💼 Analysis & Visualization of P&L Data in Excel

Organizing, Visualizing, and Analyzing Financial Data Extracted from Bloomberg

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📊 Overview

Financial data from Bloomberg terminals is rich and valuable — but it rarely comes ready for decision-making. This project showcases how I transformed raw, unformatted Bloomberg exports into a clean, interactive Profit & Loss (P&L) analysis using **Excel**.

My goal was to create a structured, professional report and dashboard that helps management quickly understand **Adidas' financial performance between 2019 and 2023**, focusing on **growth trends, profitability margins, and efficiency improvements**.

🎯 Objective

To clean and organize Bloomberg-exported data, create a structured P&L up to the EBIT level, calculate profitability ratios and growth rates, and visualize key financial trends in a concise, professional Excel dashboard.

🧩 Data

- **Source:** Bloomberg Terminal financial extract for Adidas (ADS GY Equity)

- **Time period:** FY 2016–2023 (focus: 2019–2023)

- **Metrics included:** Revenue, Cost of Sales, Gross Profit, Operating Expenses, EBIT, EPS

- **Segmentation:** Product, Brand, and Geographic Area (Retail, Wholesale, Other Businesses)

The raw file required formatting, renaming, and structured aggregation before analysis.

⚙️ Approach

1. P&L Structuring

Created a new Excel sheet with a professional **P&L structure** up to EBIT:

Revenue

– Cost of Sales

= Gross Profit

– Operating Expenses

= EBIT

Applied consistent formatting, proper alignment, and standardized numeric display using Excel's **Accounting** and **Conditional Formatting** features for readability.

2. Lookup and Calculations

Used **nested lookup functions (SUMIFS and XLOOKUP)** to extract data dynamically from the Bloomberg sheet into the P&L layout.
Calculated:

- **Gross Profit Margin = Gross Profit / Revenue**

- **EBIT Margin = EBIT / Revenue**

- **CAGR (Revenue) = (End / Start)^(1/Years) – 1**

This automated the P&L to update seamlessly with new data.

3. Visualization

Built a **combo chart** combining *Revenue (bars)* and *EBIT Margin (line)* to help management visualize both growth and profitability in one view.
The visual quickly communicated how top-line expansion aligned with improved efficiency.

4. Interpretation

Performed a financial comparison between **FY 2019 and FY 2023**, focusing on revenue growth, cost management, and profitability improvement.

📈 Insights & Results

1️⃣ Revenue Growth

- Total revenue grew at a **CAGR of 7.33%** between 2019 and 2023.

- The **Retail segment** led with **14.49% CAGR**, while **Wholesale** grew more modestly at **4.82%**.

- "Other Businesses" maintained healthy momentum with **9.66% CAGR**.

2️⃣ Profitability

- **Gross Profit** increased at **9.66% CAGR**, improving gross margin from **46% to 50%**.

- **EBIT** grew impressively at **22.79% CAGR**, with EBIT margin rising from **5% to 9%**, signaling better cost control and operational leverage.

3️⃣ Strategic Interpretation

Adidas maintained strong top-line growth while achieving meaningful margin expansion — evidence of **efficient cost management**, **pricing discipline**, and **profitable scaling**. The company's retail segment acted as a major growth driver, strengthening its competitive position in a challenging global market.

💡 Key Learnings

- Excel's **advanced lookup and formula capabilities** can replicate many features of BI tools for financial analysis.

- Clean structure and professional formatting make a huge difference in communicating insights.

- A single, well-designed chart can often tell a clearer story than multiple tables.

🧠 Tools & Skills Demonstrated

Tools: Microsoft Excel (Lookup Functions, Pivot Tables, Combo Charts, Conditional Formatting)
Skills: Financial Analysis, Profitability Metrics, Data Cleaning, Automation, Visualization, Storytelling

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🚀 Outcome

Delivered a **self-updating Excel dashboard** for P&L analysis that management could refresh monthly with new Bloomberg data.
The workbook now serves as a quick-turnaround tool for trend monitoring and decision support.

💬 Personal Takeaway

This project reinforced the importance of combining **data accuracy, business understanding, and storytelling**. Even using Excel alone, it's possible to create **insight-rich financial analytics** that deliver clarity and strategic value.