

# **Atliq Hardware Company Sales Analysis**

## **Problem Statement:**

Atliq Hardware Company is experiencing a significant decline in sales, prompting the need for a comprehensive analysis to identify the root causes and propose strategic solutions. The company operates in various regions across India and has observed a decline in sales from 2018 onwards, with a notable drop in 2019 and 2020.

## **Objective:**

The primary objective of this project is to conduct a thorough analysis of Atliq Hardware Company's sales data to:

1. Identify key trends and patterns in revenue and profit over the years.
2. Understand the factors contributing to the decline in sales.
3. Pinpoint regions, products, and clients affecting the company's performance negatively.
4. Provide actionable insights and recommendations to stakeholders for improving sales and profitability.

## **Tasks Done:**

### **Dashboard 1: Revenue Analysis**

1. Total Revenue and Quantity Sold:
  - Examined the overall revenue and quantity sold trends over the years.
2. Marketwise Revenue and Sales Quantity:
  - Analyzed revenue and sales quantity distribution across different markets/regions.
3. Top Clients and Products by Revenue:
  - Identified top-performing clients and products contributing significantly to revenue.

#### 4. Yearwise and Month wise Revenue:

- Explored year wise trends and identified peak months for revenue.

### **Dashboard 2: Profit Analysis**

#### 1. Net Profit Analysis:

- Calculated and analyzed the net profit over the years.

#### 2. Revenue Vs. Profit Chart:

- Visualized the relationship between revenue and profit to identify potential areas of improvement.

#### 3. Marketwise and Yearwise Profit Margin:

- Explored profit margins across different markets and analyzed variations over the years.

#### 4. Customer-wise Profit Margin:

- Identified clients with the highest and lowest profit margins.

### **Analysis Made:**

#### 1. Sales Trend:

- Observed a rise in sales from 2017 to 2018, peaking in August 2018, followed by a consistent decline in 2019 and 2020.

#### 2. Profit Margin Insights:

- Surat emerged as the region with the highest profit margin.
- Q1 of 2019 recorded the maximum profit margin.

### 3. Key Contributors to Revenue and Profit:

- Identified top-performing clients and products crucial for revenue and profit.

### 4. Declining Markets and Products:

- Pinpointed regions and products contributing to the decline in sales and profit.

## **Suggestions to Stakeholders:**

### 1. Region and Product Portfolio Optimization:

- Evaluate the performance of regions and products to identify underperforming areas.
- Consider reallocating resources or discontinuing products with consistently low performance.

### 2. Client Relationship Management:

- Strengthen relationships with top clients, understanding their needs and preferences.
- Explore opportunities to upsell or cross-sell to existing clients.

### 3. Market-specific Strategies:

- Develop targeted strategies for regions with declining sales, leveraging insights from the profit margin analysis.
- Consider adapting marketing and pricing strategies based on regional preferences.

### 4. Performance Monitoring and Adaptive Strategies:

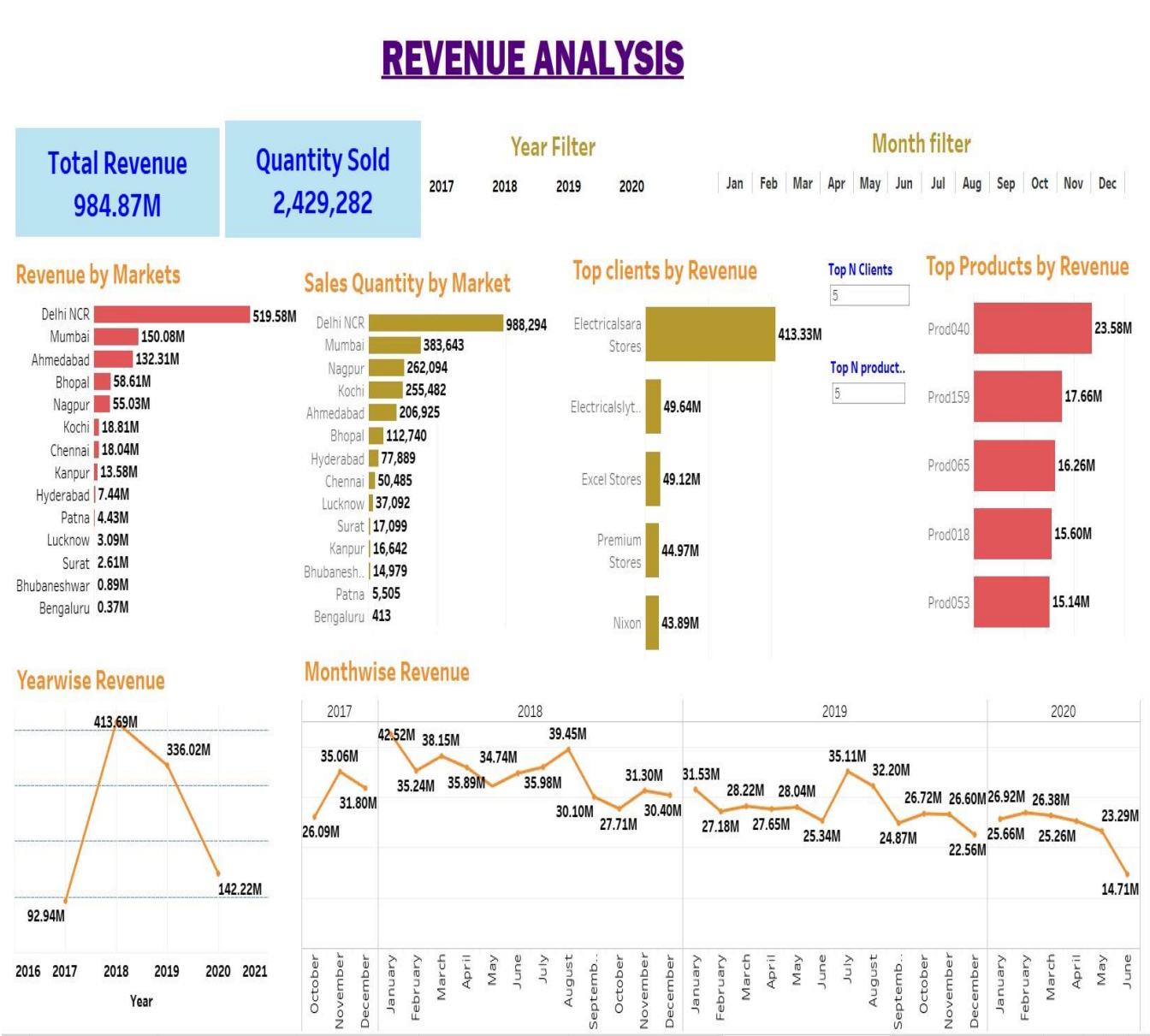
- Implement a robust monitoring system to track the impact of implemented strategies.
- Be agile in adapting strategies based on ongoing market trends and feedback.

### 5. Training and Development:

- Provide training programs for sales teams to enhance product knowledge and sales skills.
- Encourage a customer-centric approach to improve overall customer satisfaction.

Conclusion:

This comprehensive analysis aims to guide Atliq Hardware Company in understanding the nuances of its sales and profit landscape. The suggested strategies focus on optimizing regional performance, refining product portfolios, and enhancing client relationships to reverse the decline in sales and ensure sustainable profitability. Continuous monitoring and adaptive strategies will be crucial for long-term success.



# PROFIT ANALYSIS

