

# PROJECT SYNOPSIS

This project will explain sales data at a hardware company -AtliQ

Problem Statement: AltiQ, a computer hardware business, is facing challenges in dynamically changing market. Sales director decides to invest in data analysis project and he would like to build power BI dashboard that can give him real time sales insights. We behave as internal or external stakeholders to provide valuable feedback, based on which further changes are implemented in the dashboard.

Required: A visual display of the KPI(s) that decision makers need to help them achieve objectives.

To increase sales growth, Sales Director needs to focus on the following:

- Revenue by Zone
- Sales Quantity by Zone
- Revenue Trend
- Revenue by Markets
- Sales Quantity by Markets
- Top 5 customers by Revenue
- Top 5 products by Revenue
- Customers by Profit Margin
- Monthly sales growth and which months have highest sales so that company can be ready with the supply stock