

1 INTRODUCTION

1.1 Overview

This report delves into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses. It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern. The visual representations allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance. Decision-makers, financial analysts, and stakeholders can gain valuable insights into the financial health of businesses, identify areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth. To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

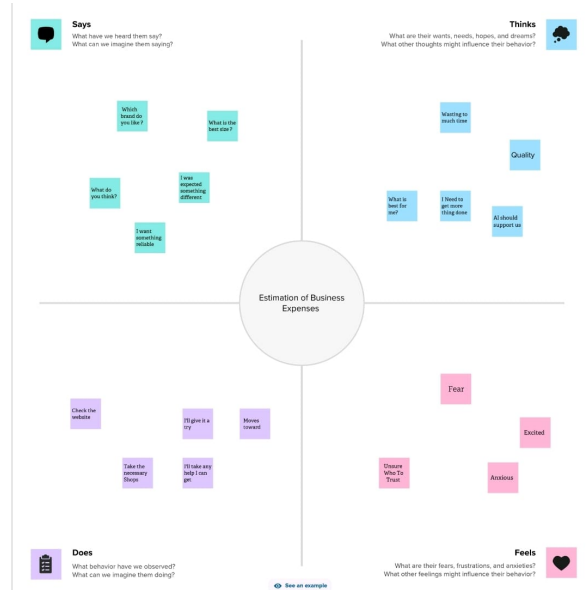
1.2 Purpose

The analysis of business expenses and financial management has a significant social impact. It contributes to economic stability by optimizing costs and fostering long-term sustainability. Effective expense management creates job opportunities and supports the workforce. It allows for better resource allocation, enabling businesses to invest in innovation and community engagement. Responsible expense management aligns with societal expectations and promotes social responsibility. Non-profit organizations benefit from expense analysis, enabling them to maximize their impact. Overall, analysing and managing expenses positively influences economic growth, employment, stakeholder well-being, and social responsibility.

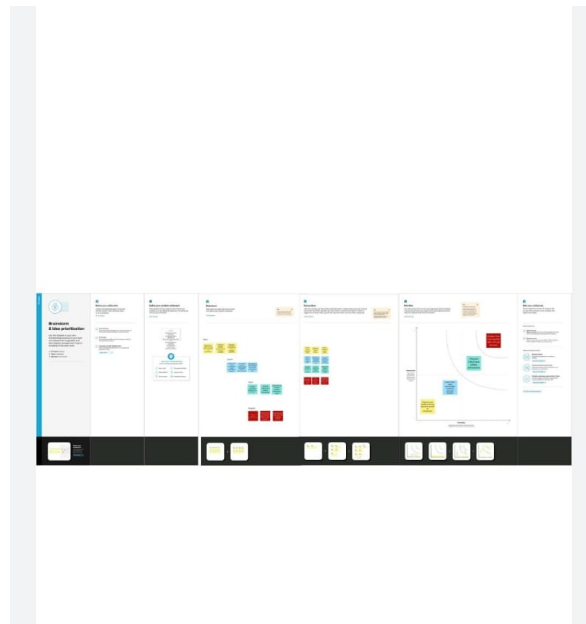
2 Problem Definition & Design Thinking

2.1 Empathy Map





2.2 Ideation & Brainstorming Map

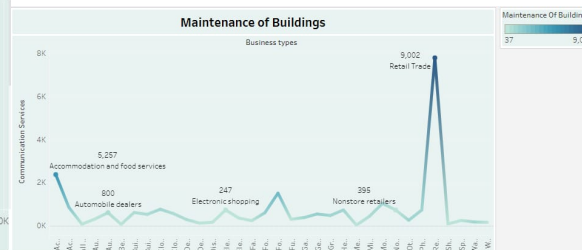
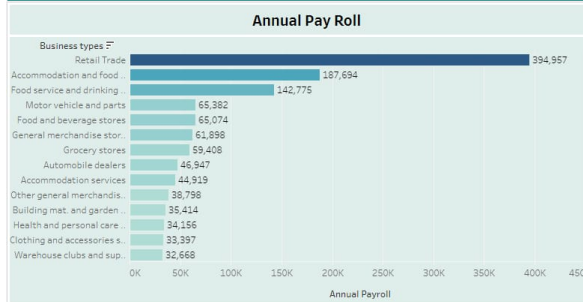
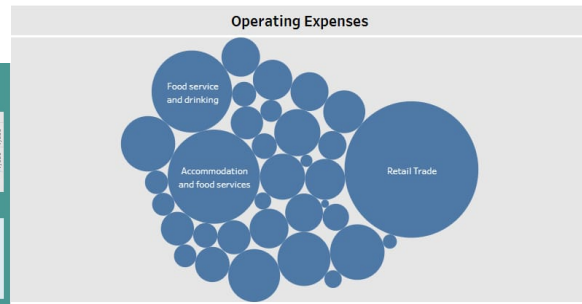
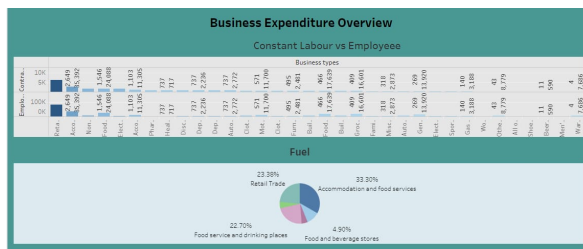


3 RESULT

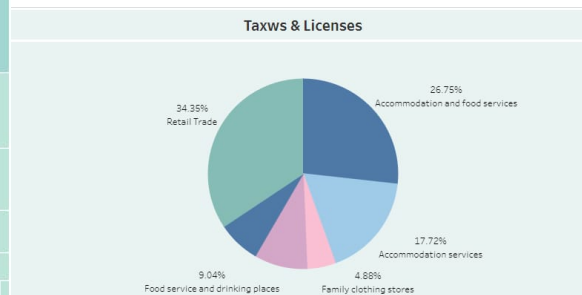
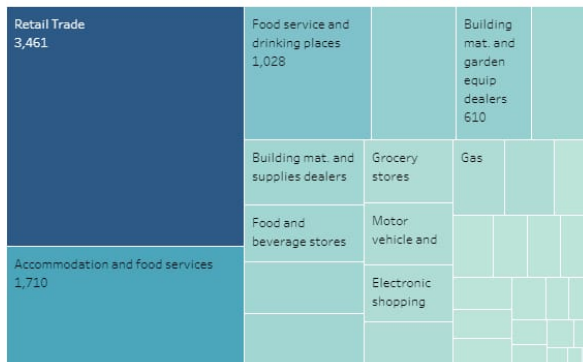
Analysing business expenses has a profound impact on various aspects of business operations. It helps optimize costs, improve profitability, and ensure financial stability. Expense analysis enables businesses to allocate resources effectively, make informed decisions, and create realistic budgets and forecasts. It enhances competitiveness, attracts investors, and mitigates financial risks. By understanding and managing expenses, companies can drive growth, maintain a strong financial position, and make strategic



business decisions with confidence.



Rental Payment for Machinery



4 ADVANTAGES&DISADVANTAGES

Cost estimation helps you determine your project's budget, schedule the work necessary and manage new resources. Cost estimates are also very crucial when it comes to winning new business. Property owners also use cost estimates to assess the feasibility of their projects before embarking on actual construction.

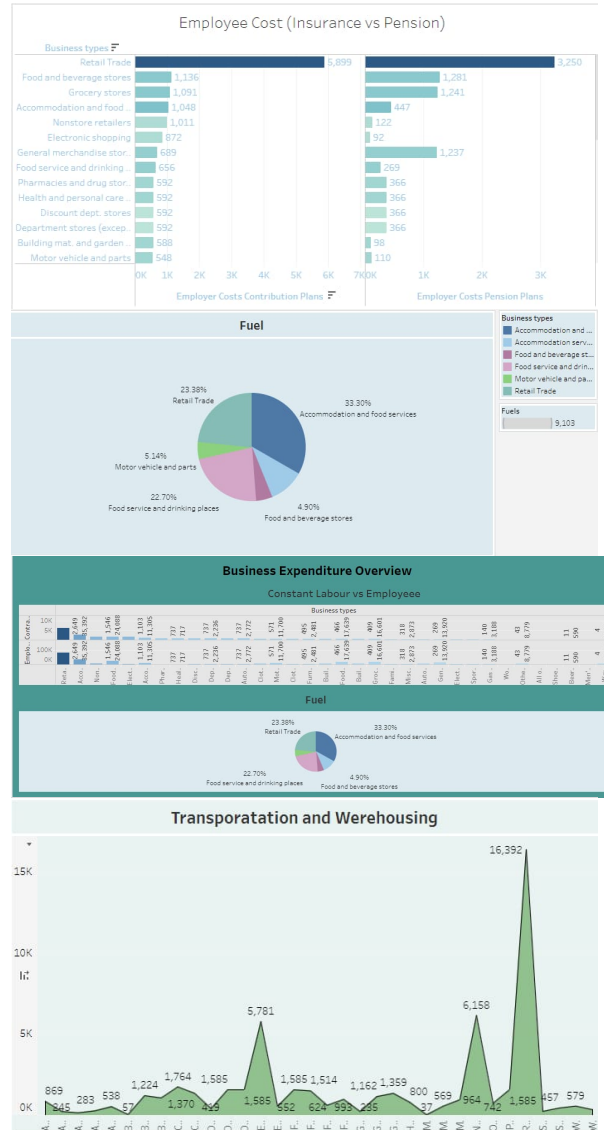
More accurate estimations result in smoother execution of the project. So you are spared last minute overheads, unforeseen expenditures and blocked working capital. What this means are lesser project costs. The right estimation means glitch free, uninterrupted project execution.

5 APPLICATIONS

Cost drivers were a significant focus in the literature survey, with researchers extensively investigating the factors influencing business expenses. Studies highlighted labour costs, material costs, overhead expenses, and marketing expenditures

as key drivers. Accurately identifying and tracking these drivers was emphasized as essential for effective expense management and control.

6 CONCLUSION



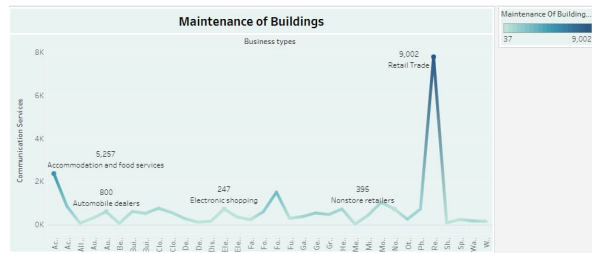
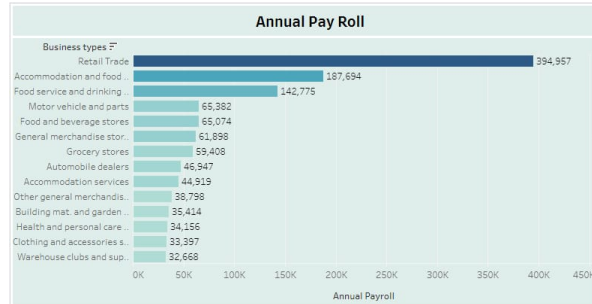
7 FUTURE SCOPE

The primary business requirements for this report are to visualize and analyze business expenses, provide industry-specific insights, identify cost drivers, highlight outliers, and offer interactive functionality. Stakeholders need a visual representation of expenses to compare and analyze spending patterns across different businesses and industries. The report should facilitate the identification of key cost drivers, enabling stakeholders to understand the primary factors contributing to expenses. Additionally, it should flag any outliers or anomalies for further investigation.

§

APPENDIX

1.



Rental Payment for Machinery

