Overview of Altiq

Altiq is a leading computer components company specializing in selling various hardware products to businesses and consumers across multiple cities. The company has a strong presence in key markets, offering a wide range of products such as processors, graphics cards, motherboards, storage devices, and peripherals. Altiq focuses on delivering high-quality components to both retail customers and enterprise clients, which has made it one of the top suppliers in the industry.

Power BI Project Overview:

The Power BI dashboard will be designed to showcase annual sales, year-on-year growth, and performance across different cities. This will help Altiq track sales trends, identify top-performing markets, and assess overall company growth.

Key Metrics to Display:

1.Annual Sales:

- Total sales figures for the company year-over-year (YoY) from 2017 to 2020.

2.Year-on-Year Growth:

- Sales growth percentage compared to the previous year to highlight areas of improvement or decline.

3.Sales by City:

Show sales distribution across key cities such as Delhi NCR, Mumbai, Nagpur, etc.

Focus on high-performance regions (e.g., Delhi NCR) for more detailed insights and opportunities for growth.

Assumptions:

1.City-Specific Focus: Since Delhi NCR leads in sales, it's assumed that it is Altiq's major hub for both retail and corporate clients. Other cities like Mumbai and Nagpur also perform well, while smaller cities contribute moderately.

2. Product Mix: The products sold in larger cities are likely to have a higher percentage of premium components (e.g., high-end processors, GPUs), while smaller cities might focus on budget components.

3.Sales Trends: The YoY growth trend might reflect shifts in demand for components based on industry trends, technological advancements, or economic conditions, with significant sales peaks during product launch cycles or tech events.

Objective:
The goal of this Power BI project is to help Altiq visualize performance trends, make data-driven decisions on inventory management, marketing focus by city, and identify growth opportunities.

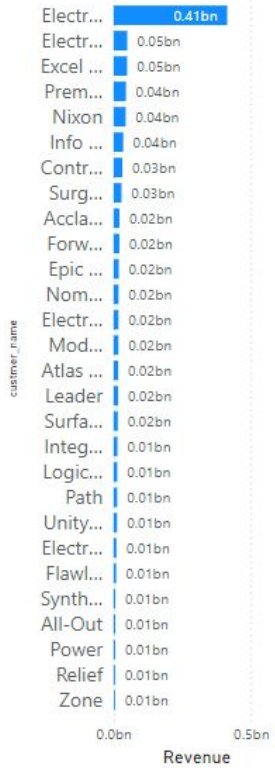
984.81M
Revenue

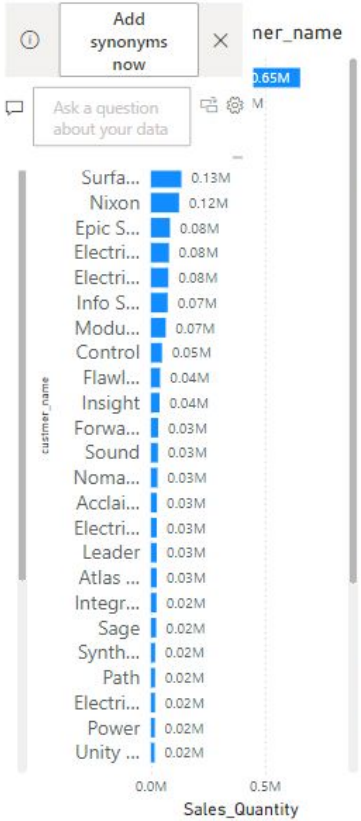
2M
Sales_Quantity

2017 | 2018 | 2019 | 2020

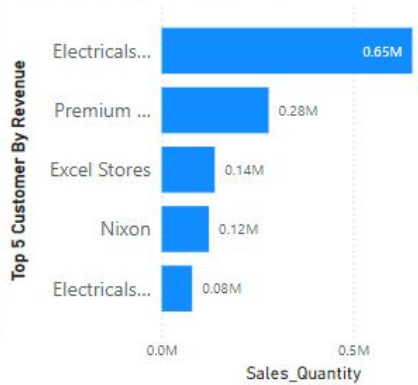
Revenue Trend

Revenue by custmer_name

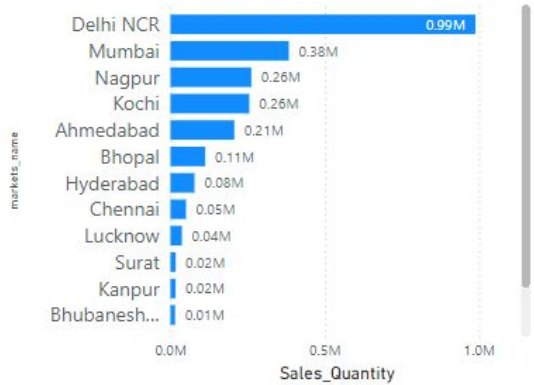




Sales_Quantity by custmer_name



Sales_Quantity by markets_name



1. Revenue Overview

- Total Revenue: The total revenue is shown as 984.81M.
- Top Customer by Revenue: "Electricals" has generated the highest revenue at 0.41B.
- Several other customers also contribute to the total revenue, but "Electricals" stands out significantly compared to others.

2. Sales Quantity Overview

- Total Sales Quantity: The total sales quantity is 2M units.
- Top Customer by Sales Quantity: "Electricals" also leads in sales quantity with 0.65M units, followed by "Premium" with 0.28M units.

3. Revenue Trend (2017-2020)

- The revenue trend graph shows fluctuations in revenue from 2017 to early 2020. There is a notable increase in revenue around mid-2018, but a declining trend is visible from mid-2019 onwards.
- The peak revenue was observed in 2018 and 2019, with a steady drop afterward.

4. Sales by Markets

- Top Markets by Sales Quantity:
  - Delhi NCR is the highest-performing market with a sales quantity of 0.99M units.
  - Mumbai follows with 0.38M units, and Nagpur with 0.26M units.
  - Other cities like Kochi, Ahmedabad, and Bhopal have relatively lower sales quantities.

5. Top 5 Customers by Revenue

- The top 5 customers by revenue have been highlighted, where "Electricals" dominates, followed by "Premium" and "Excel Stores."
- It indicates that a few key customers are driving the majority of the revenue and sales for the company.

Summary:

- "Electricals" is the major contributor to both revenue and sales quantity.
- Delhi NCR is the most significant market for sales, with nearly half of the total sales.
- There has been a downward trend in revenue since mid-2019, indicating potential challenges or market changes.

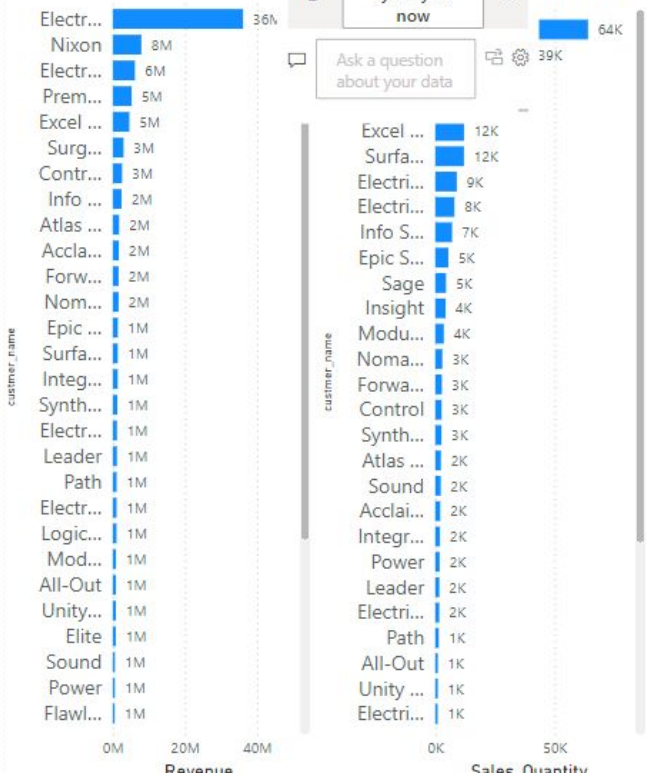
92.88M
Revenue

234K
Sales_Quantity

2017 | 2018 | 2019 | 2020

Revenue Trend

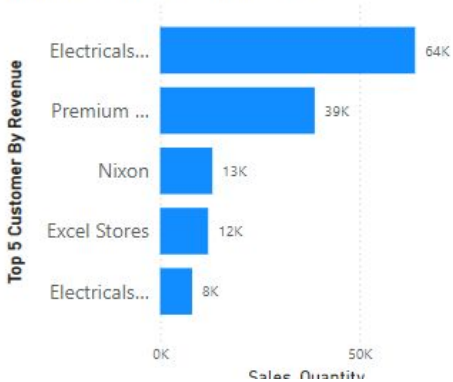
Revenue by custmer_name



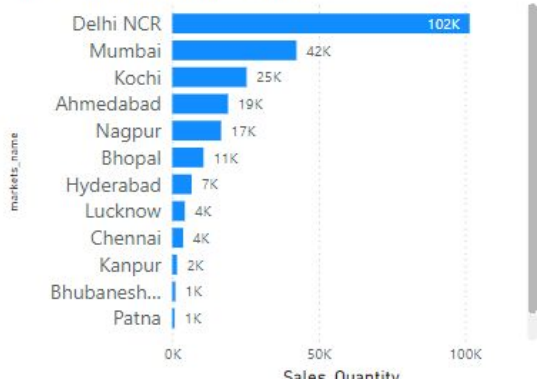
Add synonyms now

Ask a question about your data

Sales_Quantity by custmer_name



Sales_Quantity by markets_name

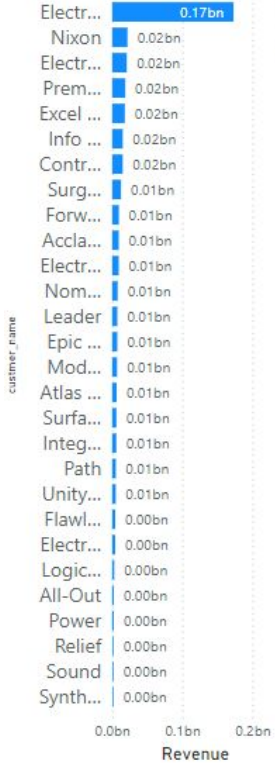


413.69M
Revenue

997K
Sales_Quantity

year
2017 | 2018 | 2019 | 2020

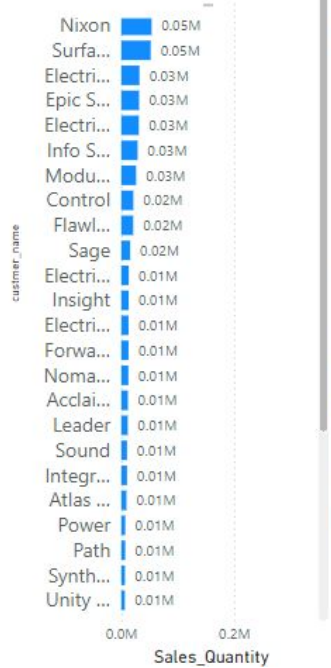
Revenue by custmer_name



Add synonyms now

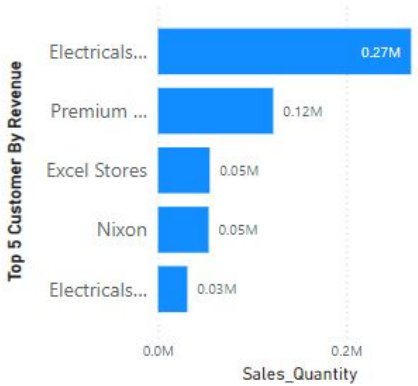
Ask a question about your data

ner_name

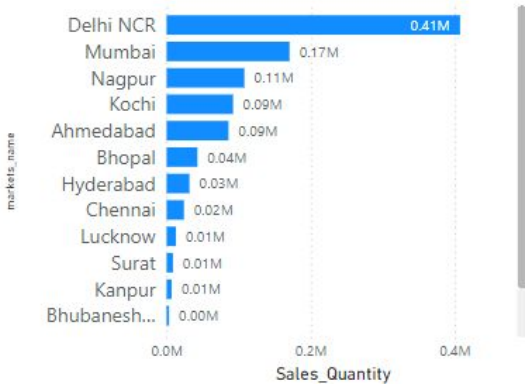


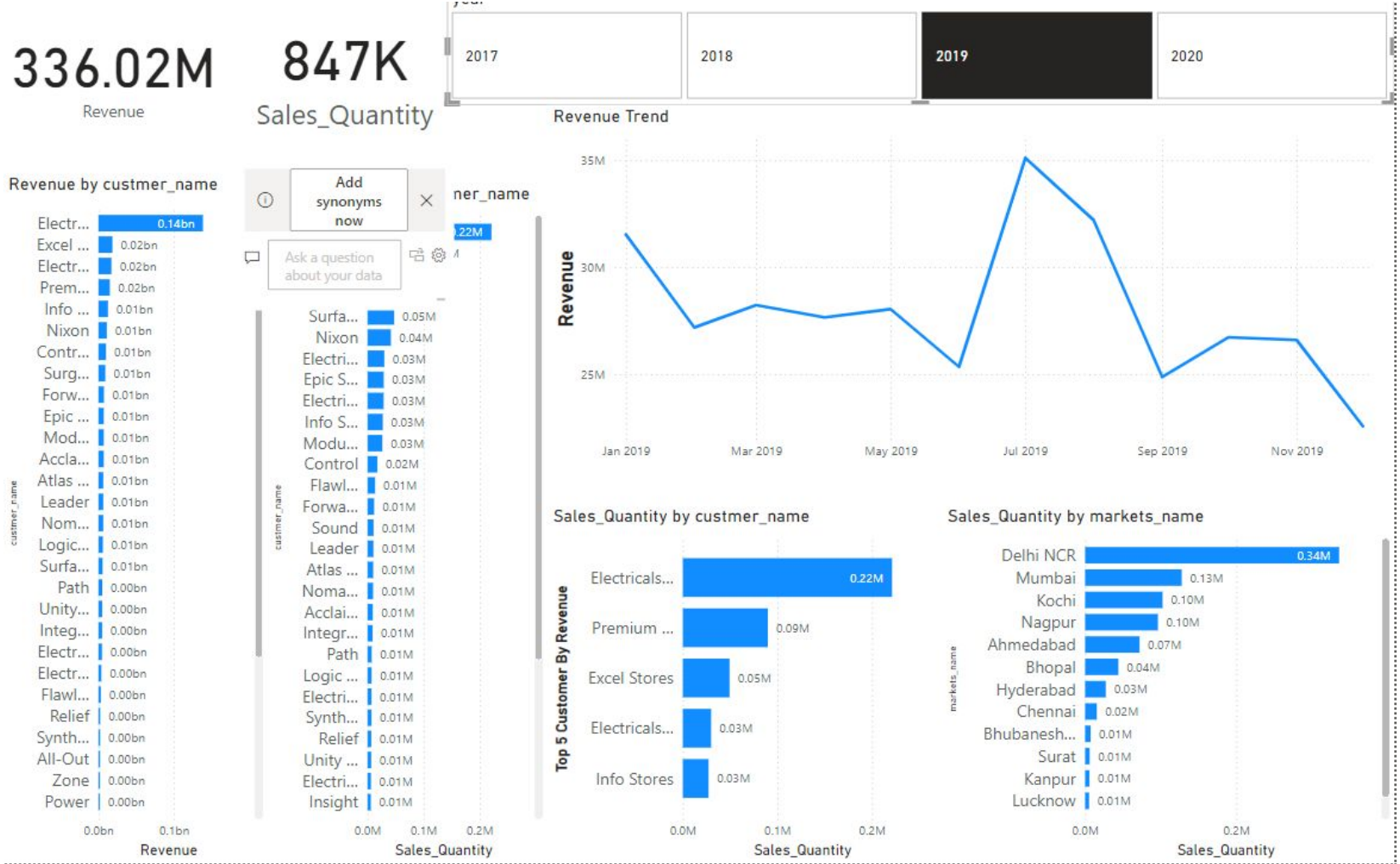
Revenue Trend

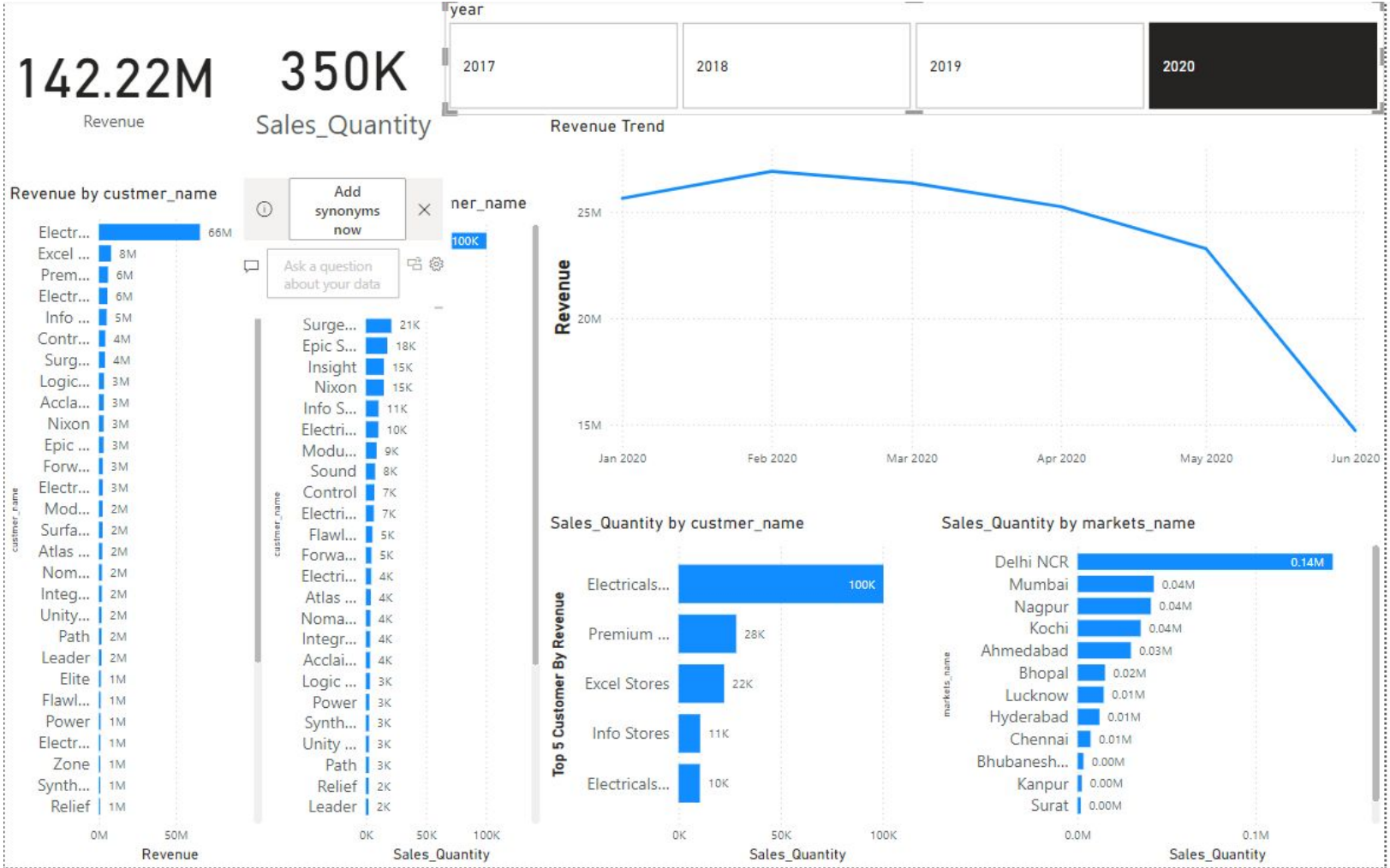
Sales_Quantity by custmer_name



Sales_Quantity by markets_name

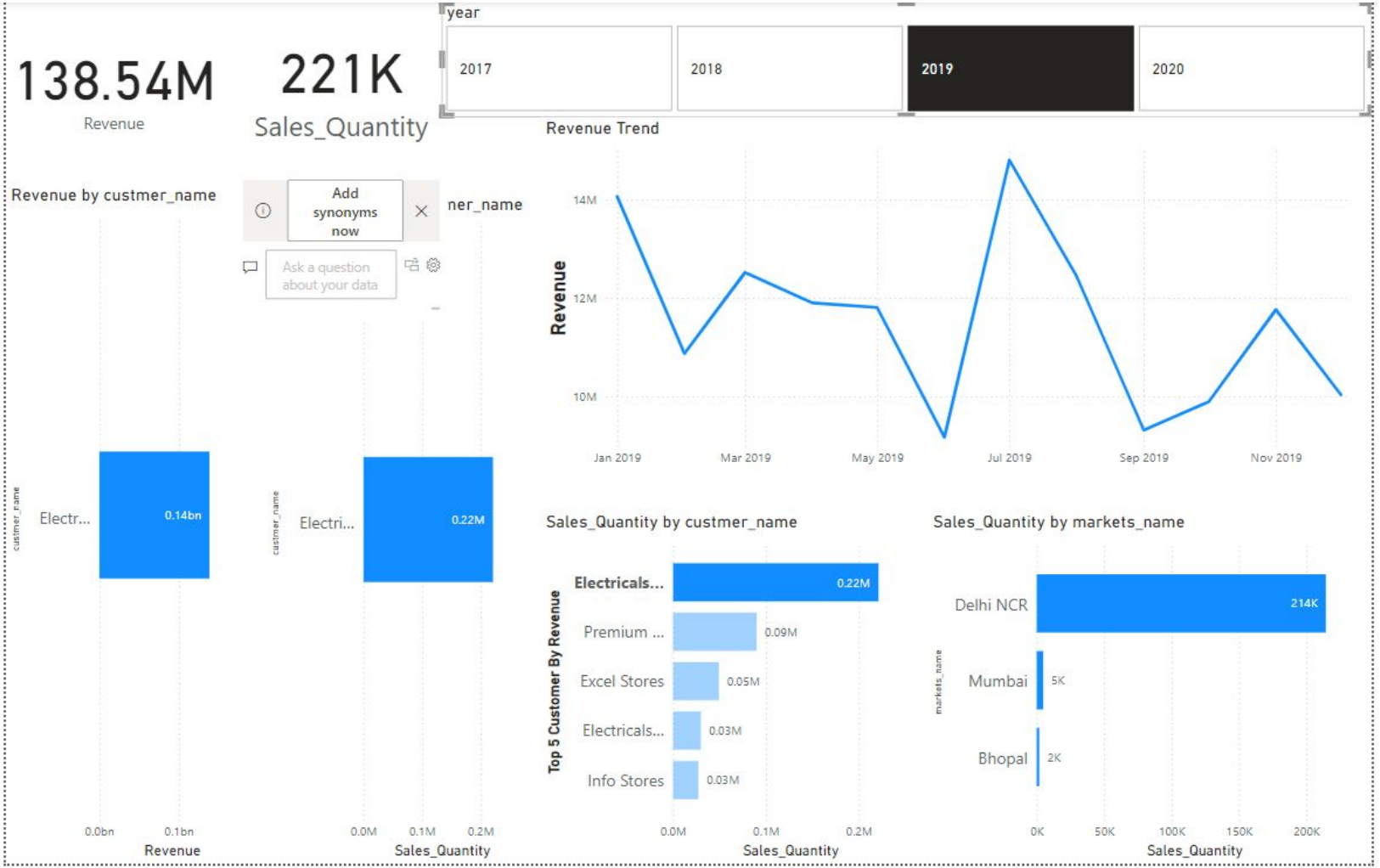



336.02M
Revenue
847K
Sales_Quantity
2017
2018
2019
2020
Revenue Trend
35M
30M
25M
Revenue
Jan 2019
Mar 2019
May 2019
Jul 2019
Sep 2019
Nov 2019
Revenue by custmer_name
Electr... 0.14bn
Excel ... 0.02bn
Electr... 0.02bn
Prem... 0.02bn
Info ... 0.01bn
Nixon 0.01bn
Contr... 0.01bn
Surg... 0.01bn
Forw... 0.01bn
Epic ... 0.01bn
Mod... 0.01bn
Accla... 0.01bn
Atlas ... 0.01bn
Leader 0.01bn
Nom... 0.01bn
Logic... 0.01bn
Surfa... 0.01bn
Path 0.00bn
Unity... 0.00bn
Integ... 0.00bn
Electr... 0.00bn
Electr... 0.00bn
Flawl... 0.00bn
Relief 0.00bn
Synth... 0.00bn
All-Out 0.00bn
Zone 0.00bn
Power 0.00bn
custmer_name
0.0bn
0.1bn
Revenue
Add synonyms now
Ask a question about your data
ner_name
.22M
Surfa... 0.05M
Nixon 0.04M
Electri... 0.03M
Epic S... 0.03M
Electri... 0.03M
Info S... 0.03M
Modu... 0.03M
Control 0.02M
Flawl... 0.01M
Forwa... 0.01M
Sound 0.01M
Leader 0.01M
Atlas ... 0.01M
Noma... 0.01M
Acclai... 0.01M
Integr... 0.01M
Path 0.01M
Logic ... 0.01M
Electri... 0.01M
Synth... 0.01M
Relief 0.01M
Unity ... 0.01M
Electri... 0.01M
Insight 0.01M
custmer_name
0.0M
0.1M
0.2M
Sales_Quantity
Sales_Quantity by custmer_name
Top 5 Customer By Revenue
Electricals... 0.22M
Premium ... 0.09M
Excel Stores 0.05M
Electricals... 0.03M
Info Stores 0.03M
0.0M
0.1M
0.2M
Sales_Quantity
Sales_Quantity by markets_name
Delhi NCR 0.34M
Mumbai 0.13M
Kochi 0.10M
Nagpur 0.10M
Ahmedabad 0.07M
Bhopal 0.04M
Hyderabad 0.03M
Chennai 0.02M
Bhubanesh... 0.01M
Surat 0.01M
Kanpur 0.01M
Lucknow 0.01M
markets_name
0.0M
0.2M
Sales_Quantity


142.22M
Revenue
350K
Sales_Quantity
year
2017
2018
2019
2020
Revenue Trend
Revenue by custmer_name
Add synonyms now
Ask a question about your data
ner_name
100K
Electr... 66M
Excel ... 8M
Prem... 6M
Electr... 6M
Info ... 5M
Contr... 4M
Surg... 4M
Logic... 3M
Accla... 3M
Nixon 3M
Epic ... 3M
Forw... 3M
Electr... 3M
Mod... 2M
Surfa... 2M
Atlas ... 2M
Nom... 2M
Integ... 2M
Unity... 2M
Path 2M
Leader 2M
Elite 1M
Flawl... 1M
Power 1M
Electr... 1M
Zone 1M
Synth... 1M
Relief 1M
custmer_name
0M 50M
Revenue
Surge... 21K
Epic S... 18K
Insight 15K
Nixon 15K
Info S... 11K
Electri... 10K
Modu... 9K
Sound 8K
Control 7K
Electri... 7K
Flawl... 5K
Forwa... 5K
Electri... 4K
Atlas ... 4K
Noma... 4K
Integr... 4K
Acclai... 4K
Logic ... 3K
Power 3K
Synth... 3K
Unity ... 3K
Path 3K
Relief 2K
Leader 2K
custmer_name
0K 50K 100K
Sales_Quantity
Revenue
25M
20M
15M
Jan 2020
Feb 2020
Mar 2020
Apr 2020
May 2020
Jun 2020
Sales_Quantity by custmer_name
Top 5 Customer By Revenue
Electricals... 100K
Premium ... 28K
Excel Stores 22K
Info Stores 11K
Electricals... 10K
0K 50K 100K
Sales_Quantity
Sales_Quantity by markets_name
Delhi NCR 0.14M
Mumbai 0.04M
Nagpur 0.04M
Kochi 0.04M
Ahmedabad 0.03M
Bhopal 0.02M
Lucknow 0.01M
Hyderabad 0.01M
Chennai 0.01M
Bhubanesh... 0.00M
Kanpur 0.00M
Surat 0.00M
markets_name
0.0M 0.1M
Sales_Quantity

36.10M
Revenue
64K
Sales_Quantity
year
2017
2018
2019
2020
Revenue Trend
Revenue
14M
12M
10M
8M
Oct 2017
Nov 2017
Dec 2017
Revenue by custmer_name
Add synonyms now
Ask a question about your data
ner_name
custmer_name
Electr...
36M
0M
20M
40M
Revenue
Electri...
64K
0K
50K
Sales_Quantity
Sales_Quantity by custmer_name
Top 5 Customer By Revenue
Electricals...
64K
Premium ...
39K
Nixon
13K
Excel Stores
12K
Electricals...
8K
0K
50K
Sales_Quantity
Sales_Quantity by markets_name
markets_name
Delhi NCR
63K
Mumbai
1K
Bhopal
0K
0K
20K
40K
60K
Sales_Quantity

173.05M
Revenue
268K
Sales_Quantity
year
2017
2018
2019
2020
Revenue Trend
20M
15M
10M
Revenue
Jan 2018
Mar 2018
May 2018
Jul 2018
Sep 2018
Nov 2018
Revenue by custmer_name
Add synonyms now
ner_name
Ask a question about your data
custmer_name
Electr...
0.17bn
0.0bn
0.1bn
0.2bn
Revenue
custmer_name
Electri...
0.27M
0.0M
0.2M
Sales_Quantity
Sales_Quantity by custmer_name
Top 5 Customer By Revenue
Electricals...
0.27M
Premium ...
0.12M
Excel Stores
0.05M
Nixon
0.05M
Electricals...
0.03M
0.0M
0.2M
Sales_Quantity
Sales_Quantity by markets_name
markets_name
Delhi NCR
0.26M
Mumbai
0.00M
Bhopal
0.00M
Bengaluru
0.00M
0.0M
0.1M
0.2M
Sales_Quantity


138.54M
Revenue
221K
Sales_Quantity
year
2017
2018
2019
2020
Revenue Trend
Revenue
14M
12M
10M
Jan 2019
Mar 2019
May 2019
Jul 2019
Sep 2019
Nov 2019
Revenue by custmer_name
Add synonyms now
ner_name
Ask a question about your data
custmer_name
Electr...
0.14bn
0.0bn
0.1bn
Revenue
custmer_name
Electri...
0.22M
0.0M
0.1M
0.2M
Sales_Quantity
Sales_Quantity by custmer_name
Top 5 Customer By Revenue
Electricals...
0.22M
Premium ...
0.09M
Excel Stores
0.05M
Electricals...
0.03M
Info Stores
0.03M
0.0M
0.1M
0.2M
Sales_Quantity
Sales_Quantity by markets_name
markets_name
Delhi NCR
214K
Mumbai
5K
Bhopal
2K
0K
50K
100K
150K
200K
Sales_Quantity

65.64M
Revenue

100K
Sales_Quantity

year
2017 | 2018 | 2019 | 2020

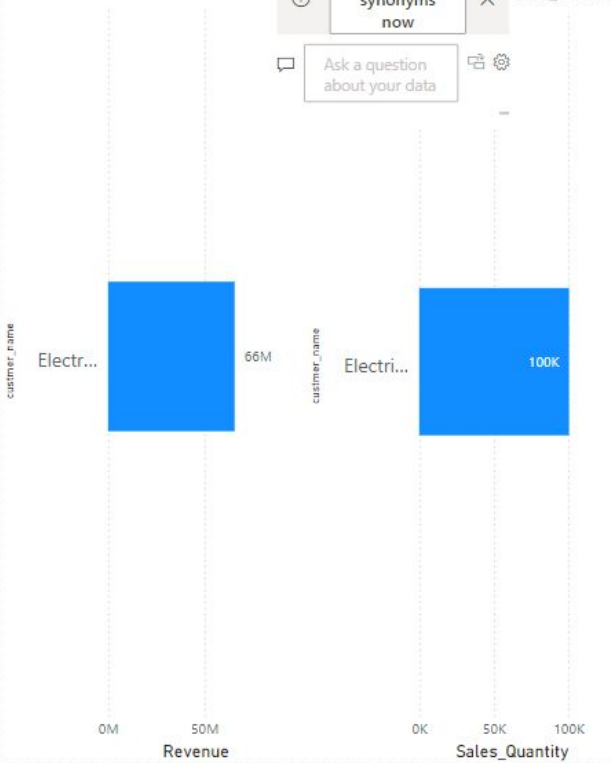
Revenue Trend

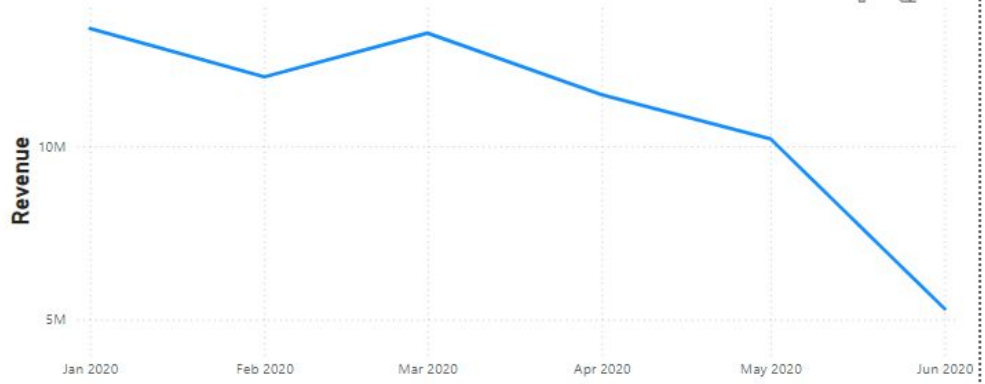
Revenue by custmer_name

Add synonyms now

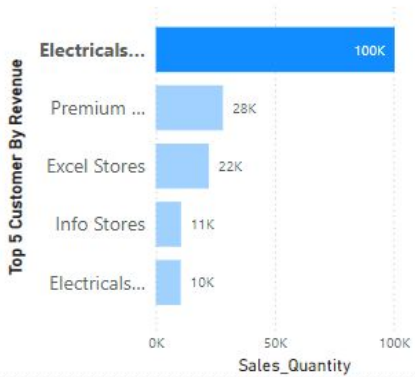
ner_name

Ask a question about your data

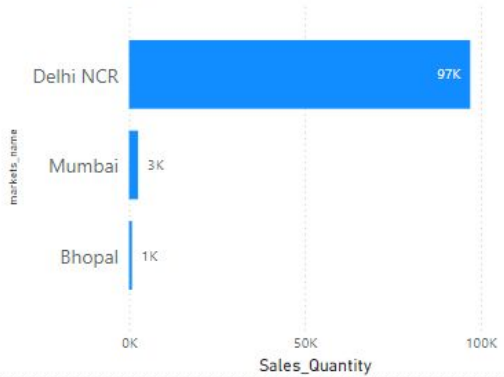




Sales_Quantity by custmer_name



Sales_Quantity by markets_name



To conclude the Power BI presentation for Altiq, a computer component-selling company, here is a summary based on the displayed metrics across the years:

2017 to 2020 Overview:

1. Revenue and Sales Trends:
    - 2017: Revenue stood at 92.88M with 234K units sold. A positive trend is observed with strong sales in key markets like Delhi NCR and customers like Electricals....
    - 2019: The revenue grew to 138.54M, although sales quantity slightly declined to 221K units. Major contributors remained Electricals in Region Delhi NCR.
    - 2020: A sharp decline is noticed in both revenue (142.22M) and sales quantity (350K). The pandemic might have influenced the decline after April 2020, but Delhi NCR continued to dominate with 140K units sold.

Key Customers and Markets:

- Throughout the years, Electricals remained the top revenue and sales driver.
- Delhi NCR consistently contributed the highest sales, followed by Mumbai and Kochi, reflecting strong market penetration in northern and southern cities.

Conclusion:

Altiq experienced a significant growth trajectory from 2017 to 2020, though the impact of global events in 2020 led to a sharp revenue decline. The company should focus on diversifying its markets beyond Delhi NCR and optimizing its sales strategy to mitigate future risks.