



AtliQ Hardwares

Excel Reports Insights AtliQ Hardwares

Business Challenge

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Project Objective

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Significance of Data Analytics Here

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Project Highlights

Project 1: Sales Analytics and Insights

Objective:

Develop a comprehensive customer performance report and conduct a market performance and sales target comparison.

Key Achievements:

- Enabled effective monitoring and evaluation of sales activities.
- Identified critical sales patterns and tracked essential KPIs.
- Assisted in determining optimal customer discounts and identifying international expansion opportunities.

Project 2: Financial Data Exploration

Objective:

Create detailed Profit and Loss (P&L) reports categorized by Fiscal Year and Months. Produce P&L reports segmented by Markets.

Key Achievements:

- Evaluated financial performance comprehensively, facilitating informed decision-making.
- Supported effective communication with stakeholders through clear and insightful reports.
- Contributed to benchmarking against industry peers and established a foundation for budgeting and forecasting.

Technical and Soft Skills

Technical Competencies:

- Proficient in ETL methodology (Extract, Transform, Load).

- Skilled in generating date tables using Power Query.
- Experienced in deriving fiscal months and quarters.
- Proficient in establishing data model relationships with Power Pivot.
- Adept at incorporating supplementary data into existing data models.
- Skilled in using DAX to create calculated columns.

Soft Skills:

- **Storytelling:**
Craft a compelling narrative for data insights.
Relate analysis to broader business goals.
- **User Experience (UX):**
Design user-friendly, visually appealing reports.
Ensure accessibility for diverse audiences.
- **Business Acumen:**
Understand the industry and align with business strategy.
- **Curiosity:**
Explore data beyond the initial scope.
Stay curious and persistent in seeking insights.
- **Decision-Making:**
Influence decisions with clear data presentations.
Communicate uncertainties and risks effectively.
- **Feedback Reception:**
Be open to constructive feedback for continuous improvement.
Iteratively refine reports based on feedback