**PROBLEM STATEMENT**

AtliQ hardware is a huge company which supplies computer hardware and parts to many clients. They supply equipments to stores like Surge Store, Nomad Store, Electricalsara Store and many more clients across India. The HQ is in Delhi and has regional offices in other states.

The Sales Director of the company is facing issues in tracking the sales in a dynamically growing market. There are 3 Regional Managers working under him in the 3 regions in India. (North India, South India, Central India). He is receiving huge data in the form of Excel spreadsheets about the sales, revenue and forecasted sales from the regional managers. He now wants to get a complete picture of how the business is progressing in the form of a dynamic dashboard with visuals showing the weakest regions, top products, sales, revenue (MOM, YOY) etc.

**PROJECT PLANNING**

AIMS Grid-

* **Purpose-** To unlock sales insights through an interactive dashboard for sales team to support decision making and automate the process to reduce manual time spent in data gathering.
* **Stakeholders-** Sales Director, Marketing Team, CRM Team, Data & Analytics Team.
* **End Result-** An automated dashboard providing quick & up-to-date sales insight to support data driven decision making.
* **Success Criteria-**
* Dashboard uncovering sales order insights with latest data available.
* Better decision-making capacity for the sales team
* 10% cost-saving of the total spend
* Saving 20% of business time as sales analyst stop gathering data manually from huge excel spreadsheets.

**SYSTEMS**

* AtliQ hardware has a sales management system that keeps track of the sales and stores the data in a Mysql database (OLTP)
* The Data Engineering team will create a data warehouse to pull the data from OLTP using Informatica, apply the transformations needed for performing analysis on the data and store it in the data warehouse (OLAP) and maintain this infrastructure.
* The Data Analysis team will then pull the data from the data warehouse to build the Power BI dashboard.

**INSIGHTS EXPECTED FROM DASHBOARD**

* Total Revenue Generated (Yearly, Monthly).
* Quantity Sold.
* Revenue split by Markets (Regions).
* Quantity sold based on the Markets (Regions).
* Revenue Trend.
* Top 5 Customers based on Revenue.
* Top 5 Products based on Revenue.
* Total Profit margin split by Markets (Regions).
* The Market with the highest profit margin split by years and months.
* Top Customer for the business that has the highest profit margin.
* Revenue Contribution percentage for each Market.
* Breakdown of sales for brick & mortar Vs ecommerce customers.
* Zones/Markets where the company needs to upgrade/downgrade number of sales managers (based on performance)
* Total Revenue compared to Last Year.
* Revenue split by Zones.

**KEY TAKEAWAYS FROM DASHBOARD**

* Total Revenue generated over the past 4 years is 985 Million rupees out of which 142 Million (Q1 &Q2) is in 2020.
* Total Quantity of Products sold over the past 4 years in about 2 Million. 350 Thousand have been sold so far in 2020.
* Most of the business that AtliQ hardware does is through the Brick & Mortar store and the top customer for the business is also from Brick & Mortar store.
* Delhi is the number 1 contributor to the revenue while Bhubaneshwar has the highest profit percentage in 2020.
* The South zone has the highest revenue contribution percentage in 2020.
* For Electricalsbae Stores, has the highest profit margin 15.6%, however their contribution to the profits of AtliQ hardware is not much in 2020.
* The customer named Electricalsquipo Stores is at the bottom of the table with -0.5% contribution to the profits of AtliQ hardware. AtliQ hardware is at a loss by doing business with this customer as AtliQ hardware is selling them products at a profit margin of -11.5% and is not able to gain any revenue from these transactions for the past 4 years.
* The Revenue is decreasing in the year 2020.
* Lucknow as a Market has a negative profit margin and has only one customer. If the company wants to cut-down on the losses, it can decide to stop doing business with Insights company located in Lucknow.