REDEFINING FINANCIAL STORYTELLING VIA INTERACTIVE VISUAL ANALYTICS IN POWER BI

Problem Statement: How can we give doctor-owners the financial clarity they need to drive business discussions and spot growth?

Solution: Power BI Dashboard

Key Metrics

- Financial performance snapshot
- Key valuation metrics & P&L comparisons
- Full-year outlook
- Industry benchmarking
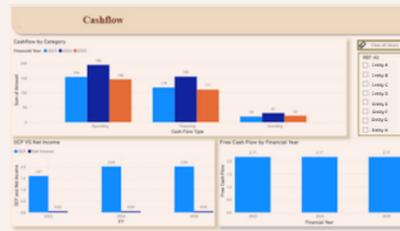- Overall profitability & business health

Expenses

- Expense analysis & profit impact
- Breakdown by category
- Monthly expense trends
- Identifies cost patterns & optimization areas

Profit Breakdown

- Multi-perspective profitability analysis
- Breakdowns: By entity, margins, EBITDA
- Year-over-year comparisons
- Key profit drivers & margin evolution
- Operational efficiency & sustainability

Cashflow

- Overview: Operating, investing, financing activities
- Net income vs. cash flow trends
- Free cash flow & financial stability

Revenue

- Breakdown by entity & category
- Analysis: Revenue vs. patients, Revenue vs. labour costs
- Identifies key drivers & underperformers
- In-depth performance analysis

Red Flags

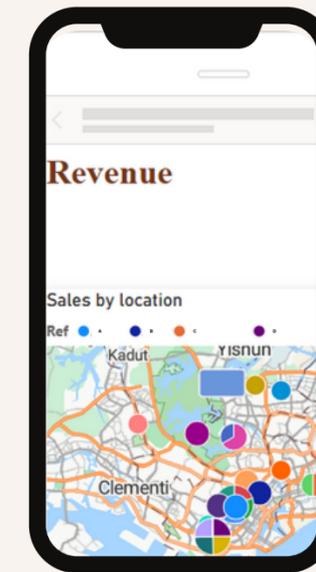

- YoY growth (NPAT, revenue, expenses)
- Scatter plot: Identifies over/under performing clinics
- DAX-based forecasting for future projections

Data Cleaning Methodology

Extract Excel Data from Sharepoint
Transform Data using PowerQuery
Load Data in Power BI for visualisations

Mobile View

Convenient Insights Anywhere

Considerations

- Key metrics to be updated manually from external sites due to a lack of live data sources
- Excel files must follow existing data formats to allow queries to process them
- Manual checks are still required to ensure data accuracy and completeness

Chiang Daryl

Dexter Tan

Eu Xin Yi

Tai Liu Ying

Tristan Huang

Wesley Tan

ACCT414 - G1