

# AtliQ Hardware

Sales Insight

# Project Brief

**Domain:** Consumer Goods

**Function:** Sales

AtliQ Hardware, a computer hardware business is facing challenges in dynamically changing market.

Sales director decides to invest in data analysis project and he would like to build power BI dashboard that can give him real time sales insights.

**Tasks:**

Create necessary metrics to derive insights from the data.

Create a dashboard with appropriate KPIs, and comparable charts.

Improvise the dashboard according to Stakeholder\* discussions.

Derive Insights to help business decisions.

This project is part of Codebasics' Sales Insights Power BI Project (Youtube)

(Stakeholder\* -The project was opened up to the public and they acted as stakeholders and provided feedback and additions to the project)

₹985M

Revenue

2M

Sales Qty

2.5%

Profit Margin %

2017

2018

2019



Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

Feb 18

Mar 18

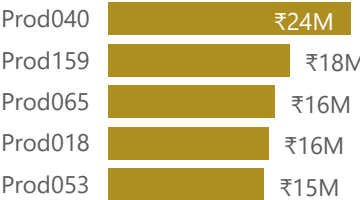
Apr 18



Top 5 Customers

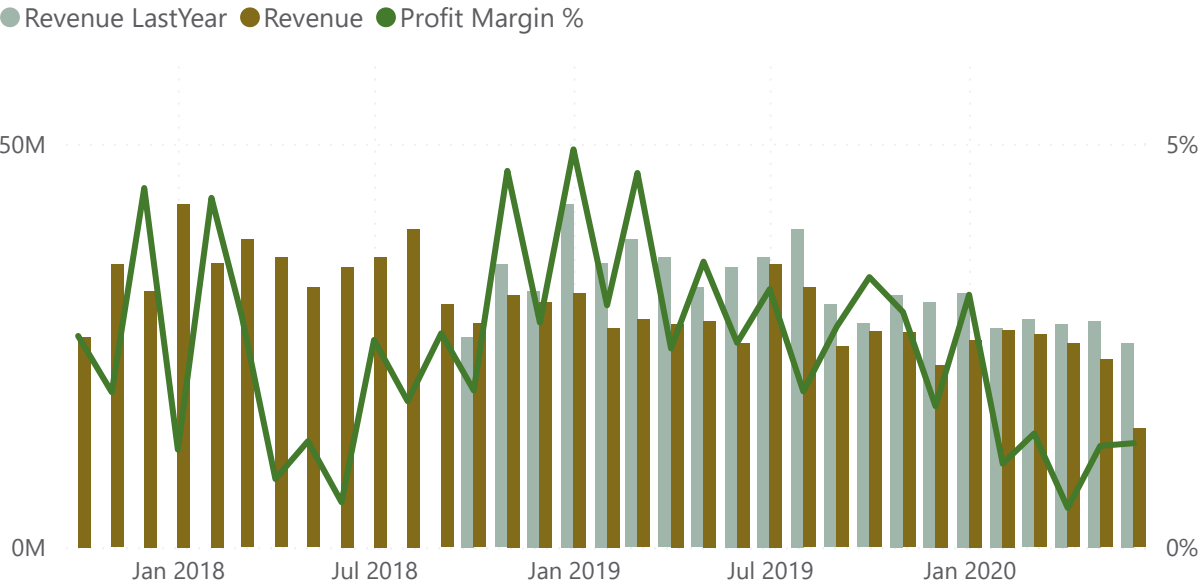


Top 5 Products

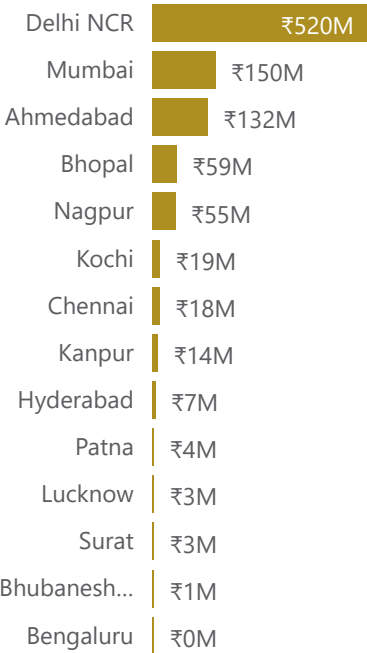


customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹3,36,367	0.0%	0.0%	0.8%
Expression	₹4,30,368	0.0%	0.1%	3.5%
Electricalsquipo Stores	₹13,30,361	0.1%	0.4%	6.6%
Electricalslance Stores	₹18,68,461	0.2%	-0.2%	-2.0%
Sage	₹22,52,506	0.2%	0.1%	1.5%
Novus	₹23,59,799	0.2%	0.3%	3.2%
Insight	₹33,42,051	0.3%	0.1%	1.0%
Propel	₹41,83,862	0.4%	0.6%	3.3%
Elite	₹48,37,239	0.5%	0.9%	4.4%
Sound	₹49,66,707	0.5%	0.8%	4.0%
Zone	₹50,67,349	0.5%	0.2%	1.2%
Relief	₹52,30,158	0.5%	0.7%	3.3%
Power	₹57,27,123	0.6%	1.4%	6.2%
Total	₹98,48,68,963	100.0%	100.0%	2.5%

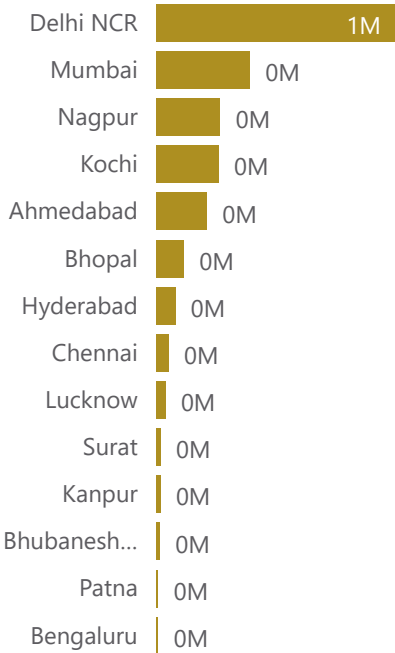
Revenue Trend



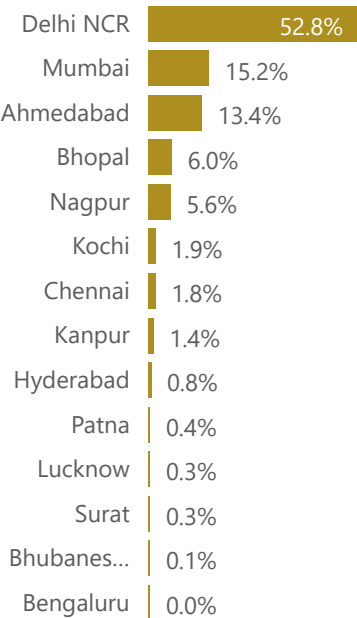
Revenue by Markets



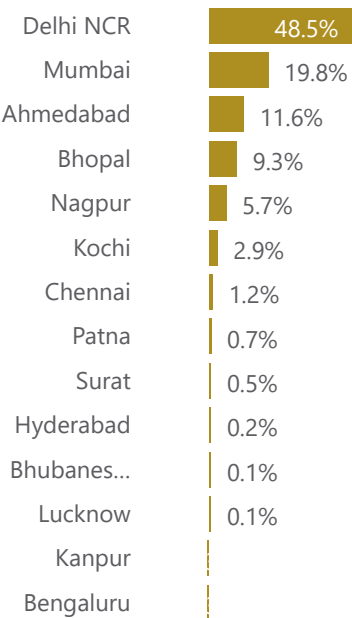
Sales Qty by Markets



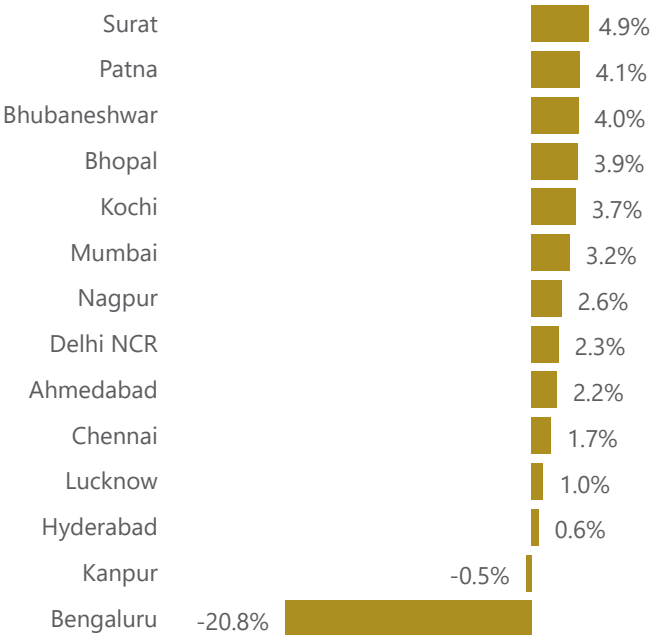
Revenue Contribution % by Market



Profit Contribution % by Market



Profit Margin %



# Insights

Highest Revenue - **Delhi NCR**

Lowest Revenue - **Bengaluru**

Highest Revenue Contribution - **Delhi NCR**

Lowest Revenue Contribution - **Bengaluru**

Highest Profit Margin - **Surat**

Lowest Profit Margin- **Bengaluru**

Highest Profit Margin Contribution - **Delhi NCR**

Lowest Profit Margin Contribution - **Bengaluru**

- **Revenue** has been going **down** after 2018.
- The **Average Profit Margin is only 2.4%** with highest being 4.9%(Surat) and 4.9%(Jan 19).
- Although, **Delhi, Mumbai and Ahmedabad** bring in the highest **Revenue**, the highest **profit margins** are in **Surat, Patna and Bhubaneswar** respectively.
- **Bengaluru and Kanpur** have **negative profit margin**. While Kanpur still has been in the business, Bengaluru has stopped generating revenue after Oct 2018.
- **Electricalsara Stores** (majorly Delhi) alone, contributes to **42%** of Total Revenue and **37.7%** of Profit. This makes them a prime customer and the company should make sure not to loose them.
- Next in line of Prime customers is **Electricalslytical**(majorly Mumbai), its Revenue share is **5.0%**, while Profit share is an impressive **6.8%**.