



# **AtliQ Hardware sales insights**



## Problem Statement:

- AtliQ Hardware specializes in selling hardware equipment across various regions in India, both directly and indirectly as a wholesale provider.
- The Sales Director is currently unable to gain a clear overview of regional sales performance due to the overwhelming number of Excel sheets, making it challenging to consolidate data and make informed decisions to improve sales.
- To address this issue, the company has decided to hire a data analyst to develop a comprehensive dashboard and provide actionable insights.

## Purpose:

- To uncover previously hidden sales insights and provide decision support for the sales team, AtliQ Hardware aims to automate data analysis processes. This initiative will reduce the time spent on manual data gathering, enabling the team to focus on strategic decision-making and improving overall efficiency.

## End result:

- An automated dashboard will deliver quick and up-to-date sales insights, empowering data-driven decision-making and enhancing overall business efficiency.



Revenue

₹ 142.22M

Sales quantity

350K

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

