

## **Project Synopsis: Financial, HR, and Stock Market Analytics Dashboards**

As part of my recent analytical endeavors, I had the opportunity to work on three diverse and insight-driven data visualization projects. Each project leveraged data analysis tools like Tableau, Power BI, Excel, and statistical methods to deliver actionable business insights across finance, human resources, and stock market domains.

### **1. Profit & Loss Statement Dashboard (Tableau)**

#### **Overview:**

Developed an interactive **Profit and Loss Statement Dashboard** using Tableau to visualize and analyze key financial metrics including Sales, Gross Profit, Net Profit, and their corresponding margins. This dashboard empowers stakeholders to assess overall business profitability and identify areas for financial optimization.

#### **Key Highlights:**

- Visualized metrics: Sales, Gross Profit, Net Profit, Gross & Net Profit Margins
- Integrated multiple data sources: General Ledger, Cash Flow, Calendar Data
- Delivered a user-friendly dashboard with interactive filters for deeper insight
- Promotes transparency and facilitates strategic financial decision-making

**Technologies Used:** Tableau, Financial Reporting, Data Cleaning

### **2. HR Analytics Dashboard (Tableau + Excel)**

#### **Overview:**

Designed a comprehensive **HR Analytics Dashboard** focused on workforce trends, employee satisfaction, and attrition analysis. The project provides HR leaders with critical insights to improve employee retention, engagement, and recruitment strategies.

#### **Key Features:**

- Attrition analysis with trendlines and targets for reduction
- Breakdown by gender, age, job satisfaction, and education field
- Interactive filters for granular drill-downs
- User-centric visuals for quick decision-making

**Technologies Used:** Tableau, Advanced Excel, Statistical Analysis

### **3. Stock Market Analysis Dashboard (Power BI)**

#### **Overview:**

Created a dynamic **Stock Market Dashboard** in Power BI to monitor and analyze historical stock prices of top companies—Apple, Microsoft, Netflix, and Google—over the past three months. The dashboard is designed to uncover price trends, evaluate volatility, and support predictive analytics using machine learning models.

#### **Key Deliverables:**

- Time series visualization of stock prices
- Volatility assessment for risk evaluation
- Predictive modeling using ML integration (planned/ongoing)
- Seamless user experience with download and interaction capabilities

**Technologies Used:** Power BI, Python (for ML modeling), Data Visualization

**Outcome & Skills Applied:**

These projects helped strengthen my capabilities in:

- Data storytelling using Tableau & Power BI
- Business KPI identification & stakeholder communication
- Statistical interpretation and predictive analysis
- Cross-functional dashboard design tailored to finance, HR, and market domains