

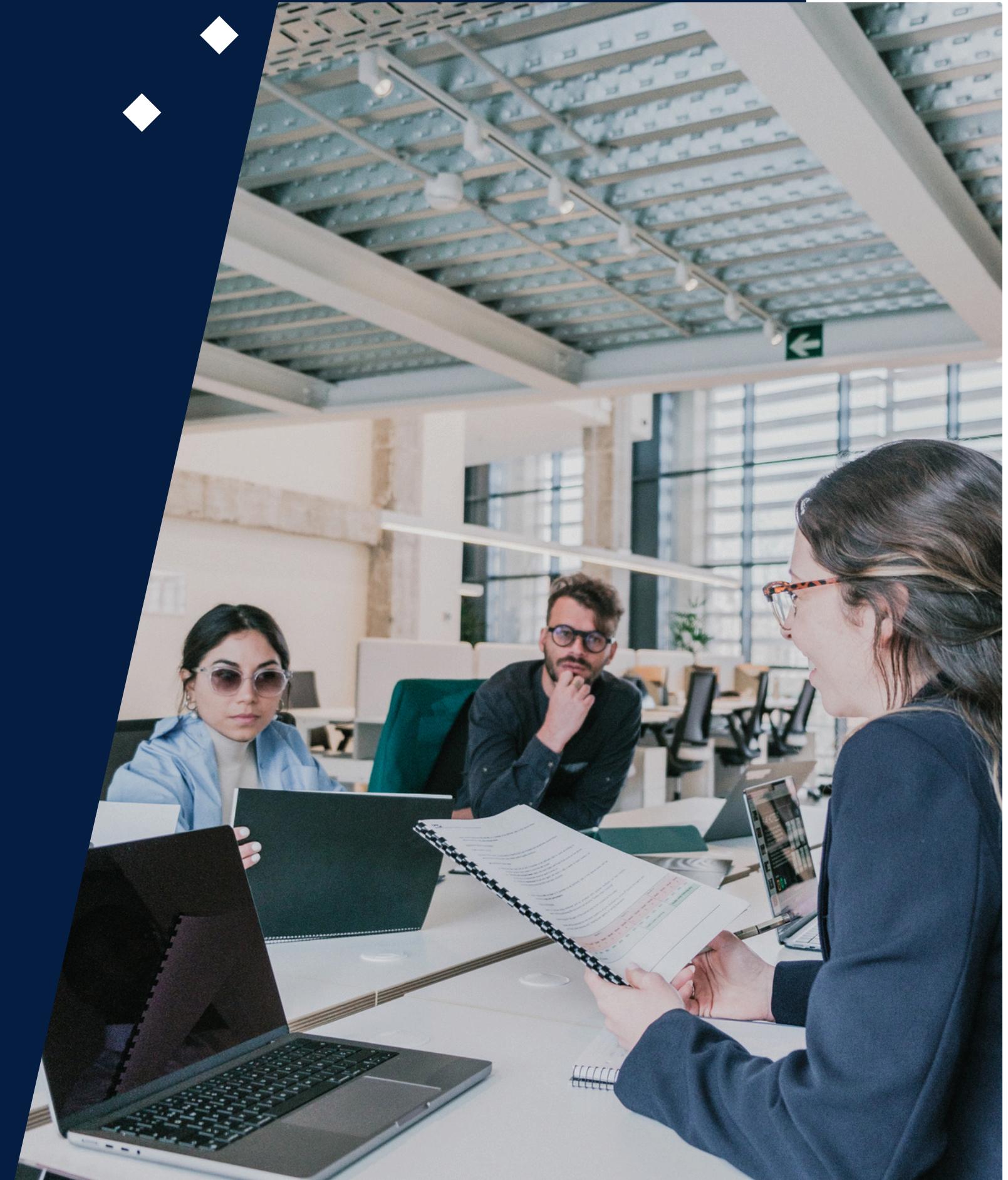


ATLIQ HARDWARE SALES INSIGHTS

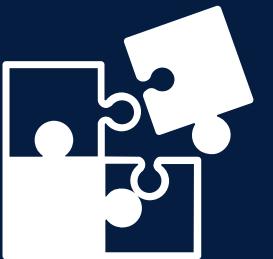
A Comprehensive Analysis of Sales Data

Created by:

Kunal Garodi



INTRODUCTION



Atliq Hardware's
leading provider of PCs,
networking equipment, and
storage solutions, known
for its innovation and global
market presence.



Problem Statement
AtliQ Hardware is challenged
with managing and analyzing
large sales datasets to
optimize their sales
strategies and performance.





GOALS AND OBJECTIVES

Goals

Optimize Sales Strategies
Improving Data Management

Objectives

Customer Performance Report
Market Performance vs targets Report
Rank Products by Quantity Sold
Highlight High-Performing Countries
Visualize Key Insights

REPORTS

Customer performance report

AtliQ hardwares

FILTERS

market	All
region	All
division	All

Customer Net Sales Performance
All values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out	0.2M	0.8M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec	0.4M	3.0M	7.2M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores	0.1M	0.7M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%

Market Performance vs Targets Report

AtliQ hardwares

FILTERS

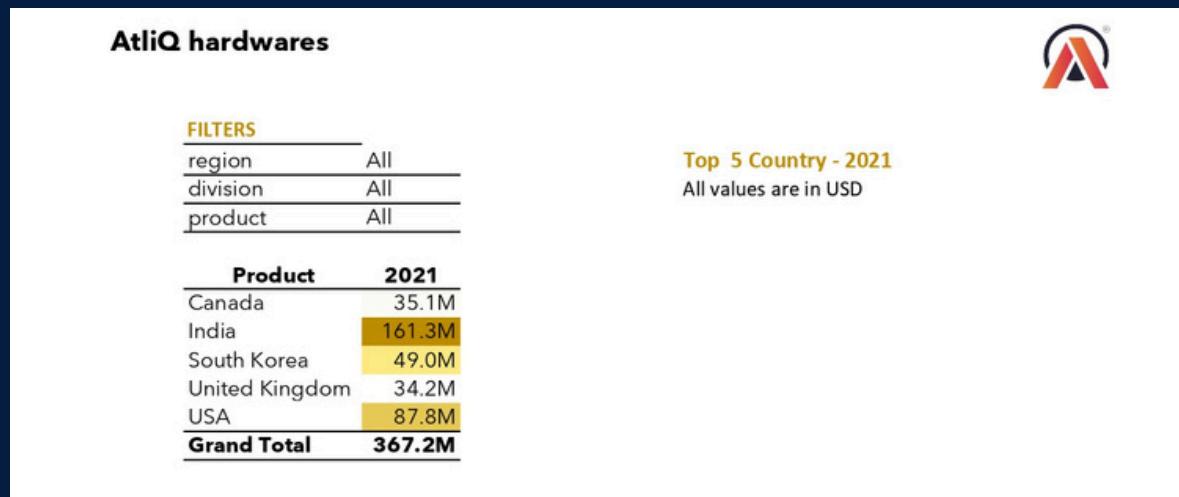
region	All
division	All

Market Performance vs Targets
All values are in USD

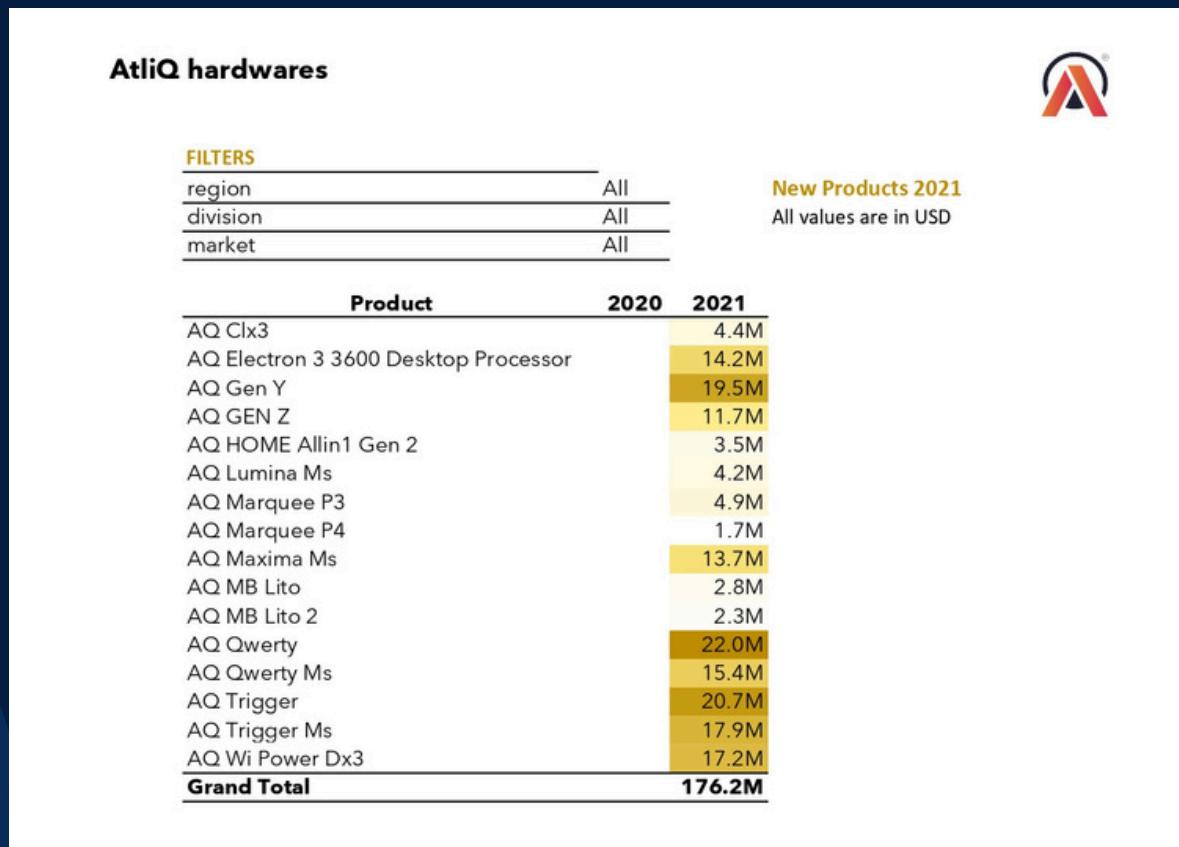
Market	2019	2020	2021	target 21	2021 - Target	%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-9.54%
Austria	0.1M	2.8M	3.2M	-0.3M	-10.50%	
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.22%
Japan	1.9M	7.9M	8.2M	-0.3M	-3.96%	
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-7.59%
Newzealand	2.0M	11.4M	12.8M	-1.4M	-10.95%	
Norway	2.5M	13.7M	15.1M	-1.4M	-9.50%	
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-8.48%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.18%
Spain	1.8M	12.6M	14.4M	-1.8M	-12.39%	
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-10.44%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-8.40%

REPORTS

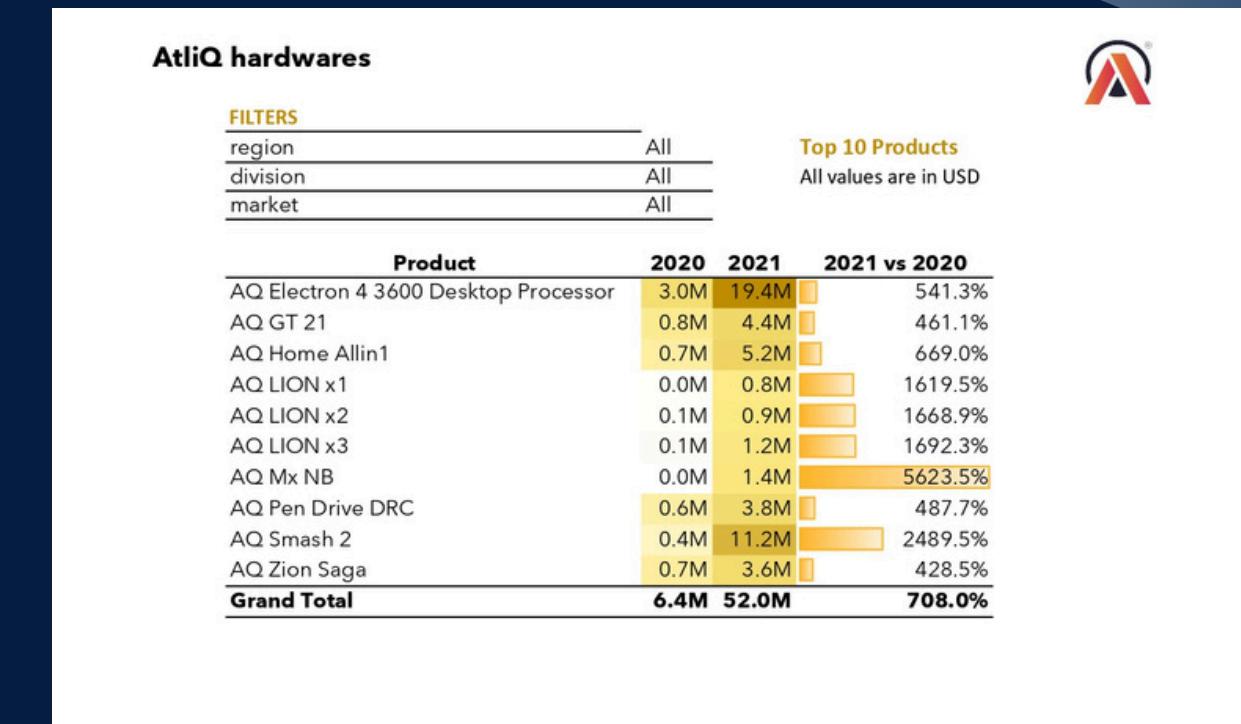
Top 5 countries



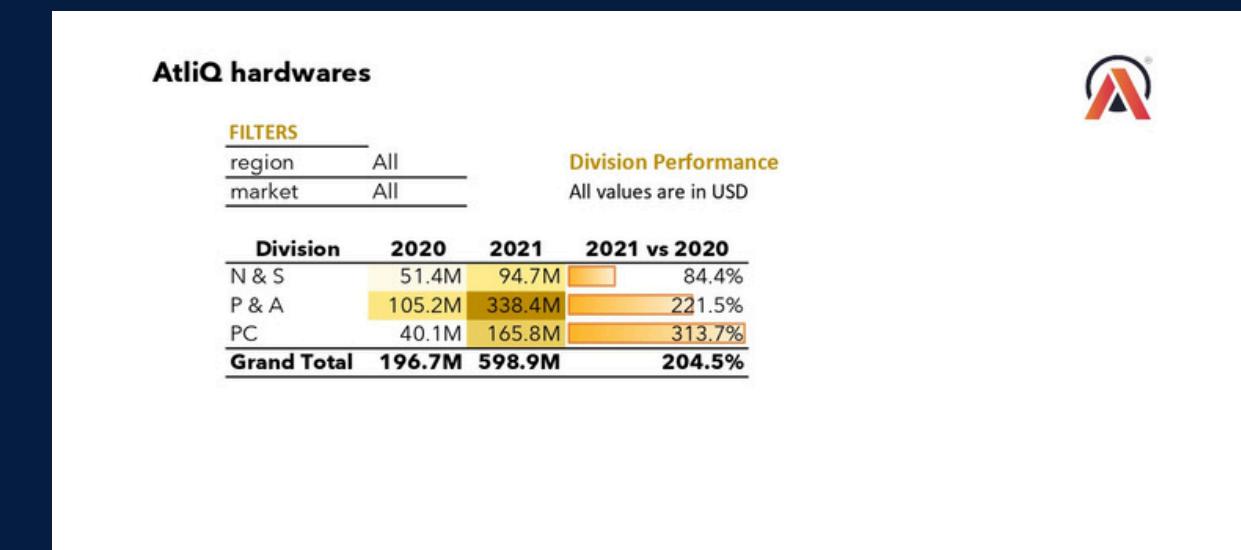
New products 2021



top 10 products



Division wise performance



TOOLS/SKILLS INVOLVED



MS Excel

- *Power Query*
- *PivotTables & PivotCharts*
- *Excel Functions*
- *Conditional Formatting*



Top Skills

- *Data Analysis*
- *Data Visualization*
- *Reporting*
- *Attention to Detail*
- *Problem Solving*



Thank's For Watching

Let's Connect...



[Kunal_Garodi](#)



[KunalGarodi](#)

