# **Atliq Technologies Sales Insight - Data Analysis – SQL – Power BI**

# **Data Used**

**Data**: [Atliq Technologies Sales Data ](<https://codebasics.io/resources/sales-insights-data-analysis-project>)

**Dashboard Link:** [Microsoft Power BI](<https://app.powerbi.com/view?r=eyJrIjoiNjk5MmZhNWYtYzcwOS00ZDQ3LTg0NzktNjIxMTk3Mzk1ZTFiIiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9>)

**Data Cleaning, Analysis, and Data Visualisation**: SQL and Microsoft power BI

# **Business Problems**

# With many branches across India, AtliQ Hardware delivers computer hardware and peripheral manufacturers to its clients. As sales fall short of expectations, the sales director is having difficulty understanding the company's present concerns and performance. When the director requests sales and market updates from regional managers, they tend to sugar-coat the facts and deliver numerous Excel files, adding to the director's irritation. The annoyance is natural, as individuals frequently struggle to understand figures from Excel spreadsheets.

# **Solution**

As a data analyst, one answer to the sales director's issue at AtliQ hardware would be to use BI dashboards to aid with data visualisation and analysis. The sales director can access a dashboard that aggregates data from numerous sources, such as the company's sales data, market trends, and regional manager reports. The dashboard allows the sales director to quickly assess the status of the business, identify problem areas, and make data-driven choices.

The sales director may avoid depending on Excel files and sugar-coated reports from regional managers, which can lead to misunderstandings and dissatisfaction, by having a clear, visual depiction of the facts.

# **Steps Followed in this project**

1. Performed a High-level analysis of data in SQL to get better understanding over the data.
2. Connected the SQL data set to Power BI.
3. Performed ETL and data cleaning on the imported data.
4. In the currency there were two types of currencies in transactions, performed currency conversion to make all the currency type same
5. Created measure for needs and used them for creating visuals in Power BI.
6. After the initial report reviewed by the stakeholders, made changes to the report based on the review commends.

# **Questions**

* Finding Profit Margin, Sales Quantity and Revenue made in each year/month
* Analysing top 5 customers and product by revenue
* Finding the Revenue Margin Contribution, Profit Margin Contribution and Profit % by each customer
* Finding the Revenue Margin Contribution, Profit Margin Contribution and Profit % by each Market
* Finding the Revenue trend by years
* Analysing Revenue contribution by customer type

# **Summary of Findings**

* There is a **decrease** in the revenue trend from 2017-2020
* **Delhi NCR** is the highest contributor in Revenue and Sales quantity by Market
* **E-commerce** gives the highest revenue contribution by customer type
* **Surat** gives highest profit % by market
* **Central Market** contributes to more Revenue