**Sales and Finance Analytics**

**Project Overview**

This project focuses on comprehensive sales and finance analytics for AtliQ Hardware, a global supplier of computer hardware and components. The primary goal is to optimize sales strategies, identify growth opportunities, and enhance financial decision-making capabilities by analyzing market performance for the years 2019, 2020, and 2021.

**Objective**

The objective of this project is to craft a comprehensive sales and financial report that provides valuable insights into AtliQ Hardware's performance. This analysis will assist stakeholders in making informed decisions based on historical data trends.

**Tools Used**

* **Microsoft Excel**: Utilized for data manipulation, analysis, and visualization.
* **Power Query**: For data extraction, transformation, and loading (ETL) processes.
* **Power Pivot**: For advanced data modeling and DAX calculations.

**Steps Involved**

1. **ETL (Extract, Transform, Load)**:
   * Handled data integrity by addressing missing values, duplicates, and spelling errors.
   * Loaded CSV files into Power Query for preprocessing before integrating them into Power Pivot.
2. **Data Modeling**:
   * Connected all tables using a Star Schema.
   * Crafted a dynamic dim\_date table for comprehensive time analysis, including AtliQ Hardware's fiscal year cycle.
3. **Pivot Table and Power Pivot**:
   * Integrated the data model with Pivot Tables for quick data analysis.
   * Utilized Power Pivot to create custom measures and columns, optimizing data transformation via Power Query.
4. **DAX (Data Analysis Expressions)**:
   * Generated over 7 insightful measures, including net sales and quarterly sales, to provide deeper insights into financial performance.
5. **Conditional Formatting**:
   * Applied conditional formatting techniques to enhance data presentation, showcasing trend identification.

**Key Insights & Reports Generated**

1. **Customer Net Sales Performance Report**: Analyzed customer performance to identify trends and opportunities for growth.
2. **Market Performance vs. Target Performance**: Compared actual sales against targets to measure success.
3. **Top 10 Products Identification**: Highlighted the best-performing products to inform inventory and marketing strategies.
4. **Division-Level Report**: Analyzed performance at the division level to understand specific market segments.
5. **Top 5 & Bottom 5 Selling Products**: Identified the best and worst sellers to adjust marketing and sales strategies accordingly.
6. **New Products Selling**: Analyzed the sales performance of newly introduced products.
7. **Top 10 Selling Countries**: Identified the highest-grossing countries to inform global marketing strategies.
8. **Country-wise Quarterly Report**: Generated reports detailing quarterly performance by country.
9. **Profit & Loss Report by Fiscal Year**: Provided an overview of financial health over the fiscal years.
10. **P&L Quarterly Report**: Delivered insights into quarterly profits and losses.
11. **P&L Quarterly-wise Report with Net Sales Comparison**: Compared quarterly net sales against profit and loss to assess financial performance.
12. **Gross Margin % by Quarters (Sub-jones) Report**: Analyzed gross margin percentages to understand profitability trends.

**Conclusion**

This project demonstrates my ability to leverage Excel's powerful features for data analysis and financial reporting. Through effective data cleaning, modeling, and visualization, I provided actionable insights that can drive strategic improvements in sales and financial performance.