











Power BI Project: Business Insights 360 – AtliQ Hardwares

Overview: AtliQ Hardwares is a famous Indian computer brand. They make and sell products like PCs, keyboards, mouse, and printers. They are growing globally and want to make better business decisions using data.



by Ritik Mishra

Table of Contents:

-  Live Dashboard
-  Business Model
-  Problem Statement
-  Project Goals
-  Data Model
-  Dashboard Preview
-  Key Insights
-  Recommendations

 Live Dashboard:  [Click here to view live dashboard](#)



Business Model:

AtliQ is now growing fast across many countries.

Their old system using Excel is no longer enough for decision-making.

They need Power BI to help them make quick, accurate business decisions.



! Problem Statement:

AtliQ tried to enter the Latin America market but failed.

They made decisions only based on Excel surveys and gut feeling (intuition), not proper data.

They now face tough competition from Dale, who uses advanced data analysis.

AtliQ needs a better system to track business data and make smart decisions.



Objectives:

- Collect and study customer and product data
- Set KPIs (Key Performance Indicators) to measure performance
- Create an interactive Power BI dashboard to help AtliQ make smart business decisions
- Build a 360° dashboard that covers:
 - Finance
 - Sales
 - Marketing
 - Supply Chain
 - Executive View
- Use data to understand customer behavior and improve sales and marketing
- Compete with Dale and increase market share



Data Model:

The dashboard uses a strong data model with different tables (like customers, sales, products, etc.)

These are connected using relationships to build powerful reports



Dashboard Views:



Home Page

Overview of the dashboard



Info Page

Project details and navigation help



Support Page

Contact/help information



Finance View

View Profit & Loss (P&L) for any product, customer, or country

Filter by any time period



Sales View

See how customers are performing

Check Net Sales, Gross Margin, and other key metrics



Marketing View

Track how products are selling

Analyze Net Sales, Profit %, and Growth



Supply Chain View

Measure Forecast Accuracy, Net Error

Check risks in product stock



Executive View

A high-level summary dashboard for managers and executives



Key Insights:



Finance:

- Net Sales increased year by year
- Highest demand in Nov & Dec (holiday season)
- Sales dropped in March 2020 (COVID impact)
- Net profit is low due to focus on growth
- Gross Margin recovered after COVID in 2022

Key Insights (Continued):

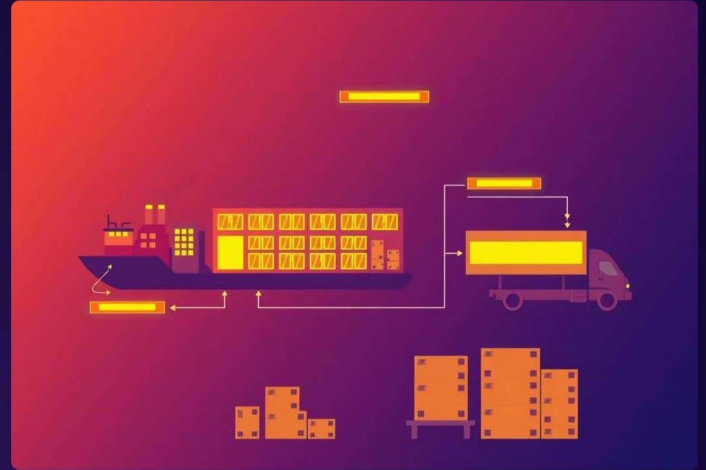


Sales:

- Cost of Goods Sold (COGS) vs Gross Margin = stable 60:40 ratio
- Top sellers: Amazon, AtliQ Exclusive, AtliQ e-Store
- Some regions (like Philippines, Brazil) missed Gross Margin targets

Marketing:

- Notebook products had highest sales
- Desktop segment grew fast after 2019
- Networking had the highest profit %
- Laptops and Keyboards sold the most



Supply Chain:

- Accessories (like keyboards) often go out of stock
- Desktops have too much inventory (not selling fast)
- Forecast accuracy dropped during COVID, but improved later
- Highest errors happened in November–December due to demand spikes

Executive View:

In 2022:

- PCs made 61% of revenue
- Peripherals 36%, Networking 2.5%

Revenue sources:

- 71% from Retailers
- 18% from Direct Sales
- 10% from Distributors
- Amazon was top customer
- Top zones: North America, India, and Rest of Asia



Recommendations:

Fix Inventory Issues:

- Avoid stockouts (especially keyboards)
- Reduce overstock (especially desktops)

Focus on Weak Regions:

- Improve sales in Philippines, Brazil, Germany
- Offer promotions or change pricing



Recommendations (Continued):

Improve Forecasting:

- Use better tools for November–December peak seasons

Expand Sales Channels:

- Strengthen retailers
- Also grow direct and distributor sales

Beat Competitor Dale:

- Add new product features
- Offer better prices
- Do smart marketing

Support High-Performing Segments:

- Invest more in Notebooks and Networking
- Add more laptop and accessory options