AtliQ technologies

- **Computer hardware and Peripheral Manufacturer**
- **Headquarters - New Delhi**
- **Location – New Delhi, Gurugram, Mumbai, Bengaluru, Pune, Indore**
- **Medium Scale Industry**

AtliQ
Hardware

Bhavin Patel
Sales Director

product_c	tomer	market_c	order_dat	les	ales
Prod001	Cus001	Mark001	10-10-17	100	549.88
Prod002	Cus003	Mark003	04-06-18	1	11.667
Prod002	Cus003	Mark003	04-11-18	1	7.7733
Prod002	Cus004	Mark003	18-06-18	6	95.68
Prod003	Cus005	Mark004	20-11-17	59	500
Prod003	Cus005	Mark004	22-11-17	36	250
Prod003	Cus005	Mark004	23-11-17	39	285.49
Prod003	Cus005	Mark004	27-11-17	35	256.17
Prod003	Cus005	Mark004	28-11-17	310	2269.1
Prod003	Cus005	Mark004	29-11-17	184	1349.3
Prod003	Cus005	Mark004	30-11-17	35	256.17
Prod004	Cus005	Mark004	29-11-17	17	125.68
Prod004	Cus005	Mark004	19-12-17	1	2.9067
Prod005	Cus005	Mark004	08-07-18	5	41.24
Prod003	Cus006	Mark004	12-04-17	58	404.08
Prod005	Cus006	Mark004	29-06-18	38	697.59
Prod005	Cus006	Mark004	07-02-18	93	1683.9
Prod005	Cus006	Mark004	07-03-18	79	1433.3

product_code	product_type
Prod001	Own Brand
Prod002	Own Brand
Prod003	Own Brand
Prod004	Own Brand
Prod005	Own Brand
Prod006	Own Brand
Prod007	Own Brand
Prod008	Own Brand
Prod009	Own Brand
Prod010	Own Brand
Prod011	Own Brand
Prod012	Own Brand
Prod013	Own Brand

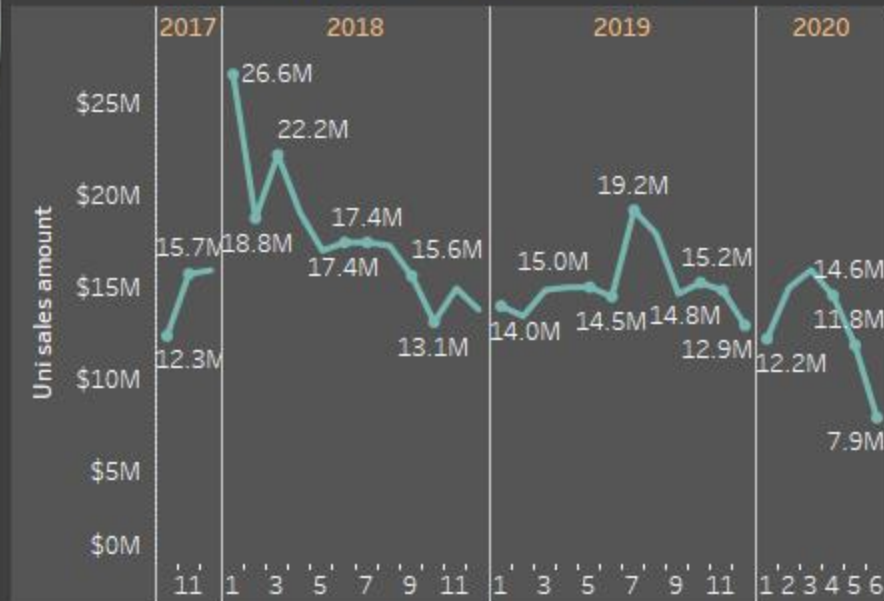| date	cy_dat	year	month	month_yea
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06-02-17	06-01-17	2017	Feb	Feb-17
06-03-17	06-01-17	2017	Mar	Mar-17
06-04-17	06-01-17	2017	Apr	Apr-17
06-05-17	06-01-17	2017	May	May-17
06-06-17	06-01-17	2017	Jun	Jun-17
06-07-17	06-01-17	2017	Jul	Jul-17
06-08-17	06-01-17	2017	Aug	Aug-17
06-09-17	06-01-17	2017	Sep	Sep-17
06-10-17	06-01-17	2017	Oct	Oct-17
06-11-17	06-01-17	2017	Nov	Nov-17
06-12-17	06-01-17	2017	Dec	Dec-17
13-06-17	06-01-17	2017	Jun	Jun-17
14-06-17	06-01-17	2017	Jun	Jun-17
15-06-17	06-01-17	2017	Jun	Jun-17
16-06-17	06-01-17	2017	Jun	Jun-17
17-06-17	06-01-17	2017	Jun	Jun-17

Problem

Too many excels and numbers but NO INSIGHTS

The problem faced by Atliq Hardware is the decline in sales and revenue in the year 2020.
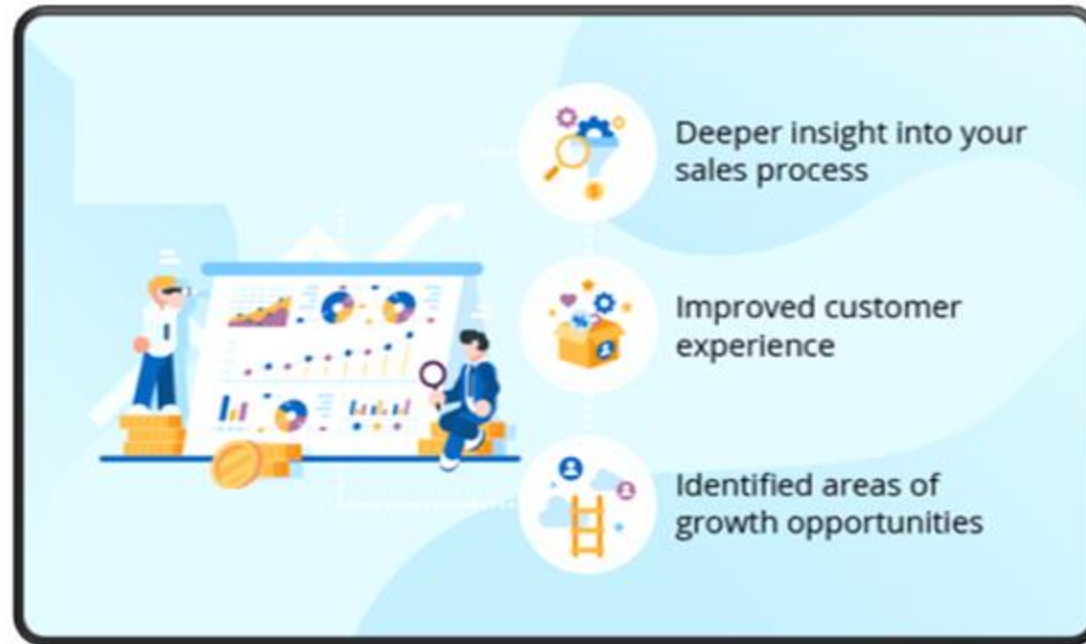
Revenue By Start of Month (2017-2020)

Sales Dashboard can offer :

- Deeper insight into your sales process
- Improved customer experience
- Identified areas of growth opportunities

Source: https://www.scnsoft.com/blog/sales-analyti...

Understanding the need of analytics

76% of sales professionals say using sales analytics has significant or somewhat improved their ability to provide customer with a consistent experience across every channel

75% of salesperson say that connected process are very important to winning their business

High-performance sales teams are **2.3** times more likely than Underperforming teams to use guided selling

Companies who build sales ops functions using data Analytics and technology can realize one-time improvements of **20-30%** in sales productivity

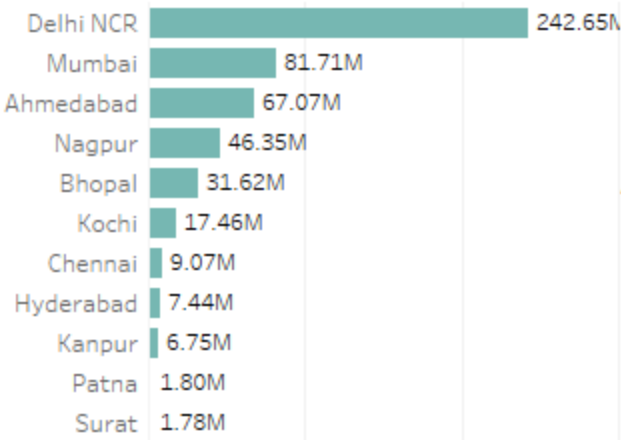Source: Applying the Power of Tableau to Sales Analyti..

Sales Dashboard for Atliq Technology
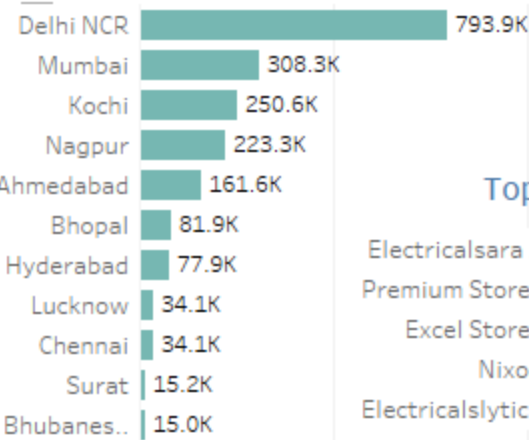
2017   **2018**   **2019**   **2020**

Revenue By Start of Month (2017-2020)

Revenue
515.88M

Sales Qty
2.01M

Revenue By Market

Market	Revenue
Delhi NCR	242.65M
Mumbai	81.71M
Ahmedabad	67.07M
Nagpur	46.35M
Bhopal	31.62M
Kochi	17.46M
Chennai	9.07M
Hyderabad	7.44M
Kanpur	6.75M
Patna	1.80M
Surat	1.78M

Sales By Market

Market	Sales
Delhi NCR	793.9K
Mumbai	308.3K
Kochi	250.6K
Nagpur	223.3K
Ahmedabad	161.6K
Bhopal	81.9K
Hyderabad	77.9K
Lucknow	34.1K
Chennai	34.1K
Surat	15.2K
Bhubanes..	15.0K
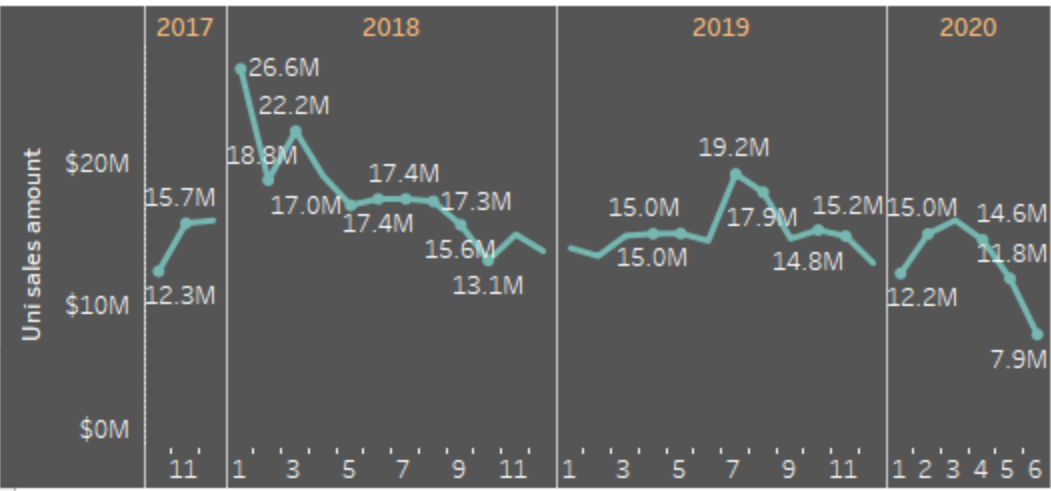
Top 5 Customers By Revenue

Customer	Revenue
Electricalsara ..	172.5M
Premium Stores	31.0M
Excel Stores	30.2M
Nixon	27.1M
Electricalslytic..	25.2M

Top 5 Product By Revenue

Product	Revenue
Prod040	23.6M
Prod159	17.7M
Prod065	16.3M
Prod018	15.6M
Prod053	15.1M
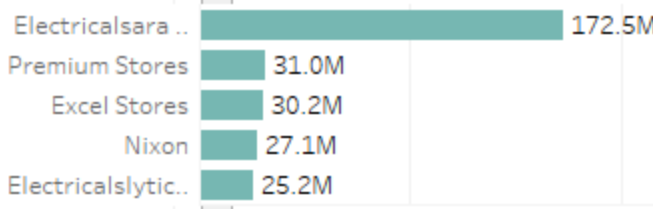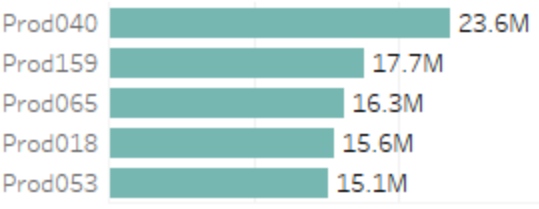
Locations Wise Revenue and Products
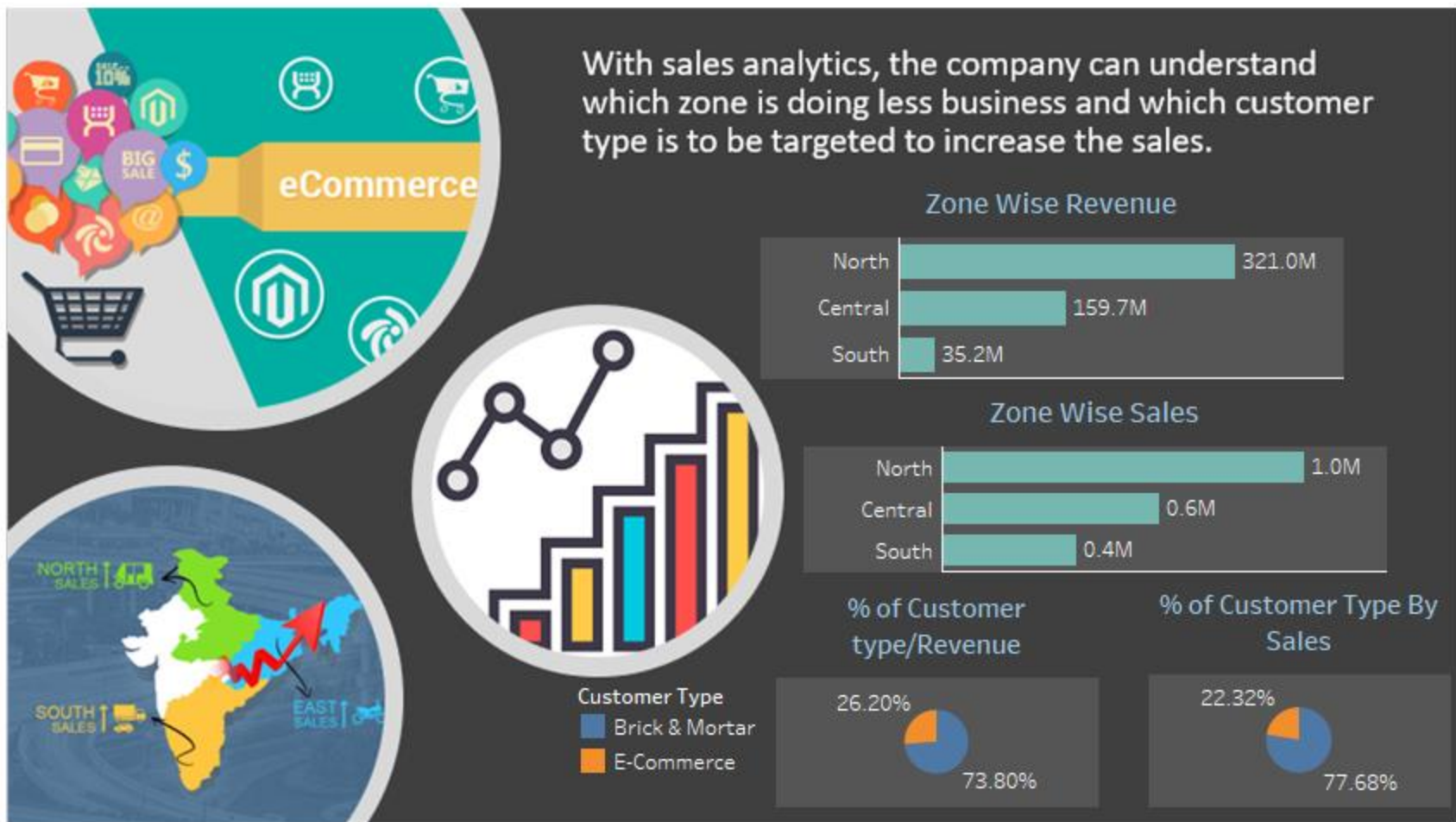
© 2021 Mapbox © OpenStreetMap

With sales analytics, the company can understand which zone is doing less business and which customer type is to be targeted to increase the sales.

Zone Wise Revenue

Zone	Revenue
North	321.0M
Central	159.7M
South	35.2M

Zone Wise Sales

Zone	Sales
North	1.0M
Central	0.6M
South	0.4M

Customer Type
- Brick & Mortar
- E-Commerce

% of Customer type/Revenue

26.20%

73.80%

% of Customer Type By Sales

22.32%

77.68%

Source: https://www.teamgate.com/blog/value-of-a-sales-dashboard/
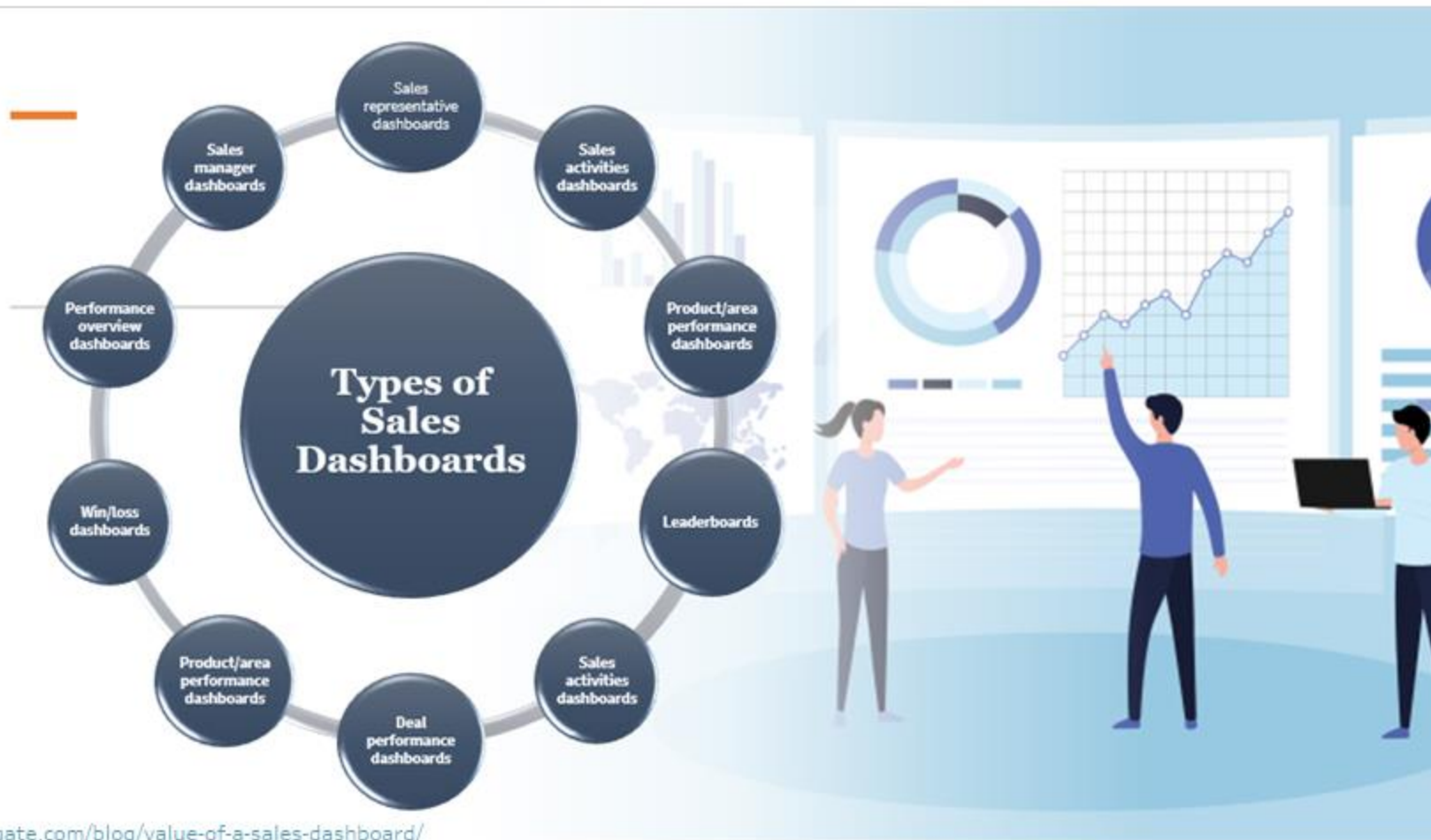
Conclusion

Atliq Technology can use sales dashboards to have valuable insights from data

Atliq could try to find the city location or the customer that has reduced their sales from last year

Visualized summary of data analysis provides an at-a-glance overview of multiple areas of the business.

THANK YOU

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