

MSME Digital Readiness and Profitability Dashboard

Objective:

To create an interactive dashboard that evaluates the **digital maturity** and **financial health** of MSMEs across various sectors using sample data, and to generate actionable insights for consulting and strategic support.

Key Metrics to Track:

Metric	Description
Digital Presence	Binary indicator: Yes/No — Based on use of digital tools
Digital Score	0–10 score — Calculated based on number of digital tools used
Revenue (₹)	Annual or monthly revenue figure
Expenses (₹)	Total operational cost
Profit Margin (%)	Calculated as: $(\text{Revenue} - \text{Expenses}) / \text{Revenue} * 100$
Sector	Categorical: Retail / Service / Manufacturing
Location	City of operation
Digital Tools Used	Comma-separated list: CRM, Website, POS, Inventory Software, Social Media

Data Fields / Columns (Structured View):

- Business ID: Unique ID
- Name: MSME name
- Sector: Business type
- Location: Operational city
- Revenue: Annual revenue
- Expenses: Operational costs
- Digital Tools Used: List of tools
- Digital Score: Score out of 10
- Digital Presence: Yes if score > 0
- Profit: Revenue - Expenses
- Profit Margin: $(\text{Profit} / \text{Revenue}) * 100$
- Recommendation: Optional column for consulting actions

Tools to Use:

- Documentation: Notion / Google Docs / OneNote
- Data Entry: Google Sheets / Excel
- Visualization: Power BI / Tableau / Looker Studio
- Analytics: Excel formulas / DAX (in Power BI)
- Version Control: GitHub

