

Sales and Finance Report

1. AtliQ business model

- AtliQ is a company which sells hardware like pc, printer, mouse to different customers. This model is similar to HP, Dell.
- For AtliQ, Customers = stores like Croma, Staples known as brick n mortar even online platforms like Flipkart, Amazon known as Ecommerce. Brick n mortar and Ecommerce are together known as **Retailers**.
- Consumer = person who is consuming that product like you and me.
- AtliQ has their own stores as well like AtliQ store and AtliQ exclusive known as **Direct**.
- AtliQ also has **Distributors** in countries like China and North Korea where government has certain restriction.

LEARNINGS:

- Understanding business domain is a fundamental requirement before starting any project.
- Different channels through which company is reaching its end users is important for analysing its sales and finance.

2. What we are going to prepare in this analysis report?

- Sales analysis and finance analysis report template and requirement files given by AtliQ business users. Making these reports by keeping in mind goals of stakeholders.

3. Why do we need sales analysis?

- Sales Report contains data regarding customer and market. Their behaviour in past and recent trends.
- Every salesperson sells product through stores like Croma and retailers to consumer. So, these stores and retailers want certain performance bonus or discount on products or they want products to be sold specifically to them.
- This type of negotiation might take once or twice a year. When person from company's sales department goes for such negotiations having a specific data can help.
- Also, salesperson can put his own demands like festive and seasonal discounts, placing product in display based on customer performance.
- For every customer we need some targets to beat our competitors, to gain market position. Thus, we have to check constantly how much we have achieved your target.
- Salesperson also has their own personal targets related to their own performance bonus, promotion. Expansion in particular region, producing more products in particular season such decisions can be made with these reports.

4. Requirement of sales report - Customer performance and market vs target performance

- Net Sales, Fiscal Year, Divisions, Country, Region, Customer

LEARNINGS:

- Concept of fiscal year: Fiscal year is also known as financial year. In India it is from March 1 to April end. Individual companies can also have their own custom fiscal year. For AtliQ fiscal year starts from month of September.

5. Why do we need finance analysis?

- Profit and loss are fundamental insights of any company. Finance as a department owns accountability for each line in P&L (profit and loss).
- Finance department doesn't work individually. It works with marketing team, sales team, strategy team, executive management team.
- Finance department has massive input in setting targets of these departments. These targets based on the vision of the company like how much they want to go financially to beat the competitors.
- Finance department also have accounts and procurement department under the way. It regulates cash flow and makes sure that company has enough money to buy raw material, investment, transportation, marketing, etc.
- Any decision of company related to money can be taken by considering finance reports.

6. Requirement of finance report: Profit and loss by fiscal years and country wise

- Gross margin, Gross margin % of net sales, cost of goods sold, freight cost, manufacturing cost, profit and loss by fiscal years, quarterly profit and loss.

LEARNINGS:

- For sales and finance analysis having knowledge of customer performance, market performance vs target, profit and loss in each fiscal year and each quarter are some important metrics to work upon

7. ETL (Extract Transform and Load)

AtliQ files are available in csv format. Importing these files in excel is extract and performing some transformations on these files in power query is transform and load is loading this transformed data back into excel sheet.

- Imported data (csv files) into excel.
- Performed Transformation on data in power query for cleaning bad data. (Checking distinct values, duplicates, spelling error, find and replace)

LEARNINGS:

- Extracting Zip file and importing it in excel
- Basic checklist of data cleaning:
 - Ensure there are no missing values
 - Ensure all dimension table contain a unique column
 - Ensure there are no errors / spelling mistakes
- Loading and creating a connection

8. Report solution design thought process

- List down the essential components.
- Think to get them from data source.
- Tangible action points – connect tables using data modelling and add custom columns in power query.

LEARNINGS:

- Always first define the metrics that are most important for your goals and stakeholders.
- consider the objectives and strategies of your sales and finance teams.
- Constantly review requirement files / templates given by business users.

9. User Empathetic Report Design

- User Readability: Number formatting, Page layout
- Highlighting important points
- Conditional formatting
- Adding appropriate filters

10. Insights of Sales report

- Customer Performance:
 - Top 3 customers making highest net sales in all three years are Amazon, AtliQ stores, AtliQ Exclusive.
 - Bottom 3 customers making lowest net sales are Nova followed by All-Out and Electricals Bea Stores.
 - As compared to year 2020 Nova store shown maximum growth but lowest net sales.
 - In all three regions APAC, EU and NA Amazon is making maximum net sales.

- Top 3 countries making highest net sales are India followed by China and Philippines.
- Bottom 3 countries making lowest net sales are Austria, Sweden and Netherlands.
- In Austria all customers have shown spectacular growth in year 2021 compared to last year but net sales are lowest.
- Market Performance:
 - USA, India and Canada AtliQ have not performed well with targets. They are lagging way behind in terms of difference between target and actual value.
 - In terms of target % Poland is performing very poor.
 - In Sweden, Japan and Austria AtliQ is performing close to targets.

11. Insights of Finance report

- Although net sale, COGS (cost of goods sold) and gross margin is highest in year 2021 but gross margin % is highest in year 2019. That means in year 2019 gross margin is highest for net sales.
- November and December are most important months as AtliQ is making maximum net sale, COGS and gross margin in these months.
- In the month of February and March AtliQ is not performing good.
- Austria has shown extraordinary growth in year 2021 as compared to last year.

12. Suggestions

- Special festival and seasonal offers in November and December month can boost sales.
- Special discounts in February and March can boost sales
- Austria has shown splendid growth that means no competitor or we have beat our competitors well.
- Amazon consumers can be given certain redeemable lucrative points to shop again. Also, special performance bonus can be provided to amazon to maintain good relations.
- Direct customers like AtliQ stores and AtliQ exclusive making good. Thus, to make more branches is advisable.
- For Bottom 3 customers only highest selling and in demand products of that region can be kept.
- Demand for personal desktop and batteries is increasing in market, inventory and warehouses for them should be reconsidered.