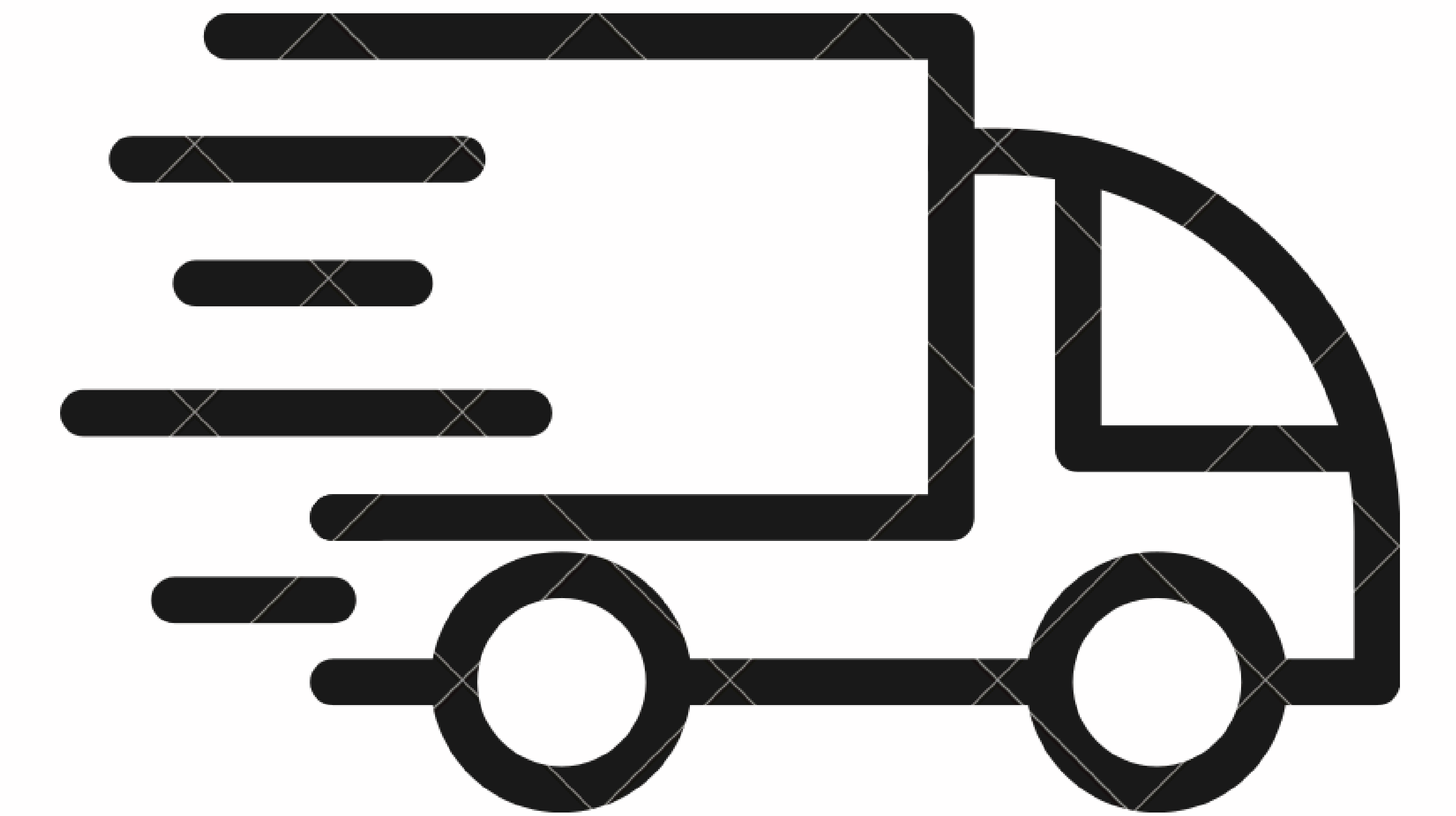
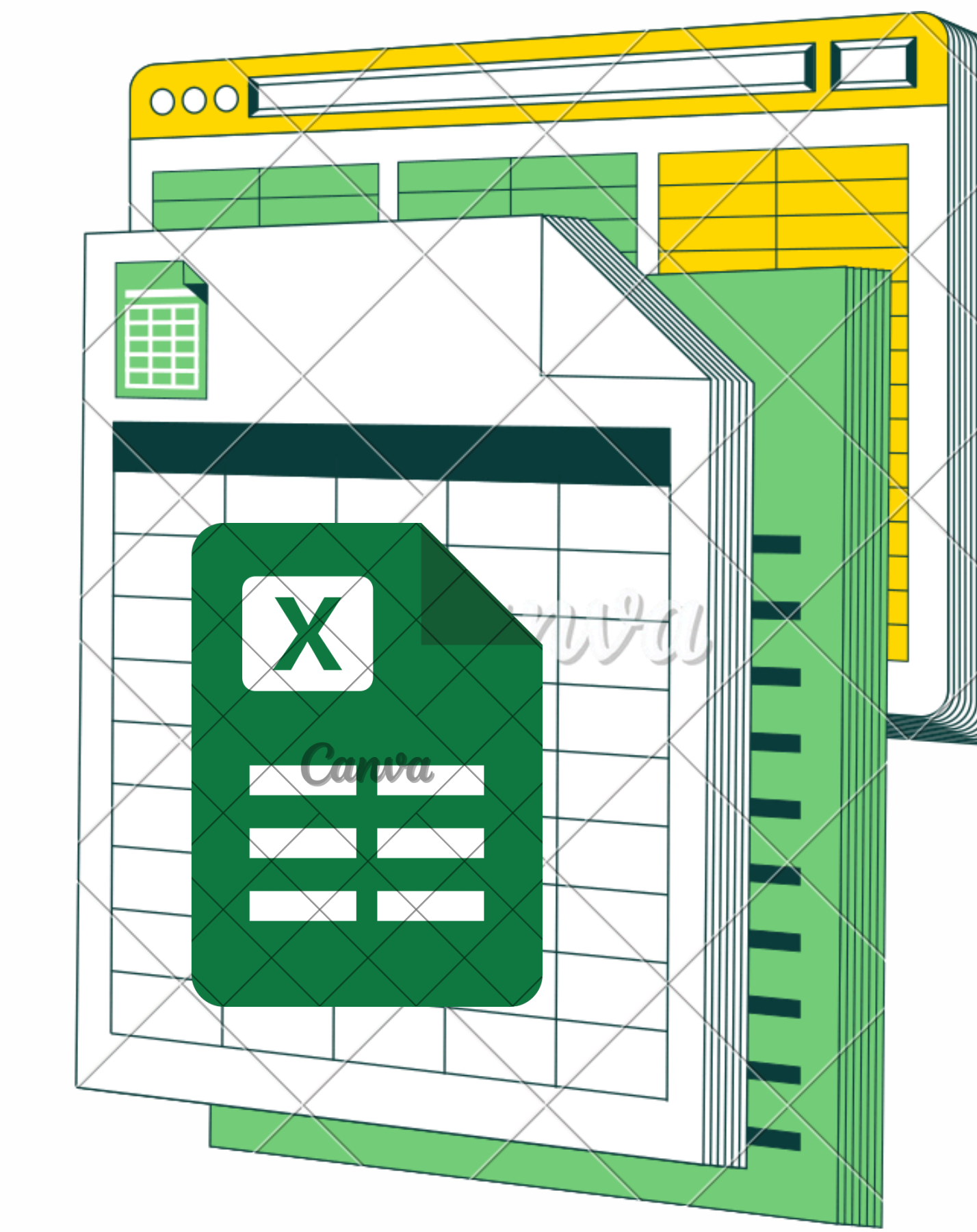




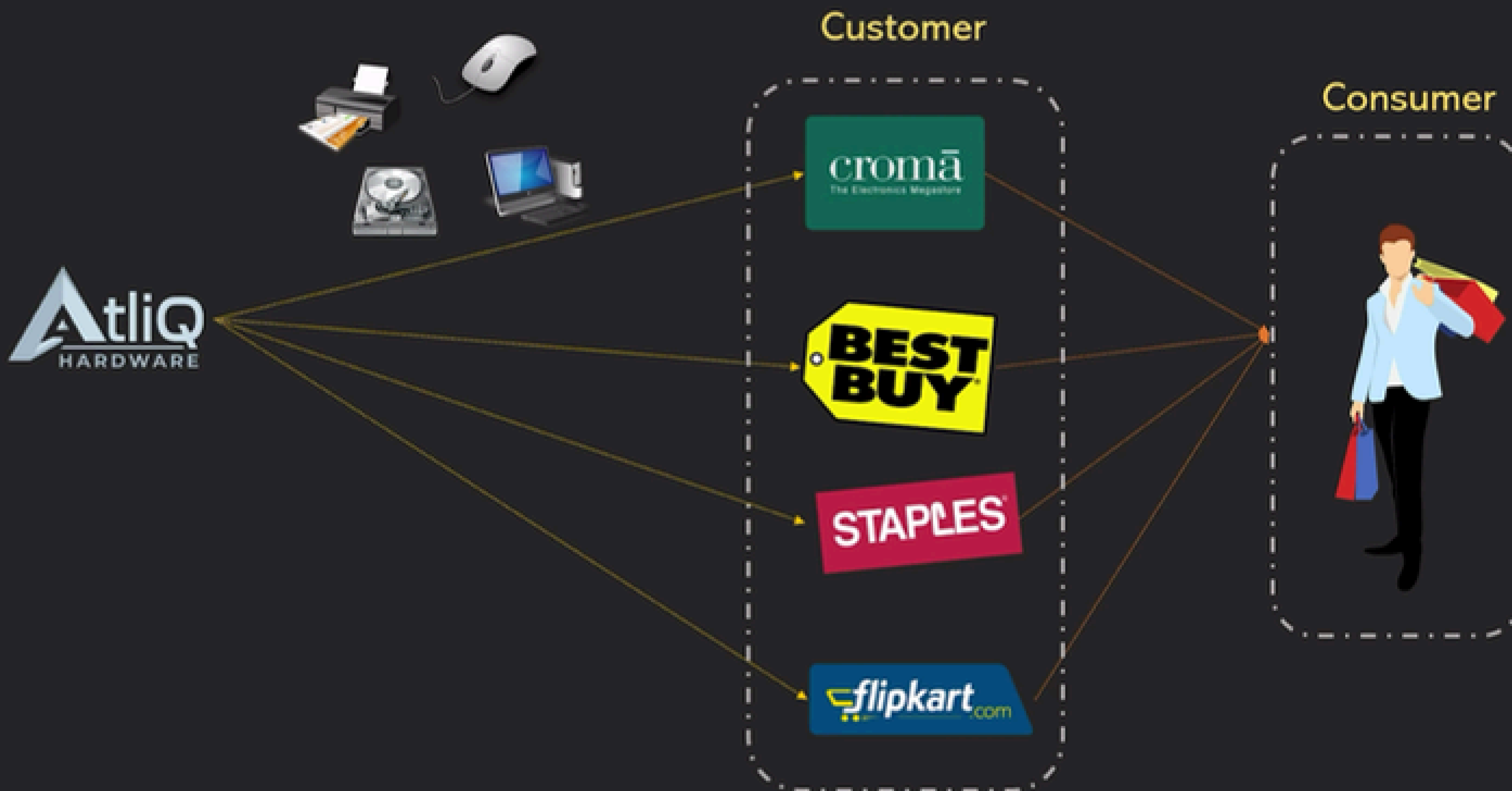
# Finance and Sales Excel Report

**AtliQ Hardware**



# ATLIQ HARDWARE

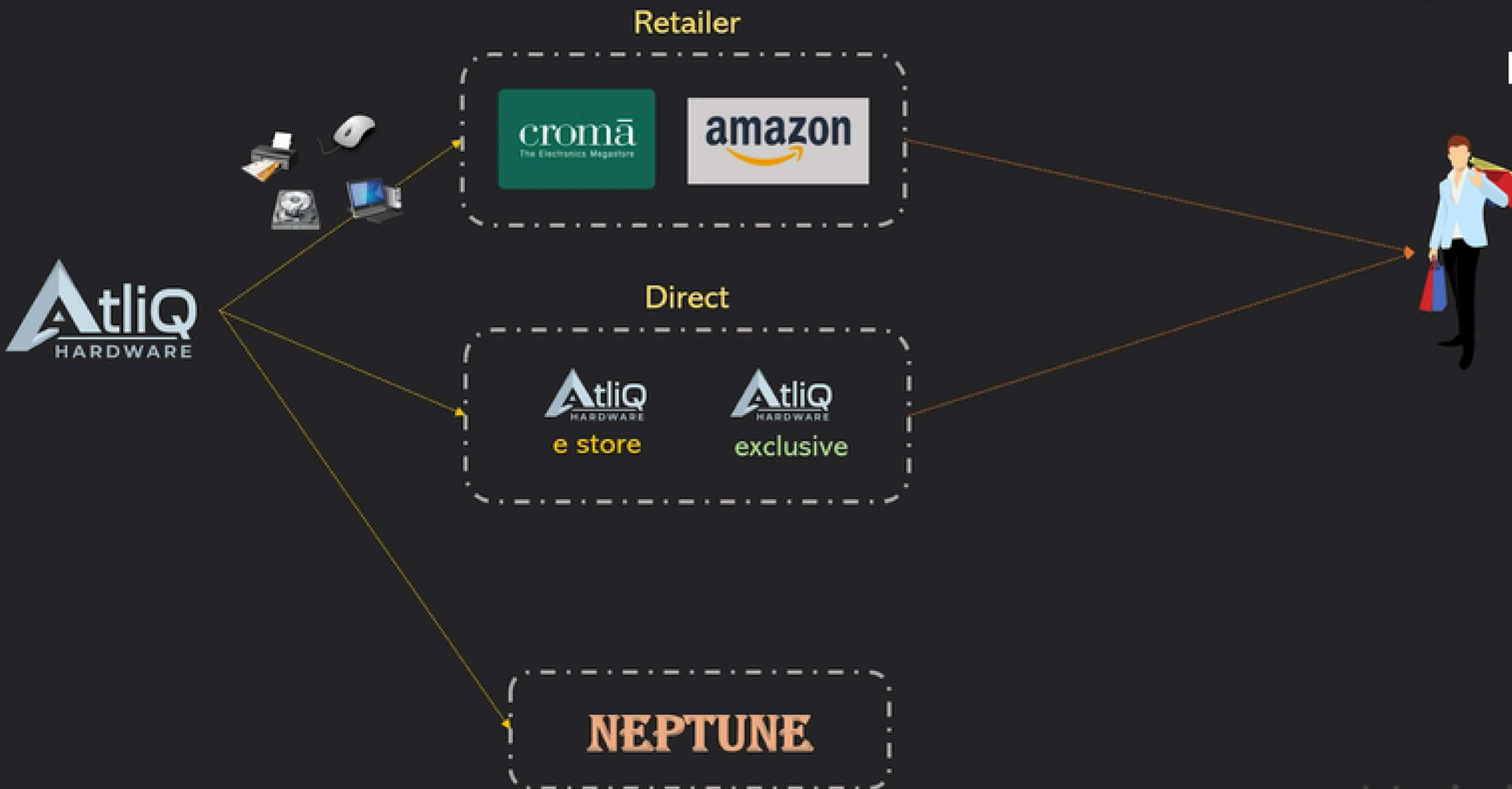
Source: Own research, 2019



It is a fast growing global hardware company that sells hardware like computers, mouse, printers etc to different customers. Then they sell these products to the end consumer.



# ATLIQ SELLS PRODUCTS THROUGH 3 CHANNELS RETAILER, DIRECT AND DISTRIBUTOR



Brick & Mortar

E-Commerce



**BRICK & MORTAR:- PHYSICAL STORE**  
**E-COMMERCE:- ONLINE STOR**

# Problem Statement

ATLIQ IS ENCOUNTERING CHALLENGES IN OPTIMIZING SALES AND ENHANCING NET GROSS MARGINS OF ITS DIVERSE PRODUCT LINES. WITH OPERATIONS SPANNING MULTIPLE COUNTRIES AND SALES CHANNELS– INCLUDING RETAIL , DIRECT SALES AND DISTRIBUTOR NETWORKS BOTH ONLINE AND OFFLINE– THE NEED FOR A ROBUST DATA DRIVEN STRATEGY IS IMPERATIVE



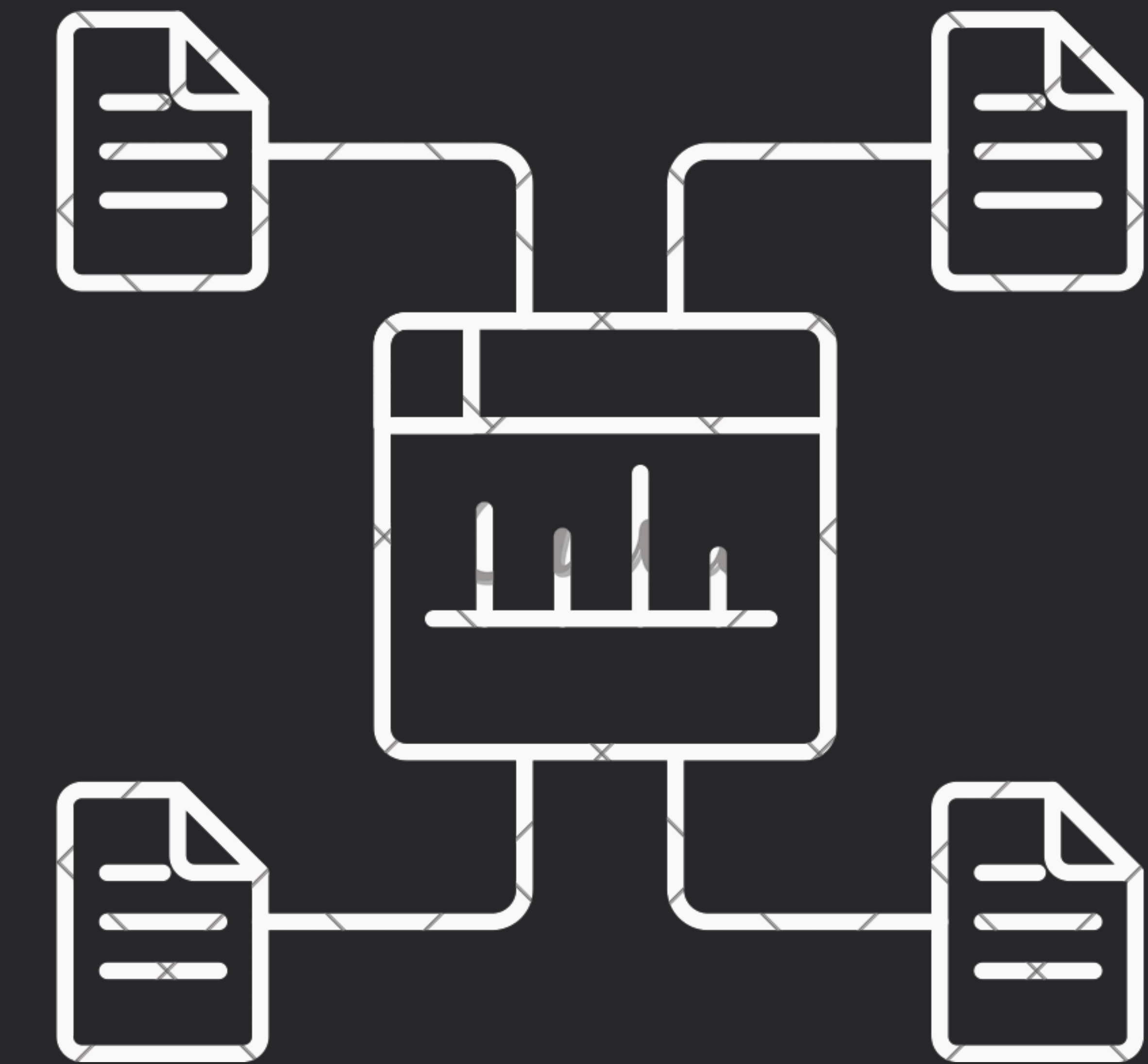
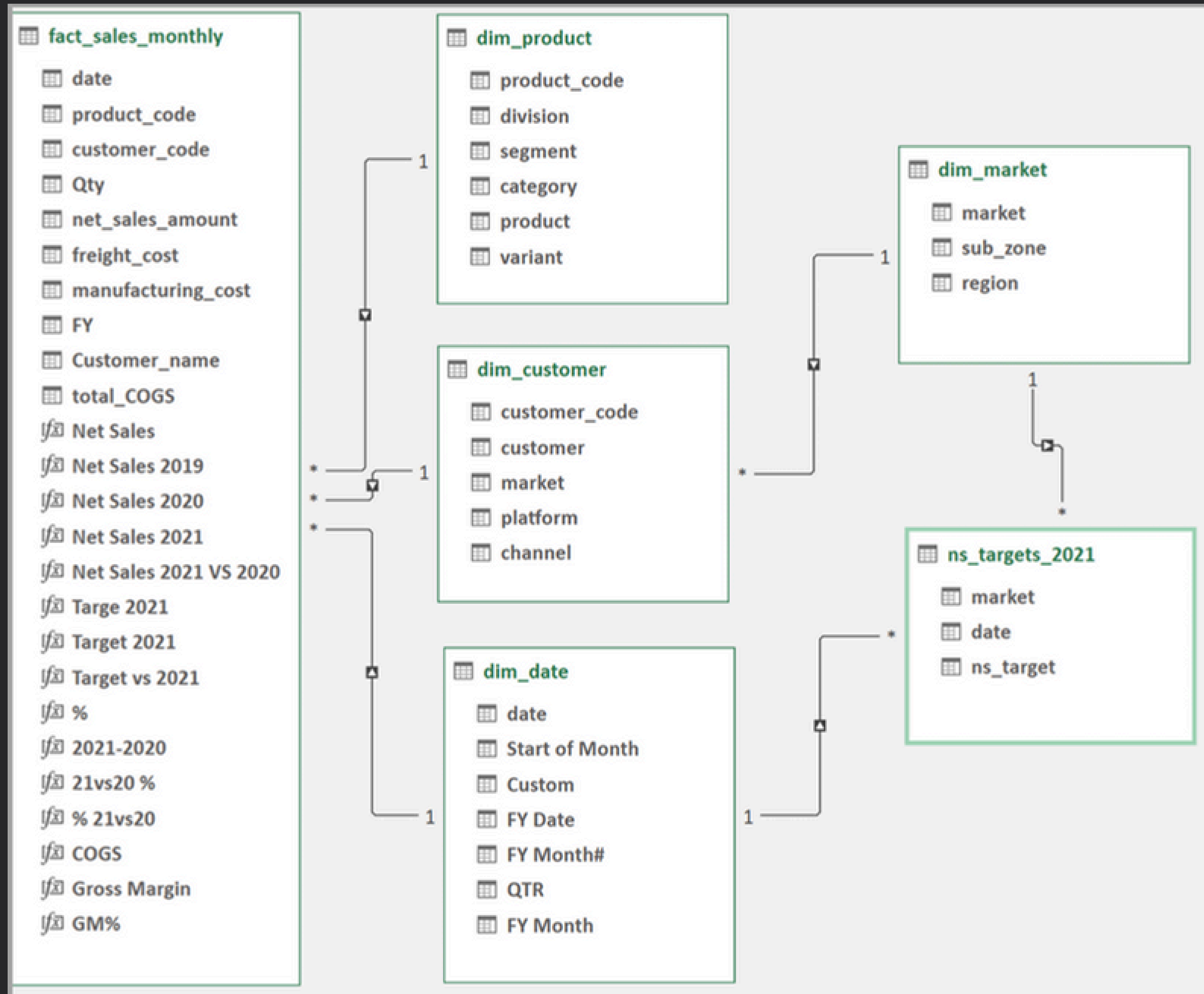


# Project Goal

I AM DIVING INTO THE CHALLENGE OF ANALYSING UNORGANIZED SALES DATA. BY LEVERAGING COMPREHENSIVE ETL (EXTRACT,TRANSFORM,LOAD) TECHNIQUES, I AIM TO UNCOVER VALUABLE INSIGHTS. THE GOAL IS TO EMPOWER ATLIQ HARDWARE WITH ACTIONABLE INTELLIGENCE TO MONITOR KPIS(KEY PERFORMANCE INDICATORS) EFFECTIVELY, DRIVE NET SALES AND IMPROVE NET GROSS MARGINS



# Data Model







# Sales and Finance Report

1. Customer's Report
2. Customer's Report India
3. Top 5 Countries Net Sales
4. Top 5 & Bottom 5 Product Sold
5. Division Growth
6. New Product 2021
7. Market Performance vs Target
8. P & L By Fiscal Year
9. P & L By Fiscal Month

NOTE : You Can access those reports in xlsx form & PDF also available on GITHUB

# Thank You

For your attention



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