

# Power BI Report: Sales Insight



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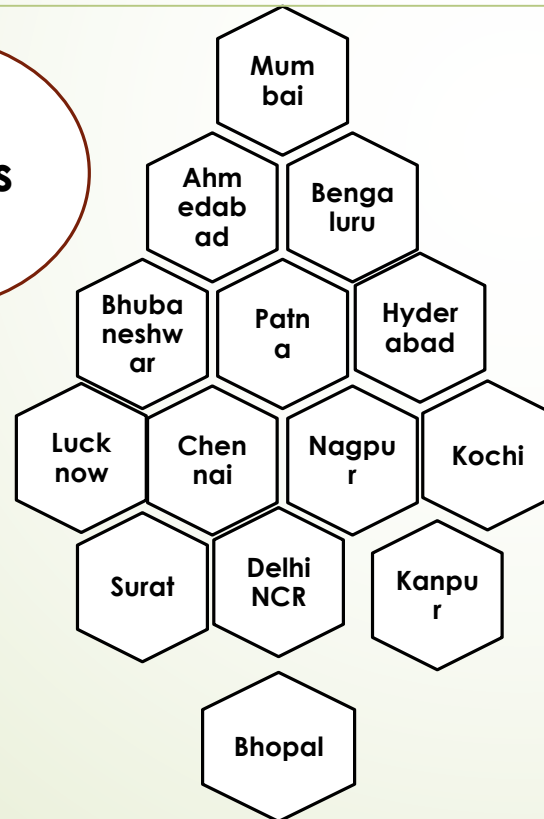
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[https://github.com/NikhilMankapure/Sales\\_insight-PowerBI-.git](https://github.com/NikhilMankapure/Sales_insight-PowerBI-.git)

# Executive Summary:

- **Introduction:** **AltIQ** Hardware is a brand that deals with the sales of computer parts and peripherals. And operate in various regions, mostly across India. They have stores across categories like **Surge, excel, nomad, electrical sara stores**. They majorly operate in 14 markets in India.

## Markets



## Problems



Sales Tracking Issues



Declining sales

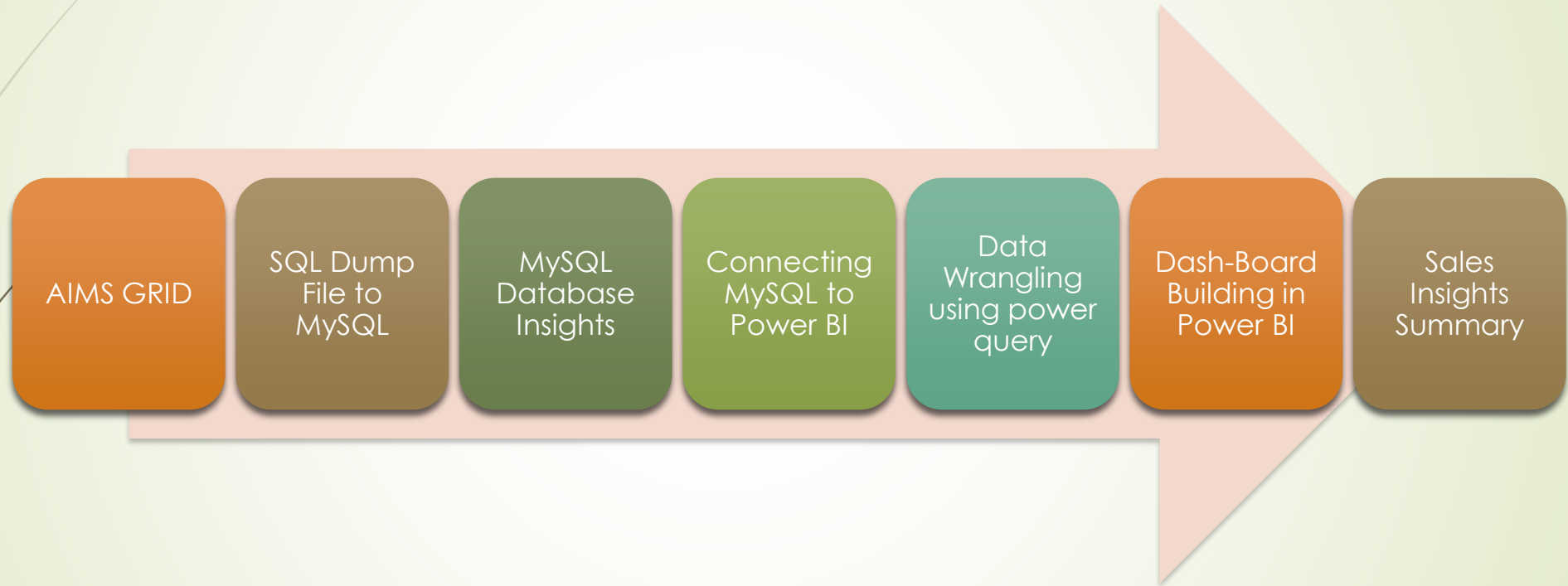


Misleading Reports

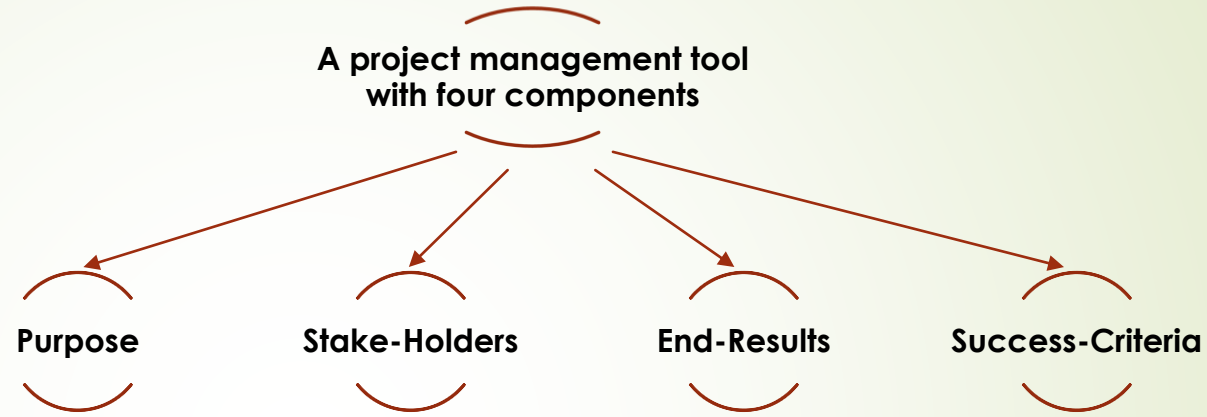


Declining sales interpretation

# Methodology



# AIMS GRID:



**Purpose:** Identify the pain points to the organization.

**Stake-Holders:** Integrating Various stake-holders for problem solving.

**End Results:** A dashboard, a concrete thankful result need to be determined.

**Success Criteria:** To improve the cost saving and save time. Realize the cause for the alarming reduction in revenue and identifying the places majorly witnessing drop.

# SQL dump file to MySQL

- Steps to Upload dump file and query.
- **MySQL workbench > In navigator go to administration > Data Import**
- The file appears in the schema tab of navigator.

The image displays three overlapping screenshots of the MySQL Workbench interface, illustrating the process of querying data after a dump file is imported.

**Top Screenshot:** Shows a SQL query editor with the query `SELECT * FROM sales.transactions;`. Below the query, a "Result Grid" displays a table with columns: `customer_code`, `market_code`, `order_date`, `sales_qty`, `sales_amount`, `currency`, `profit_margin_percentage`, and `profit_mar`. The table contains 15 rows of transaction data.

**Bottom Left Screenshot:** Shows a SQL query editor with the query `SELECT * FROM sales.customers;`. Below the query, a "Result Grid" displays a table with columns: `customer_code`, `customer_name`, and `customer_type`. The table contains 7 rows of customer data.

**Bottom Right Screenshot:** Shows a SQL query editor with the query `SELECT * FROM sales.markets;`. Below the query, a "Result Grid" displays a table with columns: `markets_code`, `markets_name`, and `zone`. The table contains 6 rows of market data.



# MySQL Database Insights

- Various Queries are run to get insights from the database.

```
1 • SELECT COUNT(*) FROM sales.transactions
2   where market_code = "Mark011";
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows: |

COUNT(*)
47670

```
1 • SELECT distinct currency from sales.transactions;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows: |

currency
INR
USD

```
1 • SELECT * FROM sales.transactions
2   where market_code = "Mark011";
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows: |

product_code	customer_code	market_code	order_date	sales_qty	sales_amount	currency	profit_margin_percentage	profit_margin	cost_price
Prod279	Cus020	Mark011	2017-10-11	1	102	INR	0.39	39.78	62.22
Prod279	Cus020	Mark011	2017-10-18	1	102	INR	-0.12	-12.24	114.24
Prod279	Cus020	Mark011	2017-10-19	1	102	INR	0.29	29.58	72.42
Prod279	Cus020	Mark011	2017-11-08	1	102	INR	0.36	36.72	65.28
Prod279	Cus020	Mark011	2018-03-09	1	102	INR	-0.35	-35.7	137.7
Prod279	Cus020	Mark011	2018-03-20	1	102	INR	0.26	26.52	75.48
Prod279	Cus020	Mark011	2018-03-22	1	102	INR	-0.35	-35.7	137.7
Prod279	Cus020	Mark011	2018-03-23	1	102	INR	-0.35	-35.7	137.7
Prod279	Cus020	Mark011	2018-03-29	1	102	INR	0.34	34.68	67.32
Prod279	Cus020	Mark011	2018-04-16	1	102	INR	-0.06	-6.12	108.12

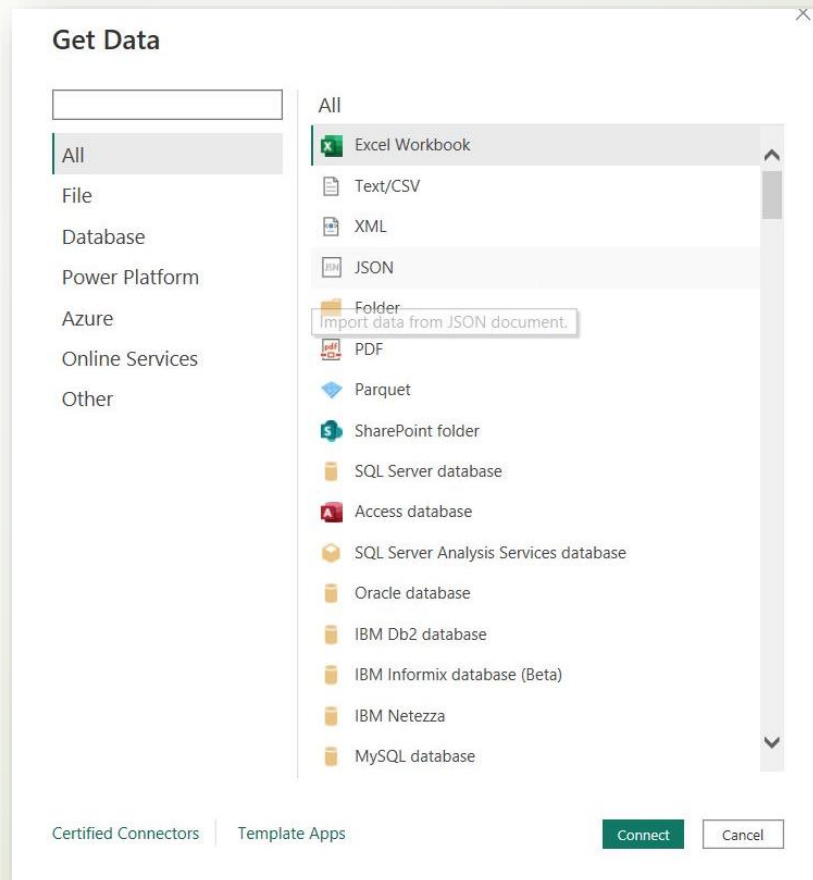
```
1 • SELECT * FROM sales.markets;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows: |

markets_code	markets_name	zone
Mark001	Chennai	South
Mark002	Mumbai	Central
Mark003	Ahmedabad	North
Mark004	Delhi NCR	North
Mark005	Kanpur	North
Mark006	Bengaluru	South
Mark007	Bhopal	Central
Mark008	Lucknow	North
Mark009	Patna	North
Mark010	Kochi	South
Mark011	Nagpur	Central
Mark012	Surat	North
Mark013	Bhopal	Central
Mark014	Hyderabad	South
Mark015	Bhubaneswar	South
Mark097	New York	
Mark999	Paris	
NULL	NULL	NULL

# Connecting MySQL to Power BI

- From the GET DATA option in the home tab in powerBI we import the data from MySQL by connecting the data base using the required credentials of our data base.



# Data Wrangling

- Opened the data base in Power Query tab.
- Checked for the data types
- Checked for the duplicate values in each table.
- Changed the currency from USD to INR with conversion factor.
- Cleaned the market for only the Indian Markets.

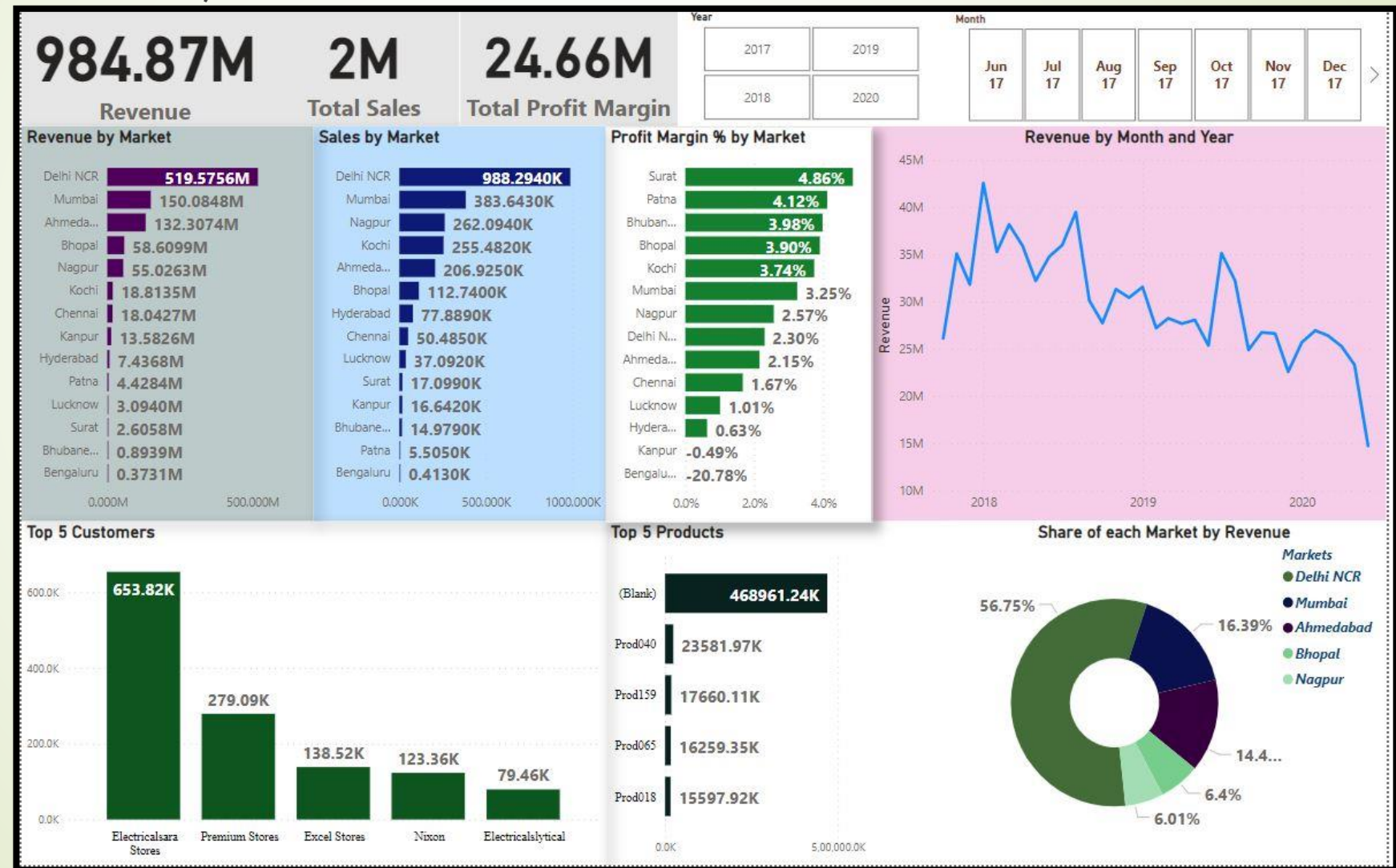
markets_code	markets_name	zone
Mark001	Chennai	South
Mark002	Mumbai	Central
Mark003	Ahmedabad	North
Mark004	Delhi NCR	North
Mark005	Kanpur	North
Mark006	Bengaluru	South
Mark007	Bhopal	Central
Mark008	Lucknow	North
Mark009	Patna	North
Mark010	Kochi	South
Mark011	Nagpur	Central
Mark012	Surat	North
Mark013	Bhopal	Central
Mark014	Hyderabad	South
Mark015	Bhubaneshwar	South

	sales_amount	currency	profit_margin_percentage	profit_margin	cost_price	Normalized_sales_amount
6	250	USD	0.17	3187.5	15562.5	20687.5
9	500	USD	0.31	11625	25875	41375



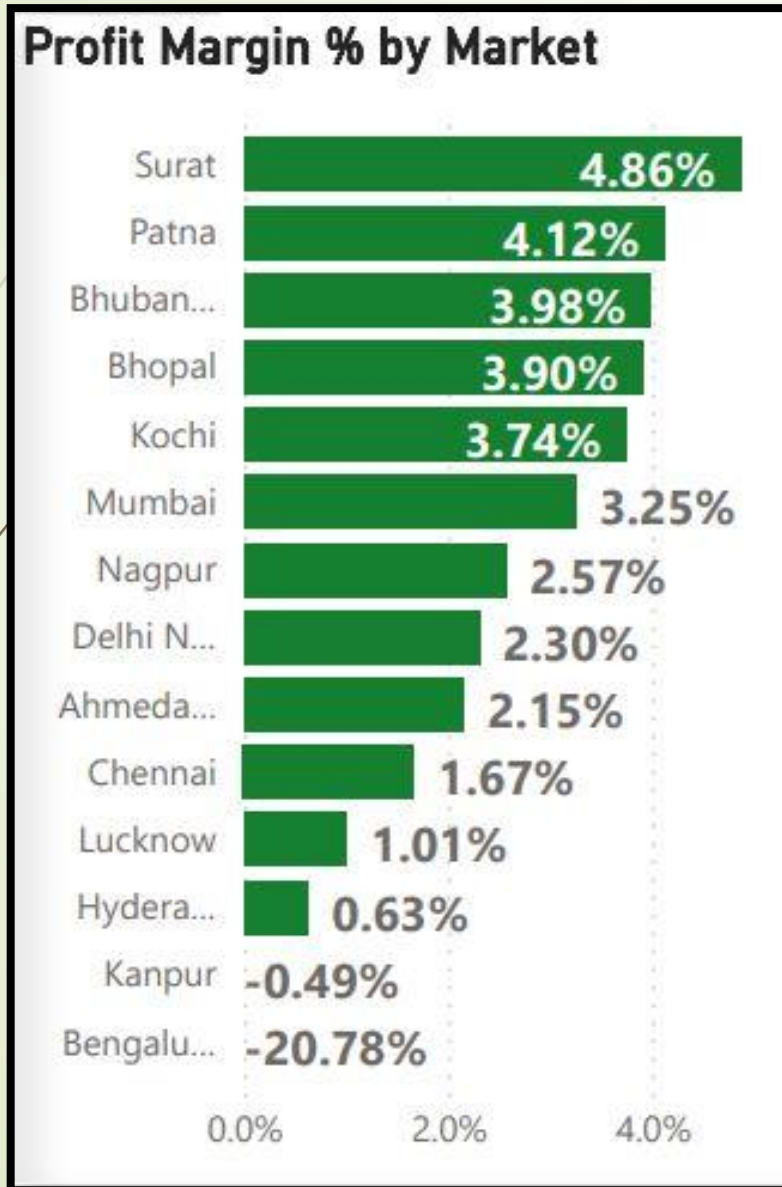
# Dash Board Building

- Dash Board requires some elements at its core: **Total Revenue, Total Sales, Total Profit, Revenue by Market, Sales by Market, Top Customers, Top Products, etc.**



# Sales Insight Summary:

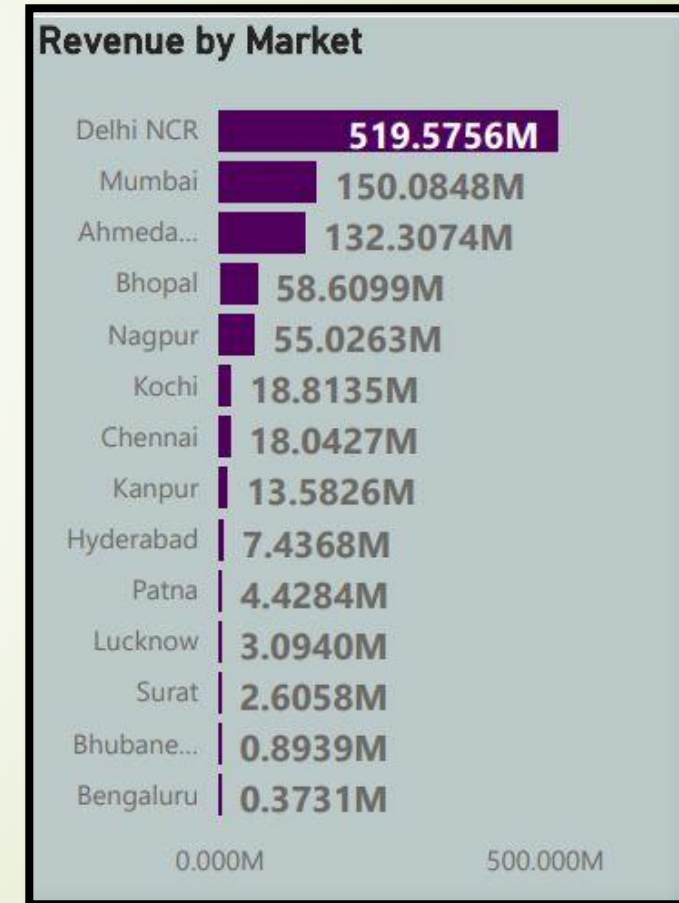
- **Delhi is high on revenue**, which tells us that it is the biggest market for ALtiQ



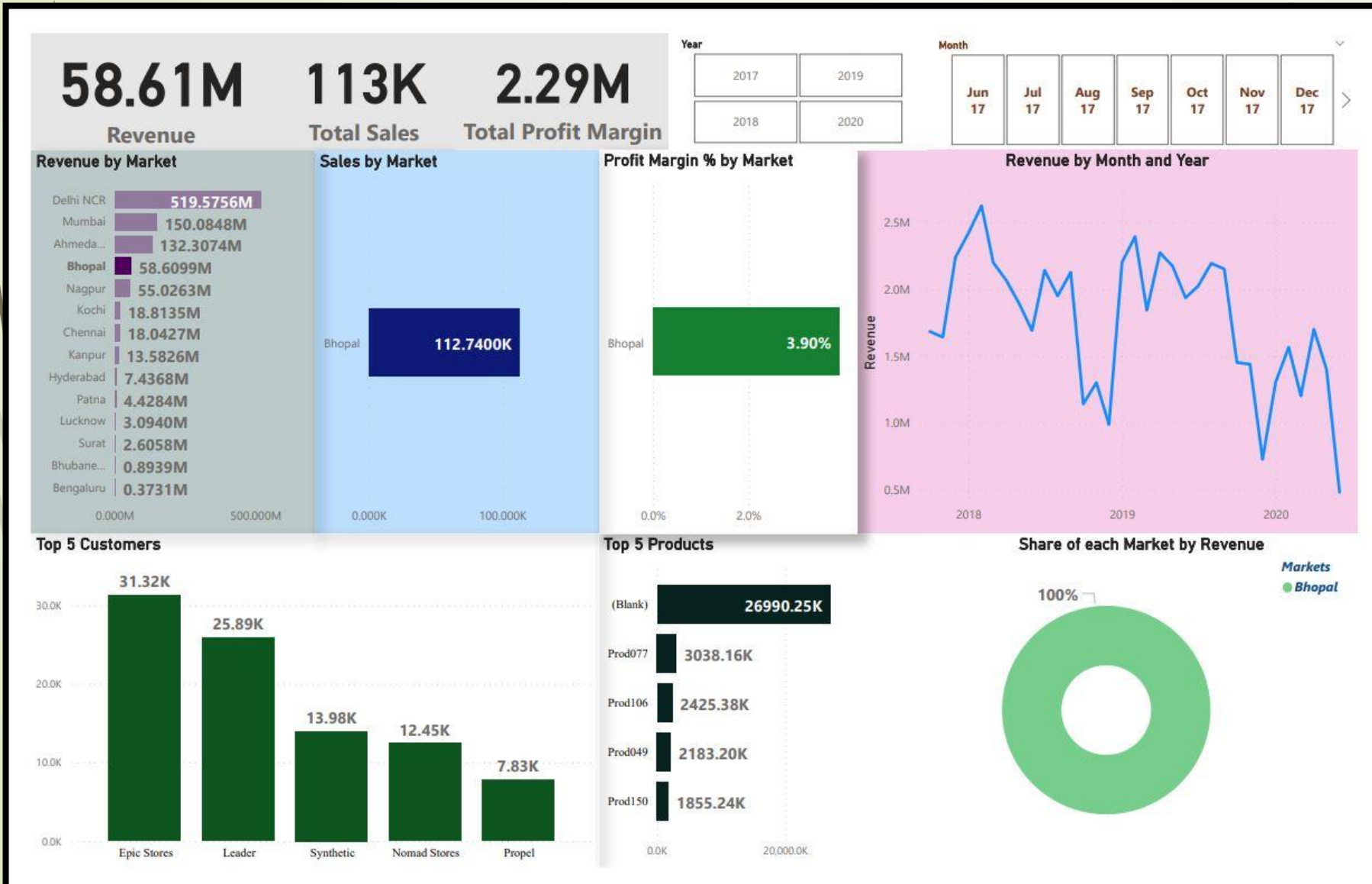
**Delhi** is the **largest market** but when it comes to profit margins the largest market has got

**Surat** is by far making most profits but the market size is significantly small.

**Bhopal** is also having a good profit margin with a good market size and proving to be a great market overall.



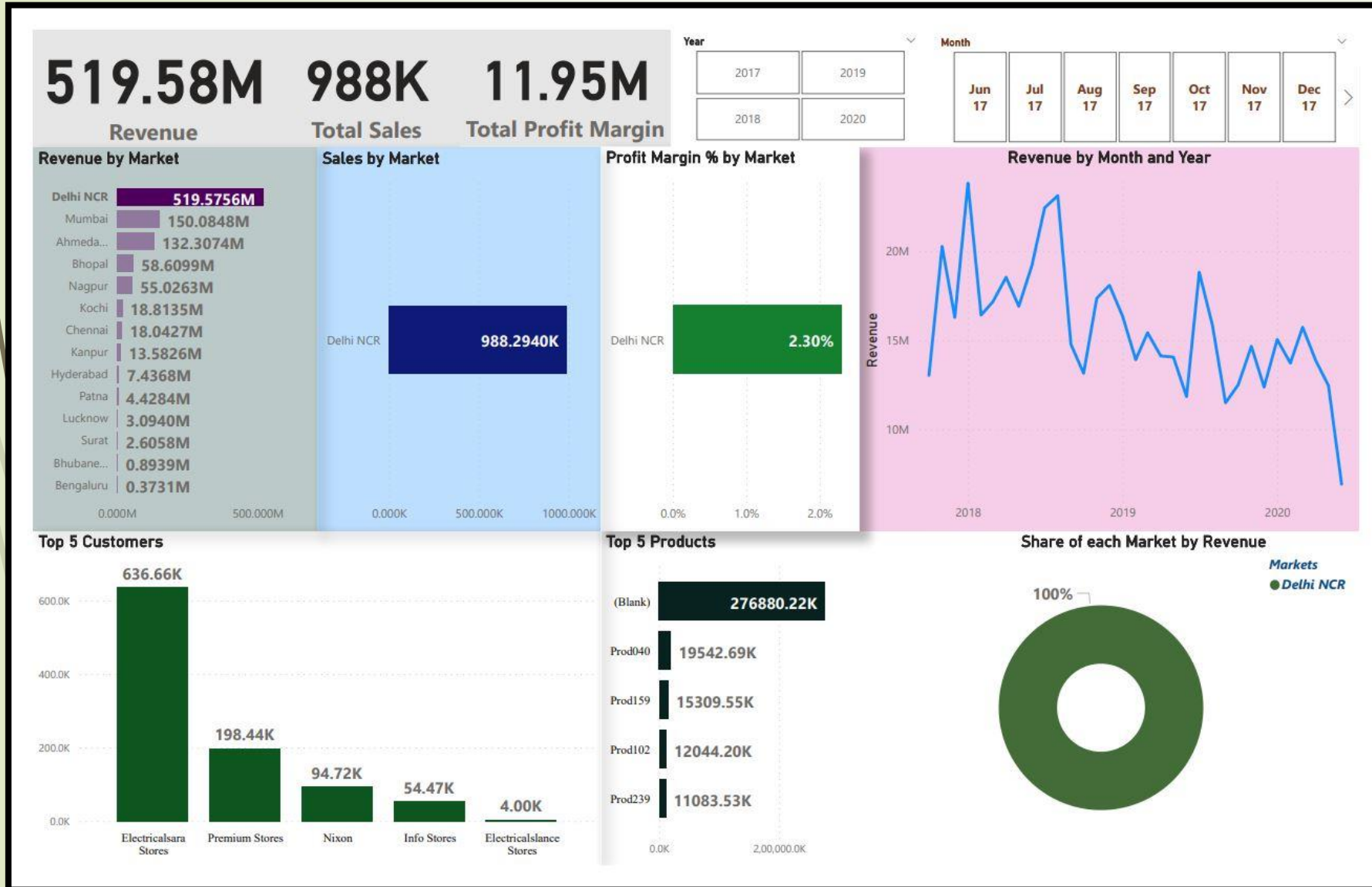
# Bhopal Sales Insights



- The revenue is declining year by year.
- The top products are Prod077, Prod106, Prod049, Prod150.
- Profit Margins are 3.90% as average of 3 years.



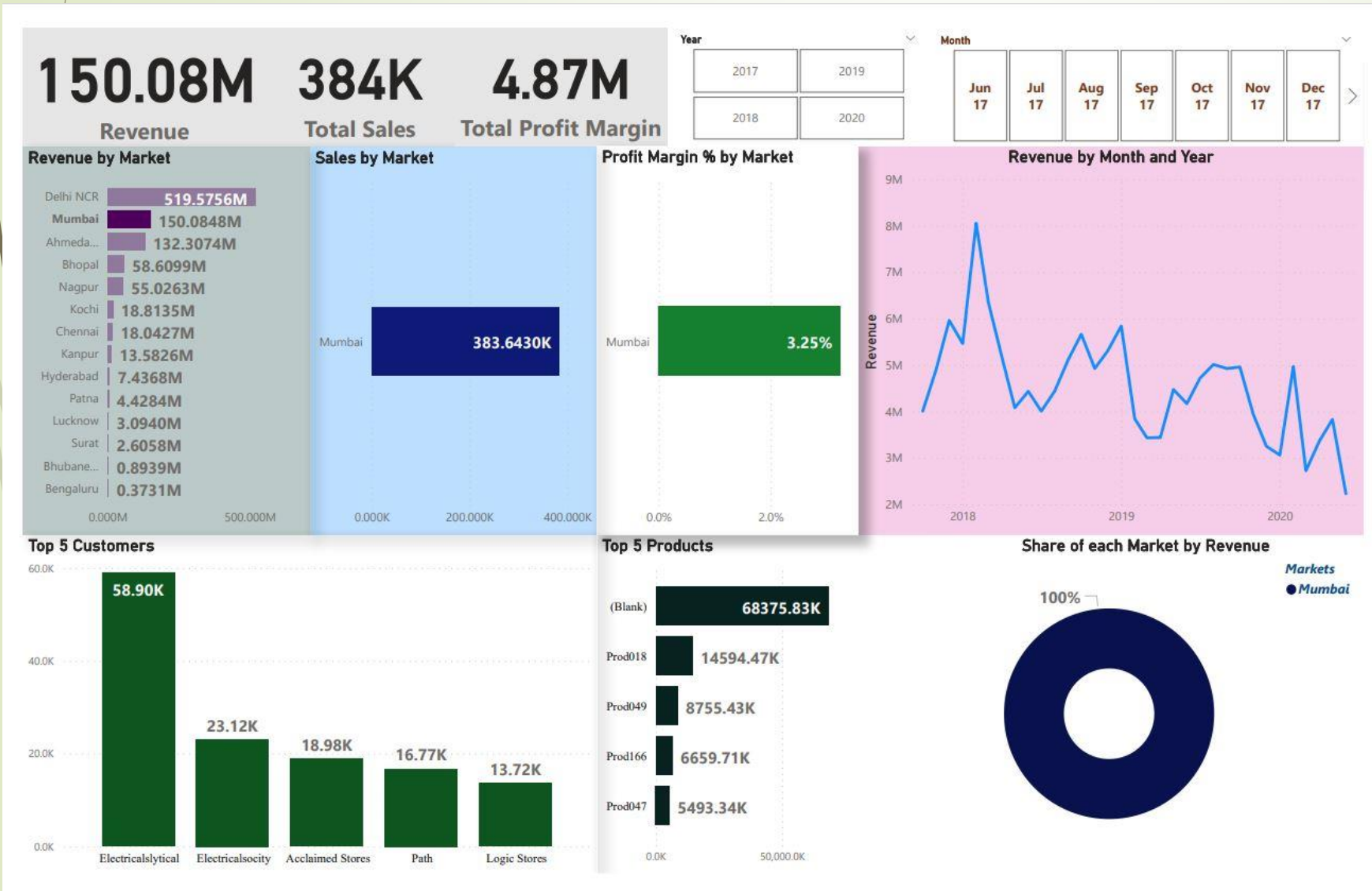
# Delhi Insights



- Revenue of 519.58M.
- Declining Sales since 3 years.
- Profit margin of merely 2.30%.
- Top products are Prod040, Prod159, Prod102, Prod239.
- Huge difference between the store no. 1 and the store no. 2. Increasing the sales from the other stores is important.
- Store one strategy is to be understood for their market capturing.



# Mumbai Insights



- Second largest market by Revenue.
- Profits margins are significantly good i.e. 3.25%.
- Electricalslytical is making a huge contribution to the total revenue.
- Again focusing on other stores sales strategy to increase market capturing will enhance the total sales.
- The overall revenue is declining year by year.



# Conclusion:

- The market analysis shows that the company has been impacted with the dynamically growing market and the solutions that appears through the analytical study is that,
- Though the profit margin of Delhi NCR is slightly low but it has made huge revenue and it indicates that the major products sold there are considerably proving to be at better price than the competitor's product.
- So one strategy is clearly indicated that we can reduce the profit margins thus reducing the price that can increase the sales for the products and sell better than the competitors.
- Another strategy to be adopted is to focus on store strategy that is adopted by the top selling store and training the other stores on the similar lines.
- There are immense more strategies which can be listed out through the insights and can be discussed with the stakeholders and a final strategy can be passed to improve the sales numbers.



# THANK YOU

Special Thanks To Codebasics:

[DataAnalysisProjects/1\\_SalesInsights at master · codebasics/DataAnalysisProjects \(github.com\)](#)

For providing with the files for the analysis and guiding me through the project.