

Financial Analytics Report



PRESENTED BY
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Content



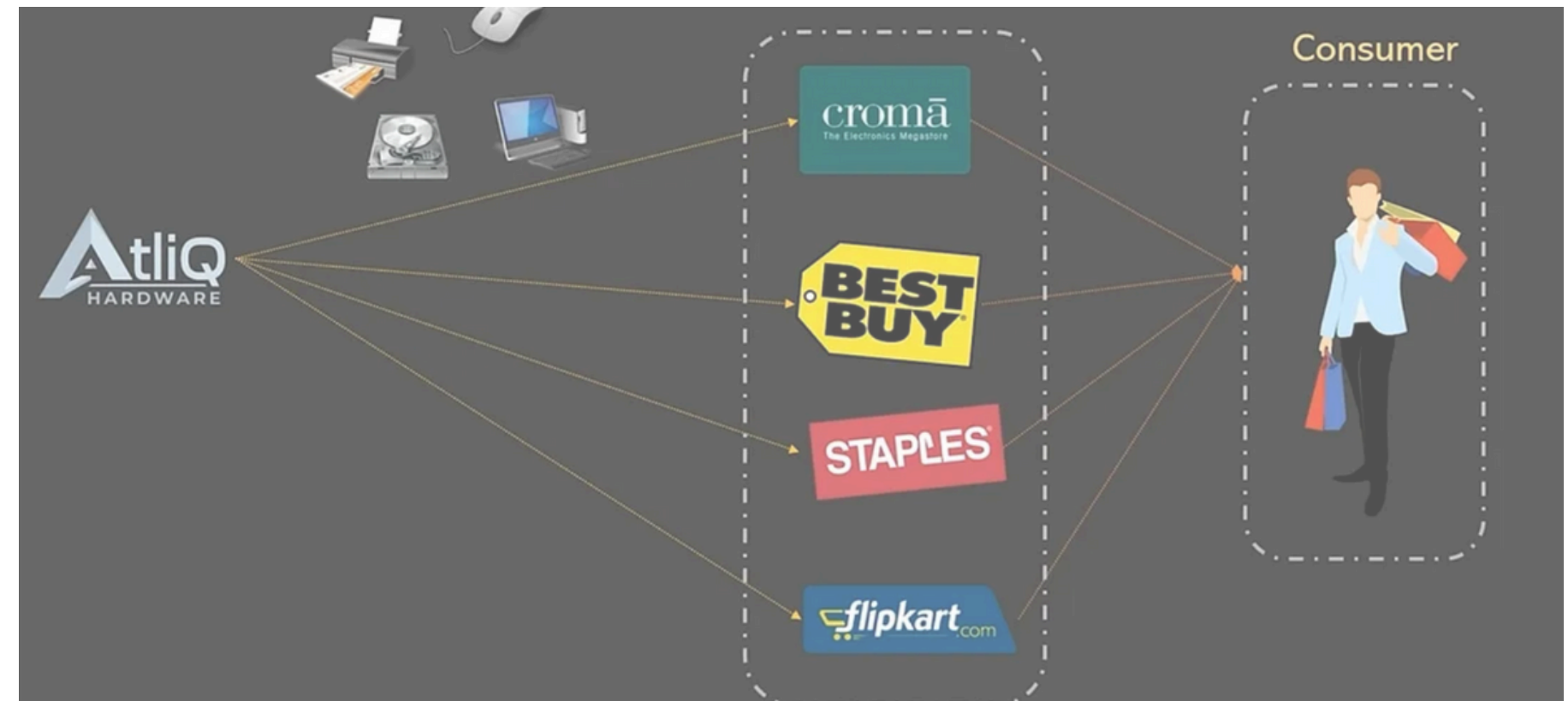
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Introduction



AtliQ hardware is a leading company that supplies products such as company hardware and peripherals to client across the world.



Problem Statement



- AltiQ Hardware facing significant **losses in recent years.**
- Rely on hand-written reports.
- Need for **insights for informed** decision making.
- Request for a data analyst to create an Excel report.
- Analysis focused on **sales and finance performance.**

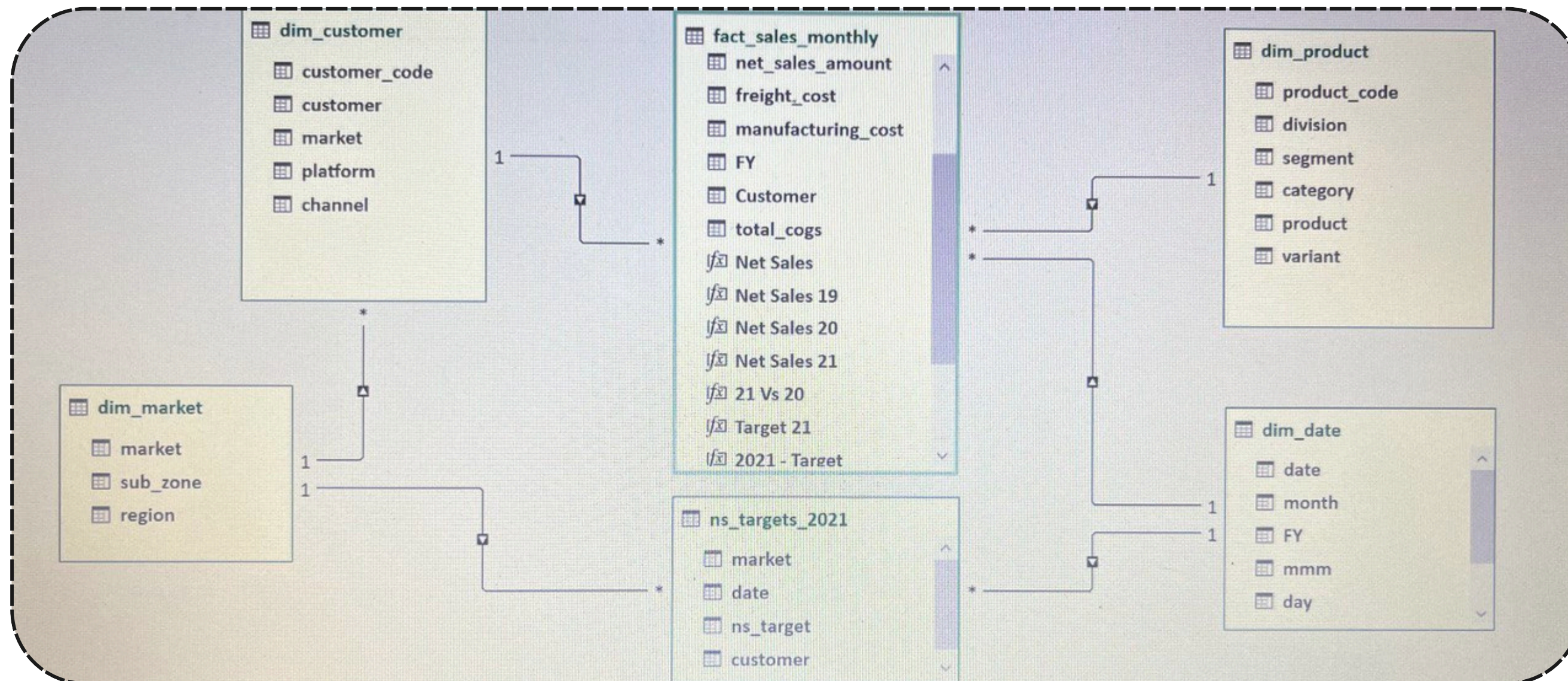


Data Source and Tables

- Power Query
- Power Pivot
- Pivot Table
- Dax Measure and columns
- Conditional formatting



Data Modelling



DAX Measures

Manage Measures	
New	Edit Delete
Measure	Formula
%	DIVIDE([2021 - Target],[Net Sales 21],0)
2021 - Target	[Net Sales 21] - [Target 21]
21 Vs 20	DIVIDE([Net Sales 21] - [Net Sales 20], [Net Sales 20],0)
COGS	SUM(fact_sales_monthly[total_cogs])
GM %	DIVIDE([Gross Margin], [Net Sales],0)
Gross Margin	[Net Sales] - [COGS]
Net Sales	SUM(fact_sales_monthly[net_sales_amount])
Net Sales 19	CALCULATE(SUM(fact_sales_monthly[net_sales_amount]), dim_date[FY] = "2019")
Net Sales 20	CALCULATE([Net Sales], dim_date[FY] = "2020")
Net Sales 21	CALCULATE([Net Sales], dim_date[FY] = "2021")
Target 21	SUM(ns_targets_2021[ns_target])





Financial Report



P&L By Fiscal Year

Atliq Hardwares



FILTER

market	All
region	All
division	All
customer	All

P & L

By Fiscal Year

All values in INR

Note : 21 vs 20 is not part of Pivot Table

Values	Fiscal Year			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
cogs	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



P&L By Markets

FILTERS

region All
sub_zone All
FY 2021

P & L for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%



P&L By Months

FILTER

region All
market All
division All
customer All
FY 2019

P & L

By Fiscal Year

All values in INR

Note : Do not modify the Pivot Table

Values	Fiscal Quarter										
	Q1				Q2		Q3			Q4	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M
cogs	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%

FILTER

region All
market All
division All
customer All
FY 2020

P & L

By Fiscal Year

All values in INR

Values	Fiscal Quarter										
	Q1				Q2		Q3			Q4	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M
cogs	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%



P&L By Months

FILTER

region All
market All
division All
customer All
FY 2021

P & L

By Fiscal Year
All values in INR

Values	Fiscal Quarter										
	Q1			Q2		Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M
cogs	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%

Net Sales

Comparison	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%





Thank You



