

Problem Statement: Financial Analysis Dashboard

Businesses often struggle to gain actionable insights from raw financial data due to its complexity and volume. Without a clear and concise visualization of key performance indicators (KPIs), decision-makers face challenges in identifying profit drivers, uncovering areas for improvement, and making data-driven strategic decisions.

This project seeks to address these challenges by creating a Financial Analysis Dashboard that:

1. Consolidates key financial metrics (e.g., sales, profit, orders, and customers) into a single view.
2. Highlights performance across regions, states, and cities to identify profit drivers and growth opportunities.
3. Provides insights into product category and delivery mode performance to support strategic decision-making.
4. Focuses on customer profitability to prioritize high-value relationships.