

# Financial Report Of Contoso Corporation

*Project Type: Financial Analysis & Business Intelligence*

## Overview

This interactive **Power BI dashboard** provides a comprehensive financial analysis of **Contoso Corporation** Company's key performance indicators, including **sales, orders, profit, discounts, and customer profitability** across multiple dimensions such as **country, product, and customer type**. The dashboard is designed to help stakeholders quickly **identify trends, compare performance against the previous year, and make data-driven decisions**.

## Key Insights & Features

### 1. Sales & Profit Analysis

- Total **gross sales**: \$127.93M, with a **net sales** value of \$118.73M.
- The company achieved a **total profit of \$16.89M**, marking a significant **235.58% growth compared to last year**.
- **Profit margin** is at **14.1%**, showing a slight decline of **-3.97%** from last year.

### 2. Country-Wise Performance

- The **United States (25M)**, **Canada (24.9M)**, and **France (24.4M)** are the top-performing countries in terms of sales.
- **Orders by country** show that **Canada (247K)** and **France (241K)** have the highest order volumes.
- **Profit margin by country** reveals that **Germany and France** have the highest profit margins at **16% each**, while the **United States has the lowest at 12%**.

### 3. Product & Customer Profitability

- **Top-selling products**:
  - **Paseo (33M sales)**, **VTT (21M)**, and **Velo (18M)** contribute the most to total revenue.
- **Customer Type Profitability**:
  - **Channel partners** are the most profitable segment with an average profit margin of **73.1%**.
  - **Midmarket and Government customers** have significantly lower profit margins at **27.7% and 21.7%**, respectively.

### 4. Discount Analysis

- Discounts are categorized into **High (57.8%)**, **Medium (32.6%)**, and **Low (9.6%)**.
- The visualization helps identify how discounts impact sales and profit margins.

## 5. Sales Trend Analysis (2013-2014)

- A **line chart** highlights the **fluctuations in sales performance** over time, helping identify seasonal trends and spikes.

### Technical Stack & Implementation

- **Data Source:** Cleaned and processed data from a financial database.
- **Power BI Features Used:**
  - DAX measures for dynamic calculations.
  - Interactive visuals, including **bar charts, tree maps, line charts, and donut charts**.
  - **Slicers and filters** for drill-down analysis.
  - **Conditional formatting** to highlight key insights.

### Impact & Business Value

- Helps the **finance team and executives** quickly assess overall business performance.
- Enables **data-driven decision-making** by providing clear visibility into sales trends, customer profitability, and discount strategies.
- Identifies **top-performing regions and products**, helping in **strategic planning and pricing optimization**.

### Why This Project Stands Out

- **Business-Focused:** Designed for **stakeholders and decision-makers**.
- **Real-World Application:** Simulates a **corporate financial dashboard** used in companies.
- **Advanced Power BI Features:** Demonstrates **DAX, visual storytelling, and interactivity**.