**Atliq Hardwares**

Sales and Finance Analytical Project

**Business Model Overview:**

**Atliq Hardwares** Electronic Device selling company who sales different electronics like: PC, Laptop, printers, and keyboards distributed by following through the E-commerce platform.

**Project Overview:**

Atliq Hardwares Electronic Device selling company. Recently they are facing some business challenges and looking for some insightful solution to come up with a solution regarding business decision making.

**Key Challenges:**

* What are the top 10 products based on the percentage increase in their net sales from 2020 to 2021?
* Generate a "Division" report to present the net sales data for 2020 and 2021, along with the growth percentage.
* Which products are ranked in the top 5 and bottom 5 in terms of quantity sold?
* What are the new products that Atliq began selling in 2021?
* What are the top 5 countries in terms of net sales in 2021?
* Present the financial metrics by Market Spread. (Like: Net Sales, COGS, GM and GM%)
* Present the financial metrics by yearly Comparison. (Like: Net Sales, COGS, GM and GM%)

**Recommendation and insights:**

* In this scenario, we can see here is a quite bit a decreasing trend in the Revenue and Qty of Atliq Hardware where they can focus regarding how to make a balance between net sales and COGS. To increase the Revenue, they can minimize their COGS, or they can increase their overall sales target also making sure the quality of product.
* In the Top 10 Products top 5 have crossed more than 1000% increased in sales on 2021 against 2020 where Atliq can highlights those products regarding make more revenue from them in the next year by implementing some attractive discount packages. (Like: Buy 2 get one policy)
* Around 3 Divisions PC achieved more than 300% increase in sales on 2021 against 2020 which division will be the hot division for Atliq for the next business year.
* Top 5 products based on Qty sales should be the Hot Cake for and Bottom 5 will be the concern of decision weather it will under follow-up or disclose.
* India is the top Country based on the increased sales percentage in 2021. Apart from that USA and South Korea are the 2nd and 3rd highest countries for Atliq Sales.
* In the Financial Analytics we can assume that November to December Atliq are getting more Revenue as those time has some fact issues like: (Christmas and Winter Vacation) but getting highest GM% on September, October (Durja Puja), January and February (After Christmas and Winter Vacation).
* India was the Top Country based on Revenue in 2021 but based on GM% New Zealand is the Top which means Atliq gets more Revenue from India as it located in the same country but earns more Profit from New Zealand rather than India.

**Skills illustrated:**

* MS Excel for overall reporting
* Power Query regarding data importation and ETL (Extract, Transform and Load)
* Power Pivot regarding writing complex DAX Like: Fiscal year, month, and various aggregated functions.
* Pivot Table for solving the business overall requirements and visualization.