**FINANCE CHALLENGE DISCOVERIES.**

1. Over the course of the 4yrs, our expenses and revenues have a steady increase. However, in **June – July of 2022, the expenses surpassed our revenues** by a substantial amount of ( ). Ill have to go back to the company to know what made the expenses spike this much.
2. Around **April, May and June of 2024**, **our expenses went** **lower** that the revenues. This is a good sign and we should keep that trend going.
3. Another observation is that we make most of our money during weekdays, which is expected for many businesses, however, **28%** of our revenue comes during weekends. We should put more emphasis on weekends since they also bring in money.
4. We can also see that our biggest expense by account is **SALARIES AND WAGES.** **ADP** company is the name of the company that makes up the biggest expense account. I would like to know what we pay to ADP to know how we can minimize or make some changes to reduce these expenses.
5. Our biggest top 5 account earners are ;( ). We make most of our moneys through sales revenues.
6. We’ve made a loss generally over the three years.

**RECOMMENDATIONS.**

1. The sales and marketing team can use this info to know how to boost sales to the slow accounts and also how to incentivize our big earners to spend more.
2. The expenses really surpass our revenue by far **(1.45M).** This could present a business challenge if this is the trend, measures need to be put in place to reduce the spending, or increase our revenue sources.