

Disney Financial Performance & Segment Profitability Analysis

Data Source: The Walt Disney Company FY2022–FY2024 Form 10-K

Tooling: Tableau, Excel

Objective: Build an executive-ready dashboard to understand Disney's financial performance & segment-level economics.

Project Overview

The objective of this project was to analyze The Walt Disney Company's recent financial performance using publicly available Form 10-K data and translate it into an executive-level Tableau dashboard. Rather than replicating raw financial statements, the goal was to surface decision-relevant insights that highlight how Disney generates revenue, where profitability is concentrated, and how the business mix has evolved over time.

This project was designed to reflect how financial and business intelligence teams use data internally to support leadership discussions, investment decisions, and strategic planning.

Data Extraction & Preparation

I sourced financial data directly from Disney's FY2022–FY2024 Form 10-K filings via the SEC EDGAR system. From the consolidated financial statements and segment disclosures, I extracted two core datasets:

Company-level financials

- Total Revenue
- Operating Income (pre-tax)
- Net Income attributable to Disney
- Derived Operating Margin and Net Margin

Segment-level performance

- Revenue and operating income for Entertainment, Experiences, and Sports
- Derived segment operating margins to evaluate profitability differences

Data was normalized, calculated consistently across years and structured to support dynamic filtering and comparison in Tableau.

Key Insights & Findings

Several important insights emerged from the analysis:

- **Experiences is Disney's primary profit engine-** While Entertainment generates the largest share of revenue, Experiences consistently delivers the highest operating income and margins, reinforcing its role as the company's most economically efficient segment.
- **Revenue scale does not equate to profitability-** Entertainment contributes significant topline revenue but operates at lower margins compared to Experiences, highlighting the importance of margin-aware decision-making rather than revenue growth alone.
- **Profitability has meaningfully improved in FY2024-** Across company-level KPIs, operating and net margins rebounded in FY2024, indicating improved cost structure and operating leverage.

Business Value & Practical Use

This dashboard demonstrates how financial statement data can be transformed into actionable intelligence. In a real business context, this type of analysis can be used to:

- Support leadership discussions around capital allocation and segment prioritization
- Evaluate tradeoffs between revenue growth and margin expansion
- Identify which businesses drive sustainable profitability
- Provide a clear, shared view of performance across finance, strategy, and operations teams

More broadly, this project reflects a mindset focused on clarity, relevance, and decision impact, rather than visualization for its own sake.

Why This Matters

By grounding the analysis in Disney's actual financial disclosures and presenting it in an executive-friendly format, this project bridges the gap between raw financial reporting and strategic insight. It showcases an ability to not only work with financial data, but also to frame it in a way that informs real business decisions, which is critical for roles in financial planning, business intelligence, and corporate strategy.