

ATTILQ HARDWARE

BUSINESS

INSIGHTS 360

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ABOUT ME



I am an aspiring data analyst with a passion for transforming raw data into actionable insights. Recently, I completed a Power BI project titled "Business Insights 360", where I played a key role in helping AtilQ rise from challenges and embrace data-driven decision-making.



AGENDA

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COMPANY BACKGROUND

AtilQ Hardware, a fast growing company expanding globally, specializes in selling computers and accessories through three main channels: Retailers, Direct Sales and Distributors across regions spanning Asia pacific, Latin America, North America and Europe.

PROBLEM STATEMENT

02

AtliQ Hardware recently experienced financial losses due to insufficient market research before launching a store in America. Observing that competitors leverage data-driven strategies to make informed decisions, AtliQ Hardware recognizes the need to establish its own data analytics team to adopt smarter decision-making processes and remain competitive in the industry.

03 GOALS TO ACHIEVE

The company plans to analyze data from various departments to identify key metrics and create insightful visualizations. By developing an intuitive dashboard for the AtliQ Hardware team, the goal is to leverage data for smarter decision-making, enhance current product strategies, and support the expansion of new stores in the upcoming quarters.

04 DATA SETS & TOOLS



Data Sets

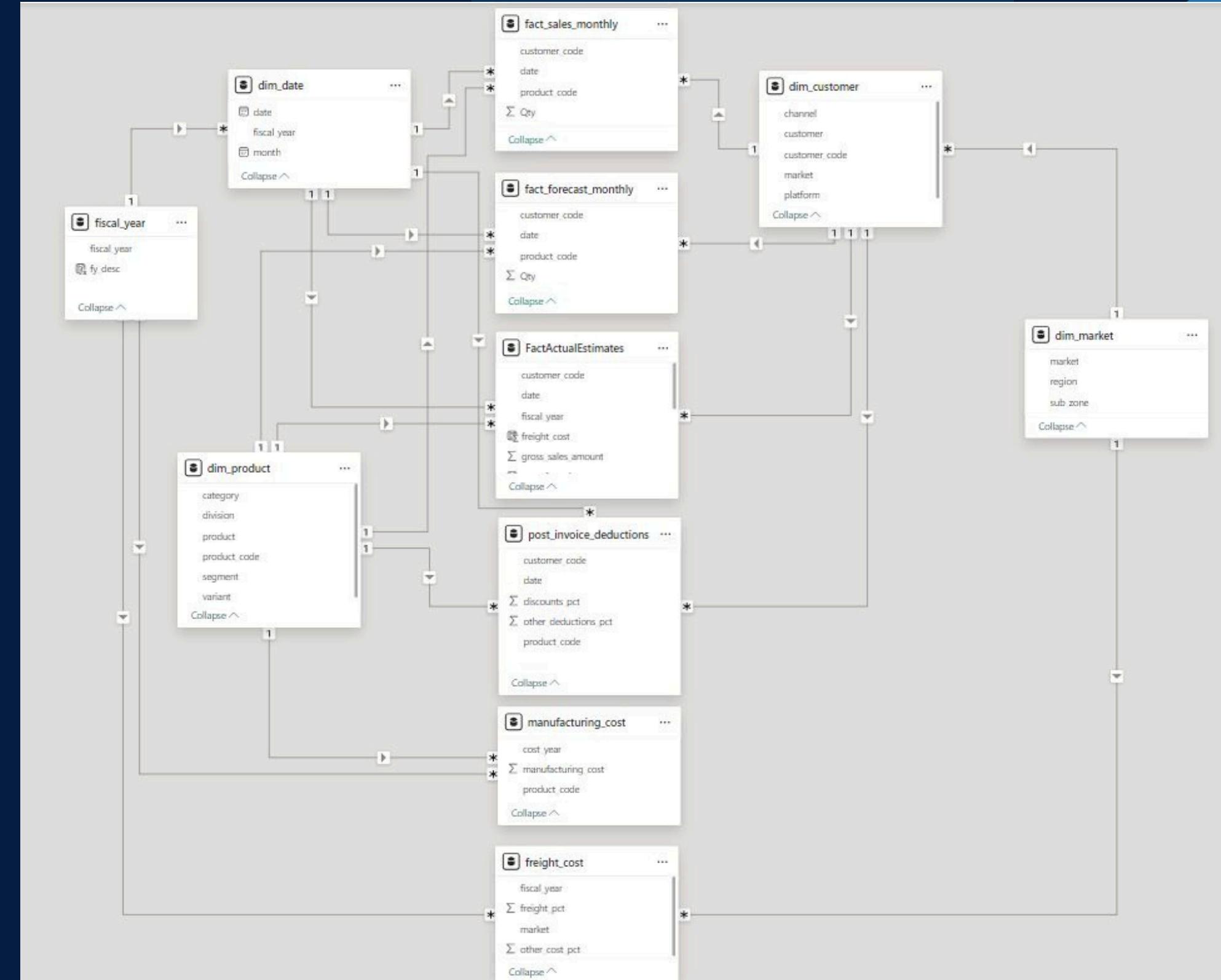
gdb041:
dim_customer
dim_market
dim_product
fact_forecast_monthly
fact_sales_monthly

gdb056:
freight_cost
gross price
manufacturing_cost
pre_invoice_deductions
post_invoice_deductions



Tools Used

MYSQL, Excel, Power BI Desktop, Power BI service(For publishing reports) and DAX Studio (to reduce file size)



BUSINESS TERMS

05



► NET INVOICE SALES

- Formula: Gross Price - Pre-invoice Deductions
- Definition: Revenue generated after accounting for discounts and returns applied before invoicing.

► NET SALES

- Formula: Net Invoice Sales - Post-invoice Deductions
- Definition: Final revenue after all discounts and deductions.

► GROSS MARGIN

- Formula: Net Sales - Cost of Goods Sold (COGS)
- Definition: Profit before operational expenses, indicating product profitability.

► NET PROFIT

- Formula: Net Sales - Cost of Goods Sold (COGS)
- Definition: Profit before operational expenses, indicating product profitability.

► NET ERROR

- Formula: Forecast Quantity - Actual Quantity
- Definition: Difference between projected and actual performance in quantity sold.

► ABSOLUTE ERROR (ABS ERROR)

- Formula: ABS(Net Error)
- Definition: Positive measure of deviation from forecasted performance.

► FORECAST ACCURACY

- Formula: 1 - (Abs Error %)
- Definition: A measure of how accurate forecasts are compared to actual performance.

06 DASHBOARD REQUESTS

01

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

02

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

03

Marketing View: Performance of the product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

04

Supply Chain View: Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.

05

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



KEY INSIGHTS

07



► FINANCE VIEW

Net profit has decreased by 157.19% compared to the last year, while gross margin increased slightly to 37.83%.

► SALES VIEW

Net sales increased by 303.18%, reaching \$4.97 billion, with APAC contributing the highest sales at 50.5% of the total.

► MARKETING VIEW

Products like Gaming Laptops and Personal Desktops have high gross margins (around 38%) but suffer from significant net losses due to high associated costs.

► SUPPLY CHAIN VIEW

Forecast accuracy stands at 79.83%, but net errors indicate persistent risks, such as out-of-stock (OOS) scenarios in accessories and excess inventory (EI) in storage products.

► EXECUTIVE VIEW

Despite impressive sales growth, the overall business struggles with a negative net profit margin of -11.64%, driven by rising operational and freight costs.

RECOMMEND -ACTIONS

08



- ▶ **FINANCE VIEW**
- ▶ **SALES VIEW**
- ▶ **MARKETING VIEW**
- ▶ **SUPPLY CHAIN VIEW**
- ▶ **EXECUTIVE VIEW**

Conduct a detailed analysis of operational expenses and post-deduction costs to identify areas for cost optimization and margin improvement.

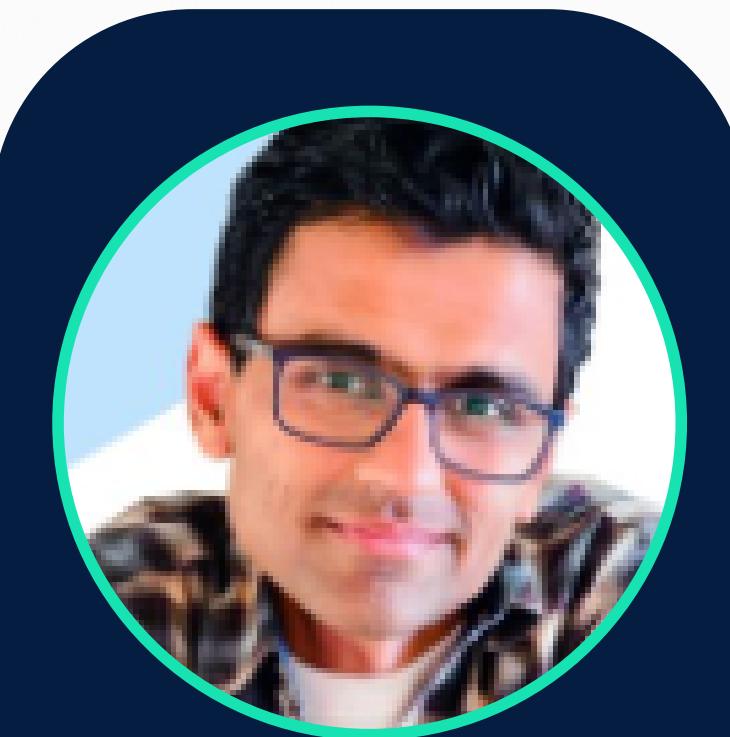
Focus on sustaining APAC's momentum while expanding efforts in underperforming regions like LATAM, which contributes only 0.42% to net sales.

Revise pricing strategies or evaluate cost structures for high-margin but loss-making products to improve profitability.

Enhance demand forecasting and inventory management by using predictive analytics to reduce OOS and EI scenarios.

Develop a holistic cost-reduction strategy and explore technology-driven solutions, such as automation, to improve operational efficiency.

GRATITUDE SPOTLIGHT



**DHAVAL
PATEL**

Founder of
Codebasics



**HEMANAND
VADIVEL**

Co founder of
Codebasics

THANK YOU

