

Abstract

This study aims to evaluate and analyze the financial performance of organizations, focusing on the key financial metrics and ratios that reflect a company's ability to generate profits, manage expenses, and maintain financial health over time. Financial performance is a critical measure of a company's success and sustainability, providing insights into its operational efficiency, profitability, liquidity, and long-term viability. Assessing financial performance helps stakeholders—including management, investors, creditors, and regulatory authorities—make informed decisions related to investment, financing, and strategic planning.

The primary objective of this research is to identify the key factors that influence financial performance and to develop a framework for analyzing financial statements in order to assess an organization's financial health. The study will examine various financial indicators, such as profitability ratios, liquidity ratios, solvency ratios, and efficiency ratios, to evaluate a company's overall financial performance.

The findings from this study will provide businesses with valuable insights into how they can improve their financial performance by optimizing operations, managing costs, and aligning strategies with financial goals. Recommendations will be made on best practices for enhancing profitability, liquidity, and financial stability, and how companies can better respond to market challenges.