



NEBULON'S FINANCIAL PERFORMANCE DASHBOARD PROJECT

PREPARED BY: MARTIN FRANCOIS EYANGO

DATE: 18/10/2024

Table of Contents

Introduction	1
Data Preparation.....	2
Dashboard Design and Features.....	3
Key Insights	4
Recommendations	6
Conclusion	6

Introduction

The **Nebulon Financial Dashboard Analysis** aims to provide a comprehensive overview of the company's financial performance by analyzing key metrics such as expenses, revenue, and budget efficiency. The dashboard focuses on monthly performance across different categories, highlighting variances between actual and budgeted figures. This report provides insights into informed decision-making to optimize revenue generation and operational efficiency.

Data Preparation

- **Data Source:**

The financial data for the months of June and July was used in this analysis, broken down by item categories, including Fashion, Electronics, Office Supplies, and more.

- **Data Cleaning:**

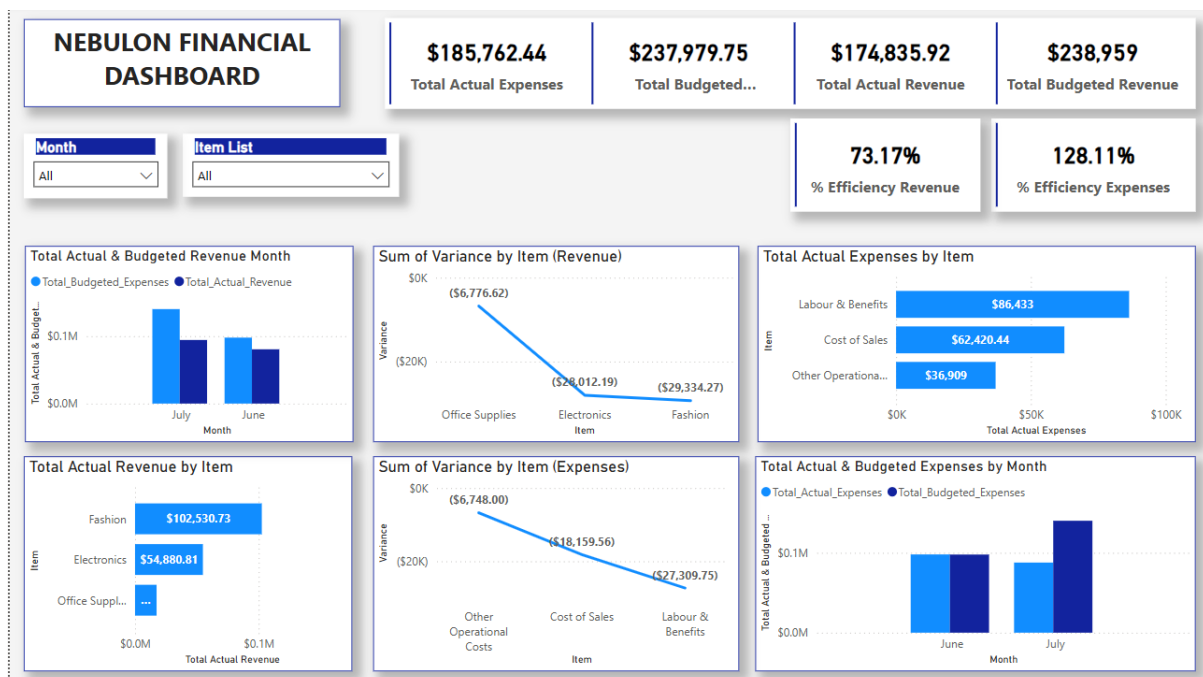
The data cleaning process involved:

- **Loading and filtering the data** to remove irrelevant rows.
- **Filling missing values** in columns.
- **Transposing the table** (switching rows and columns) for easier manipulation.
- **Merging and splitting columns** as needed.
- **Promoting the first row to headers** for better structure.
- **Changing data types** to ensure proper formatting.
- **Unpivoting columns** to reshape the data.
- **Renaming columns** for clarity.
- **Removing unnecessary columns** and filtering the final dataset.

Dashboard Design and Features

- **Overview:**

The Nebulon Financial Dashboard is designed to offer interactive visualizations that allow management to monitor and evaluate financial trends on a monthly and item-level basis. It provides a quick glance at revenue, expenses, and efficiency rates while allowing detailed analysis of variances.



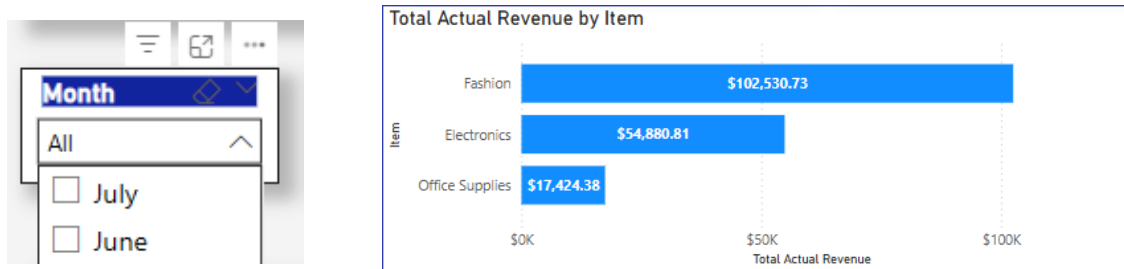
- **Visualizations:**

- **Total Actual & Budgeted Revenue by Month:** A comparison of actual and budgeted revenue for June and July.
- **Total Actual Revenue by Item:** Displays revenue from categories such as Fashion, Electronics, and Office Supplies.
- **Sum of Variance by Item (Revenue & Expenses):** Highlights the difference between actual and budgeted figures.
- **Total Actual Expenses by Item:** A breakdown of expenses for categories such as Labour & Benefits, Cost of Sales, and Other Operational Costs.
- **Total Actual & Budgeted Expenses by Month:** A month-by-month comparison of actual versus budgeted expenses.

Key Insights

1. Revenue Performance

- Actual revenue fell below budgeted targets for both June and July.
- **Fashion** generated the highest revenue (\$102,530.73), followed by **Electronics** (\$54,880.81) and the **Office supplies** (\$17,424.38). However, both categories showed significant underperformance relative to budget.

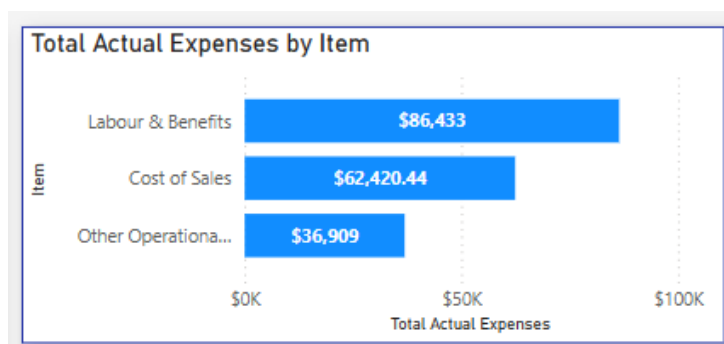


2. Expense Management

- **Total actual expenses** amounted to **\$185,762.44**, which is lower than the budgeted figure of **\$237,979.75**, indicating strong control over expenses.

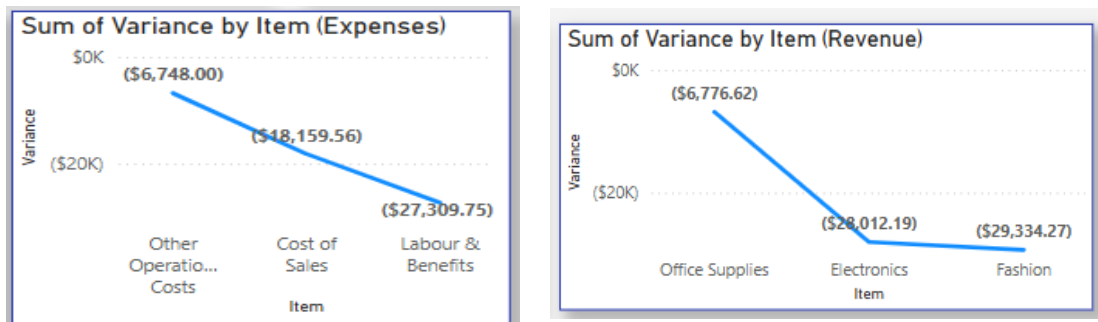
\$185,762.44	\$237,979.75	\$174,835.92	\$238,959
Total Actual Expenses	Total Budgeted expenses	Total Actual Revenue	Total Budgeted Revenue

- **Labour & Benefits** accounted for the largest expense at **\$86,433**, followed by **Cost of Sales** at **\$62,420.44**.



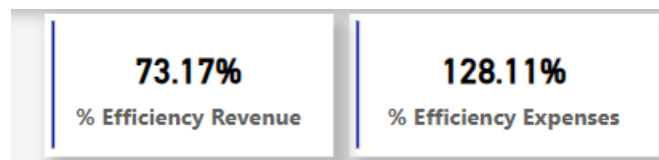
3. Variance Analysis

Fashion and Electronics categories showed the largest negative variances in revenue, at -\$29,334.27 and -\$28,012.19 respectively. For expenses, **Labour & Benefits** and **Cost of Sales** showed variances of -\$27,309.75 and -\$18,159.56, meaning actual expenses were lower than expected.



4. Efficiency Metrics

- **Revenue Efficiency** was at 73.17%, indicating that actual revenue was about 73% of what was budgeted.
- **Expense Efficiency** was 128.11%, showing that the company spent 28% less than the budgeted expenses.



Recommendations

1. Improve Revenue Generation

Investigate the causes behind underperformance in **Fashion** and **Electronics**, which are key revenue drivers. This could involve revisiting pricing strategies or enhancing marketing campaigns in these categories.

2. Focus on High-Performing Categories

Allocate more resources towards categories with the highest revenue potential, such as **Fashion** and **Electronics**, to close the gap between actual and budgeted revenues.

3. Maintain Expense Control

Continue efficient expense management, particularly in areas like **Labour & Benefits** and **Cost of Sales**, where actual spending was below the budget.

4. Boost Marketing and Sales in Key Months

July shows a higher budget target, suggesting the need for stronger marketing efforts during this period to meet revenue goals

Conclusion

Nebulon excels in expense management, spending 28% less than budgeted. However, revenue in key categories like Fashion and Electronics needs improvement. To enhance financial performance, Nebulon should focus on increasing revenue through better pricing and marketing, while maintaining tight control over both minor and major expenses. This strategy will help align financial performance with budgeted goals, promoting improved profitability and long-term sustainability.