AtliQ Hardware

SALES AND FINANCE REPORT ANALYSIS USING EXCEL

About AtliQ Hardware:-

AtliQ Hardware operates as a distributor of computer hardware components and peripherals. They focus on supplying these products to business-to-business (B2B) clients, acting as a middleman between manufacturers and retailers.

- **Customer Segments:**
  - Retailers: AtliQ sells to major electronics retailers like Croma, Best Buy, Flipkart, and Amazon. These retailers then sell the hardware directly to consumers (B2C).
- **Sales Channels:**
  - **E-commerce platforms:** They supply hardware to online retailers like Flipkart and Amazon.
  - **Physical stores:** They distribute hardware to physical stores like Croma and Best Buy.

SALES REPORT

Objective:-

- Create a customer performance report to analyze individual customer buying habits and identify areas for improvement.
- Conduct a market performance analysis to compare sales against targets and assess market effectiveness.

Benefits of Sales Analytics:-

- Helps businesses track sales trends and identify areas for improvement.
- Provides insights into customer behavior and buying patterns.
- Identify sales patterns and track key performance indicators (KPIs).

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region	All
market	All
division	All

Customer Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%

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Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%
Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
Grand Total	**87.5M**	**196.7M**	**598.9M**	**304.48%**

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region	All
division	All

Market Performance Vs Target

All values are in USD

Customer	2019	2020	2021	Target 2021	2021- Target	2021 Target %
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.54%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.96%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.30%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.27%
Philiphines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.91%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.66%
Grand Total	**87.5M**	**196.7M**	**598.9M**	**653.8M**	**-54.9M**	**-9.17%**

FINANCE REPORT

Objective:-

- Create profit and loss (P&L) reports at different granularities:
  - Fiscal year
  - Monthly
  - P&L for Market segmentation

Benefits of Finance Analytics:-

- Enables evaluation of financial health and performance.
- Supports informed decision-making based on financial data.
- Provides benchmarks for comparison with industry and historical trends.
- Forms the foundation for budgeting and forecasting future performance.

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FILTER

customer	All
region	All
market	All
division	All

P & L
By Fiscal Year

All values are in USD

Note: 21 Vs 20 is not a part of Pivot table

	Fiscal Year			
Metrics	2019	2020	2021	21 Vs 20
Net Sales	87.48M	196.69M	598.88M	204.5%
COGS	51.24M	123.37M	380.71M	208.6%
Gross margin	36.24M	73.32M	218.16M	197.6%
GM %	41.43%	37.28%	36.43%	-2.3%

FILTER

region	All
Country	All
division	All
customer	All
FY	2019

P & L

By Fiscal Months

All values are in USD

	Fiscal Year												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	**Sep**	**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	
Net Sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	87.48M
COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	51.24M
Gross margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	36.24M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

region	All
Country	All
division	All
customer	All
FY	2020

P & L

By Fiscal Months

All values are in USD

	Fiscal Year												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	**Sep**	**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	
Net Sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	196.69M
COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	123.37M
Gross margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	73.32M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

region	All
Country	All
division	All
customer	All
FY	2021

P & L

By Fiscal Months

All values are in USD

	Fiscal Year												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	**Sep**	**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	
Net Sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M	43.95M	43.54M	44.40M	41.47M	44.05M	43.05M	598.88M
COGS	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M	27.97M	27.72M	28.13M	26.35M	28.03M	27.44M	380.71M
Gross margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M	15.98M	15.82M	16.27M	15.11M	16.02M	15.61M	218.16M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%

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FILTER

region	All
sub_zone	All
FY	2021

P & L

For Markets

All values are in USD

Customer	Net Sales	COGS	Gross margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philiphines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

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FILTERS

division	All
region	All

Customer	2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	**367.22M**

Top 5 Country 2021

All values are in USD

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FILTERS

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Customer	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.14%
AQ Home Allin1	0.7M	5.2M	768.99%
AQ LION x1	0.0M	0.8M	1719.49%
AQ LION x2	0.1M	0.9M	1768.87%
AQ LION x3	0.1M	1.2M	1792.25%
AQ Mx NB	0.0M	1.4M	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	587.66%
AQ Smash 2	0.4M	11.2M	2589.49%
AQ Zion Saga	0.7M	3.6M	528.55%
Grand Total	**6.4M**	**52.0M**	**808.04%**

Technical and Soft Skills

Technical Skills:

- Proficiency in ETL (Extract, Transform, Load) processes for data manipulation.
- Expertise in using Power Query to create date tables for time-based analysis.
- Ability to derive fiscal periods (months and quarters) for financial reporting.
- Establishing relationships between different data sets using Power Pivot.
- Skill in incorporating additional data sources into existing models.
- Utilizing DAX language to create calculated columns for customized data analysis.

Soft Skills:

- Strong understanding of sales and finance reports and their functionalities.
- Designing reports with a user-centric approach, considering user needs and ease of understanding.
- Optimizing report generation for efficiency and clarity.
- Developing a systematic plan for report building to ensure consistency and effectiveness

Conclusion

Overall, this document effectively highlights the importance of sales and finance reporting for businesses. It outlines the objectives, benefits, and required skillsets for creating insightful reports that can drive better decision-making.

Thank you for your attention.