

Key Financial KPIs from Transactions Only

1. Net Profit Margin

- What it shows: Profitability after expenses
- Best Graph: Bar Chart (monthly or quarterly)
- Formula: $\text{Net Profit Margin (\%)} = ((\text{Total Income} - \text{Total Expenses}) / \text{Total Income}) \times 100$

2. Operating Cash Flow

- What it shows: Cash generated from daily operations
- Best Graph: Line Graph
- Formula: $\text{Operating Cash Flow} = \text{Cash Inflows (Operating)} - \text{Cash Outflows (Operating)}$

3. Revenue Growth Rate

- What it shows: Period-over-period increase in revenue
- Best Graph: Line Graph or Column Chart
- Formula: $\text{Growth Rate (\%)} = ((\text{Revenue_Current} - \text{Revenue_Previous}) / \text{Revenue_Previous}) \times 100$

4. Burn Rate

- What it shows: Total monthly cash outflows
- Best Graph: Area Chart or Bar Chart
- Formula: $\text{Burn Rate} = \text{Total Expenses per Month}$

5. Expense Breakdown by Category

- What it shows: Where money is being spent
- Best Graph: Pie Chart or Stacked Bar Chart
- Formula: $\text{Category Share (\%)} = (\text{Category Total} / \text{Total Expenses}) \times 100$

