

## **Team members**

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## **Financial Performance Analysis (2022–2024) – Power BI Project**

This project presents a comprehensive Financial Performance Analysis of a Saudi Arabian food products company covering the years 2022 to 2024, using Microsoft Power BI as the primary analytical and visualization tool. The goal is to evaluate the company's financial health and operational efficiency across multiple branches and regions, including the Central, Western, Eastern, Northern, and Southern regions—by transforming raw financial data into meaningful insights that support strategic decision-making.

The analysis focuses on the company's revenues, expenses, profits, assets, liabilities, and cash flows, providing a complete view of performance and stability. Through Power BI's interactive dashboards, the project allows users to explore how revenue and profitability evolved over time, compare financial outcomes between regions, and identify opportunities for cost optimization and resource allocation.

The dataset used in this project originates from internal financial records spanning 2022 to 2024, containing monthly figures for each branch and region. Key variables include Revenue, Cost of Goods Sold (COGS), Gross Profit, Net Profit, Operating Expenses, Assets, Liabilities, Equity, and Cash Flows. The addition of regional dimensions enables clear comparative performance evaluation across different operational areas.

A series of Key Performance Indicators (KPIs) were developed using DAX measures to monitor financial performance effectively:

- Revenue Growth Rate – tracks year-over-year sales improvement.
- Net Profit Margin – evaluates profitability relative to revenue.
- Expense-to-Revenue Ratio – measures cost efficiency.
- Debt-to-Equity Ratio – indicates financial stability and leverage.
- Operating Cash Flow – measures liquidity and operational strength.

The Power BI dashboard includes dynamic visuals such as trend charts, bar graphs, KPIs, maps, and comparison tables, allowing users to filter results by year, branch, and region. This interactivity enables management to pinpoint strengths, detect underperforming areas, and monitor performance trends in real time.

Through this project, the team aimed to answer crucial business questions such as:

- How have revenue and profitability changed across regions between 2022 and 2024?
- Which regions or branches demonstrate the strongest financial stability and cash flow consistency?
- How do operating expenses and net profit margins vary across branches?
- What are the trends in assets, liabilities, and equity over time?

By combining data modeling, DAX-driven KPIs, and interactive visualization, the project delivers a clear, data-driven understanding of the company's performance. It helps decision-makers identify patterns, evaluate financial risks, and take informed actions to enhance profitability and sustain long-term growth.