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| **Objectives:**  **The company that would be analyzed in this visual storytelling assignment would be Six Flags. Six Flags is an American amusement park cooperation, headquartered in Grand Prairie, Texas. The objective of this visual analysis is to analyze the cash flow of the Six Flags Corporation. By analyzing the cash flow of money into and out of Six flags we are able to get a specific financial view of the financial stability of this company. The cash flow of a company apart from showing the financial stability of a country also shows the company’s financial independence of other financial institutions that lend money to companies with financial instability.** | **Dashboard:**  **A screenshot of a cell phone  Description automatically generated** | **Results / Takeaways:**  **After creating my dashboard using my key performance metrics, I was able to conclude that Six flag is a financial stable company. Although Six flag is known for borrowing to help offset its operational costs, they have been able to turn the company into a profitable organization. They have been able to do this by reducing their total expenses over the past five years while increasing their total revenue at the same time. In 2019 Six Flag has been able to pull in 1.5 billion dollars in profits, while spending only 937 million dollars in expenses.**  **Six flag’s interest expense and income show that in general the company borrows more than it saves, thus the company’s high interest expense and low interest income.** |
| **Key Performance Metrics:**  **The key performance metrics for this visual story would be total revenue, total expenses and interest income and expenses. Total revenue would be an important KPI that would help us get a better understanding of Six Flag’s financial stability, we would need to know how much they gain in order to compare it to their expenses which would be able to tell whether or not they are a profitable company. Total expenses would be the second section needed in order to know how profitable the company is. The last KPI would be interest income and expenses, this KPI tells us how much the company receives as interest from saving their money and how much they pay for borrowing money. This KPI not only allows us to monitor their cash flow but also gives us insights on their borrowing habit, if they pay more interest than receive this tells us that they borrow more and vice versa.** |

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