



Excel - Sales and Finance Analytics Project for AtliQ Hardware

Problem Statement

AtliQ Hardware, a leading global provider of PCs, printers, mice, and computers, faces the challenge of optimizing sales and enhancing net gross margins. The company requires a detailed analysis of its extensive and unorganized sales dataset to drive strategic improvements.

Project Goal

This project involves analyzing a vast dataset containing over half a million sales records. The goal is to extract actionable insights through extensive ETL processes, enabling AtliQ Hardware to make data-driven decisions, track key performance indicators (KPIs), and achieve substantial improvements in net sales and gross margins.

Importance of the Project

Unlocking insights from this dataset is crucial for maximizing AtliQ Hardware's sales and profitability. By leveraging data analytics, this project aims to transform challenges into opportunities and facilitate strategic decision-making. Join me in exploring the potential of AtliQ Hardware's sales and finance data to enhance their global market presence and financial performance.

Project Highlights

Sales Analysis and Reporting

Objective:

- Develop a comprehensive customer performance report.
- Conduct a detailed comparison of market performance against sales targets.

Key Achievements:

- Enabled effective monitoring and evaluation of sales activities.
- Identified critical sales patterns and tracked essential KPIs.



- Facilitated decisions on optimal customer discounts and identified opportunities for international expansion.

Financial Analysis and Reporting

Objective:

- Create detailed Profit and Loss (P&L) reports categorized by fiscal year and month.
- Produce P&L reports segmented by market.

Key Achievements:

- Provided a thorough evaluation of financial performance to support decision-making.
- Enhanced communication with stakeholders through clear, insightful reports.
- Contributed to benchmarking against industry peers and established a foundation for budgeting and forecasting.

Technical and Soft Skills

Technical Skills:

- Proficient in ETL methodology (Extract, Transform, Load).
- Experienced in generating data tables using Power Query.
- Skilled in deriving fiscal months and quarters.
- Capable of establishing data model relationships with Power Pivot.
- Adept at incorporating supplementary data into existing data models.
- Proficient in using DAX to create calculated columns.

Soft Skills:

- In-depth understanding of Sales and Finance Reports.
- Ability to design user-centric reports with a focus on clarity and usability.
- Expertise in optimizing report generation through meticulous fine-tuning.
- Skillful in developing a systematic approach to report building and analysis.