# 📊 Financial Performance Summary – 2024 YTD

## 1. Objective

The purpose of this project is to simulate a real-world Financial Planning & Analysis (FP&A) workflow for a professional services company. This includes analyzing 12 months of budgeted and actual financial data, evaluating revenue and expense variances, and providing actionable insights to support strategic decisions.

## 2. Key Insights

- Total actual revenue exceeded budgeted revenue by $8,608, showing a positive financial trend.  
- Actual net income was slightly below budget by $924, indicating controlled but slightly higher-than-expected expenses.  
- The company showed a revenue growth of 0.49% from January to December.  
- Most variances month-over-month remained within a stable range, reflecting solid financial control.

## 3. Recommendations

- Monitor and reduce discretionary spending such as travel and marketing where possible.  
- Reforecast revenue targets for Q3 and Q4 based on actual YTD performance trends.  
- Consider investing in areas showing consistent revenue growth to improve profitability.

## 4. Next Steps

- Share this financial report with the CFO and department leads.  
- Set up monthly reviews of actuals vs. budget to improve forecasting accuracy.  
- Build automated dashboards in Excel or Power BI to track performance KPIs in real-time.