Financial Performance Analysis Dashboard

Documentation done by :

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1. Task Overview

This task was undertaken to design and develop a comprehensive **Financial Performance Analysis Dashboard using Microsoft Power BI**, with the goal of empowering business users to gain actionable insights into the financial health and operational efficiency of a company. The dashboard integrates various financial metrics including revenue, cost, profit, and profitability trends, while providing an intuitive and interactive user experience for data exploration.

As part of this task, it was required to build a dynamic and interactive Power BI dashboard that would support business decision-makers in monitoring their organization's financial trajectory. This involved:

- **Importing and preparing financial datasets**
- **Cleaning and transforming data using Power Query**
- **Building DAX-based measures and calculated KPIs**
- **Designing impactful visualizations and layouts**
- **Summarizing findings in a clear and compelling way**

The dashboard acts as a one-stop interface for understanding revenue distribution, cost efficiency, regional performance, and overall financial growth and insights.

2. Data Source Details

The source of the dataset used for this dashboard : https://github.com/TheMrityunjayPathak/FinanceReportDashboard/blob/main/financial_data.csv

It contains 700 financial records, including 16 columns for Date, Product Category, Region, Revenue, Cost, and Profit.

The dataset was structured with transactional-level data and enabled regional and product-based financial analysis.

3. Power Query Steps Summary

- Uploaded dataset into Power BI and used Power Query Editor for initial data transformation.
- Checked for missing or null values; no empty or incomplete entries were found.
- Renamed columns for clarity and consistency to improve model readability.
- Converted 'Date' column to proper Date data type to enable time-based analysis.
- Created new time columns (Eg : Quarter extracted from the Date column).
- Formatted currency fields such as Revenue, Cost, Profit to display financial values accurately.
- Verified and adjusted data types to ensure all fields are correctly structured for data modeling and DAX calculations.

4. List of DAX Formulas

The list of DAX used in the Main Dataset Table which was named as **Main** is given below.

```
Average Cost = AVERAGE('Dataset'[Cost])
```

```
Average Monthly Revenue =
CALCULATE(
    [Total Revenue],
    DATESMTD('DateTable'[Date])
) / DISTINCTCOUNT('DateTable'[Month])
```

```
Average Profit = AVERAGE('Dataset'[Profit ])
```

```
Average Revenue = AVERAGE('Dataset'[Revenue])
```

```
Monthly Profit =
VAR SelectedMonth = MAX('DateTable'[MonthNumber])
VAR SelectedYear = MAX('DateTable'[Year])
RETURN
    CALCULATE(
        [Total Profit],
        FILTER(
            ALL('DateTable'),
            'DateTable'[MonthNumber] = SelectedMonth &&
            'DateTable'[Year] = SelectedYear
        )
```

```
    )
```

```
Monthly Revenue =
VAR SelectedMonth = MAX('DateTable'[MonthNumber])
VAR SelectedYear = MAX('DateTable'[Year])
RETURN
    CALCULATE(
        [Total Revenue],
        FILTER(
            ALL('DateTable'),
            'DateTable'[MonthNumber] = SelectedMonth &&
            'DateTable'[Year] = SelectedYear
        )
    )
```

```
Net Sales = SUM('Dataset'[Gross Sales ]) - SUM('Dataset'[Discounts ])
```

```
Profit Margin (%) = DIVIDE([Total Profit], [Total Revenue], 0)
```

```
Total Cost = SUM('Dataset'[Cost])
```

```
Total Profit = SUM('Dataset'[Profit ])
```

```
Total Revenue = SUM('Dataset'[Revenue])
```

```
YoY Revenue Growth % =
VAR CurrentYear = MAX('DateTable'[Year])
VAR LastYear = CurrentYear - 1
VAR ThisYearRevenue =
    CALCULATE([Total Revenue], 'DateTable'[Year] = CurrentYear)
VAR LastYearRevenue =
    CALCULATE([Total Revenue], 'DateTable'[Year] = LastYear)
RETURN
    IF(
        LastYearRevenue = 0,
        BLANK(),
        DIVIDE(ThisYearRevenue - LastYearRevenue, LastYearRevenue)
    )
```

Created a seperate table name **DateTable** to conduct convenient time-series analysis. The list of DAX used in the Date Table are as shown below.

```
DateTable = CALENDAR(MIN('Main'[Date]), MAX('Main'[Date]))
```

```
Month = FORMAT(DateTable[Date], "MMMM")
```

```
MonthNumber = MONTH(DateTable[Date])
```

```
Quarter = "Q" & FORMAT(DateTable[Date], "Q")
```

```
Year = YEAR(DateTable[Date])
```

5. Dashboard Design

Built a multi-page, interactive dashboard with the following pages shown below.

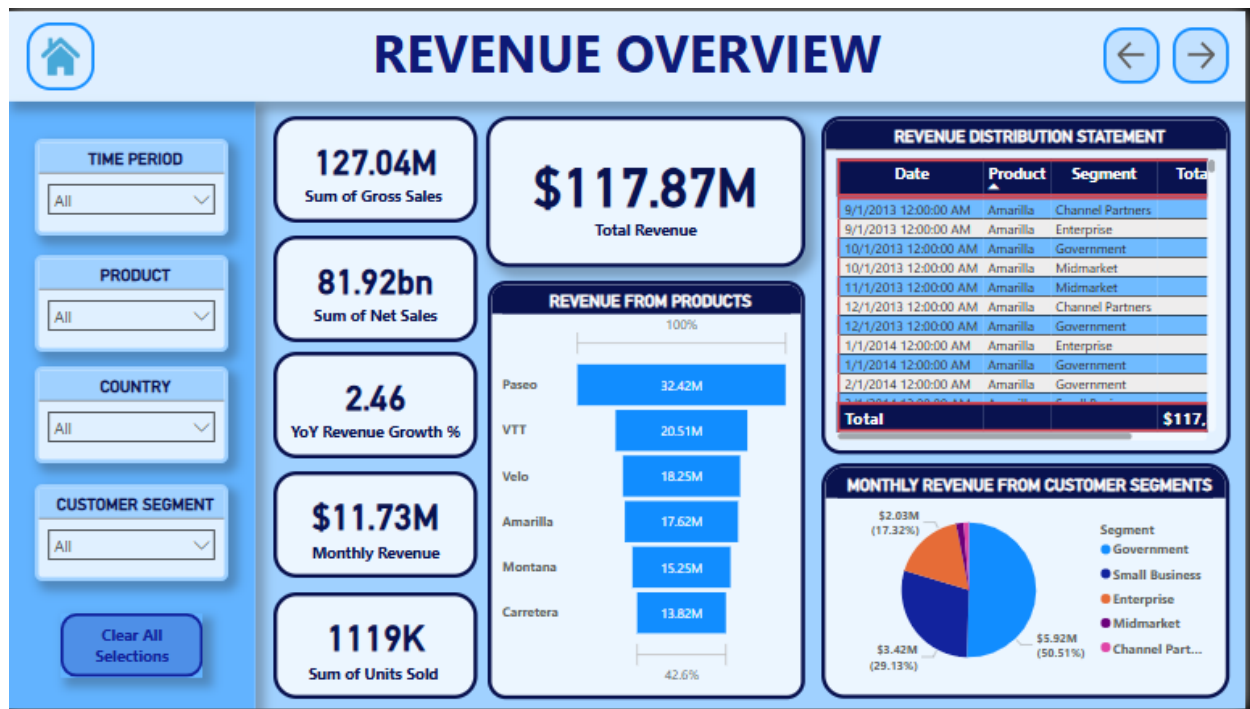**Page   1   –   Home   Page**
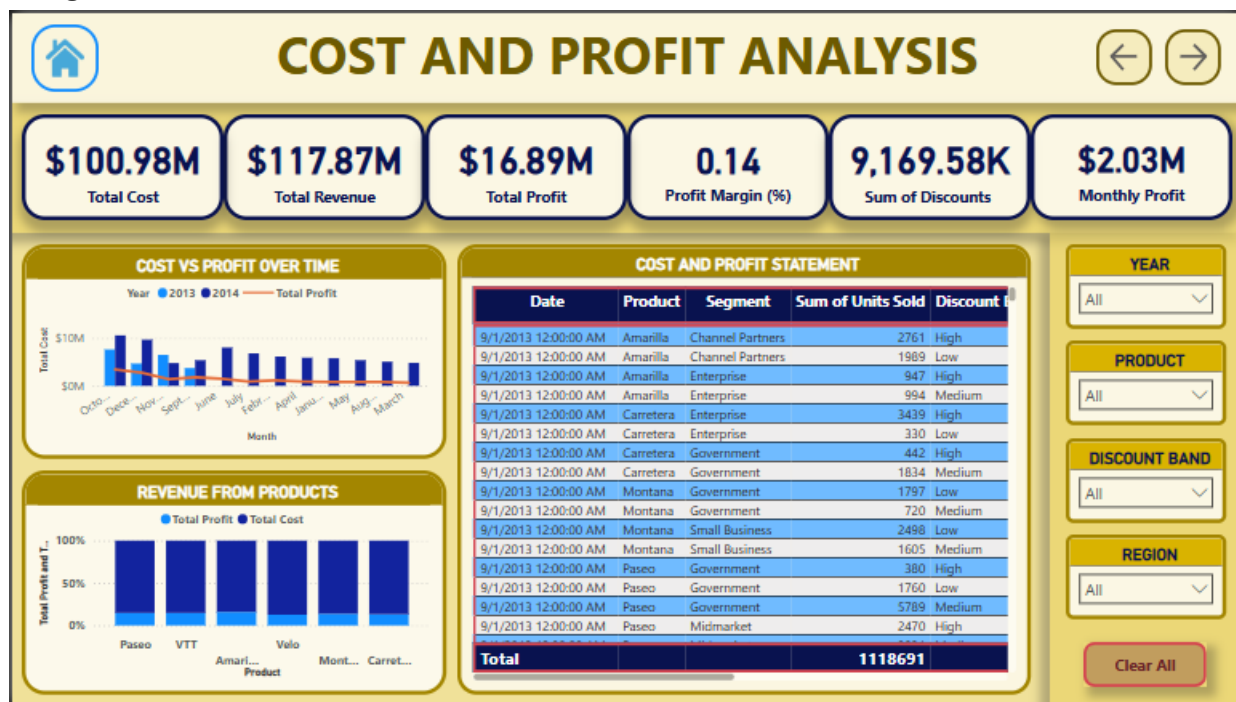Icon-based navigation page that is linked to all analysis pages via buttons.

Page 2 – Revenue Overview
Explore total revenue trends, product-wise performance, and segment-based revenue contribution.
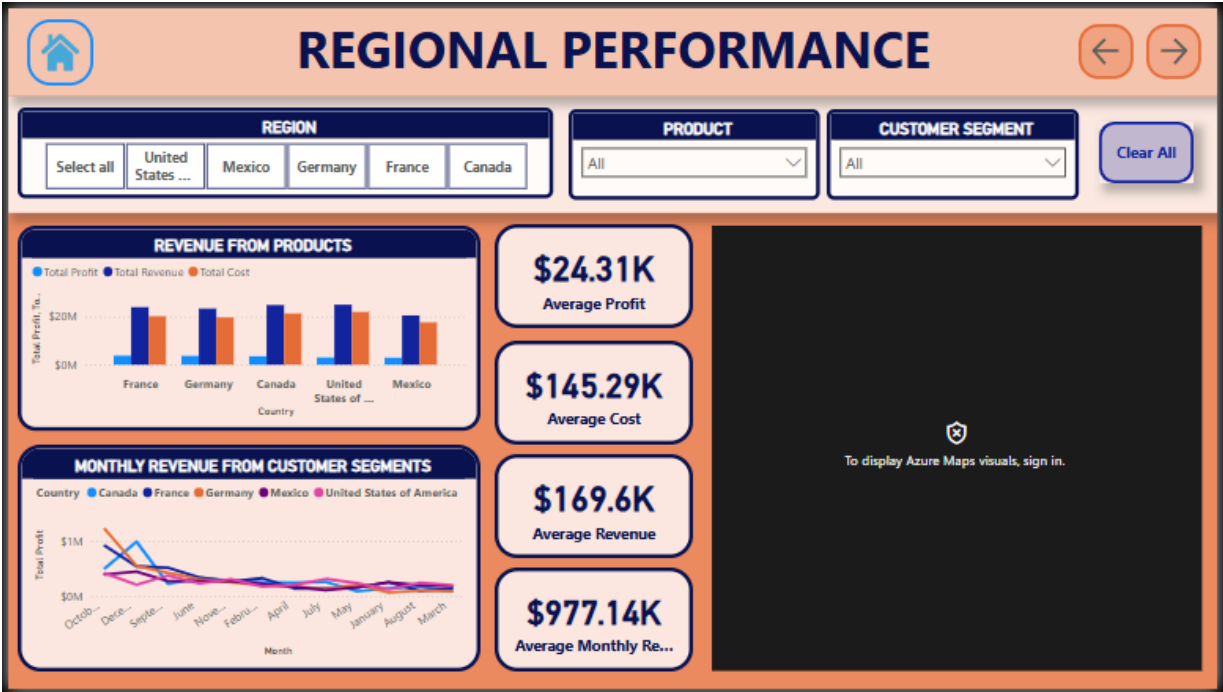
REVENUE OVERVIEW

TIME PERIOD
All

PRODUCT
All

COUNTRY
All

CUSTOMER SEGMENT
All

Clear All Selections

127.04M
Sum of Gross Sales

81.92bn
Sum of Net Sales

2.46
YoY Revenue Growth %

$11.73M
Monthly Revenue

1119K
Sum of Units Sold

$117.87M
Total Revenue

REVENUE FROM PRODUCTS
100%

Product	Value
Paseo	32.42M
VTT	20.51M
Velo	18.25M
Amarilla	17.62M
Montana	15.25M
Carretera	13.82M

42.6%

REVENUE DISTRIBUTION STATEMENT

Date	Product	Segment	Total
9/1/2013 12:00:00 AM	Amarilla	Channel Partners	
9/1/2013 12:00:00 AM	Amarilla	Enterprise	
10/1/2013 12:00:00 AM	Amarilla	Government	
10/1/2013 12:00:00 AM	Amarilla	Midmarket	
11/1/2013 12:00:00 AM	Amarilla	Midmarket	
12/1/2013 12:00:00 AM	Amarilla	Channel Partners	
12/1/2013 12:00:00 AM	Amarilla	Government	
1/1/2014 12:00:00 AM	Amarilla	Enterprise	
1/1/2014 12:00:00 AM	Amarilla	Government	
2/1/2014 12:00:00 AM	Amarilla	Government	
Total			**$117.**

MONTHLY REVENUE FROM CUSTOMER SEGMENTS

$2.03M (17.32%)
$5.92M (50.51%)
$3.42M (29.13%)

Segment
- Government
- Small Business
- Enterprise
- Midmarket
- Channel Part...

Page 3 – Cost vs Profit Analysis

Understand the cost structure, monthly profits, unit discounts, and product-level profit margins.

COST AND PROFIT ANALYSIS

$100.98M
Total Cost

$117.87M
Total Revenue

$16.89M
Total Profit

0.14
Profit Margin (%)

9,169.58K
Sum of Discounts

$2.03M
Monthly Profit

COST VS PROFIT OVER TIME
Year ● 2013 ● 2014 — Total Profit

REVENUE FROM PRODUCTS
● Total Profit ● Total Cost

Paseo, VTT, Amari..., Velo, Mont..., Carret...
Product

COST AND PROFIT STATEMENT

Date	Product	Segment	Sum of Units Sold	Discount
9/1/2013 12:00:00 AM	Amarilla	Channel Partners	2761	High
9/1/2013 12:00:00 AM	Amarilla	Channel Partners	1989	Low
9/1/2013 12:00:00 AM	Amarilla	Enterprise	947	High
9/1/2013 12:00:00 AM	Amarilla	Enterprise	994	Medium
9/1/2013 12:00:00 AM	Carretera	Enterprise	3439	High
9/1/2013 12:00:00 AM	Carretera	Enterprise	330	Low
9/1/2013 12:00:00 AM	Carretera	Government	442	High
9/1/2013 12:00:00 AM	Carretera	Government	1834	Medium
9/1/2013 12:00:00 AM	Montana	Government	1797	Low
9/1/2013 12:00:00 AM	Montana	Government	720	Medium
9/1/2013 12:00:00 AM	Montana	Small Business	2498	Low
9/1/2013 12:00:00 AM	Montana	Small Business	1605	Medium
9/1/2013 12:00:00 AM	Paseo	Government	380	Low
9/1/2013 12:00:00 AM	Paseo	Government	1760	Low
9/1/2013 12:00:00 AM	Paseo	Government	5789	Medium
9/1/2013 12:00:00 AM	Paseo	Midmarket	2470	High
Total			**1118691**	

YEAR
All

PRODUCT
All

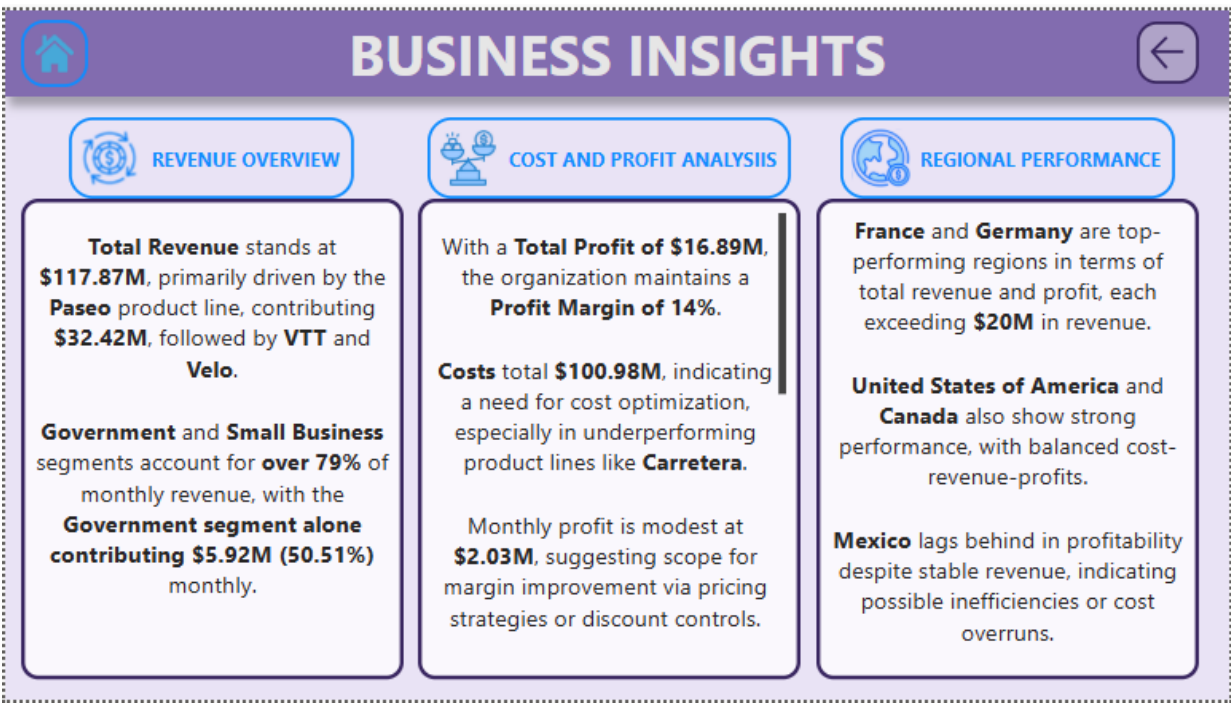**DISCOUNT BAND**
All

REGION
All

Clear All

Page 4 – Regional Performance

Visualize product profitability and revenue across global regions.

Page 5 – Business Insights

A summary of key insights and actionable recommendations based on performance analysis.

6. Key findings and Business Insights

This section highlights key performance insights derived from the financial dashboard, focusing on revenue drivers, segment performance, regional trends, and profitability opportunities.

- **Strong Total Revenue Performance :** Total Revenue stands at $117.87M, primarily driven by the Paseo product line contributing $32.42M, followed by VTT and Velo.
- **High Dependence on Key Market Segments :** The Government and Small Business segments account for over 79% of monthly revenue, with the Government segment alone contributing $5.92M (50.51%) monthly. *Recommendation: Reevaluate these segments to optimize engagement and retain high-value clients.*

- **Regional Margin Disparities :** Mexico underperforms in profitability despite stable revenue, indicating potential cost overruns or operational inefficiencies. *Recommendation: Control costs more effectively in lower-margin regions through vendor negotiations and efficiency initiatives.*

- **Profit Margin Improvement Opportunity :** Current discounts account for 9.17M units, impacting profitability. *Recommendation: Reduce discounting and revise pricing strategies to boost overall profit margins.*

- **Top Regional Performers Identified :** France and Germany lead in total revenue and profit, each exceeding $20M in revenue. *These regions should be prioritized for future strategic investments and growth initiatives.*

- **Balanced Growth Across North America :** The United States of America and Canada show healthy and balanced performance across revenue, cost, and profit, indicating a stable and sustainable contribution to the company's financials.