



AtliQ
Hardwares

Business Insight 360



Presented By
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Overview

- About Company
- Problem Statement Project
- Approach & Process
- Dashboard Overview
- Business Insights & Recommendations
- Conclusion
- Resource Used In Dashboard

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About Company

AtliQ is one of the fastest-growing companies in the electronic goods market. We specialize in high-quality PCs, keyboards, mouse, and printers for consumers and businesses.



Problem Statement

- AtliQ is expanding rapidly in the electronics market but lacks strong data-driven decision-making, causing losses in Latin America.
- Business decisions were based on surveys and assumptions instead of reliable data insights.
- Excel-based analysis is no longer sufficient as the company scales.
- Competitor Dell leverages a strong analytics team to understand customer behavior, demographics, and income patterns.
- To stay competitive, AtliQ has onboarded a data analytics team for transparency and strategic decision-making.
- This project aims to utilize data analytics to uncover business insights and accelerate AtliQ's growth.



From Assumptions to Data-Driven Decisions

– Turning raw data into actionable insights.

Competing with Industry Leaders –

Strengthening analytics to match Dell's market intelligence.

Project Approach & Process

Quick Overview of Process

- **Data Sources:** Connected MySQL databases (gdb041, gdb056) and three Excel files (Target, Market Share, Operational Cost) in Power BI.
- **Data Integration:** Imported all datasets into Power BI and performed data cleaning and transformation using Power Query Editor.
- **Data Modeling:** Established relationships between tables using the Model View to create a structured data model.
- **Analytics Engine:** Used DAX to create calculated columns, measures, and KPIs for deriving insights.
- **Visualization & Insights:** Developed interactive dashboards in Power BI to support data-driven business decisions.



Data Sources Used in the Project

Databases And Tables Used From MYSQL

Database/File	Table Name	Description
GDB041	Fact Forecast Monthly	Historical & current forecast at monthly level
GDB041	Fact Sales Monthly	Sales data up to date at monthly level
GDB056	Manufacturing Cost	Costs in USD, data at fiscal year level
GDB056	Post Invoice Deductions	Deductions in USD, data at monthly level
GDB056	Pre Invoice Deductions	Deductions in USD, data at fiscal year level
GDB041	Dim Customer, Dim Product, Dim Market	Customer, product, and market details
GDB056	Freight Cost	Freight & other costs as % of Net Sales
GDB056	Gross Price	Gross price in USD, data at fiscal year level

Additional Excel Files

File Name	Description
Operational Expenses	Expenses by market and year
Target Table	2022 targets for Net Sales, Gross Margin, and Net Profit
Market Share	Sales data of different electronics companies by year and subzone



&



Data Cleaning And Transformation In Power Query

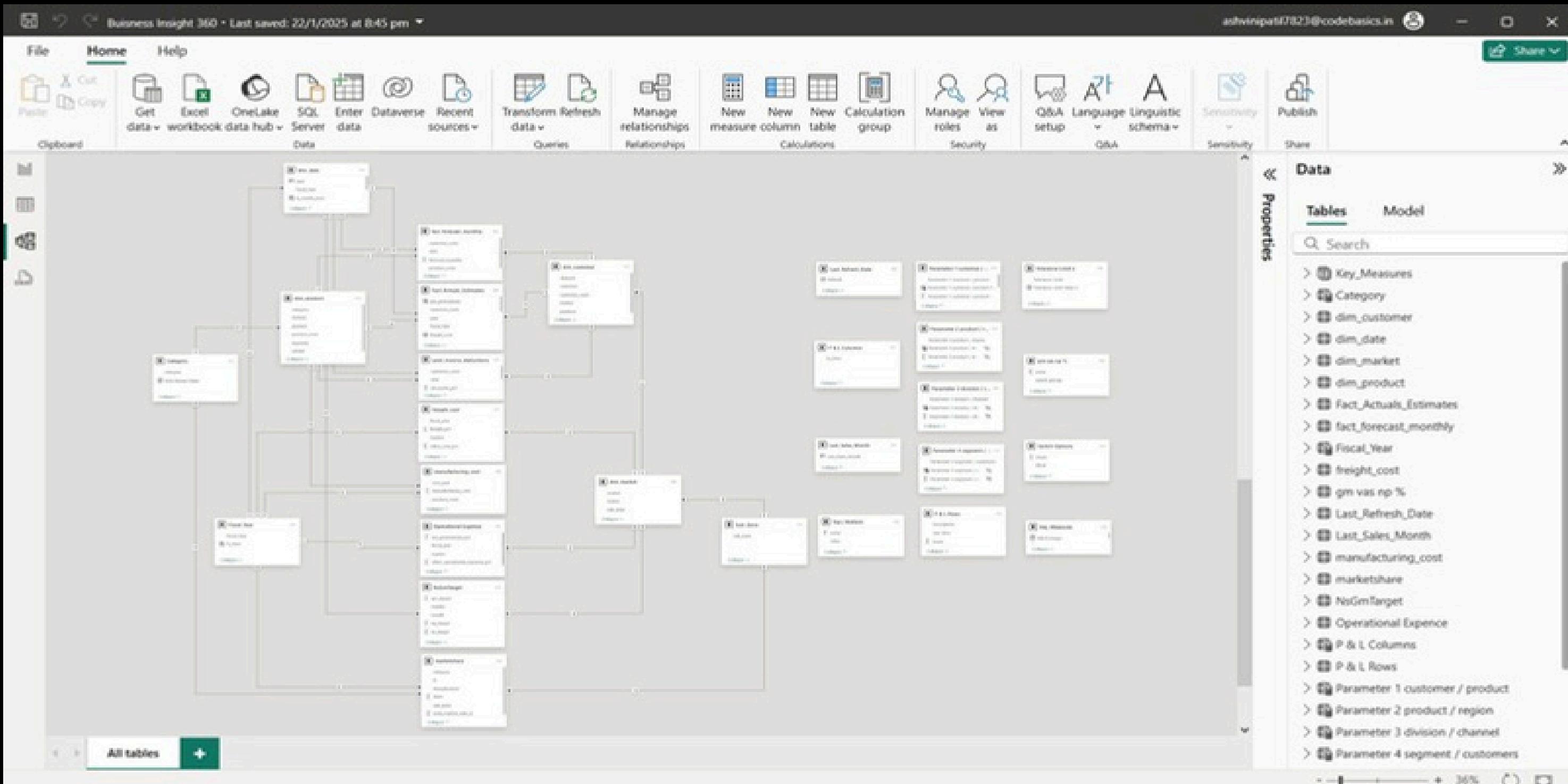
Data cleaning and transformation in Power Query is the process of preparing raw data for analysis by correcting errors, removing unnecessary information, and organizing the data into a structured format. This ensures the data is accurate, consistent, and ready for creating reliable reports and dashboards in Power BI.

The screenshot shows the Microsoft Power Query Editor window. On the left, the 'Queries [23]' pane lists various data sources and their status: Dimension (5), Fact (3), Supporting Fact (7), and Other Queries (8). The main area displays a preview of a 'data' table with columns: product_code, customer_code, Qty, fiscal_year, Gross_Sales_Amount, and Net_Invoice. Each column has a 'Valid' count (100%), an 'Error' count (0%), and an 'Empty' count (0%). The preview shows several rows of data. On the right, the 'Query Settings' pane is open, showing the 'Name' as 'Fact_Actuals_Estimates' and the 'Applied Steps' list, which includes steps like 'Source', 'Filtered Rows', 'Changed Type to text for fiscal...', and 'Removed Column for save sp...'. The bottom status bar indicates '7 COLUMNS, 999+ ROWS' and 'Column profiling based on top 1000 rows'.

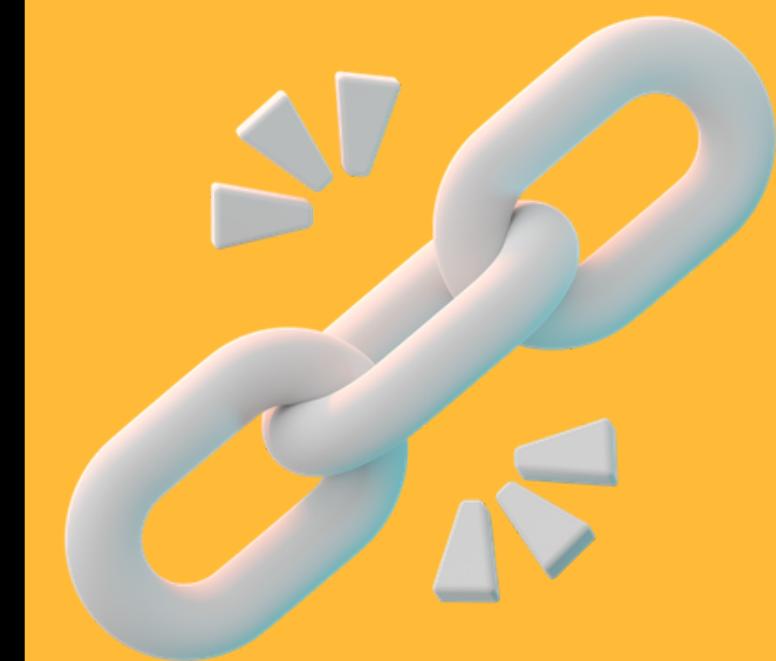


Data Modelling In Power BI

Data modeling in Power BI is the process of connecting different tables using relationships to create a structured and meaningful data model. It helps combine data from multiple sources so users can analyze and visualize it easily, ensuring accurate and efficient reporting.



The screenshot shows the Power BI Data Model view. The main area displays a complex data model with numerous tables and their relationships. The tables are represented as rectangular boxes with various icons and labels. Relationships are shown as lines connecting the tables. The Power BI ribbon is visible at the top, with the 'Home' tab selected. On the right side, there is a 'Data' pane open, which contains a 'Tables' section listing all the tables in the model. The 'Tables' section includes a search bar and a list of tables such as 'Key_Measures', 'Category', 'dim_customer', 'dim_date', 'dim_market', 'dim_product', 'Fact_Actuals_Estimates', 'fact_forecast_monthly', 'Fiscal_Year', 'freight_cost', 'gm vs np %', 'Last_Refresh_Date', 'Last_Sales_Month', 'manufacturing_cost', 'marketshare', 'NoGmTarget', 'Operational_Expense', 'P & L Columns', 'P & L Rows', 'Parameter 1 customer / product', 'Parameter 2 product / region', 'Parameter 3 division / channel', and 'Parameter 4 segment / customers'. Below the 'Tables' section is a 'Model' section, which is currently empty.



Key Performance Indicators Used in Analysis

- **Net Error (NE)**
 - ▶ $NE = \text{Forecast Quantity} - \text{Sales Quantity}$
- **Absolute Error (ABS)**
 - ▶ $ABS = |Net Error|$
- **Forecast Accuracy (FCA) %**
 - ▶ $FCA \% = (1 - \text{Absolute Error \%}) \times 100$
- **Net Sales (NS)**
 - ▶ $NS = \text{Net Invoice Sales} - \text{Post Invoice Deductions}$
- **Gross Margin (GM)**
 - ▶ $GM = \text{Net Sales} - \text{Total Cost of Goods Sold}$
- **Gross Margin %**
 - ▶ $\text{Gross Margin \%} = (\text{Gross Margin} / \text{Net Sales}) \times 100$
- **Net Profit (NP)**
 - ▶ $NP = \text{Gross Margin} - \text{Operational Expenses}$
- **Net Profit %**
 - ▶ $\text{Net Profit \%} = (\text{Net Profit} / \text{Net Sales}) \times 100$

Report Features

Key Dashboard Views (Designed to meet stakeholder needs)

- **Finance View:** ► Profit & Loss statement to analyze financial performance across markets, products, and customers.
- **Sales View:** ► Identifies top and bottom customers with key performance metrics to support strategic decision-making.
- **Marketing View:** ► Evaluates product performance using detailed sales metrics and trend analysis.
- **Supply Chain View:** ► Monitors reliability and forecast accuracy to enhance supply chain efficiency.
- **Executive View:** ► Provides a high-level, integrated summary of key insights to support leadership and executive decisions.

Dashboard Overview



Business Insight 360

Designed by: Rama Gopala Krishna Masani



12 April 2022



Dec 21

Values are in Dollars & Millions



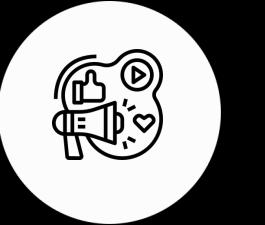
Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time period and More...



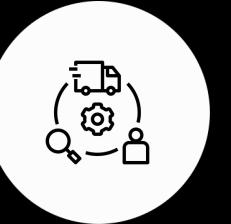
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



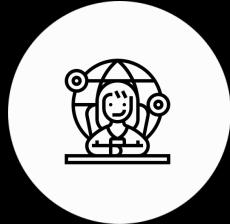
Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.



Information



Support



FINANCE

SALES

MARKETING

SUPPLY CHAIN

EXECUTIVE



FILTERS

Select Benchmark (BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

BUSINES INSIGHT 360

\$267.98M

BM: 111.37M | 140.61% ▲

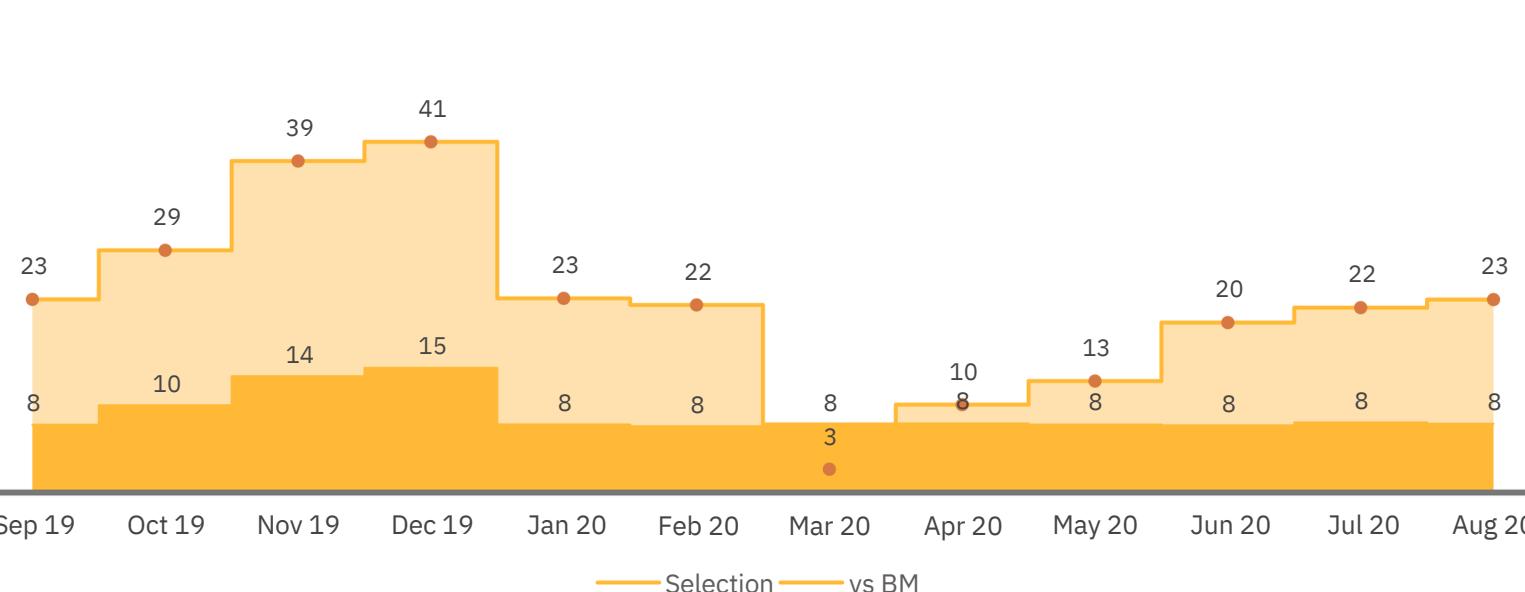
37.10%

BM: 41.2% | -9.95% ▼

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

REGION

CATEGORY

Secondary Parameter

Market

Product

REGION

Values

Chg %

APAC

147.98

147.98

107.48

NA

62.21

62.21

182.70

EU

55.79

55.79

224.03

LATAM

2.00

2.00

141.89

Total

267.98

140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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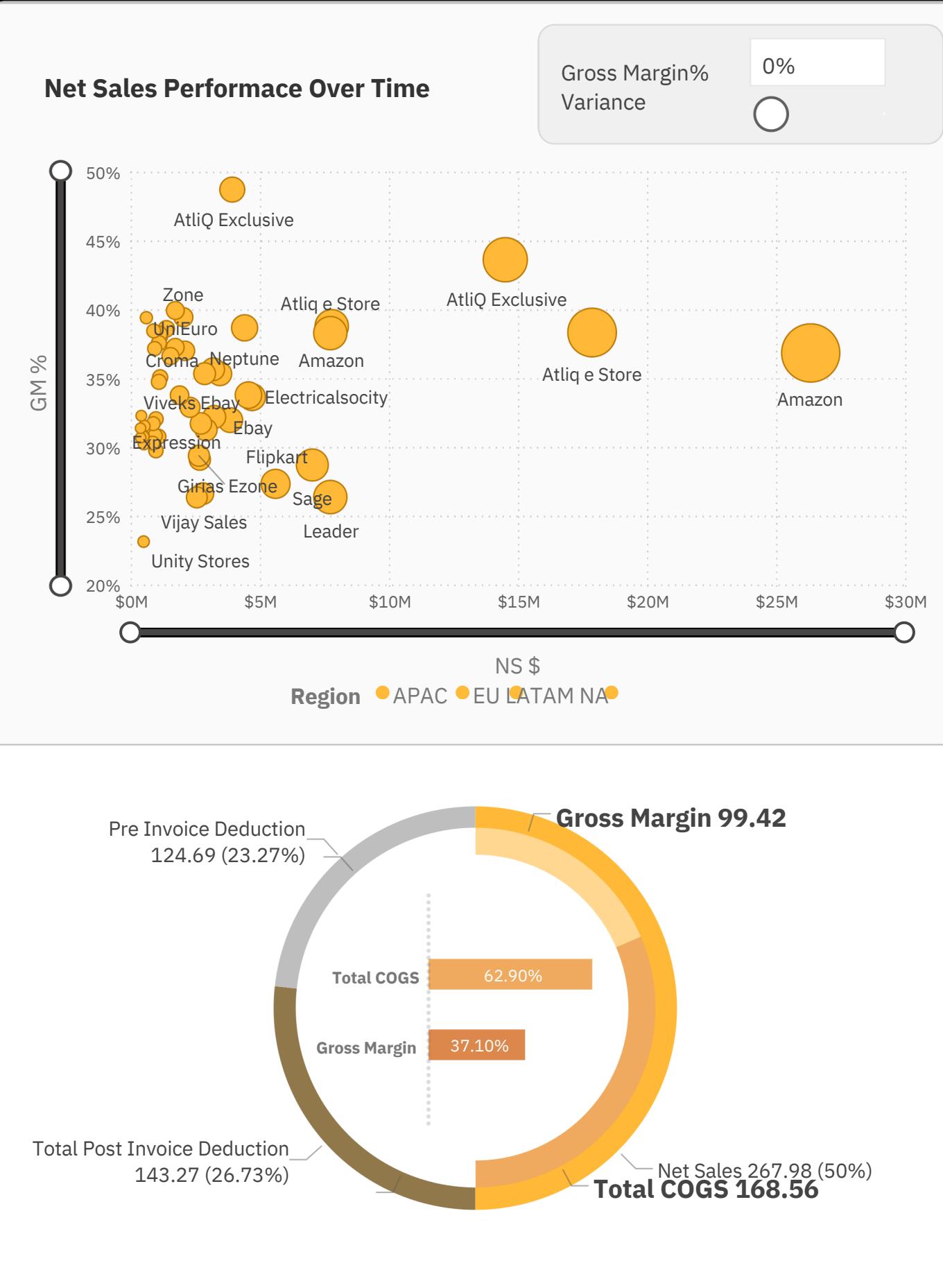
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Customer NS \$ GM \$ GM % Δ GM %

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.77M	18.89M	1,88,91,755.42	37.96%
AtliQ e Store	\$31.74M	11.89M	1,18,92,899.11	37.47%
AtliQ Exclusive	\$22.97M	10.52M	1,05,18,925.55	45.79%
Flipkart	\$10.92M	3.66M	36,63,469.50	33.54%
Sage	\$8.32M	2.60M	25,96,085.33	31.22%
Ebay	\$8.15M	2.80M	27,98,649.95	34.34%
Leader	\$7.73M	2.04M	20,37,940.68	26.36%
Electricalsociety	\$4.56M	1.54M	15,39,308.15	33.77%
Neptune	\$4.41M	1.70M	17,04,763.67	38.66%
Expression	\$3.86M	1.23M	12,32,095.70	31.95%
Electricalslytical	\$3.41M	0.93M	9,31,692.62	27.32%
Reliance Digital	\$3.36M	1.22M	12,22,497.25	36.36%
Propel	\$3.23M	1.04M	10,40,626.20	32.18%
Croma	\$3.19M	1.14M	11,37,078.65	35.65%
Viveks	\$2.92M	0.91M	9,11,630.11	31.25%
Vijay Sales	\$2.79M	0.74M	7,43,257.46	26.61%
Total	\$211.40M	76.80M	36.33%	-14.70%



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BY CATEGORY

All

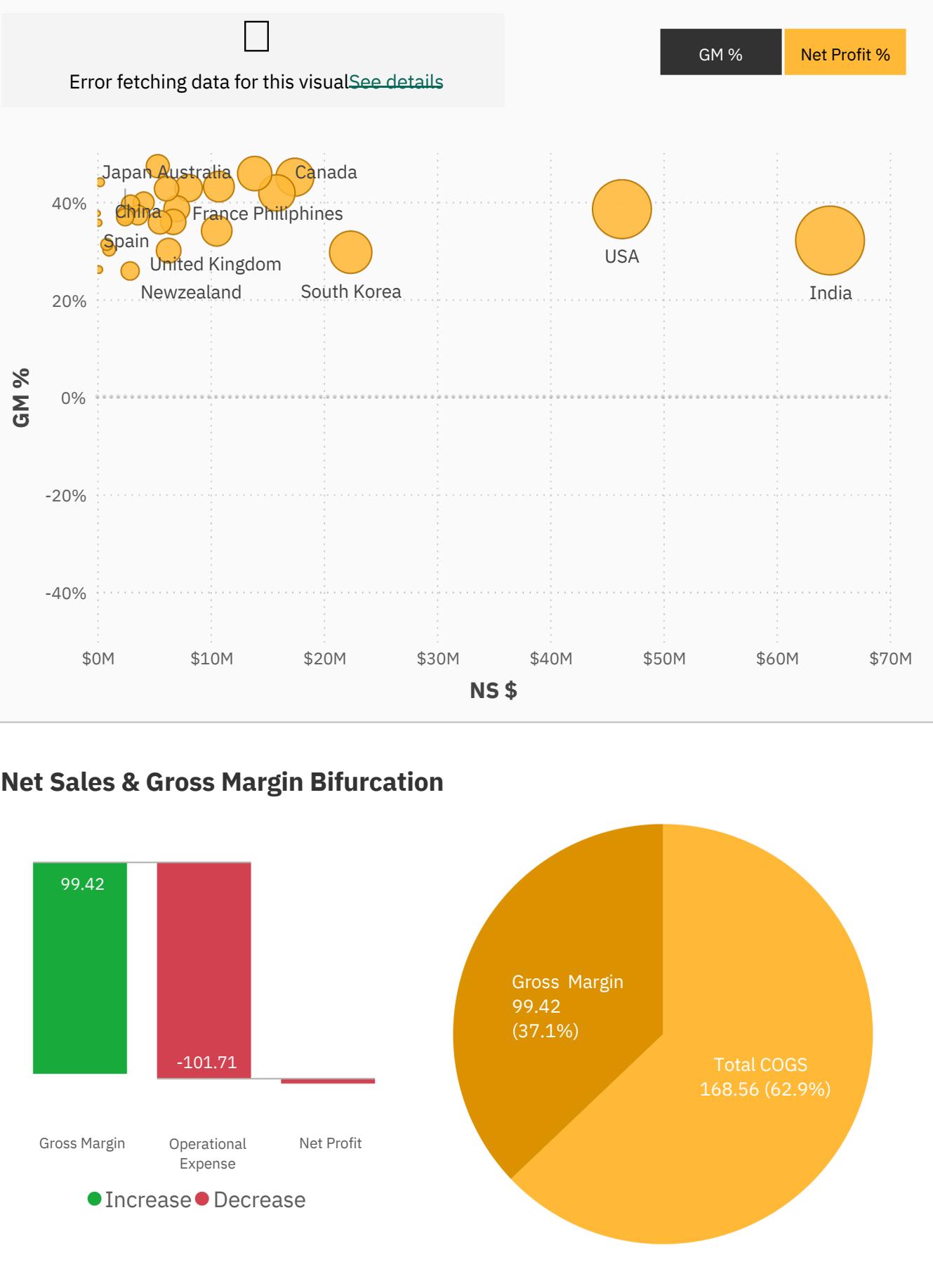
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● Increase ● Decrease

BUSINES INSIGHT 360



Segment Market

Region Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
Indonesia	\$8.08M	42.83	1.69M	20.98%	16.62%
Philippines	\$17.45M	%	3.38M	19.34%	45.77%
France	\$10.74M	45.05	1.83M	17.07%	148.32%
Australia	\$13.90M	%	2.16M	15.53%	52.26%
Pakistan	\$6.12M	43.13	0.95M	15.52%	-323.97%
Norway	\$3.59M	%	0.55M	15.21%	
Poland	\$4.10M	45.81	0.54M	13.24%	11.79%
Bangladesh	\$2.94M	%	0.39M	13.24%	-983.80%
Portugal	\$5.53M	42.68	0.54M	9.84%	-21.75%
Canada	\$15.87M	%	1.37M	8.62%	443.09%
Chile	\$0.09M	37.29	0.01M	7.06%	
Columbia	\$0.02M	%	0.00M	6.86%	
Netherlands	\$5.34M	39.88	0.34M	6.43%	-163.76%
Sweden	\$0.25M	%	0.01M	5.09%	-237.92%
Japan	\$2.46M	39.51	0.10M	4.07%	
Mexico	\$0.84M	%	0.02M	2.10%	-74.06%
South Korea	\$22.38M	35.80	0.09M	0.40%	-97.30%
New Zealand	\$2.90M	%	-0.04M	-1.34%	
Total	\$267.98M	41.84	-2.29M	-0.85%	-138.68%



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All

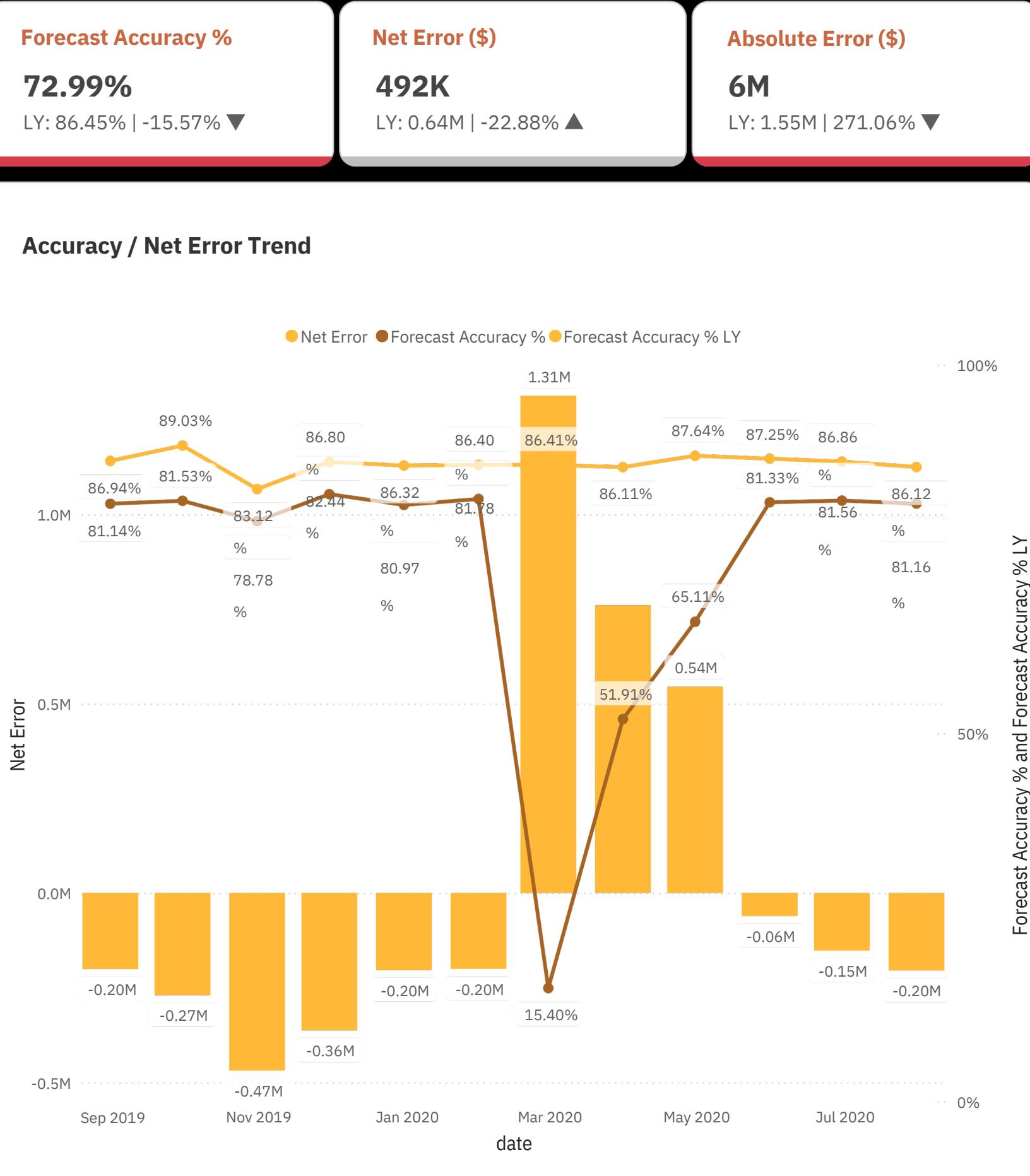
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Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83K	-39.8%	OOS
All-Out	35.18%		6K	25.3%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10K	10.8%	EI
Atlas Stores	39.19%	47.32%	24K	26.1%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
BestBuy	7.31%	26.90%	-44K	-32.5%	OOS
Total	72.99%	86.45%	492K	2.3%	EI

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01	80.25%	698K	14.9%	EI
Notebook	%	83.02%	147K	22.6%	EI
Peripherals	76.65	85.06%	193K	7.4%	EI
Accessories	%	90.20%	-168K	-1.4%	OOS
Desktop	75.18		0K	-2.0%	OOS
Networking	%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



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All

BY STORES/(S)

All

BY CATEGORY

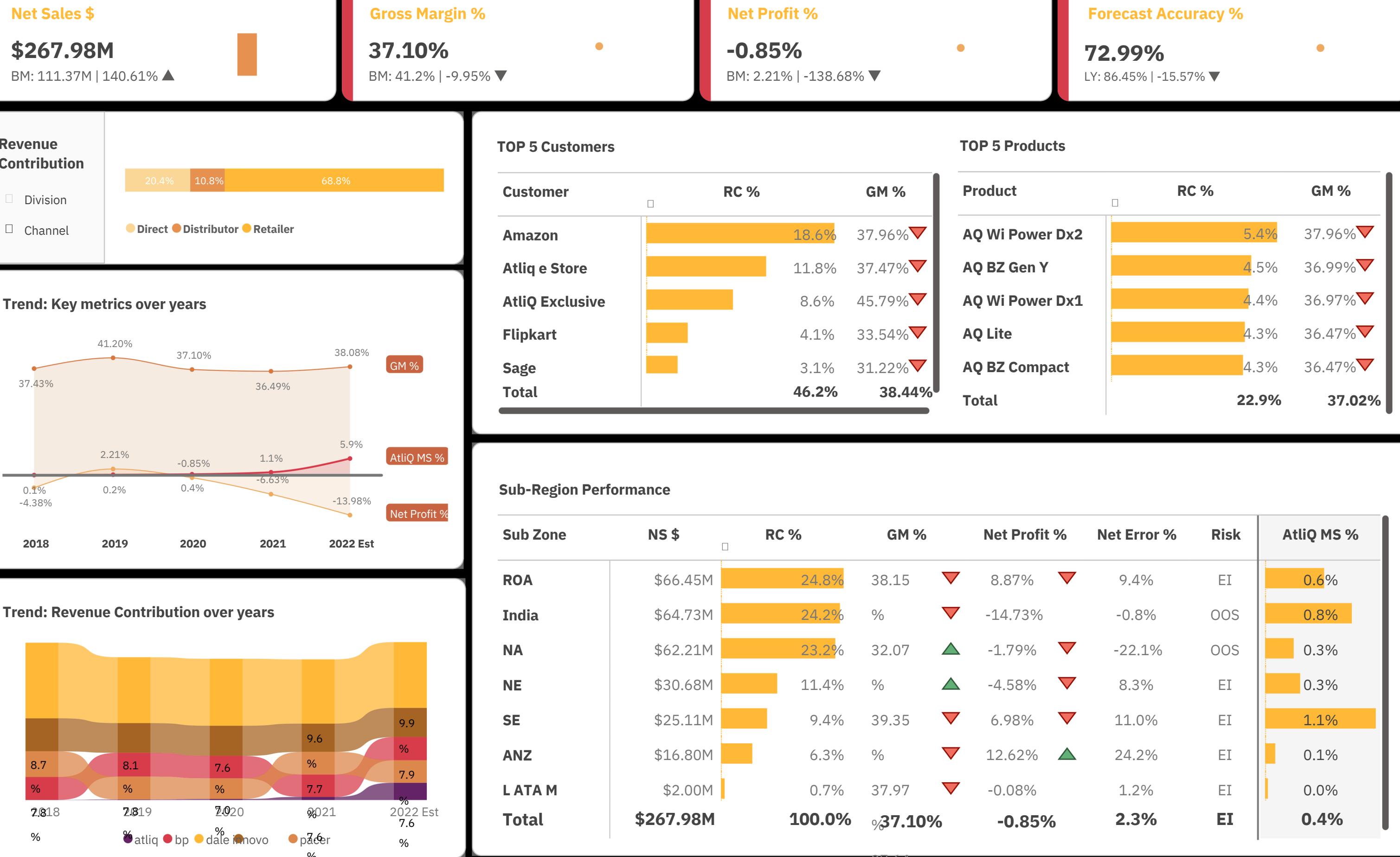
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BUSINESS INSIGHT 360



Business Insights & Recommendations

1. Finance View (Profitability Challenges & Revenue Growth):

- Net profit is negative, despite increasing net sales compared to the previous year. Targets are not being met for 2022
- **Recommendation:** Identify key cost drivers, reduce operational expenses, and optimize pricing strategies to improve profit margins

2. Sales View (Top Customers & Revenue Distribution)

- Amazon, Atliq Exclusive, Atliq eStore, and Flipkart are top customers generating the most revenue.
- Bottom customers like Nova, Otto, and All-Out have low revenue contribution.
- **Recommendation:** Strengthen long-term partnerships with top customers while reassessing pricing & marketing strategies for low-performing accounts

3. Marketing View (Product Performance & Regional Insights)

- High operational expenses & low net profit indicate inefficiencies in spending.
- Notebook segment has the highest net sales but the lowest net profit, especially in the Gaming category.
- The APAC region has the highest net sales & gross margin but also the lowest net profit
- **Recommendation:** Optimize marketing spend on high-margin products and reassess the profitability of the Gaming category. Improve regional cost control strategies in APAC.

4. Supply Chain View (Inventory & Forecasting Challenges)

- Forecast accuracy is 81.17% for 2022, but certain segments have high net errors, leading to excess inventory or stockouts.
- LATAM & India regions show high stock issues, impacting supply chain efficiency.
- **Recommendation:** Enhance demand forecasting models and supply chain planning to reduce inventory issues and optimize stock levels

5. Executive View (Strategic Trends & Competitive Insights)

- Net sales are increasing year over year, but net profit is declining.
- AtliQ's market share is increasing over time.
- Amazon is the top revenue-generating customer while in product AQ HOME Allin 1 gen 2, but bottom products like AQ Digit SSD, AQ Pen Drive 2-in-1, and AQ Master Wired Mouse have poor sales.
- NA & India have the highest revenue contributions.
- PCs are generating the most revenue by division, and Retailers are the highest revenue-generating channel.
- **Recommendation:** Strengthen AtliQ's profitability strategy, focusing on high-growth region like NA & India. Phase out low-performing products and invest in high-demand categories like PCs to sustain market leadership

Conclusion

- AtliQ is growing, but profitability challenges exist.
- Data analytics has transformed decision-making, bringing transparency and accuracy.
- Strategic insights from this project help optimize costs, sales, marketing, and supply chain.
- **Key focus areas:** Improving profitability, strengthening market position, and leveraging data for competitive advantage.
- **Next Steps:** Continuous analytics innovation to drive AtliQ's success.



THANK YOU
For watching This Presentation