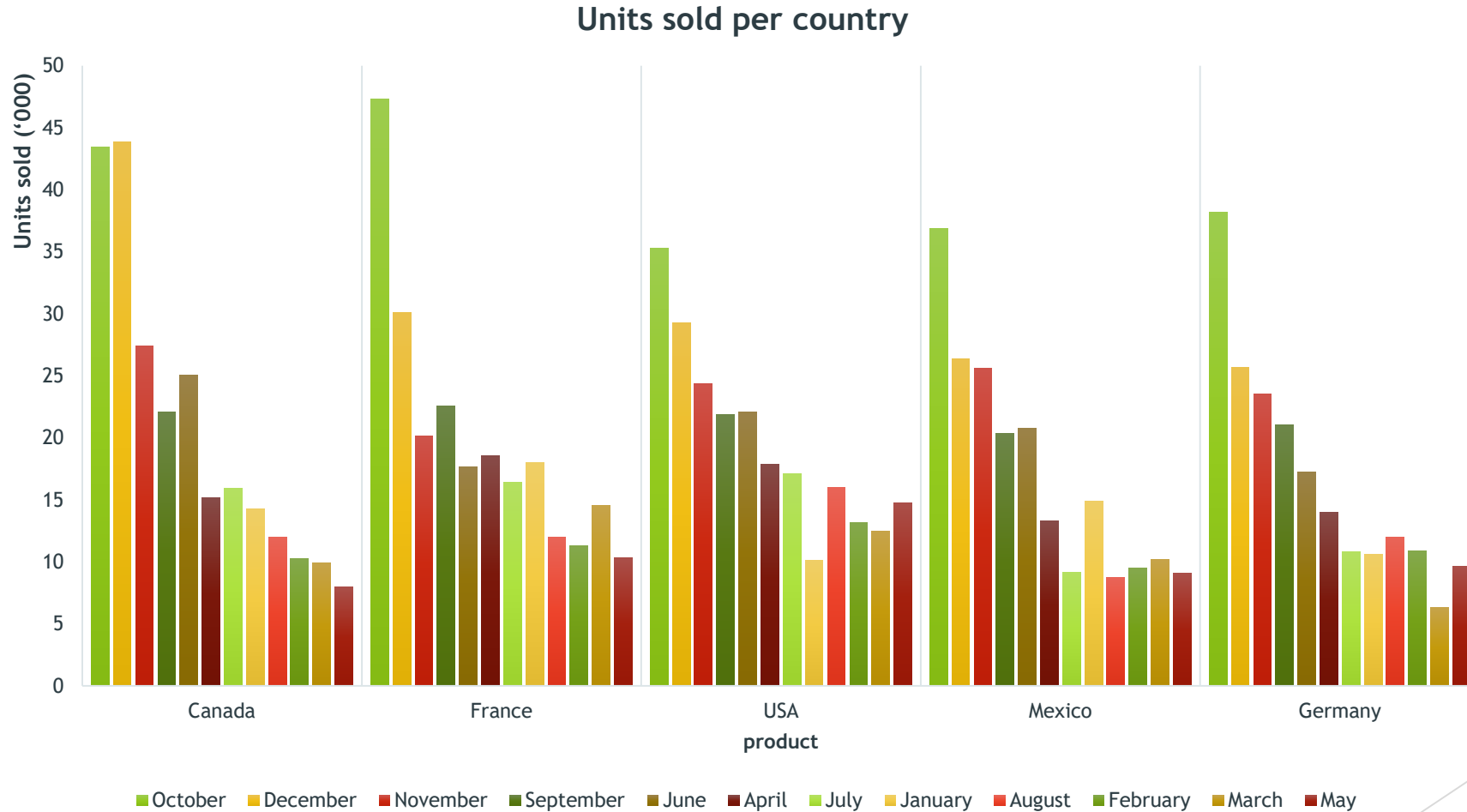


Total revenue and expenses by country



Findings

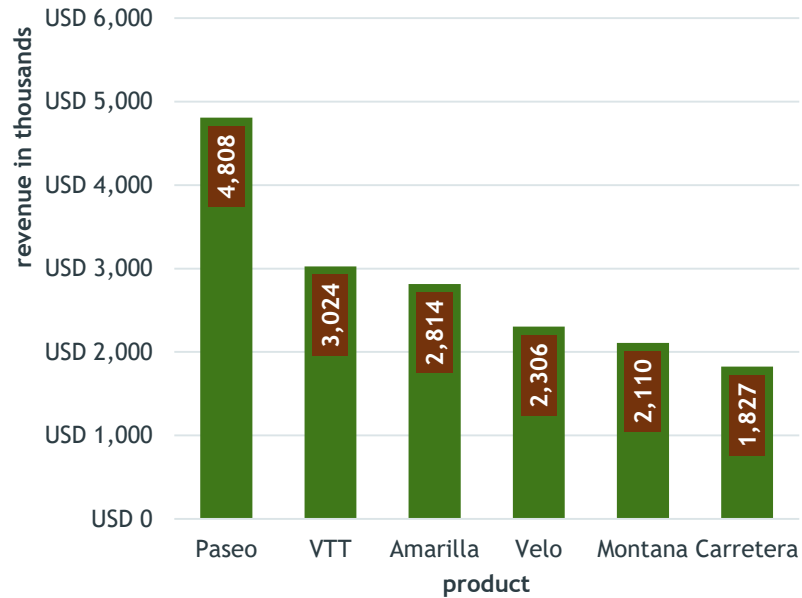
Canada sold the highest number of units during the review period. Refer to graph below. Overall the last three months of the year have the highest number of units sold.



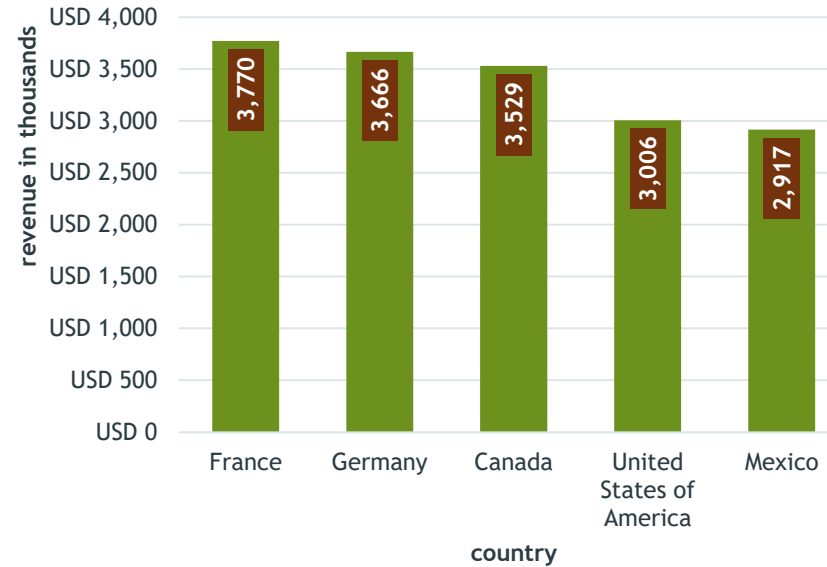
Findings

Paseo is the highest profit earner while Carretera is the lowest. France generates the highest profits while Mexico generates the lowest.

Profit by product



Profit by region



Recommendations

- There is need to reduce the number of discounts and costs on paseo to maximize profits.
- From the findings Canada has the highest number of units sold but the third highest profits of the five countries. Therefore, there is need to reduce costs in Canada to improve profit margins.