**Case Study: Sales insights of the Atliq hardware company.**

A screenshot of a computer

Description automatically generated

**Business Issue**

AtliQ Hardware is a company that supplies computer hardware and peripherals across India. The sales director for this company is facing a lot of challenges as market is growing faster. He is facing issues in terms of tracking the sales in this dynamical growth market and he is having issues with the growth of this business, as overall sales were declining.

**Goal of the project:**

Stakeholders want a simple data visualization tool which they can access on daily basis. By using such tools and technology one can make data driven decisions which help to increase the sales of the company. So, in this project we will help a company make its own sales related dashboard using Power BI.

1. **Purpose:**

To unlock sales insights that were not previously visible for the sales team for decision support and to automate them to reduced manual time spent in data gathering.

1. **Process:**

**Tools Used**

* **MySQL**
* **Microsoft Power BI**
* **Power Query Editor**

**Data**

Data was collected from the company database. It has five tables as follows:

1. sales transactions
2. sales customers
3. sales date
4. sales products
5. sales markets

**Create Relational Database (Star Schema)**A screenshot of a computer

Description automatically generated

**Data Cleaning with Power Query Editor**

**A screenshot of a computer

Description automatically generated**

**A screenshot of a computer

Description automatically generated**

**Incorrect Value “-1” and “0” in sales\_amount. Also “USD” in currency field.**

**A screenshot of a computer

Description automatically generated**

**Another problem in currency field.**

**Showing two INR and USD!**

**A screenshot of a computer

Description automatically generated**

**Removing “INR\r” and “USD\r”**

**A screenshot of a computer error

Description automatically generated**

**Now Converting USD to INR**

**Creating Conditional custom column for currency**

**A screenshot of a computer

Description automatically generated**

**Converting USD to INR value**

****

**Analysis with SQL**

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

**Data Analysis Using Power BI**

Creating Measures

1. Revenue = sum('sales transactions'[sales\_amount])
2. Sales Quantity = sum('sales transactions'[sales\_qty])

A screenshot of a computer

Description automatically generated

**Success Criteria:**

* + Dashboard uncovering sales order insights with the latest data available.
  + Sales team able to take better decisions and prove 10% cost saving from total spending.
  + Sales analysis stops data gathering manually to save 20% business time and reinvest its value into added activity.