

NOVANECTAR SERVICES PVT.LTD

Elementary Task

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Data Analytics

Sales Insight Project is based on AtliQ Hardware data, leveraging Power BI, MySQL Workbench, and Jupyter Notebook for analysing and visualizing sales performance.

Key Details:

- **Company:** AtliQ Hardware (a computer hardware manufacturer producing monitors, mice, keyboards, etc.)
- **Technologies Used:** Power BI, MySQL Workbench, Jupyter Notebook
- **Languages Used:** DAX, Python, MySQL
- **Libraries Used:** Pandas, Matplotlib, Seaborn

Project Highlights:

1. Customer Segmentation:

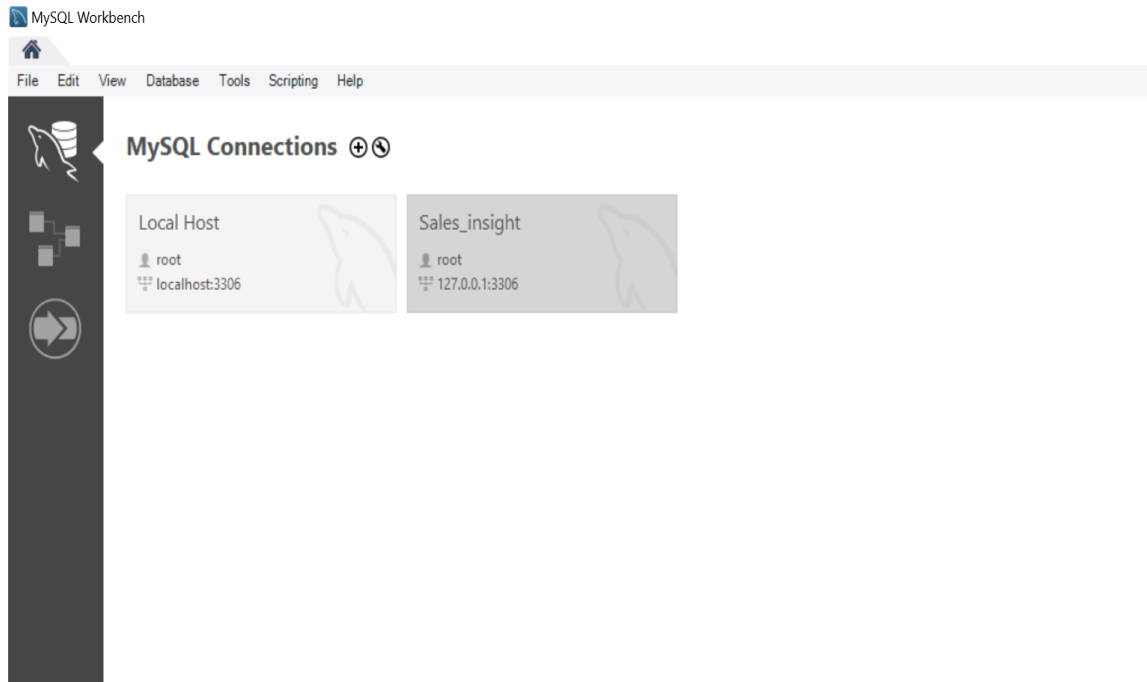
- Implemented **K-Means clustering** in Python using **Pandas, Matplotlib, and Seaborn** to group customers based on **purchase frequency and spending patterns**.
- Helped businesses make **data-driven decisions, optimize marketing strategies, and enhance customer engagement**.

2. Sales Analysis with Power BI Dashboard:

- Connected **MySQL Workbench** to Power BI for real-time data visualization.
- Analysed key sales metrics: **revenue, profit, and orders**.
- Created interactive reports for tracking product-wise sales performance.

3. Key Insights:

- Identified the **top-selling hardware products**, such as **monitors, keyboards, and mice**.
- Analysed **regional sales trends** to determine high-performing markets.
- Conducted in-depth **product demand forecasting** using historical data.



MySQL Workbench

Sales_insight x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

sales

- Tables
 - customers
 - date
 - markets
 - products
 - transactions
- Views
- Stored Procedures
- Functions
- sys

Administration Schemas

Information

Schema: sales

transactions customers date markets products transactions customers x

Limit to 1000 rows

1 • SELECT * FROM sales.customers;

Result Grid

customer_code	customer_name	customer_type
Cus001	Surge Stores	Brick & Mortar
Cus002	Nomad Stores	Brick & Mortar
Cus003	Excel Stores	Brick & Mortar
Cus004	Surface Stores	Brick & Mortar
Cus005	Premium Stores	Brick & Mortar
Cus006	Electricalsara Stores	Brick & Mortar

customers 1 x

Apply Revert Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
1	10:46:17	SELECT * FROM sales customers LIMIT 0, 1000	38 row(s) returned	0.016 sec / 0.000 sec
2	10:46:23	SELECT * FROM sales date LIMIT 0, 1000	1000 row(s) returned	0.000 sec / 0.000 sec
3	10:46:26	SELECT * FROM sales markets LIMIT 0, 1000	17 row(s) returned	0.016 sec / 0.000 sec
4	10:46:29	SELECT * FROM sales products LIMIT 0, 1000	279 row(s) returned	0.016 sec / 0.000 sec
5	10:46:33	SELECT * FROM sales transactions LIMIT 0, 1000	1000 row(s) returned	0.032 sec / 0.000 sec
6	10:46:55	DROP DATABASE 'netflix_clone'	3 row(s) affected	0.031 sec
7	10:47:21	SELECT * FROM sales customers LIMIT 0, 1000	38 row(s) returned	0.000 sec / 0.000 sec

Object Info Session

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Visual analysis • Last saved: Today at 10:21 AM

Search

Sign in

File Home Insert Modeling View Optimize Help

Clipboard

Revenue

₹985M

Revenue by Markets

Delhi NCR ₹120M

Mumbai ₹100M

Alameda ₹120M

Bhopal ₹20M

Nagpur ₹20M

Kochi ₹20M

Chennai ₹10M

Kanpur ₹10M

Hyderabad ₹10M

Pune ₹10M

Ludhiana ₹10M

Surat ₹10M

Bhubaneswar ₹10M

Bangalore ₹10M

Sales Qty

2M

Sales Qty by Markets

Delhi NCR 2M

Mumbai 2M

Alameda 2M

Bhopal 2M

Nagpur 2M

Kochi 2M

Chennai 2M

Kanpur 2M

Hyderabad 2M

Pune 2M

Ludhiana 2M

Surat 2M

Bhubaneswar 2M

Bangalore 2M

Revenue Trend

Revenue

Jan 2018 Jul 2018 Jan 2019 Jul 2019 Jan 2020

Top 5 Customers

Electricalsara Stores ₹41.0M

Electricalsara Stores ₹30M

Excel Stores ₹49M

Premium Stores ₹45M

Nomad ₹44M

Top 5 Products

(Blank) ₹24M

Prod108 ₹18M

Prod108 ₹16M

Prod108 ₹16M

Filters

Search

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Visualizations

Build visual

Visualizations

Py

Values

Add data fields here

Drill through

Cross-report

Keep all filters

Add drill-through fields here

Data

Search

- BaseMeasures (2)
 - Column1
 - Profit Margin %
 - Profit Margin C...
 - Revenue
 - Revenue Contr...
 - Revenue LY
 - Sales Qty
 - Total Profit Mar...
- Profit Target
 - Profit Target
 - Profit Target Val...
 - Target Diff
- sales customers
- sales date
- sales markets
- sales products
- Sales transactions

Key Insights x

Profit Analysis

Performance Insights

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50%