

# Analysis and Visualization of P&L Data in Excel Project

Organize, Visualize, and Analyze Financial Information Downloaded from Bloomberg

## Case Description

Bloomberg terminals are a powerful tool in the hands of financial professionals. But the data downloaded from there requires significant polishing and formatting before it can be presented to decision-makers.

In this Analysis and Visualization of P&L Data in Excel project, you're an analyst who downloaded Bloomberg data and is asked to prepare a concise report and visualizations.

To perform this task well, you must use advanced Excel lookup functions, apply professional formatting, and create appealing charts to help management understand financial performance at first glance, which is challenging to do with this data. But these are the type of tasks a well-prepared analyst needs to be able to perform on the job.

Finally, you'll be asked to interpret the firm's financials using trend and profitability margin analysis. Test your ability to synthesize complex financial P&L data into easy-to-understand insights that can be presented to a professional audience.

## Project files

This data is a detailed Bloomberg extraction, outlining financial information over multiple fiscal years from 2016 to 2023. It provides an in-depth view of revenues, segmented by product, brand, and geographic area, along with a breakdown of operating expenses, gross profits, net income, and earnings per share (EPS). Specific figures for wholesale, retail, and other businesses are detailed across various regions, offering a comprehensive insight into the financial performance of the ticker "ADS GY Equity."

## Tasks:

- Your manager has requested you to prepare a P&L table for analysis, with details up to the EBIT level. The structure should include a revenue breakdown and essential P&L items leading to EBIT. Rename the 'Operating income' item to EBIT in your table. Be sure to apply professional formatting to your work.
- Fill in the P&L format you created with the source data from the raw Bloomberg extraction. Once your P&L is populated, calculate the firm's Gross Profit and EBIT margin ( $\text{Gross Profit Margin} = \text{Gross Profit} / \text{Revenue}$ ,  $\text{EBIT margin} = \text{EBIT} / \text{Revenue}$ ). Lastly, incorporate a CAGR calculation (variation) for revenue reflecting the period under analysis.
- Create a chart that will enable your manager to understand the company's revenue growth and profitability.
- Consider Adidas' P&L statement for 2019 and 2023 and provide commentary on the firm's performance.