**Problem Statements:**

The company AtliQ Hardware is the main topic of the data analysis. This is a corporation that manufactures computer hardware and peripherals. Surge Stores, Nomand Stores, Excel Stores, and Electricalsara Stores are only a few of the departments of this company. This company has several regional situated in different Indian states.

The key issue is where the company's income and sales are decreasing. The business manager will gather business information and take action.

Simple Business insights:

1. Revenue breakdown by cities
2. Revenue breakdown by years and months
3. Show me top 5 customers by revenue and sales quantity
4. Show me top 5 products by revenue number

Aims Grid:

AIMS grid simple explanation:[https://www.youtube.com/watch?v=6118I...](https://www.youtube.com/watch?v=6118I9HViuQ&t=0s)

The main aims of this project: There are four components to meet the aim of this projects.

Component 1: What is the purpose of this project?

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

Component 2: Stakeholder

Who are involved in this project?

1. Sales director
2. Marketing team
3. Customer services team
4. Data and Analytics team
5. IT team

Component 3: End Result

Q2. What do you want to achieve after end of this project?

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

Component 4: Success Criteria

1. Dashboard(s) uncovering sales order insights with latest data available
2. Sales team able to take better decisions and prove 10% cost savings of total spend
3. Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity.

Diagram

Description automatically generated

MySQL Data Base: To run simple queries to collect data from MySQL database.