AtliQ's Technology Sales Insights 360 in India

Dhilip Kumar
Data scientist

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1. Introduction to Business Problem

📌AtliQ Technology manufactures Electronic Hardware across India. Their headquarter is located in Delhi. They have a different zone of Market across India. In headquarter the Sales director will get contact every month with each sales supervisor at different market zone across India.

📌Finally, the Sales director gets a rough estimation with many excel file and database and not having a clear picture about the Organization's sales and revenue.

📌 In order to help our sales director and his team turning the raw data into meaningful interactive dashboard with help of SQL and Microsoft Power BI tools.
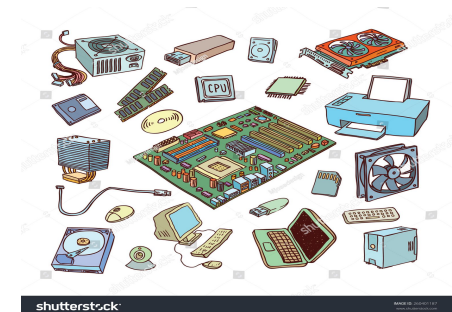
2. Problem Statement

📌An automated dashboard provide quick and latest insights in order to support data driven decision making.

📌To unlock sales insights that are not visible before sales team for decision support and automate them to reduce manual time spent in data gathering.

3. Database Introduction

In Organization's database I have retrieved sales schema through the data warehouse.

In sales Database schema there are 5 tables.

✅Customer

✅Product

✅Market

✅Date

✅Transaction

We are going to build a star schema representation

With Dimension tables and Fact tables.
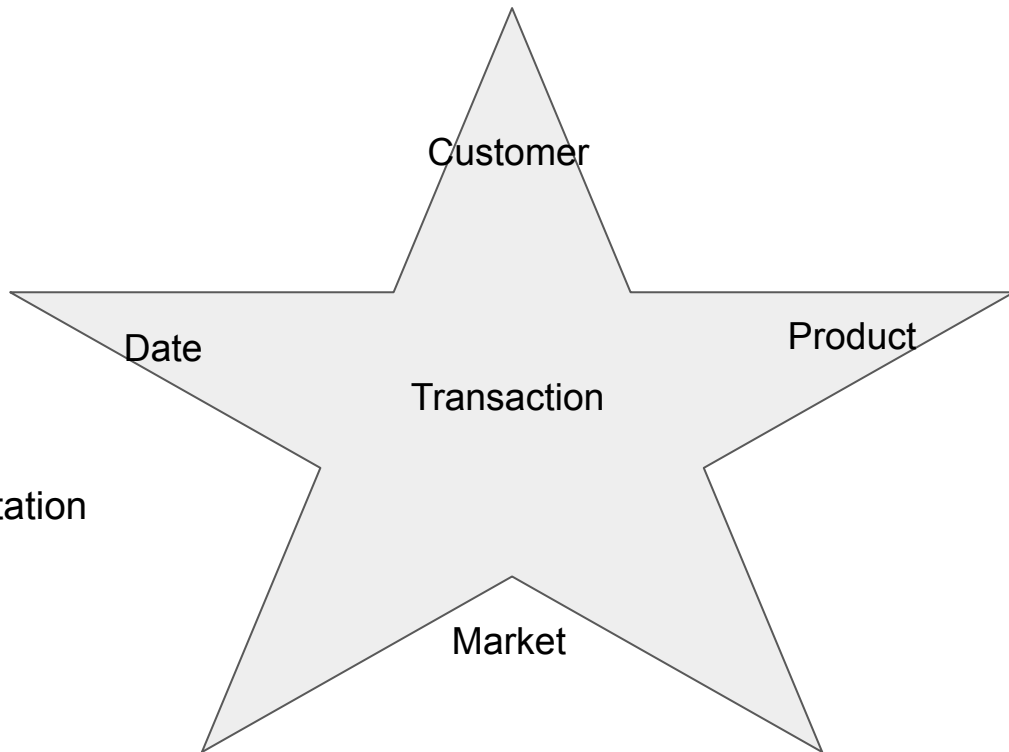
4. Data Analysis using SQL Queries

In this section I have performed basic report preparation from AtliQ's Sales data using SQL.

1. What is the Total revenue in million from starting year till to date?

Total_Revenue
984.813463

Retrieve Data

2. What is the Total sales quantity in million from starting year till to date?

Total_Sales_qty
2.4293

Retrieve Data

3. List down Top 5 customer in Revenue in the year 2020?

custmer_name	revenue
Electricalsara Stores	65.641977
Excel Stores	7.928385
Premium Stores	5.899748
Electricalslytical	5.537904
Info Stores	5.064374

Retrieve Data

4. List down Top 5 Market in Revenue in the year 2020?

markets_name	Revenue
Delhi NCR	77.732602
Mumbai	20.181535
Ahmedabad	18.011939
Nagpur	8.25469
Bhopal	7.662003

Retrieve Data

5. List down revenue in percentage contributed by different customers from starting date till to date.

customer_type	Revenue_percentage
E-Commerce	24.404989780282886
Brick & Mortar	75.595010219717 11

Retrieve Data

6. List down revenue in percentage contributed by different market zone from starting date till to date.

zone	Revenue_percentage
Central	26.77877515977866
North	68.59497177690392
South	4.626253063317433

Retrieve Data

5. Data Modeling in Microsoft Power BI

Data modeling is one the steps in power Bi Dashboards. In this step we are trying to make the relationship between Fact table and multiple Dimension tables by connecting table with **one-to-many** relationship.

Star Schema Representation in Data modeling is shown aside.

6. Sales Dashboard Visualization using Power BI

Revenue	Sales Quantity	Profit Margin
984.81M	2M	24.66M

2017 | 2018 | 2019 | 2020

Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr 18 | May 18 | Jun 18 | Jul 18 | Aug 18 | Sep 18

Market Revenue

markets_name	Revenue
Delhi NCR	519.51M
Mumbai	150.08M
Ahmedab...	132.31M
Bhopal	58.61M
Nagpur	55.03M
Kochi	18.81M
Chennai	18.04M
Kanpur	13.58M
Hyderabad	7.44M
Patna	4.43M
Lucknow	3.09M
Surat	2.61M
Bhubanes...	0.89M
Bengaluru	0.37M

Market Sales quantity

markets_name	Sales quantity
Delhi NCR	988K
Mumbai	384K
Nagpur	262K
Kochi	255K
Ahmedabad	207K
Bhopal	113K
Hyderabad	78K
Chennai	50K
Lucknow	37K
Surat	17K
Kanpur	17K
Bhubanes...	15K
Patna	6K
Bengaluru	0K

Top Customers in Revenue

customer_name	Revenue
Electricalsar...	413.33M
Electricalsy...	49.64M
Excel Stores	49.12M
Premium St...	44.91M
Nixon	43.89M

Customer type in Revenue
- Brick & Mortar ● E-Commerce

E-Commerce 24.4%
Brick & Mortar 75.6%

Top Products in Revenue

product_code	Revenue
(Blank)	468.96M
Prod040	23.58M
Prod159	17.66M
Prod065	16.26M
Prod018	15.6M

Market Profit margin percentage

markets_name	Profit margin contribution
Delhi NCR	48.48%
Mumbai	19.76%
Ahmedabad	11.55%
Bhopal	9.28%
Nagpur	5.73%
Kochi	2.85%
Chennai	1.22%
Patna	0.74%
Surat	0.51%
Hyderabad	0.19%
Bhubaneshwar	0.14%
Lucknow	0.13%
Kanpur	-0.27%
Bengaluru	-0.31%

Revenue Trends
● Revenue ● Sales quantity

Customer type in Revenue
● North ● Central ● South

Central 26.78%
South 4.63%
North 68.59%