Dataset: Microsoft Financial Sample
Tool: Power BI
Industry: Finance / Sales Analytics

FINANCIAL PERFORMANCE ANALYSIS

POWER BI DASHBOARD – BUSINESS INSIGHTS

Presented By:
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Insight 1 — Product-Level Revenue vs Profitability

Observation:

Products such as **Paseo and VTT** generate the **highest total revenue**, while products like Carretera show comparatively lower profit margins.

Business Meaning:

High-selling products are **not** always the most profitable due to pricing, discounts, or cost structure.

Recommendation:

- Review discount policies for Paseo and VTT
- Re-evaluate pricing or cost efficiency for Carretera

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Insight 2 — Country-Wise Financial Performance

Observation:

Countries like **U**nited States and **G**ermany contribute **significantly** to total revenue, while France and Mexico show lower profit margins despite reasonable sales volume.

Business Meaning:

Regional profitability **varies** due to operational costs, taxes, or discounting strategies.

Recommendation:

- Perform region-specific cost analysis
- Optimize pricing and discount strategies in France and Mexico

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Insight 3 — Segment Profitability Analysis

Observation:

The Enterprise and Government segments generate the highest total profit, whereas **Small Business and Midmarket** segments contribute lower margins.

Business Meaning:

Not all customer segments deliver equal business value.

Recommendation:

- Focus sales and **marketing efforts** on Enterprise and Government segments
- Improve margin strategies for Small Business customers

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Insight 4 — Impact of Discounts on Profit

Observation:

Products with higher discount levels, such as Montana and Carretera, tend to have lower profit margins.

Business Meaning:

Excessive discounting reduces profitability even when sales volume is high.

Recommendation:

- Apply controlled discount limits
- Track discount-to-profit ratio regularly

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Insight 5 — Time-Based Revenue Trends

Observation:
Revenue shows seasonal **fluctuations**, with noticeable peaks during certain months across products like Paseo and Amarilla.

Business Meaning:
Demand varies throughout the year and impacts **financial** performance.

Recommendation:

- Align **inventory** and supply planning with peak demand periods
- Schedule promotions **strategically** during high-performing months

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Thank You

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