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Executive project brief

# Interactive P&L Statement Dashboard

A modern financial decision view that makes the P&L easier to read, discuss and act on than a static statement.

## BUSINESS PROBLEM

Executives need to understand more than the final net income figure. They need to see how revenue, gross profit, expenses and product performance combine, how the position changes over time and which components explain the movement. Placing every number on one screen would create noise. The design challenge was to build a clear analytical hierarchy that supports both a quick executive reading and deeper investigation.

## THE SOLUTION

I organized the dashboard around the decisions a financial review should support. KPI cards establish the current position, trends show direction, the net income bridge explains movement, and the product and expense views expose the operating drivers behind the total. Visual emphasis, comparison and grouping were used to guide attention while preserving the familiar financial statement structure.

## WHAT CHANGED

The result is a P&L experience built for decision-making rather than passive reporting. It makes the financial story easier to scan, easier to explain in a management review and easier to investigate when a figure changes.

