Sales Insights Project

Project by KAMESH

PROJECT OVERVIEW

Atliq Technologies, a leading computer hardware producer in India, is facing challenges in a dynamically changing market. The company is experiencing a decline in both market share and revenue .
To address this, the Sales Director requires a real-time sales insights project to identify patterns and trends, enabling informed decision-making.
Leveraging MySQL, I designed and managed a robust database to store sales data. Subsequently, I built a comprehensive Power BI dashboard to provide actionable insights, helping the company optimize its operations, improve market strategy, and drive growth.

985M Revenue

2M Qty sold

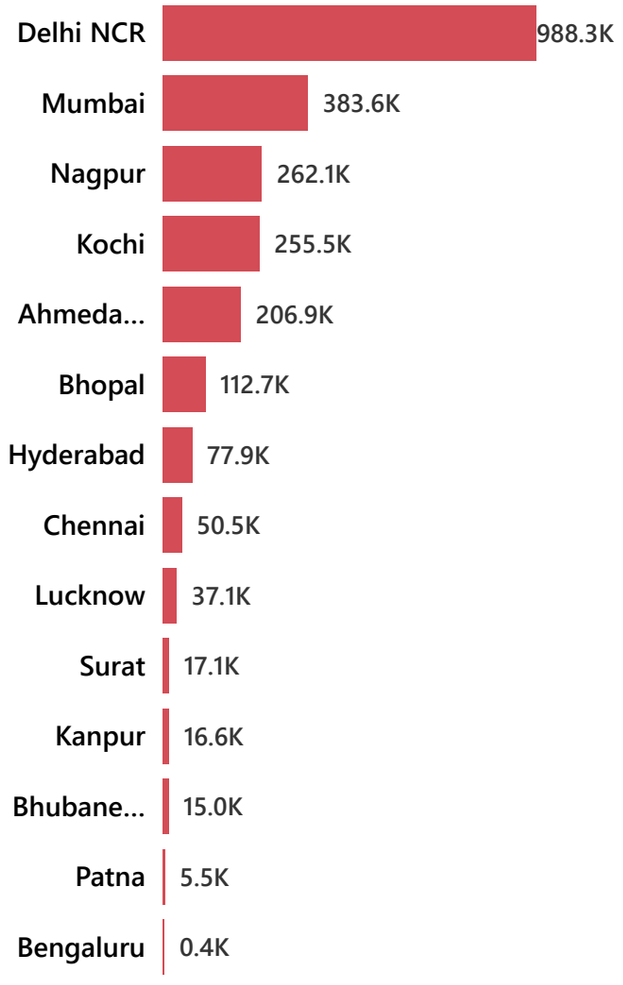
24.66M Total Profit margin

2017 | 2018 | 2019 | 2020

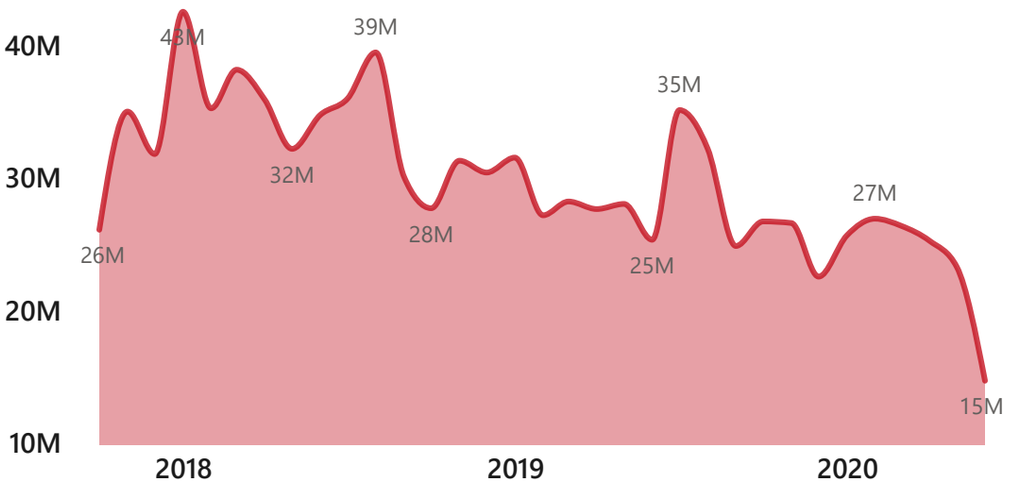
17 Dec | 17 Nov | 17 Oct | 18 Apr

Revenue by market

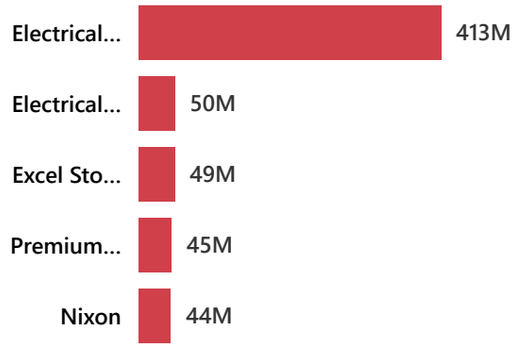
Sold qty by market



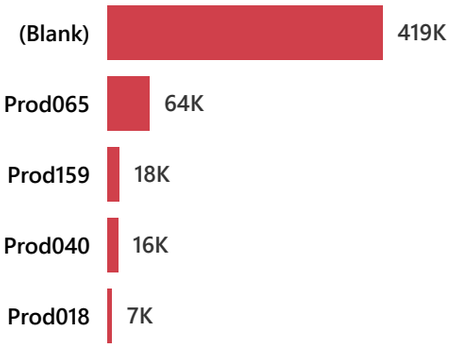
Revenue by date



Top 5 custmer



Top 5 product



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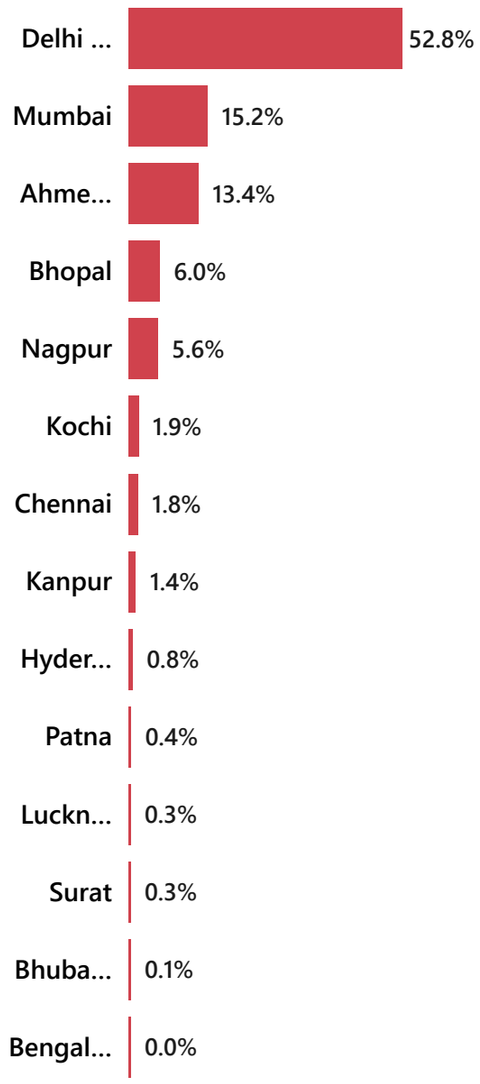
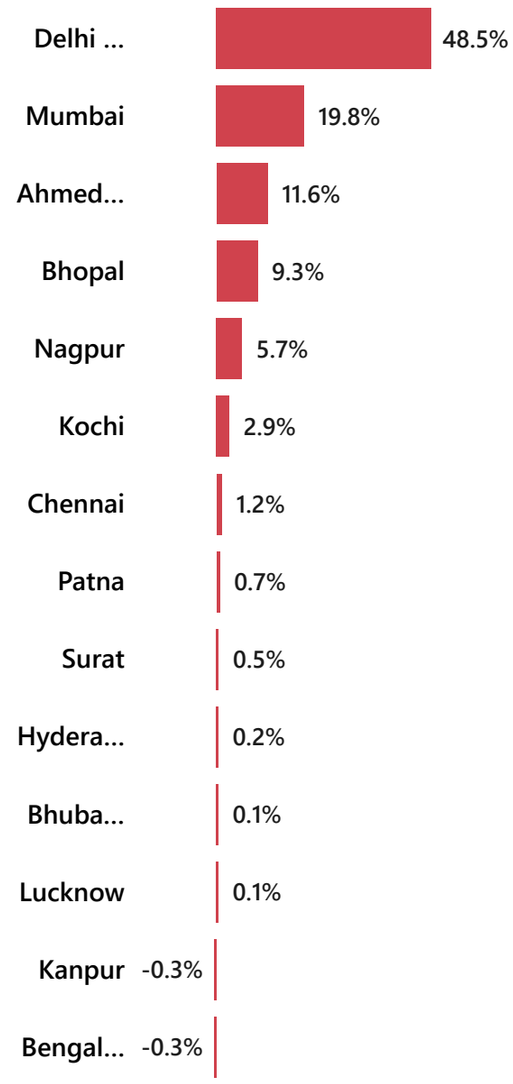
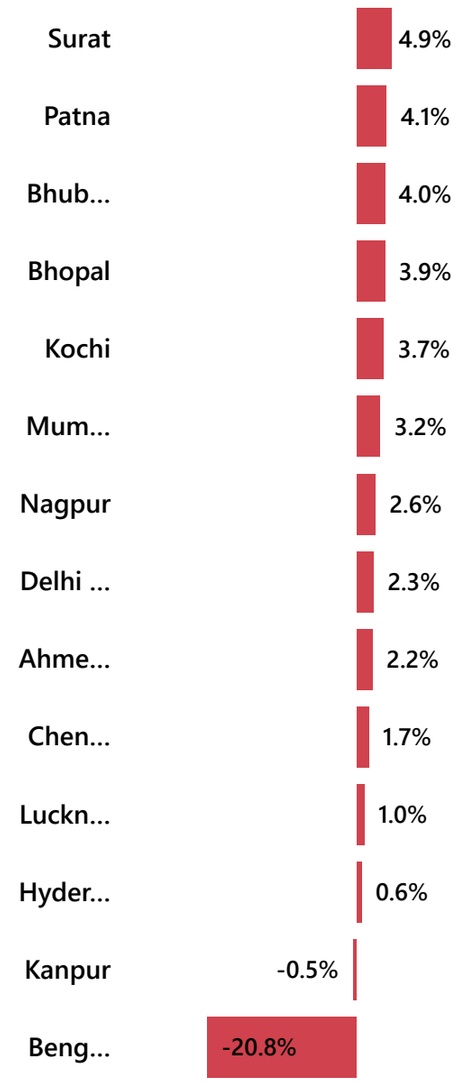
Revenue Contribution %



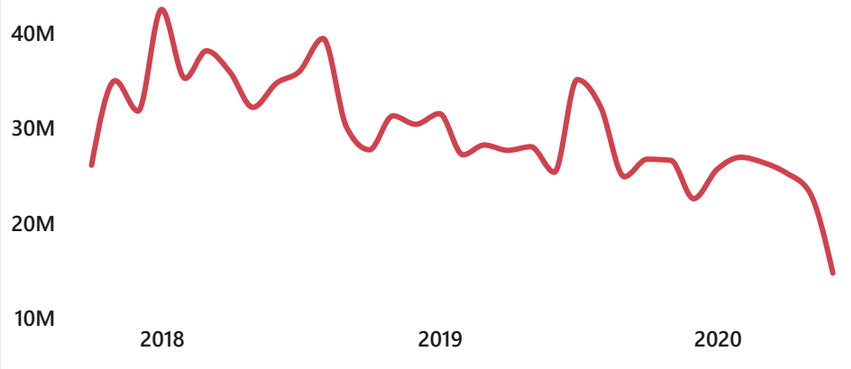
Profit Contribution %



Profit Margin %



Revenue by date



Customer	Revenue	Revenue contribution %	Pro
Electricalslance Stores	1.9M	0.19%	
Electricalsbea Stores	0.3M	0.03%	
Info Stores	35.1M	3.56%	
Insight	3.3M	0.34%	
Zone	5.1M	0.51%	
Excel Stores	49.1M	4.99%	
Synthetic	6.2M	0.63%	
Acclaimed Stores	21.2M	2.15%	
Sage	2.3M	0.23%	
Path	13.0M	1.32%	
Epic Stores	18.8M	1.90%	
Integration Stores	14.0M	1.42%	
Total	984.8M	100.00%	

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2M Qty_sold

24.66M Total Profit margin

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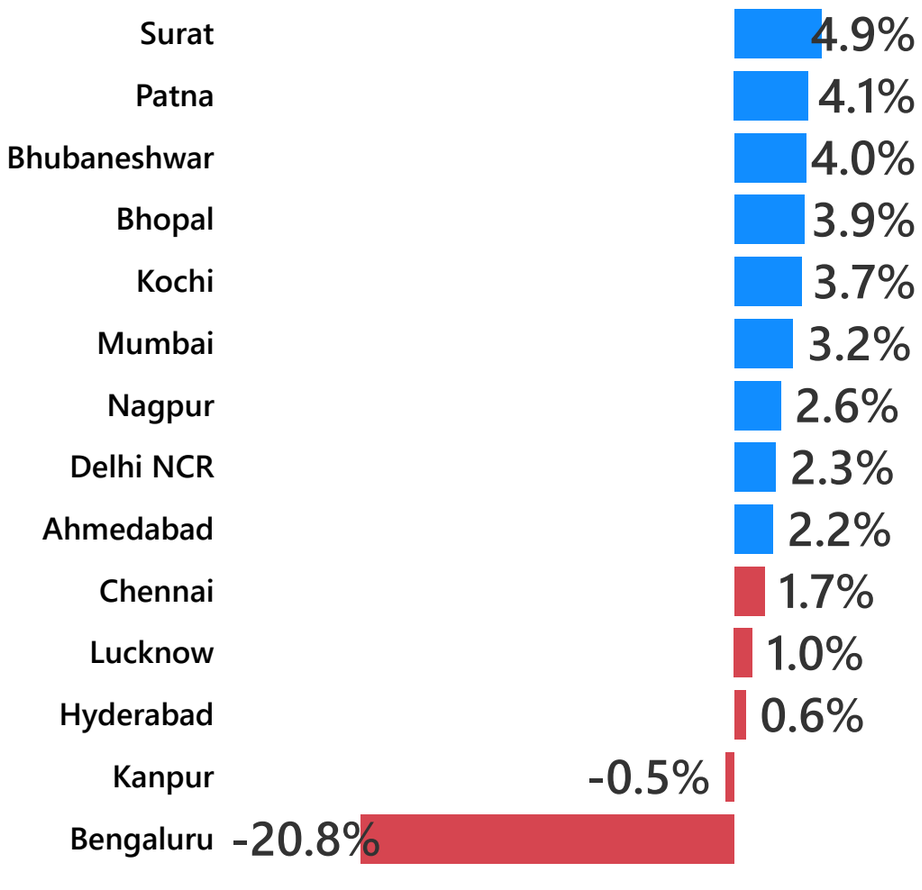
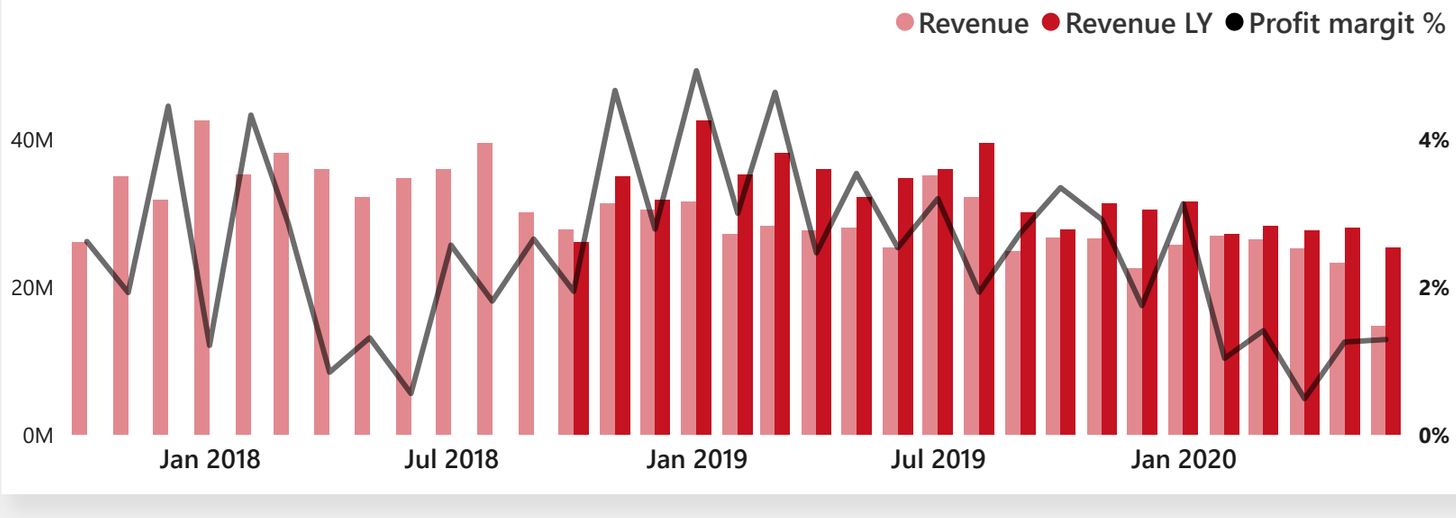
Profit Target

0% | 1% | **2%** | 3% | 4% | 5% | 6% | 7%

Profit Margin % by Market



Revenue trend



Customer	Revenue	Revenue contribution %	Profit contribution %	Profit margit %
Electricalsara Stores	413.3M	41.97%	37.75%	2.25%
Electricalslytical	49.6M	5.04%	6.85%	3.40%
Excel Stores	49.1M	4.99%	2.76%	1.38%
Premium Stores	44.9M	4.56%	4.27%	2.35%
Nixon	43.9M	4.46%	7.24%	4.07%
Info Stores	35.1M	3.56%	1.28%	0.90%
Control	31.8M	3.23%	3.35%	2.60%
Surge Stores	28.6M	2.91%	2.66%	2.29%
Acclaimed Stores	21.2M	2.15%	1.30%	1.51%
Total	984.8M	100.00%	100.00%	2.50%

INSIGHTS

1. Market Performance:
Delhi NCR and Mumbai generate the highest and second-highest revenue among all markets. Bhubaneswar, Patna, and Kochi, despite achieving a profit margin of over 4%, registered the lowest revenue.

2. Product Analysis:
Among all products, Prod065 and Prod159 are the second and third highest-selling products.

3. Profitability:
Key customers, including Leader, Electricalsquipo Store, Power, Elite, and Electricalsociety, show a consistent 4% profit margin.

4.Top Revenue Generators:
The top 5 revenue-generating customers are Electricalsare Stores, Electricalsytical, Excel Store, Premium Store, and Nixon.

RECOMANDATION

1. Maximize Revenue in High-Performing Markets :
Introduce premium versions of popular products in these regions. Launch region-specific promotions or events .
Reward repeat customers with discounts, cashback, or exclusive offers to boost retention and sales.

2. Address Low-Performing Markets :
Identify specific issues (low demand, lack of awareness, or supply chain inefficiencies) in Bhubaneswar, Patna, and Kochi markets. Awareness Campaigns and Collaborate with local distributors or influencers to drive product adoption.

3. Boost Product Sales :
Offer combo deals featuring Prod065, Prod159 and Push these products in low-performing regions. Align promotions with upcoming festivals or events .

4. Strengthen Relationships with Key Customers :
Offer exclusive deals or early access to new products for customers (top revenue generators). Analyze their purchasing patterns to recommend additional or premium products.

5. Marketing and Promotions :
Run a quarter-long campaign focusing on your top-performing regions, products, and customers.
Use targeted ads on digital platforms like Google and social media to reach new customers.