AtliQ Hardware

Business Insights 360

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About Me

- I'm Mithun, an aspiring data analyst with a passion for turning raw data into meaningful insights. As part of my learning journey, I recently completed a Power BI project titled "Business Insights 360", where I helped Atliq Hardware uncover key insights and make data-driven decisions. This project gave me hands-on experience in solving real business problems through data visualization and storytelling.

Agenda

- Company Background

- Problem Statement

- Goals to Achieve

- Data Sets & Tools

- Business Terms

- Dashboard Requests

- Key Insights

- Recommendations

Company Background

Atliq Hardware is a fast-growing company that deals in computers and accessories. It operates globally and sells its products through three main channels: retailers, direct sales, and distributors. The company has a strong presence in regions like Asia Pacific, Latin America, North America, and Europe, focusing on delivering quality tech solutions to a wide customer base.

Problem Statement

Atliq Hardware recently faced financial setbacks after launching a store in America without conducting enough market research. After noticing how competitors used data-driven strategies to guide their decisions, the company realized the importance of building its own data analytics team. This step will help them make smarter business decisions and stay competitive in the industry.

Goals to Achieve

Atliq Hardware aims to analyze data from different departments to uncover valuable metrics and trends. The plan is to design an easy-to-use dashboard that helps the team make informed decisions, refine product strategies, and guide the successful launch of new stores in the upcoming quarters.

Data Sets

gdb041:
dim_customer
dim_market
dim_product
fact_forecast_monthly
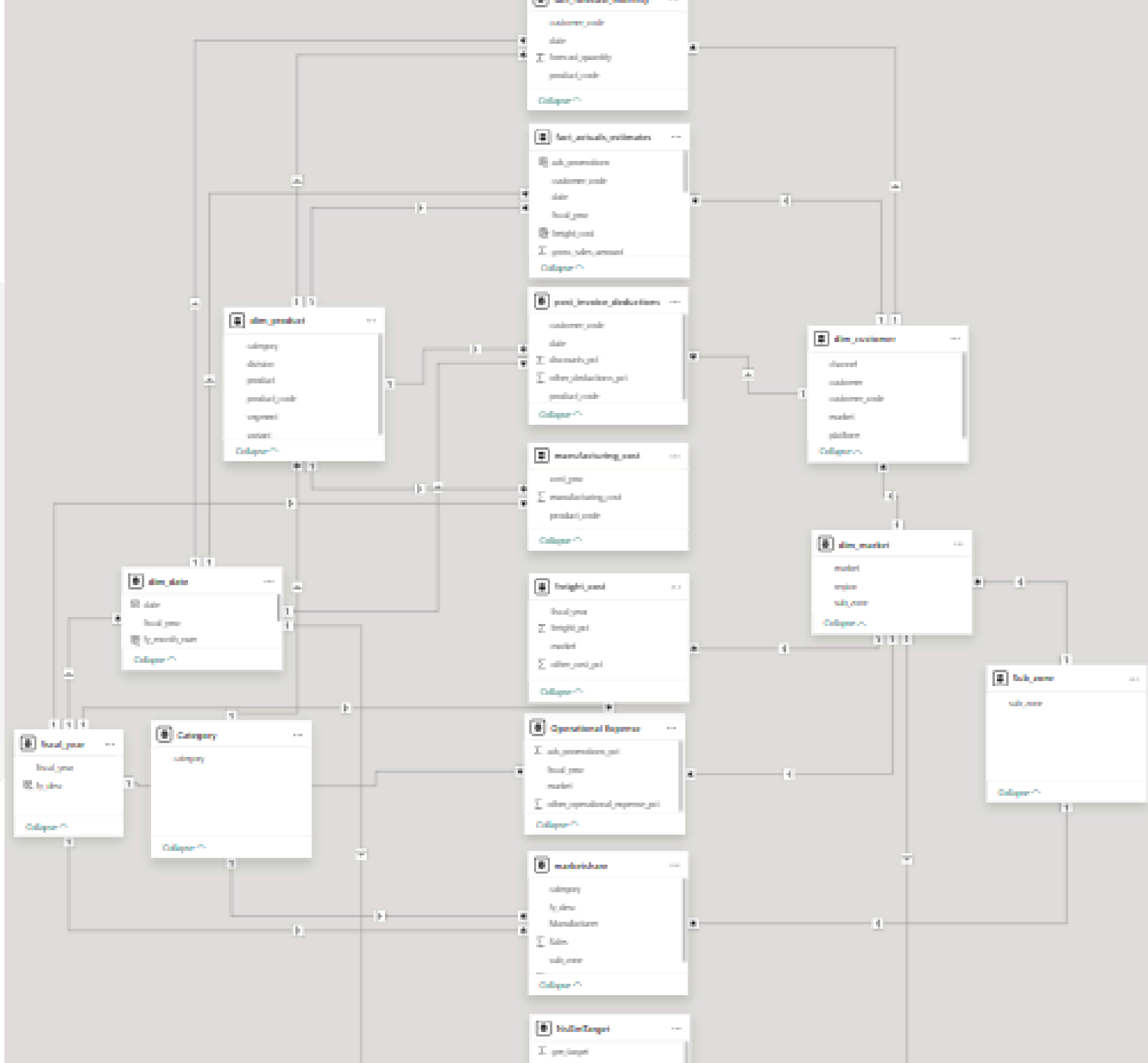fact_sales_monthly

gdb056:
freight_cost
gross_price
manufacturing_cost
pre_invoice_deductions
post_invoice_deductions

Tools Used
MYSQL, Excel, Power BI Desktop, Power BI
service(For publishing reports) and
DAX Studio (to reduce file size)

Business terms

NET INVOICE SALES

NET SALES

GROSS MARGIN

NET PROFIT

NET ERROR

ABSOLUTE ERROR (ABS ERROR)

FORECAST ACCURACY

Dashboard Requests

- **Finance View:** Get P & L statement for any customer / product / country or aggregation of the above over any time period and more..

- **Sales View:** Performance of the customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

- **Marketing View:** Performance of the product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

- **Supply Chain View:** Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.

- **Executive View:** A top level dashboard for executives consolidating top insights from all dimensions of business

Key Insights

Finance View

Net profit has decreased by 157.19% compared to the last year, while gross margin increased slightly to 37.83%.

Sales View

Net sales increased by 303.18%, reaching $4.97 billion, with APAC contributing the highest sales at 50.5% of the total..

Marketing View

Products like Gaming Laptops and Personal Desktops have high gross margins (around 38%) but suffer from significant net losses due to high associated costs.

Supply chain View

Forecast accuracy stands at 79.83%, but net errors indicate persistent risks, such as out-of-stock (OOS) scenarios in accessories and excess inventory (EI) in storage products.

Executive View

Despite impressive sales growth, the overall business struggles with a negative net profit margin of -11.64%, driven by rising operational and freight costs.

Recommended Actions

- **Finance View** : Conduct a detailed analysis of operational expenses and post-deduction costs to identify areas for cost optimization and margin improvement.

- **Sales View:** Focus on sustaining APAC's momentum while expanding efforts in underperforming regions like LATAM, which contributes only 0.42% to net sales.

- **Marketing View:** Revise pricing strategies or evaluate cost structures for high-margin but loss-making products to improve profitability.

- **Supply Chain View:** Enhance demand forecasting and inventory management by using predictive analytics to reduce OOS and EI scenarios.

- **Executive View:** Develop a holistic cost-reduction strategy and explore technology-driven solutions, such as automation, to improve operational efficiency.

Thank You