# Strategic Market Growth and Efficiency Enhancement in Global Power Plant Consulting

**A Final report for the BDM capstone Project**

Submitted by

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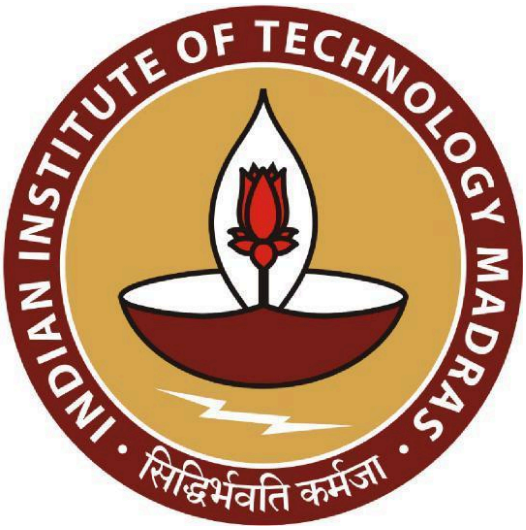


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# 1 Executive Summary

The project focuses on XYZ Engineering Consultants (India) Pvt. Ltd, a power plant consultation company headquartered in Tamil Nadu. The company operates in a Business-to-Business (B2B) environment and deals with a wide range of power plant projects like Renewable energy (Biomass / Solar / Hydro), Gas Engines / turbine plants, Thermal plant and Steel Millet plant. The company offers services such as detailed engineering, project management, technology, and procurement services.

Our project focuses on three main objectives: market expansion, operational efficiency, and client behavior analysis. We will analyze sales data from the past three financial years, segmenting it by client location and power plant project type to identify lucrative markets and recognize specific power plant demand. Additionally, we will scrutinize the company's direct and indirect expenditures to identify areas for cost reduction and determine where spending is justified.

This report proposes a multi-faceted approach to achieve significant and lasting benefits for the organization. The analysis of financial data from 2021-22 to 2023-24 revealed key insights into the company's performance. Utilizing tools like Tableau, Excel, and Python scripts, various methodologies were employed, including time series analysis, map analysis, correlation and chi-square tests, and segmentation analysis. This comprehensive approach examined sales data, expenditures, overall turnover, and net profit. Notably, net profit declined in 2022-23 despite an increase in total turnover due to various losses. However, there was a strong recovery in 2023-24 with a 47.62% increase in net profit, indicating improved financial management.

The report offers solutions to overcome challenges and foster growth. It provides actionable insights on when and where to implement marketing strategies, which types of power plants to focus on, and in which regions. Time series analysis highlighted consistent growth in inland revenues and substantial growth in foreign market revenue. Segmentation analysis identified key regions like Maharashtra and Gujarat as significant contributors to revenue, while market expansion analysis suggested potential growth in hydro and solar projects in foreign markets. Recommendations include optimizing operational efficiency, enhancing market presence, and strengthening financial stability by focusing on high-potential markets, leveraging technology, and improving client relationships to achieve strategic goals and ensure long-term success in the competitive power plant consultation industry.

# 2 Detailed Explanation of Analysis Process/Method

## 2.1 Data Collection

The data was initially collected in Tally files. Using the export option in Tally software and configuring the necessary details, the data was converted into Excel sheets. These sheets were then transferred to Google Sheets for convenience.

## 2.2 Data Preparation and Cleaning

The service charges data and client-related data (location and type of power plant) were combined using the VLOOKUP formula. The date column was converted to the YYYY-MM-DD format using the formula:

```
=TEXT(DATE(RIGHT(A1,4), MID(A1,4,2), LEFT(A1,2)), "yyyy-mm-dd")
```

Additionally, two new columns, month number and year, were derived from the date column using the following formulas:

```
=MONTH(A1)
=YEAR(A1)
```

An App Script was employed to create the Inland/Foreign column. The expenses were then summarized using the SUM functions. A new column named "Type of Expense" was created to categorize the expenses as direct and indirect using App Script for the expense data.

**App script used :** app sciptJPG

## 2.3 Setting up tableau and python script

Setting up Tableau involved connecting the cleaned and prepared data from Google Sheets to Tableau for advanced data visualization. Tableau was used to create various visualization charts that provided insights into various financial metrics. Python scripts were used to automate data processing tasks and perform statistical analyses.

## 2.4 Understanding the data and descriptive statistics

The descriptive statistics were performed to understand the data. For example, Coal and thermal power plants make up 78.8% of the total clients but contribute only 33% to the overall turnover. Conversely, hydro, gas engine/turbines, and steel mill power plants account for only 10% of the clients yet contribute

52% to the turnover. Foreign markets are particularly lucrative due to higher mean service charges, often billed in dollars, leading to significantly higher amounts when converted to Indian rupees. Additionally, foreign clients incur fewer losses for the company, making market expansion in foreign countries a strategic priority. While overall expenditure and direct expenses have surged in the past year, indicating potential growth and expansion, indirect expenses have remained steady. To better understand this trend, a deeper data analysis is required.

## 2.5 Time series analysis

Time series analysis was conducted to observe trends in service charges over time, both year-wise and month-wise. Year-wise analysis helped identify long-term trends and seasonal patterns, while month-wise analysis provided insights into short-term fluctuations and monthly variations in service charges.

## 2.6 Correlation test

Correlation tests are conducted to identify and quantify relationships between variables in the dataset, aiding strategic decision-making. The Point-Biserial Correlation measures the relationship between a binary variable (client type: inland or foreign) and a continuous variable (revenue), indicating the strength and direction of the association. The Chi-Square Test for Association examines the relationship between two categorical variables (such as client type and revenue categories) by evaluating their distribution differences. These tests provide a statistical foundation for understanding significant links between variables and are performed using Python scripts for efficient and accurate analysis.

```
data = pd.read_excel(file_path)

# Prepare the data
data_clean = data[['Receipt Amount', 'Inland/Foreign']].dropna()
data_clean['Inland/Foreign'] = data_clean['Inland/Foreign'].map({'Inland': 0, 'Foreign': 1})

# Perform Point-Biserial Correlation
corr, p_value = pointbiserialr(data_clean['Inland/Foreign'], data_clean['Receipt Amount'])

# Perform Chi-Square Test for Association between 'Inland/Foreign' and 'Receipt Amount'
# Binning Receipt Amount for Chi-Square Test
data_clean['Receipt Bin'] = pd.cut(data_clean['Receipt Amount'], bins=3, labels=['Low', 'Medium', 'High'])
contingency_table = pd.crosstab(data_clean['Inland/Foreign'], data_clean['Receipt Bin'])
chi2, p, dof, ex = chi2_contingency(contingency_table)

# Visualize the data
```

**Figure 2.1 : Python script for correlation test**

## 2.7 Geo analysis

Geographical analysis was conducted to examine the distribution of revenue across different regions. This involved mapping service charges and other financial metrics to specific locations using geo-mapping tools in Tableau. The analysis highlighted key regions contributing to revenue and identified areas with growth potential.

## 2.8 Segmentation Analysis Combining the Type and Region

Segmentation analysis was conducted by combining the type of power plant and geographical regions to identify distinct market segments. This approach helps in understanding which types of power plants are most successful in specific regions, facilitating targeted marketing and investment strategies. By analyzing segments based on power plant types like coal, thermal, hydro, and gas engines across different regions, the company can tailor its operations and marketing efforts to maximize efficiency and profitability, thereby identifying the best market opportunities for different power plant types.

## 2.9 Expense Analysis (Quantitative and Qualitative)

Expense analysis involved both quantitative and qualitative assessments to gain a comprehensive understanding of the company's financial outflows. Quantitative analysis used line charts to evaluate trends in direct and indirect expenses over the years, providing clear insights into cost patterns. Qualitative analysis utilized treemaps to examine it. This dual approach ensures a thorough evaluation of financial efficiency and areas for potential savings.

## 2.10 Loss Incurred Analysis

The loss incurred analysis focused on understanding the reasons and patterns behind financial losses over different financial years. This occurs due to unpaid payments by the clients. This involved examining the types of clients (inland vs. foreign) and projects (e.g., coal, hydro) that contributed most to the losses. Visualizations such as loss distribution charts and year-wise loss analysis highlighted the most affected areas. This analysis is crucial for identifying high-risk projects and implementing strategies to mitigate future losses, thereby improving overall financial stability.

## 2.11 Overall Analysis of the Organization

The overall analysis of the organization involves assessing the growth trajectory in terms of net profit and total turnover. The table and the accompanying line chart in the next section illustrate the financial performance of the company over the financial years 2021-22 to 2023-24.

$$\text{Net Profit} = \text{Gross Profit} - \text{Total Expenses}$$

$$\text{Net Profit Growth Rate} = ((\text{Net Profit for Current Year} - \text{Net Profit for Previous Year}) / \text{Net Profit for Previous Year}) * 100$$

# 3 Results and Findings

## 3.1 Year wise time series analysis

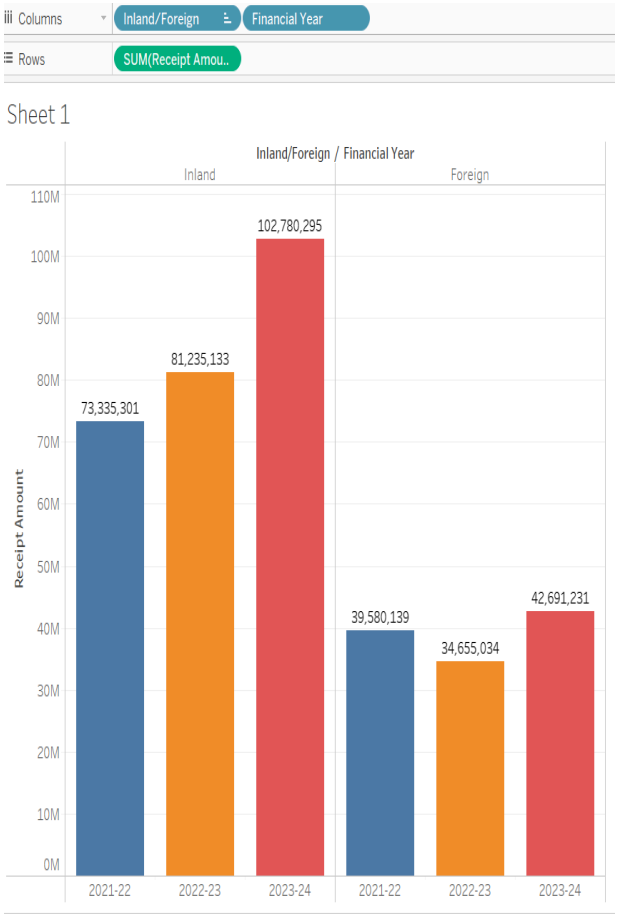


**Figure 3.1 : Service charges distribution over the past three years**

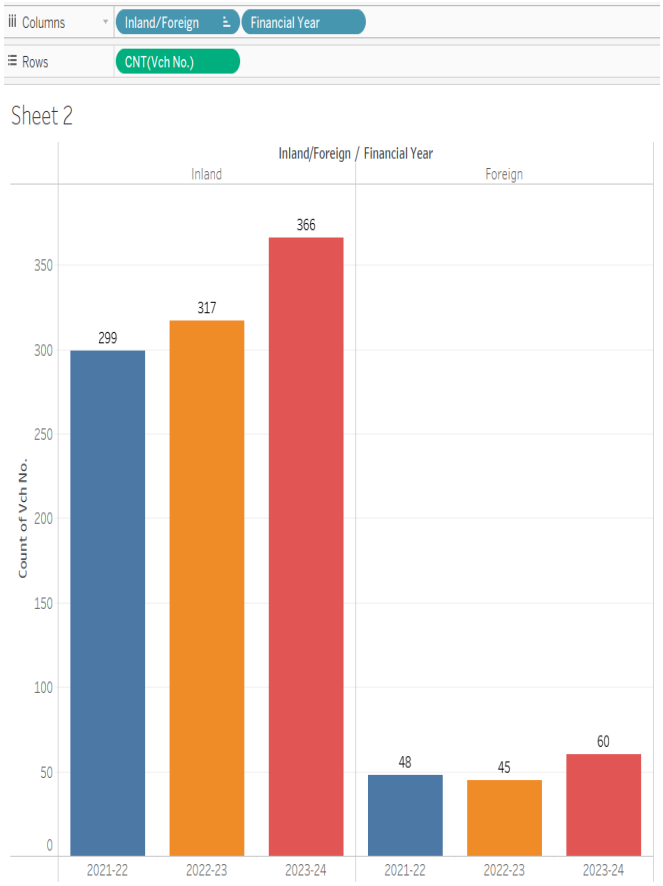


**Figure 3.2 : Number of vouchers/ projects received in the past three years**

I. The above charts ( Figure 3.1 and Figure 3.2 ) indicate that the organization experienced consistent growth in inland revenue and the number of vouchers/projects over the years. Inland revenue rose from approximately 73 million in 2021-22 to 102 million in 2023-24, reflecting a 42.86% increase, while the count of inland projects increased from around 300 to 366 over the same period, reflecting a 20.4% increase. This highlights a stable and growing domestic market.

II. Conversely, revenue from foreign clients remained stable at around 39 million for the first year and 35 million for the second year but saw a substantial increase to 43 million in 2023-24, reflecting a 22.85% increase. Similarly, the count of foreign vouchers fluctuated between 40 and

50 initially but increased to 60 in 2023-24, reflecting a 33% increase. This suggests that while the company maintained steady growth domestically, it also achieved significant growth in the foreign market in the last financial year.

## 3.2 Month wise time series analysis

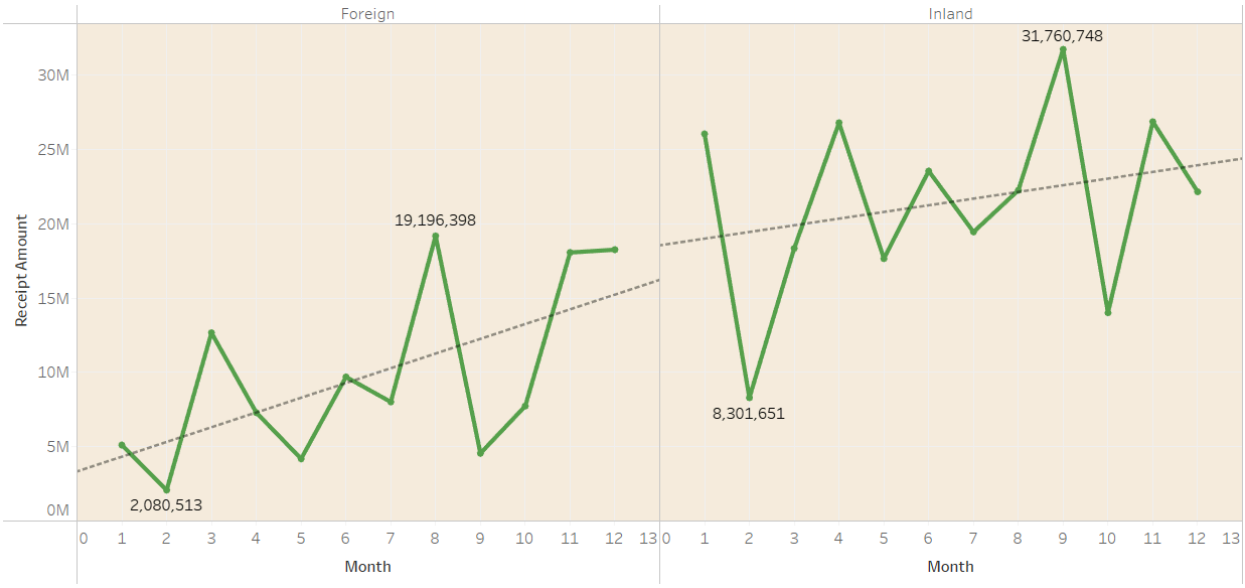


**Figure 3.3 : Month wise analysis of service charges**

I. Inland revenues ( Right side of figure 3.3) show a consistent growth pattern throughout the financial year, which starts in April and ends in March. The revenue amounts steadily increased, with notable fluctuations, peaking significantly in October at approximately 31.76 million. This peak indicates a period of high activity, possibly due to seasonal factors or the completion of major projects.

II. Despite some fluctuations, the inland market maintains a generally higher and more stable revenue amount compared to the foreign market, reflecting a robust domestic market. The dip in February, followed by a slight recovery in March, suggests the typical financial year-end slowdown, where many projects are concluded or payments are processed before the fiscal close.

III. Foreign revenues ( Left side of figure 3.3) exhibit a more variable pattern, with significant peaks throughout the financial year. A major peak is observed in August at approximately 19.2 million, which may correspond to the completion of large projects or influxes of payments. The revenue amounts then fluctuate, reflecting the diverse nature of foreign projects and possible delays, particularly in African countries where the financial year runs from March to February. The lower revenue amounts in February and March highlight the impact of the fiscal year-end in these regions, causing delays or completion of projects.

## 3.3 Association tests

Association tests are statistical methods used to determine if there is a significant relationship between two or more variables. In this analysis, we explored the relationship between the type of client (inland or foreign) and the revenue using two primary methods: Point-Biserial Correlation and Chi-Square Test for Association.

**(i) Point-Biserial Correlation**

To measure the strength and direction of the relationship between a binary variable (Inland/Foreign) and a continuous variable (Revenue).

**Result:**

- **Correlation Coefficient (r):** 0.31
- **p-value:** < 0.001

This result indicates a moderate positive correlation between being a foreign client and higher revenue. The statistically significant p-value confirms that this relationship is not due to random chance.

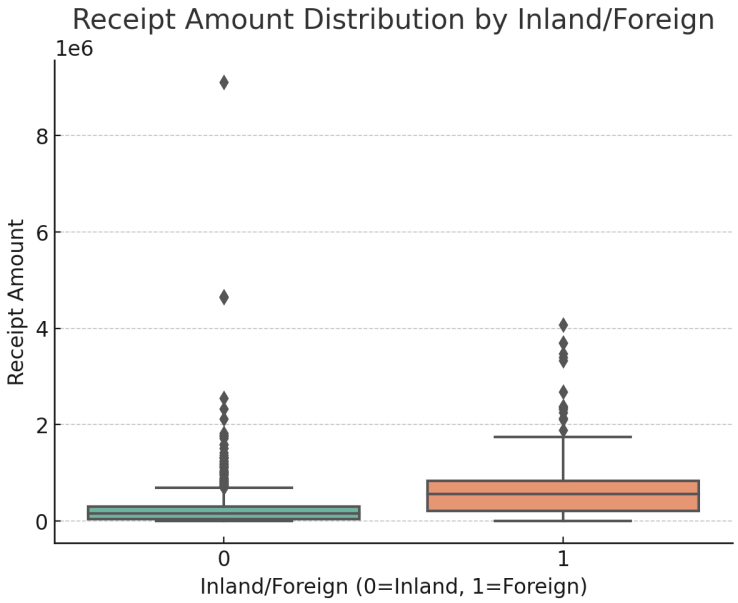


**Figure 3.4 : Box plot of revenue for inland and foreign clients**

**(ii) Chi-Square Test for Association**

To test the independence between two categorical variables (Inland/Foreign and Revenue categorized into bins). The revenue is categorized into 3 bins

**Low**: Rs. 0 to Rs. 53,100

**Medium**: Rs. 53,100 to Rs. 395,000

**High**: Rs. 395,000 to Rs. 9,103,653

**Result:**

- **Chi-Square Statistic (chi2):** 22.15
- **p-value:** < 0.001

This result suggests a significant association between the type of client and the revenue category, indicating that foreign clients are more likely to have higher revenue compared to inland clients.

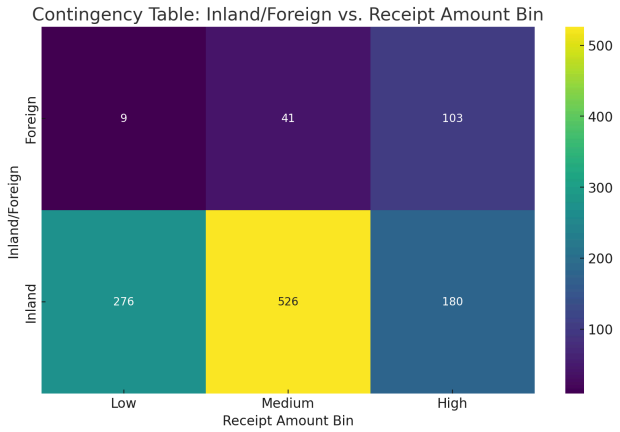


**Figure 3.5 : Contingency table for revenue bins vs Inland/Foreign**

## 3.4 Map analysis

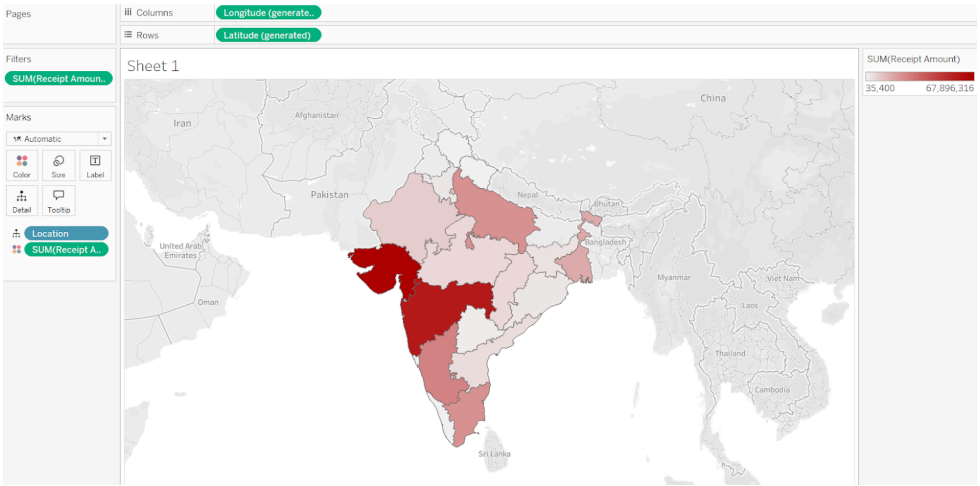


**Figure 3.6 : Geographical Distribution of Revenue**

The above figure 3.6 illustrates the geographical distribution of revenue, with darker colors indicating higher revenue levels.

I. **Maharashtra** and **Gujarat** show the highest revenue, highlighting these states as significant contributors to the organization's revenue.

II. **Tamil Nadu** and **Karnataka** also exhibit substantial revenue, indicating a strong presence and business activities in these states.

III. **Northern states** like **Delhi** and **Haryana** have moderate revenue, reflecting steady but lesser contributions compared to the western and southern states.

IV. Regions like **Chhattisgarh** and **Uttarakhand** display the lowest revenue, suggesting limited business activities or market penetration in these areas.

## 3.5 Segmentation analysis ( Location )

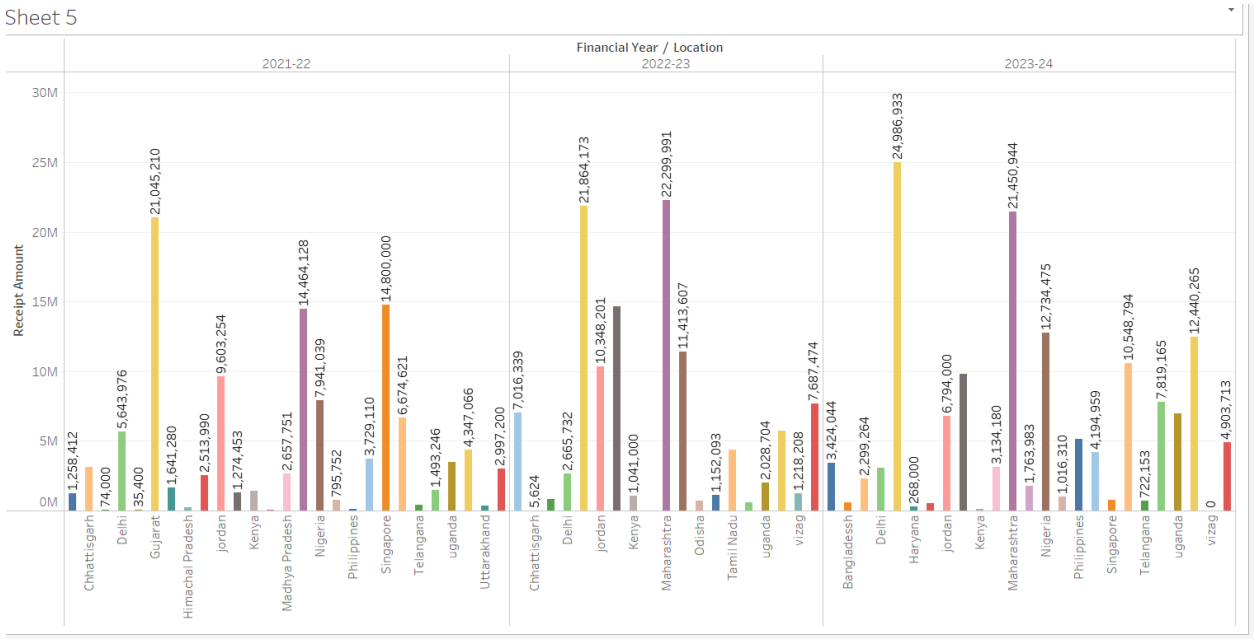


**Figure 3.7 : Financial Year-wise Revenue by Location (Bar Chart Analysis)**

The above figure 3.7 illustrates the revenue for each location across each year.

**(i) Inland Locations:**

I. Maharashtra consistently shows high revenue amounts across all three years, peaking in 2022-23 with approximately 22.3 million. Gujarat also displays significant revenues, with a noticeable peak in 2023-24 at approximately 24.9 million.

II. Delhi maintains moderate revenue amounts, with a slight increase over the years, reaching around 10.3 million in 2022-23. Chhattisgarh shows a gradual increase, from approximately 5.6 million in 2021-22 to around 7.0 million in 2023-24.

**(ii) Foreign Locations:**

I. Kenya exhibits fluctuating revenue amounts, with a peak in 2022-23 at approximately 11.4 million.Nigeria shows steady growth, with revenues increasing from approximately 14.4 million in 2021-22 to around 21.5 million in 2023-24.

II. Singapore has a noticeable peak in 2023-24 at approximately 10.5 million, indicating a significant increase in business activities. Uganda shows a rise in revenue amounts, reaching around 7.8 million in 2023-24.

## 3.6 Market Expansion Analysis Based on Power Plant Type and Region

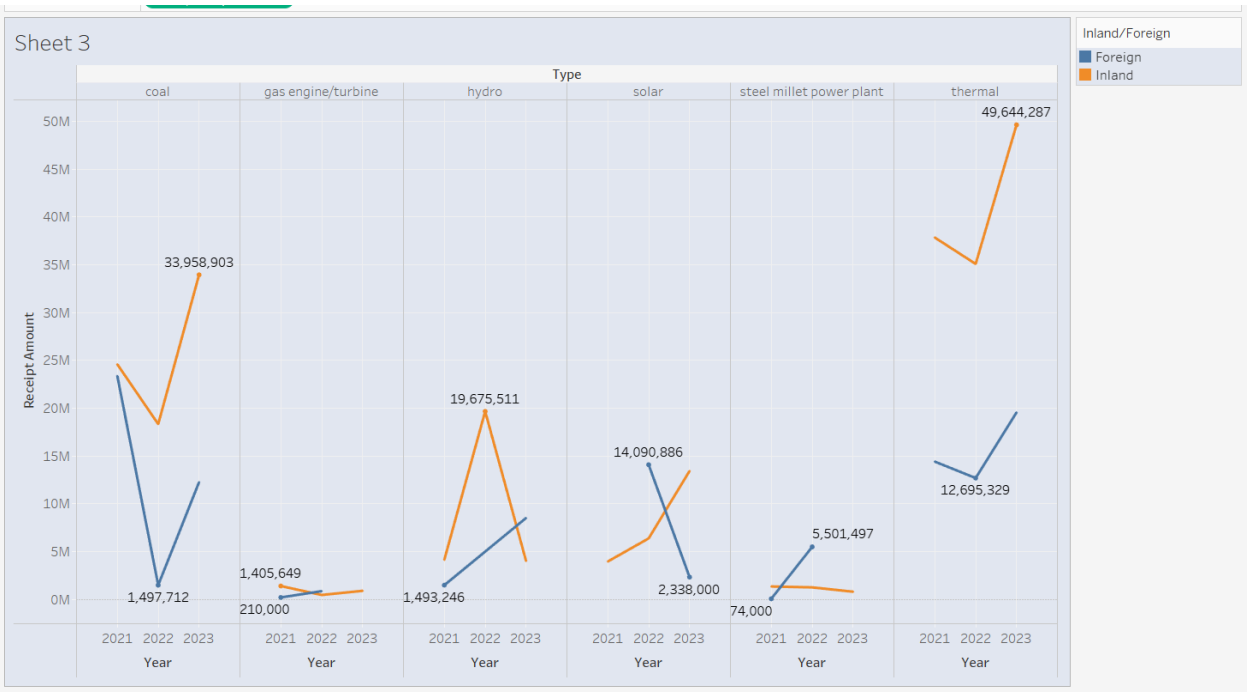


**Figure 3.8 : Annual Revenue Analysis by Power Plant Type and Region**

The above figure 3.8 shows various line charts for each type of power plant across different years. Let's now analyze each type separately.

I. **Coal:** Inland revenues reached approximately 34 million in 2023, showing strong growth and market presence. Foreign revenues are around 1.5 million in 2023, indicating lower activity but potential for growth. Focus on expanding capacity and forming strategic partnerships in both markets.

II. **Gas Engine/Turbine**: Inland revenues are minimal with negligible amounts recorded in 2022 and 2023, suggesting untapped potential. Foreign revenues are around 0.2 million in 2023, showing limited activity. Invest in technology and infrastructure to boost projects in both inland and foreign markets.

III. **Hydro:** Inland revenues peaked at approximately 19.7 million in 2022 but declined in 2023, indicating a volatile market. Foreign revenues are around 5.5 million in 2023, showing a rising trend. Focus on stabilizing inland operations and increasing investments in foreign markets.

IV. **Solar:** Inland revenues are around 2.3 million in 2023, showing steady but low activity. Foreign revenues reached approximately 14 million in 2022, indicating a significant presence. Promote green energy initiatives and invest in large-scale solar farms in both markets.

V. **Steel Millet Power Plant**: Inland revenues are negligible with minimal activity recorded. Foreign revenues are around 12.7 million in 2023, showing an increasing trend. Evaluate demand and expand operations in foreign markets to meet growing demand.

VI. **Thermal:** Inland revenues peaked at approximately 49.6 million in 2023, the highest among all types. Foreign revenues are around 12.7 million in 2023, indicating growing activity. Upgrade facilities and expand capacity in both markets to maintain growth.

## 3.7 Expense analysis ( qualitative )

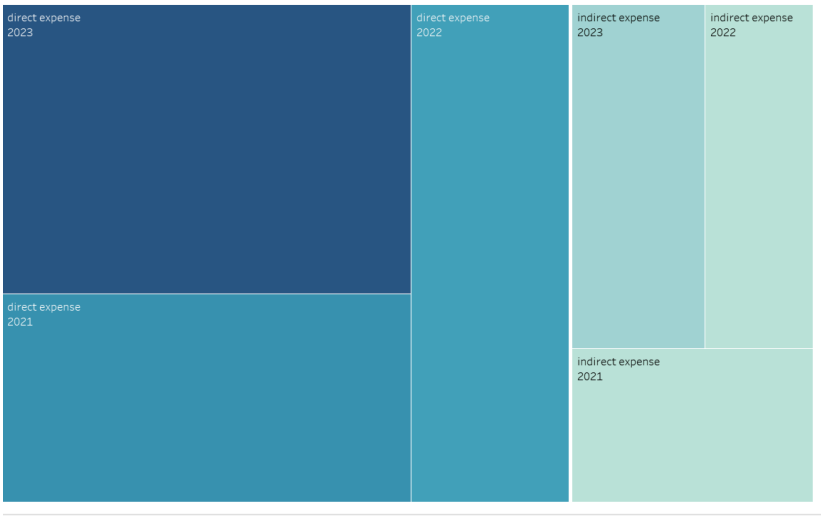


**Figure 3.9 : Treemap Analysis of Expenses**

The above figure 3.9 shows treemap analysis which reveals significant trends in both direct and indirect expenses over the three-year financial period from 2021 to 2023.

I. **For direct expenses,** 2021 had the lowest amount, which increased moderately in 2022 and surged significantly in 2023, marking the highest level of direct expenses across the three years. This substantial rise in 2023 underscores a notable increase in operational or project-related costs.

II. **Indirect expenses,** on the other hand, showed a stable amount in 2021, with a slight decrease in 2022. However, 2023 saw an increase in indirect expenses, indicating a growth trend. This fluctuation highlights the varying nature of overhead and support costs within the organization. Overall, the treemap effectively illustrates the growing direct expenses and the fluctuating pattern of indirect expenses over the analyzed period.

## 3.8 Expense analysis ( quantitative )

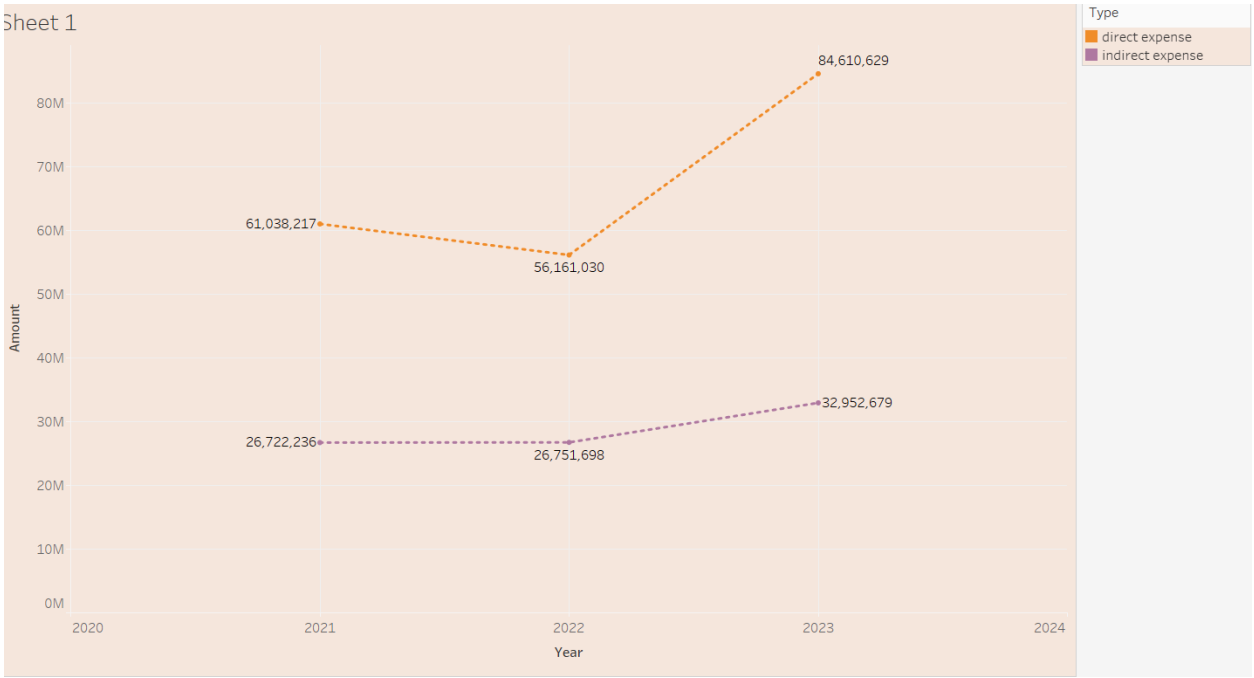


**Figure 3.10 : Line chart representing the trend in expense for each financial period**

I. In 2021, the company's direct expenses amounted to approximately 61.0 million. In 2022, this figure decreased slightly to around 56.2 million, representing a 7.99% reduction from the previous year. However, in 2023, direct expenses surged significantly to approximately 84.6 million, marking a substantial growth of 50.69% compared to 2022.

II. For indirect expenses, the company recorded approximately 26.7 million in 2021. In 2022, there was a slight increase to around 26.8 million, reflecting a modest growth of 0.11%. By 2023, indirect expenses rose further to approximately 33.0 million, indicating a notable growth of 23.18% from the previous year.

## 3.9 Loss incurred

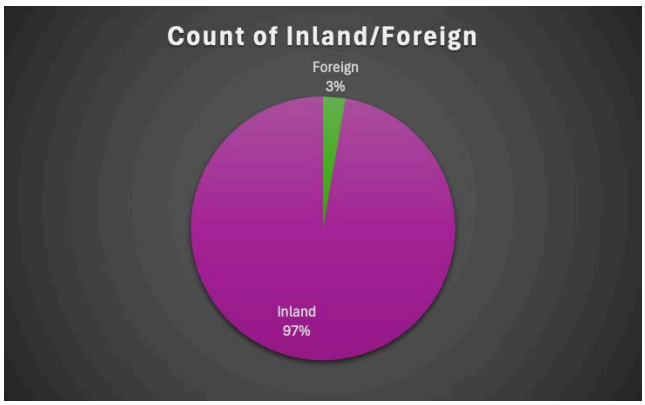


**Figure 3.11 Loss incurred by inland and Foreign clients**

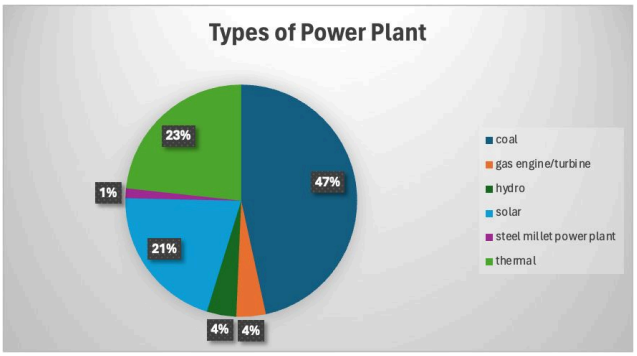


**Figure 3.12 Loss incurred by different power plant**

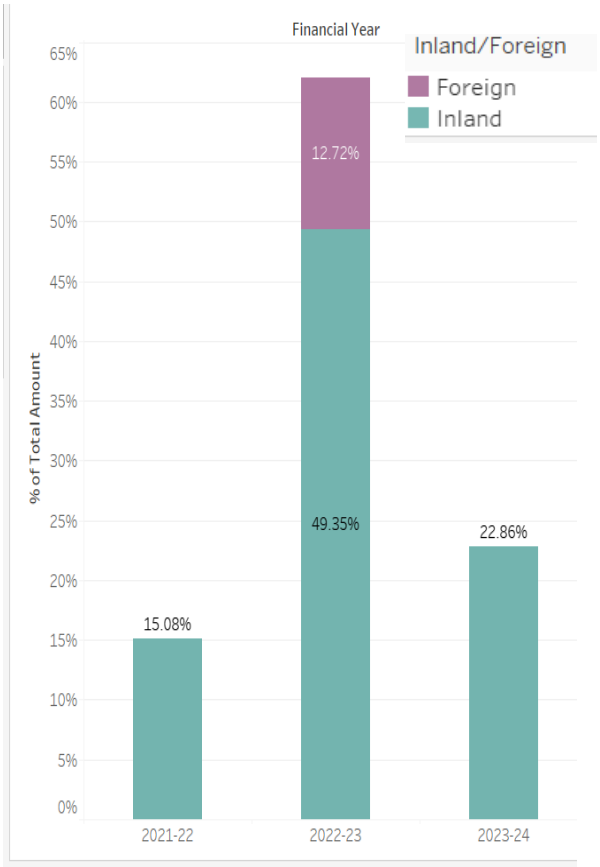


**Figure 3.13 : Loss incurred vs year**

I. The majority of the losses occurred in inland projects, accounting for 97% of the total losses as shown in the figure 3.11. This indicates that almost all the loss instances were associated with projects within the country. Foreign projects, on the other hand, contributed to a mere 3% of the total losses. This disparity highlights the significant focus on domestic projects, where the risks and subsequent losses were predominantly encountered

II. As shown in the figure 3.12, Coal projects were the leading type associated with losses, constituting 47% of the total loss count. This underscores a high-risk factor or frequent challenges faced in coal-based projects. Thermal projects followed, making up 23% of the losses, indicating notable issues in this sector as well.

III. Solar projects accounted for 21% of the total losses, showing considerable instances of loss despite the growing interest in sustainable energy. Gas engine or turbine projects and hydro projects each made up 4% of the losses, while steel millet power plant projects constituted 1% of the losses.

IV. The provided chart in figure 3.13 illustrates the distribution of total project amounts by financial year and inland/foreign status. For the financial year 2022-23, inland projects constituted the majority at 49.35%, while foreign projects accounted for 12.72%. In the financial years 2021-22 and 2023-24, all losses were attributed to inland projects, making up 15.08% and 22.86% of the total amounts, respectively.

## 3.10 Overall analysis

| Financial Year | Net Profit | Total Turnover | Net Profit Growth Rate | Total Turnover Growth Rate |
|---|---|---|---|---|
| 2021-22 | 16,290,850.00 | 43,013,086.00 | - | - |
| 2022-23 | 14,708,154.00 | 47,653,712.00 | -9.72% | 10.79% |
| 2023-24 | 21,712,816.00 | 48,464,494.00 | 47.62% | 1.70% |

**Table 3.1 : Growth trend for every financial year**

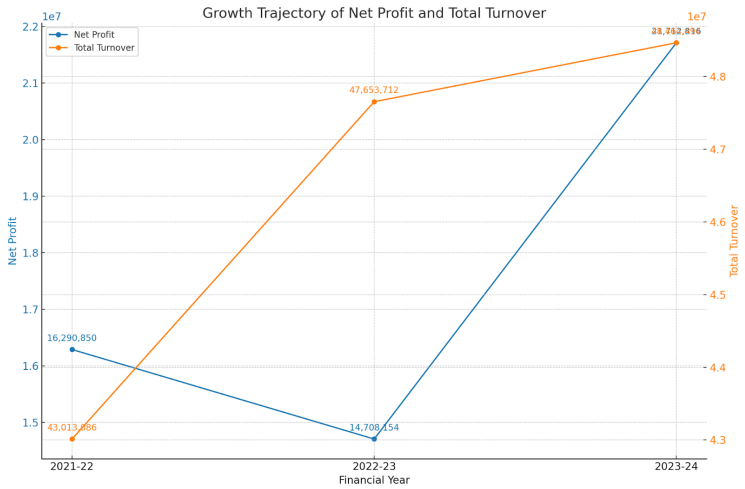


**Figure 3.14 : Growth Trajectory of Net Profit and Total Turnover ( Y - axis scale : 10^7)**

I. In the financial year 2021-22, the net profit was ₹16,290,850.00, with a total turnover of ₹43,013,086.00. The subsequent year, 2022-23, saw a slight decline in net profit to ₹14,708,154.00, marking a 9.72% decrease. Despite this dip in net profit, the total turnover increased significantly by 10.79% to ₹47,653,712.00, indicating a healthy growth in the company's overall revenue.

II. The decline in net profit during 2022-23, despite the increase in total turnover, can be attributed to various losses incurred during the year. These losses, which were illustrated in the previous section, had a significant impact on the overall profitability.

III. However, the financial year 2023-24 presented a substantial recovery and growth in net profit, which rose to ₹21,712,816.00, reflecting a remarkable 47.62% increase from the previous year. The total turnover growth rate slowed down, increasing only by 1.70% to ₹48,464,494.00, but the reduction in losses and better financial management led to improved profitability.

# 4 Interpretation of Results and Recommendations

The analysis of the organization's financial and operational data over the past three years reveals significant trends and areas for strategic focus. Here are detailed interpretations and recommendations for each major finding:

## 4.1 Year-wise Time Series Analysis

**Interpretation:**

The organization has shown consistent growth in both inland and foreign markets over the past three years. Inland revenue increased by 42.86%, while the number of projects grew by 20%. In the foreign market, revenue saw an increase of 22.85% in the last financial year, with the number of projects increasing by 33%.

**Recommendations:**

I. **Leverage Domestic Growth:** Continue to invest in the domestic market to sustain and enhance growth. Focus on high-performing states such as Maharashtra and Gujarat, which have shown significant contributions to revenue.
II. **Expand Foreign Market Presence:** Given the growth in foreign revenue, particularly in the last financial year, consider expanding operations in promising markets such as Kenya and Nigeria. Strengthen marketing efforts and build partnerships in these regions.

## 4.2 Month-wise Time Series Analysis

**Interpretation:**

Inland revenue exhibited a consistent growth pattern with a significant peak in October, suggesting seasonal factors or the completion of major projects. Foreign revenue showed more variability, with a notable peak in August.

**Recommendations:**

I. **Optimize Seasonal Peaks:** Plan resource allocation and project completions to capitalize on high-activity periods, particularly in October for inland projects. This can help maximize revenue during peak months.
II. **Address Foreign Market Variability:** Develop strategies to manage the variability in foreign revenue, such as diversifying the client base and ensuring timely project completions to avoid delays and fluctuations.
III. **Seasonal Forecasting:** Utilize seasonal forecasting models to better predict revenue peaks and troughs. This can aid in resource planning and optimizing project timelines.

## 3. Correlation Analysis

**Interpretation:**

The Point-Biserial Correlation indicates a moderate positive correlation between being a foreign client and higher revenue. The Chi-Square Test for Association confirms a significant relationship between client type and revenue category, suggesting that foreign clients are more likely to generate higher revenue.

**Recommendations:**

I. **Focus on High-Value Foreign Clients:** Prioritize acquiring and retaining high-value foreign clients, as they are associated with higher revenue. Tailor marketing and service offerings to meet the specific needs of these clients.
II. **Enhance Client Relationship Management:** Implement robust CRM systems to better understand and cater to the needs of both inland and foreign clients, ensuring higher satisfaction and loyalty.

## 4.4 Geo Analysis

**Interpretation:**

The geographical distribution of revenue shows that states like Maharashtra, Gujarat, Tamil Nadu, and Karnataka are major contributors. Northern states such as Delhi and Haryana have moderate contributions, while regions like Chhattisgarh and Uttarakhand show lower revenue amounts. In foreign locations, Kenya, Nigeria, Singapore, and Uganda show varying levels of revenue with noticeable peaks in recent years.

**Recommendations:**

I. **Strengthen Presence in High-Contributing States:** Increase investments and marketing in Maharashtra, Gujarat, Tamil Nadu, and Karnataka to boost revenue.
II. **Explore Underperforming Regions:** Conduct market research and develop strategies to penetrate Chhattisgarh and Uttarakhand.
III. **Geospatial Analysis**: Use to identify trends and opportunities, aiding in data-driven decisions for market expansion and resource allocation.

## 4.5 Market Expansion Analysis Based on Type and Region

**Interpretation:**

Different power plant types exhibit varying revenue trends. Inland coal and thermal projects show strong growth, while foreign solar projects have significant contributions. Gas engine/turbine and steel millet power plants show limited activity but potential for growth.

**Recommendations:**

I. **Coal and Thermal in Inland:** Continue to invest in these sectors to maximize returns. Focus on enhancing capacity and efficiency.
II. **Hydro and Solar in Foreign Markets:** Increase investments in hydro and solar projects to capture more market share and align with global renewable energy trends.

## 4. 6 Expense Analysis (Qualitative and Quantitative)

**Interpretation:**

Direct expenses have increased significantly over the years, while indirect expenses have shown a consistent pattern. The substantial rise in direct expenses in 2023 indicates increased operational or project-related costs.

**Recommendations:**

I. **Control Direct Expenses:** Implement cost-control measures to manage the rising direct expenses. Optimize project management processes to enhance efficiency and reduce costs.
II. **Expense Management Systems:** Use advanced expense management systems to track and control costs effectively. This can provide real-time insights into expense trends and help in making informed decisions.

## 4.7 Loss Incurred

**Interpretation:**

The majority of losses occurred in inland projects, with coal projects being the most affected. This highlights the high-risk factor associated with certain project types.

**Recommendations:**

I. **Mitigate Inland Project Risks:** Conduct thorough risk assessments and implement risk mitigation strategies for inland projects, especially in high-risk sectors like coal and thermal.
II. **Diversify Project Portfolio:** Diversify the project portfolio to reduce reliance on high-risk projects. Explore opportunities in less risky sectors and regions to balance the overall risk profile.

## 4.8 Overall Analysis

**Interpretation:**

The net profit experienced a decline in 2022-23 due to losses but showed a substantial recovery in 2023-24. The total turnover exhibited steady growth, with a significant increase in 2022-23.

**Recommendations**:

I. **Enhance Profitability:** Focus on reducing losses and improving financial management by scrutinizing the expenditure to sustain the growth in net profit. Implement performance improvement initiatives to enhance overall profitability.
II. **Sustain Turnover Growth:** Continue to drive revenue growth through strategic investments, market expansion, and enhancing service offerings. Monitor market trends and adjust strategies to capitalize on emerging opportunities.

These interpretations and recommendations provide a comprehensive approach to sustaining and enhancing the organization's growth. By focusing on strategic investments, market expansion, cost control, risk management, and leveraging advanced technologies, the organization can achieve its financial and operational goals effectively.