

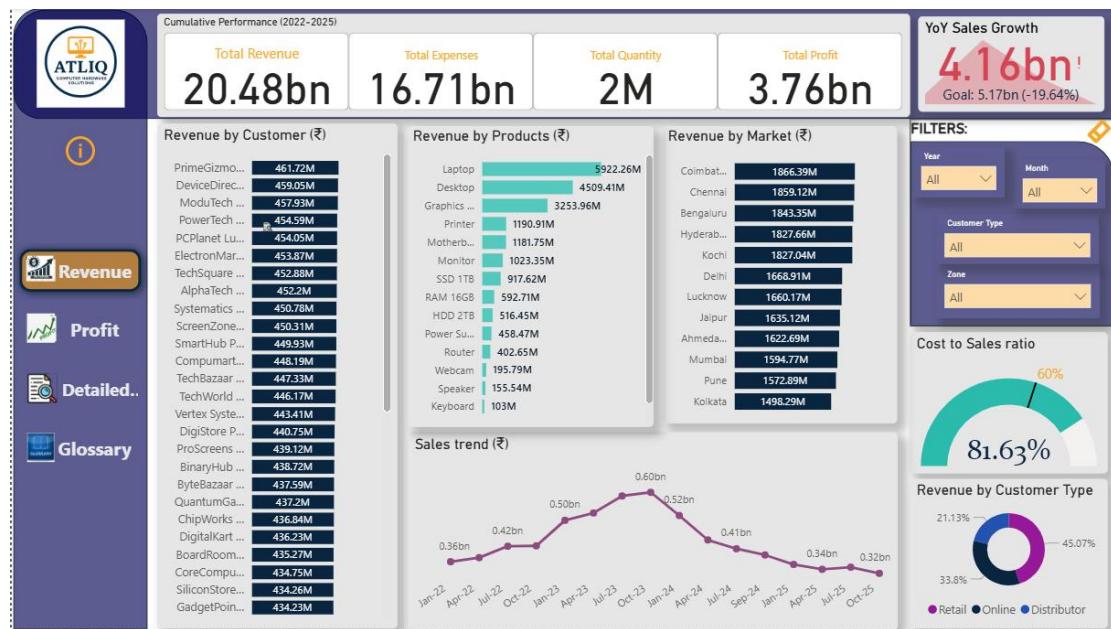
Atliq Sales Insights – Power BI Dashboard Walkthrough

◆ Main Dashboard (Default: Revenue View)

This page provides an executive summary of Atliq's overall business performance. The dashboard opens with the **Revenue view by default** to give leadership immediate visibility into top-line performance before drilling into profitability.

Key Highlights

- KPIs: Total Revenue, Total Profit, Total Quantity, Total Expenses
- Cost-to-Sales Ratio gauge to assess cost efficiency
- Revenue split by customer type
- Slicers for Year, Month, Zone, and Customer Type



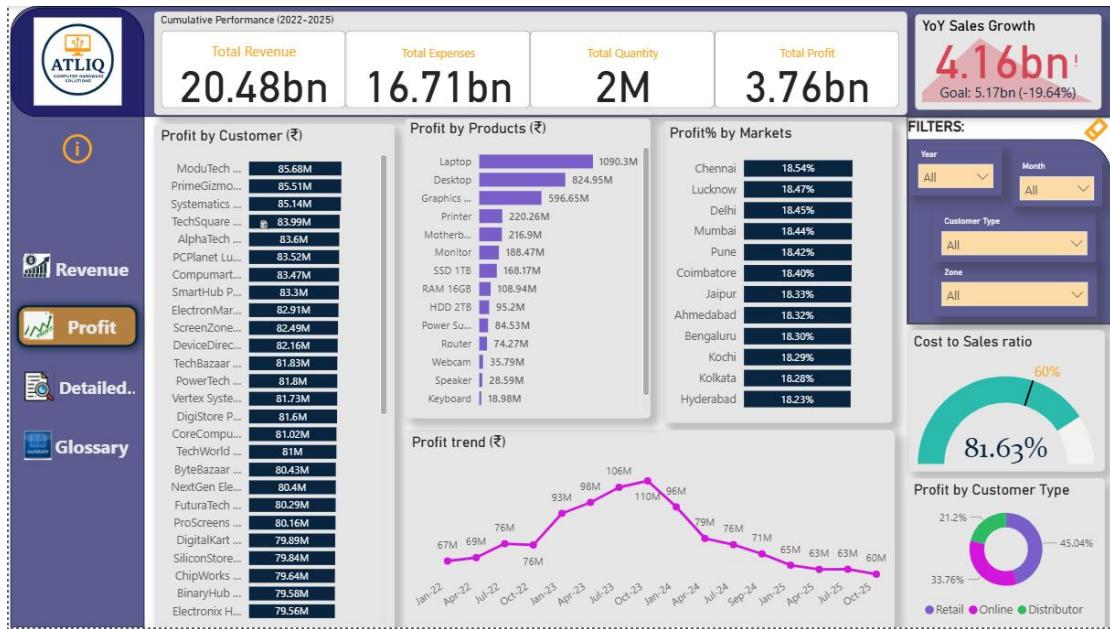
Helps leadership understand overall business performance and revenue trends over time.

◆ Profit View (Toggle from Main Dashboard)

This view shifts focus from top-line revenue to profitability, enabling leadership to evaluate margin performance across customers, markets, and products.

Key Highlights

- Profit by Customers, Markets, and Products
- Profit trend over time
- Same slicers applied for consistent comparison.



Helps leadership identify where the business is generating profit and where margins are eroding.

◆ Detailed View → Overview at a Glance

On clicking the Detailed View button in the main dashboard, we are navigated to the '**Overview at a Glance**' page. This page summarizes key performance insights into a single, decision-ready view for senior leadership.

Highlights

- Most Resilient Market
- Critical Market
- Zone Performance (Best vs Worst)
- Most Profitable Customer
- Highest Profitable Product

Supporting Table

- Market-wise Peak Year Revenue (2023)
- Current Year Revenue
- Decline from Peak %
- Performance Status (Resilient / Moderate / Severe / Critical)

Back button here navigates back to the Main Dashboard.

| Market | Zone | Peak Year Revenue | Current Year Revenue | Decline from Peak % | Performance Status |
|------------|-------|-------------------|----------------------|---------------------|---|
| Kochi | South | 530.00M | 459.23M | -13.35% | Moderate (10-30% decline) |
| Hyderabad | South | 522.26M | 444.6M | -14.95% | Moderate (10-30% decline) |
| Coimbatore | South | 534.08M | 439.34M | -17.88% | Moderate (10-30% decline) |
| Chennai | South | 551.06M | 444.50M | -19.34% | Moderate (10-30% decline) |
| Bengaluru | South | 544.23M | 437.76M | -19.56% | Moderate (10-30% decline) |
| Kolkata | East | 516.04M | 283.78M | -45.01% | Severe (30-50% decline) |
| Jaipur | North | 557.89M | 297.79M | -46.62% | Severe (30-50% decline) |
| Delhi | North | 564.96M | 291.31M | -48.44% | Severe (30-50% decline) |
| Lucknow | North | 554.48M | 284.25M | -48.74% | Severe (30-50% decline) |
| Pune | West | 557.70M | 266.80M | -52.16% | Critical (> 50% decline) |
| Mumbai | West | 580.67M | 256.16M | -55.89% | Critical (> 50% decline) |
| Ahmedabad | West | 578.52M | 251.87M | -56.46% | Critical (> 50% decline) |
| Total | | 6,592.80M | 4,156.96M | -36.95% | Severe (30-50% decline) |

Helps leadership quickly identify areas requiring immediate intervention versus resilient markets.

◆ Top Performers View

In 'Overview at a Glance' page, we can toggle between 'Top Performers' and 'Underperformers' which navigates to its respective pages. This identifies entities driving maximum value to the business.

Insights Displayed

- Top 5 Customers by Revenue
- Top 3 Markets by Revenue
- Top 3 Products by Revenue
- Top 5 Customers by Profit
- Top 3 Markets by Profit
- Top 3 Products by Profit



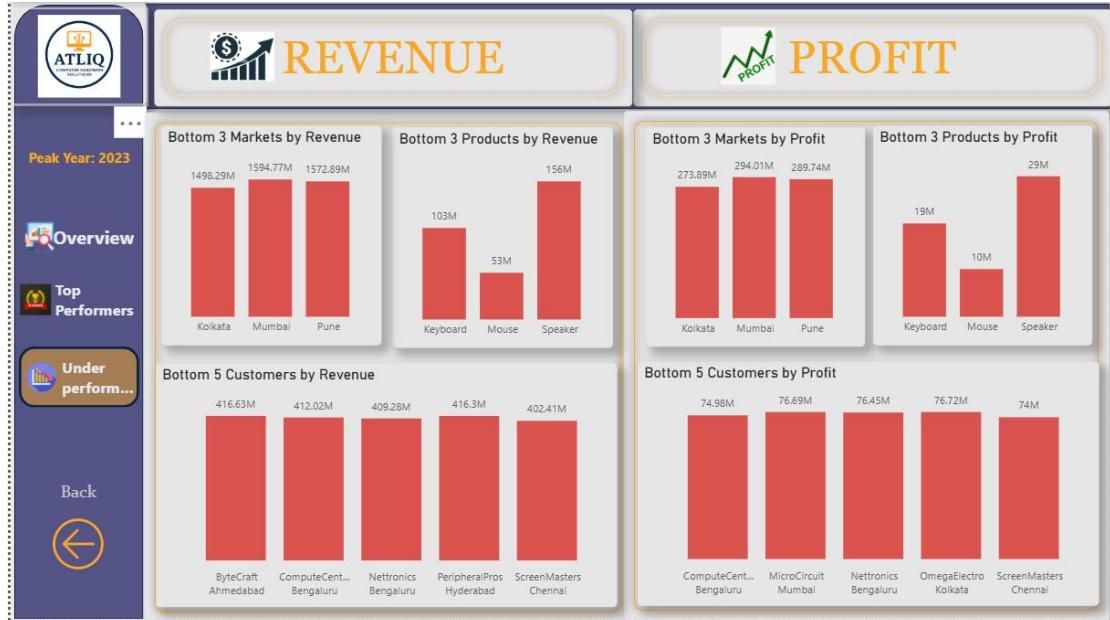
Helps understand who and what should we protect, retain, and scale. Here the back button navigates to 'Overview at a Glance' page.

◆ Underperformers View

Highlights underperforming entities requiring corrective action.

Insights Displayed

- Bottom Customers, Markets, and Products by Revenue
- Bottom Customers, Markets, and Products by Profit



Helps understand where should management intervene to stop revenue or profit erosion.

◆ Dashboard Glossary & Terminology

Clicking on Glossary button in the main dashboard, we are navigated to the '**Dashboard Glossary & Terminology**' page. This ensures clarity for non-technical stakeholders by explaining KPIs, metrics, and analytical terms used across the dashboard.

- This reduces misinterpretation of insights
- Enables Sales Directors and Managers to self-serve insights confidently

The screenshot shows the 'Dashboard Glossary & Terminology' page. The left sidebar has a dark blue background with the 'ATLIQ COMPUTER HARDWARE SOLUTIONS' logo at the top, followed by three buttons: 'Overview' (selected, orange background), 'Jargon', and a 'Back' button with a yellow circular arrow icon. The main content area has a light gray background with a title 'Dashboard Glossary & Terminology' at the top, accompanied by a document icon. Below the title are four sections: 'Project Overview' (clock icon), 'Data Source & Methodology' (gear icon), 'Key Business Metrics Monitored' (bar chart icon), and 'Analytical Views' (magnifying glass icon). Each section contains a brief description and a bulleted list of metrics or categories.

Project Overview
This dashboard provides a holistic performance overview of Atliq Computer Hardware Solutions (2022–2025). It enables business leaders to identify revenue and profit trends, recognize top-performing markets and customers, and address underperforming areas through clear visual insights, and monitor year-over-year growth.

Data Source & Methodology
Data extracted from a SQL database containing sales transactions, customer details, product hierarchy, and market data. Modeled and visualized in Power BI using DAX measures for KPI calculations.

Key Business Metrics Monitored
· Total Revenue, Total Expenses, Total Profit, Total Quantity
· YoY Sales Growth and Cost-to-Sales Ratio
· Revenue & Profit by Customer, Product, and Market
· Performance Segmentation: Moderate, Severe, and Critical market declines.

Analytical Views
· Revenue Dashboard: Cumulative performance across markets, customers, and product categories.

Back button navigates to the Main Dashboard.

◆ Jargon Page

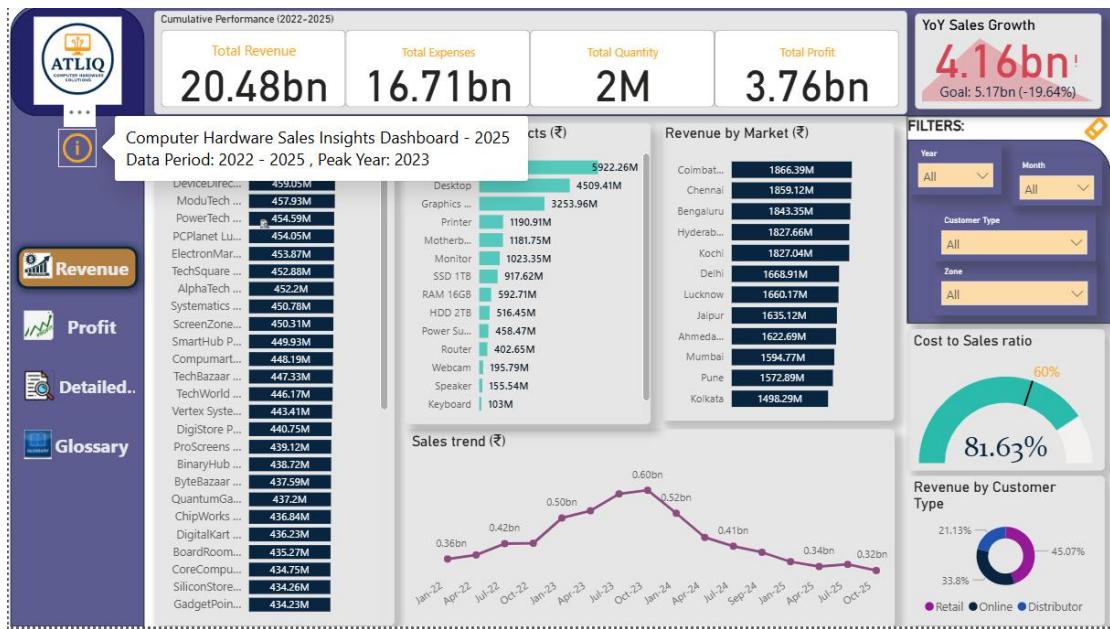
Provides business-friendly definitions of commonly used analytical terms such as:

- YoY Sales Growth
- Cost-to-Sales Ratio
- Decline from Peak %
- Performance Status categories

Helps understand what exactly does each metric mean in business terms. Here back navigates to 'Dashboard Glossary & Terminology' page.

◆ Filters & Tooltips

- Tooltips provide context without cluttering visuals
- Year and Month filters allow period-based comparison
- Back buttons ensure smooth navigation across pages



Applying Year or Month filters to understand trends.

Year and Month filters allow leadership to compare performance across time periods and quickly identify seasonality or recent declines.

