Sales Insights Of Atliq Hardware

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Introduction

1. Problem Statement
2. Purpose
3. End Result / Output
4. Dataset Details
5. Data Model
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Problem Statement

Case study is based on a Computer Hardware and Peripheral Manufacturer Business, Which is facing challenges in dynamically changing market. Sales Director would like to build PowerBi dashboard that can provide him a real time sales insights.

Purpose

To unlock Sales Insights that are not visible before for sales team for decision support and automate them to reduced manual time spent in data gathering.

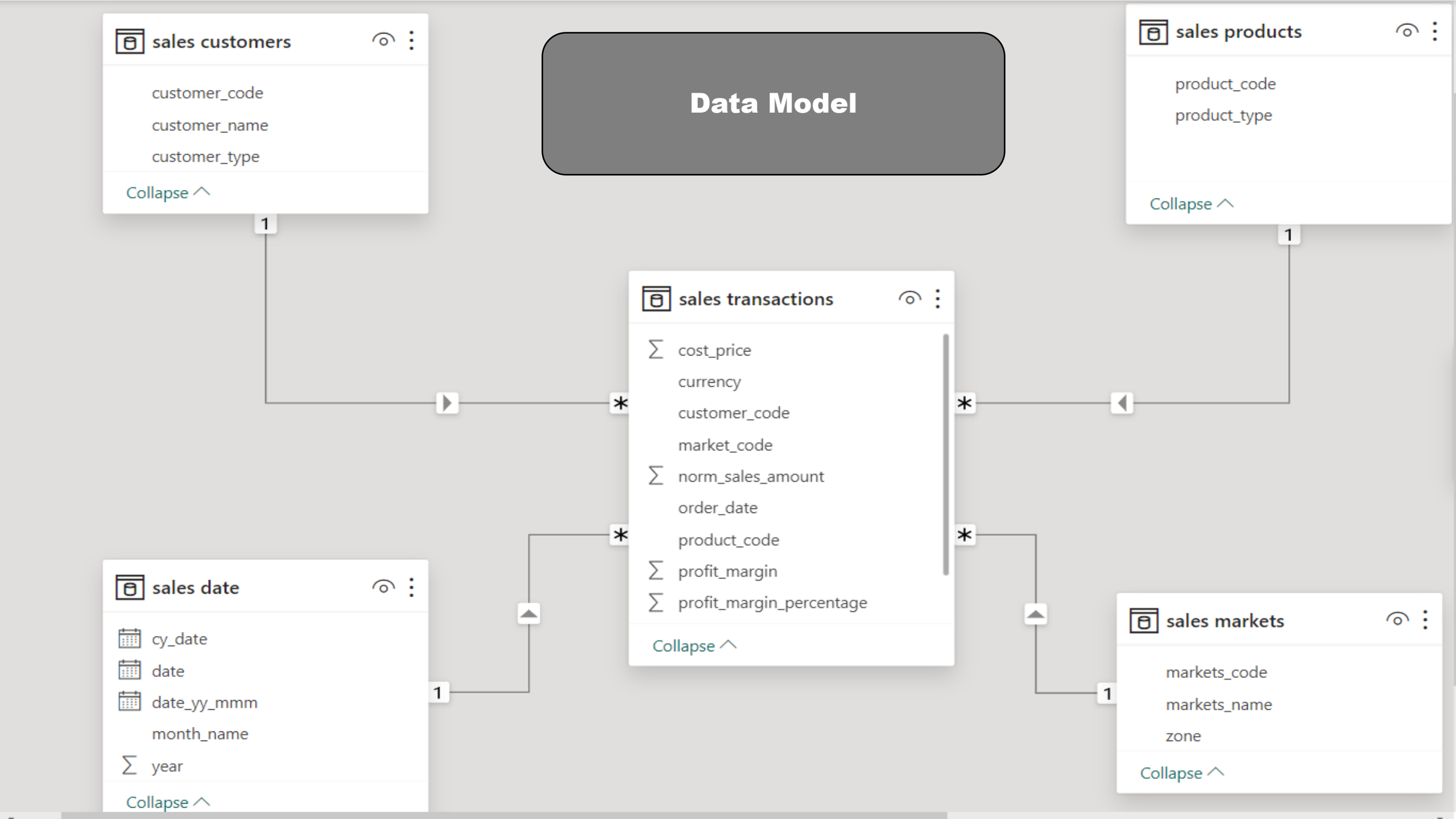
End Result / Output

Create An automated live dashboard providing quick and latest sales insights in order to support in data driven decision making.

Dataset Details

Dataset Contains 5 Excel Files:-

- Sales Customers
- Sales Date
- Sales Markets
- Sales Products
- Sales Transactions


Data Model
sales customers
customer_code
customer_name
customer_type
Collapse
sales products
product_code
product_type
Collapse
sales transactions
cost_price
currency
customer_code
market_code
norm_sales_amount
order_date
product_code
profit_margin
profit_margin_percentage
Collapse
sales date
cy_date
date
date_yy_mmm
month_name
year
Collapse
sales markets
markets_code
markets_name
zone
Collapse
1
*

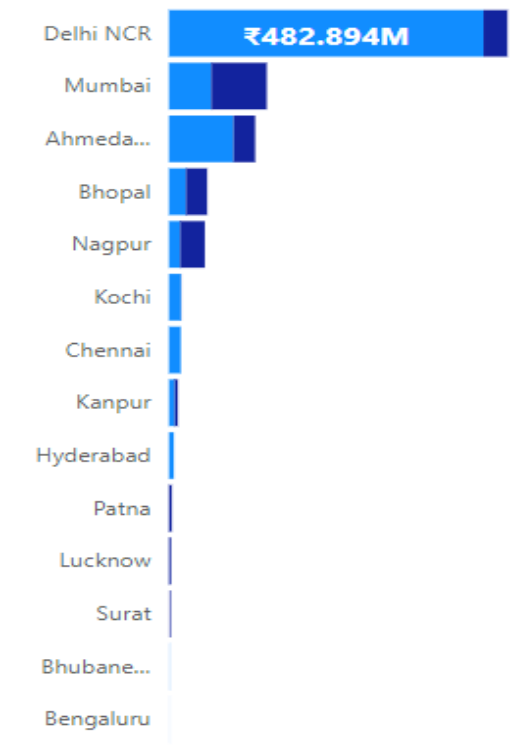
Key Insights Dashboard

₹984.87M
Revenue

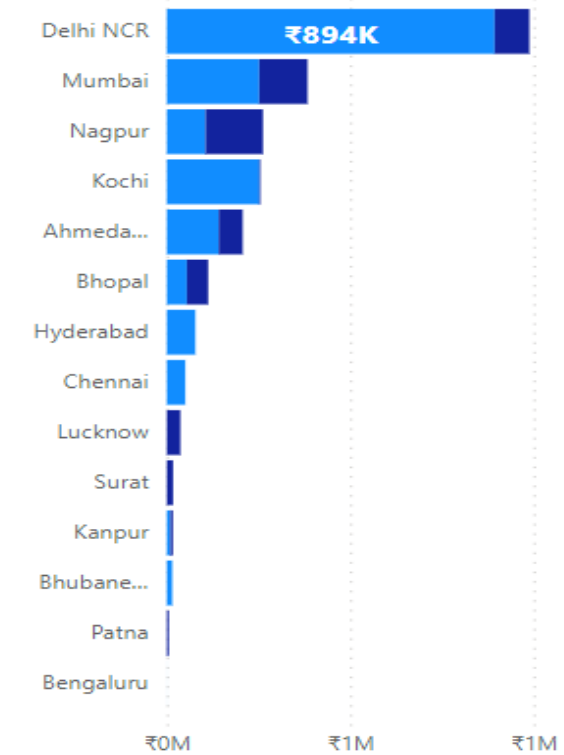
₹2,429K
Sales Qty

2017 | 2018 | 2019 | 2020 | Jun 17 | Jul 17 | Aug 17 | Sep 17

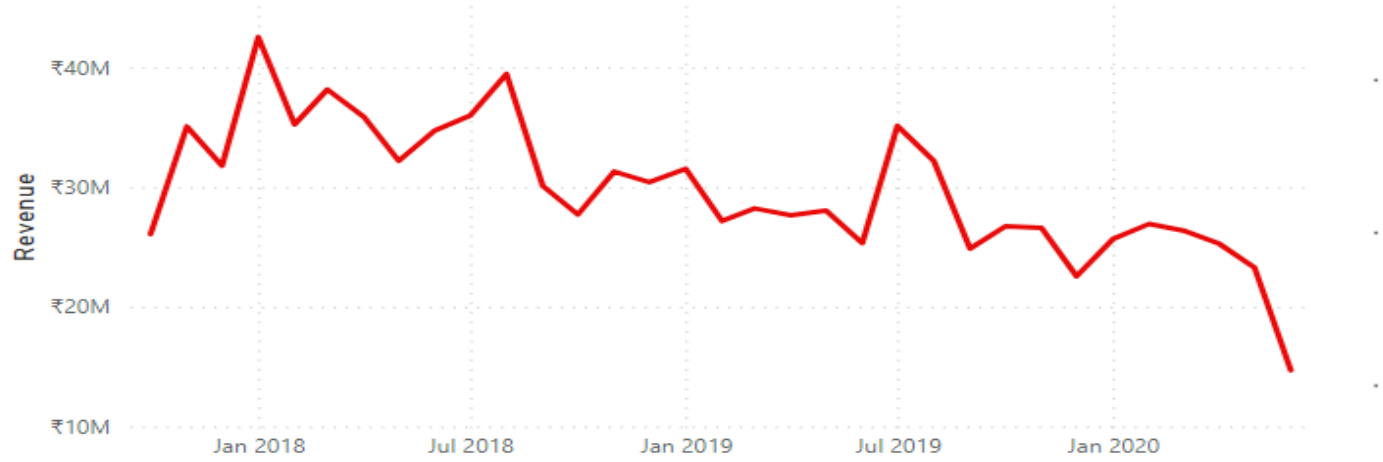
Revenue by Markets



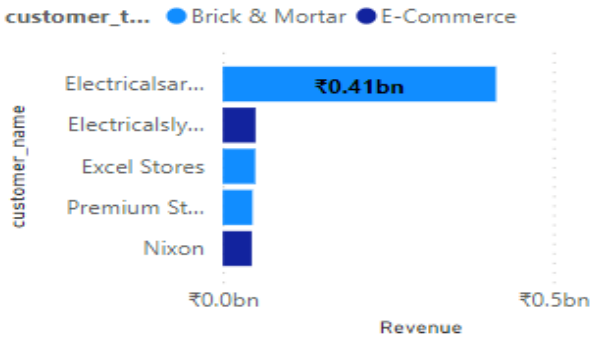
Sales Qty by Markets



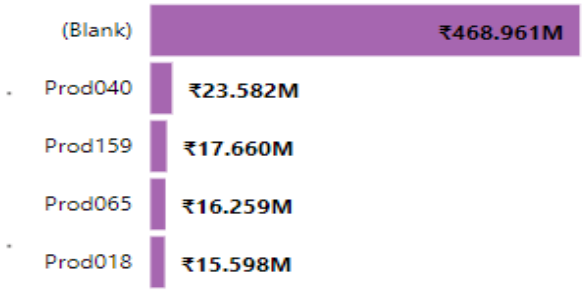
Revenue Trend



Top 5 Markets



Top 5 Products



key Insights | Profit Analysis | Performance Insights | +

Profit Analysis Dashboard

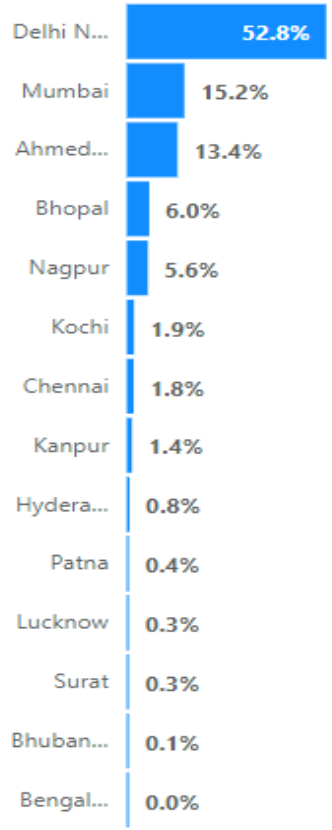
₹984.87M
Revenue

₹2,429K
Sales Qty

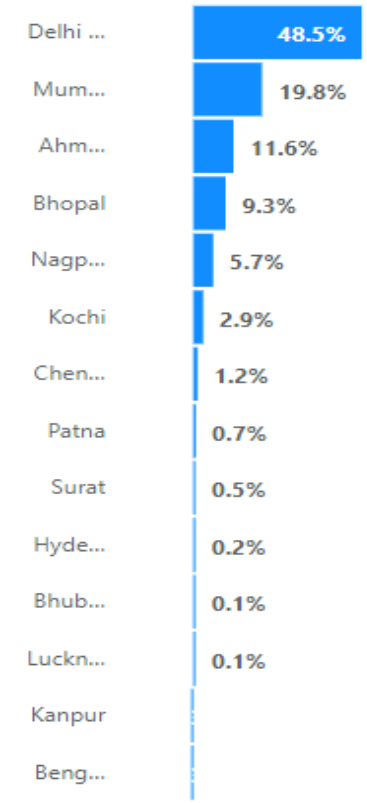
₹25M
Total Profit margin

2017 | 2018 | 2019 | 2020 | Jun 17 | Jul 17 | Aug 17 | Sep 17

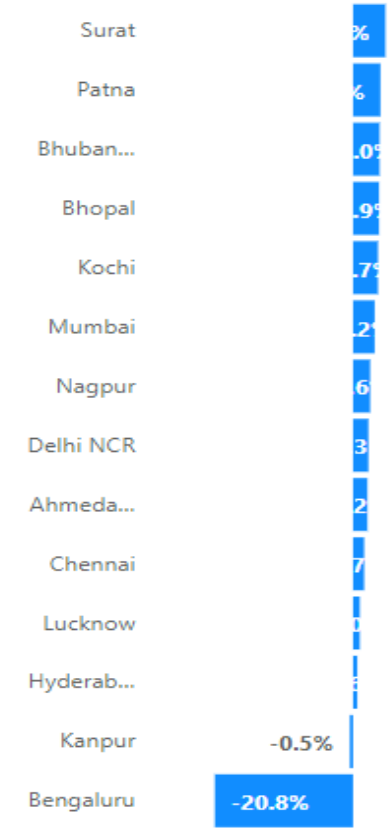
Profit % by Markets

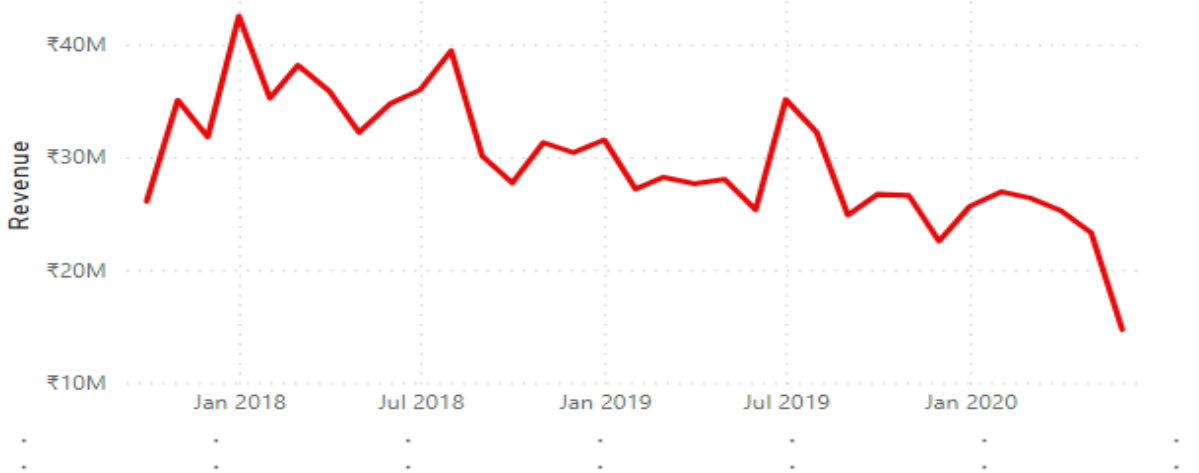


Profit Contribution % by Markets



Profit % by Markets





Top 5 Markets

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹41,33,33,588	42.0%	37.7%	2.3%
Nixon	₹4,38,93,083	4.5%	7.2%	4.1%
Electricalslytical	₹4,96,44,189	5.0%	6.8%	3.4%
Leader	₹1,65,29,970	1.7%	5.1%	7.5%
Premium Stores	₹4,49,62,166	4.6%	4.3%	2.3%
Control	₹3,17,71,997	3.2%	3.3%	2.6%
Electricalsocity	₹1,74,89,935	1.8%	2.9%	4.1%
Excel Stores	₹4,91,15,620	5.0%	2.8%	1.4%
Surge Stores	₹2,86,48,916	2.9%	2.7%	2.3%
Total	**₹98,48,68,963**	**100.0%**	**100.0%**	**2.5%**

Performance Insights Dashboard

₹984.87M Revenue

₹2,429K Sales Qty

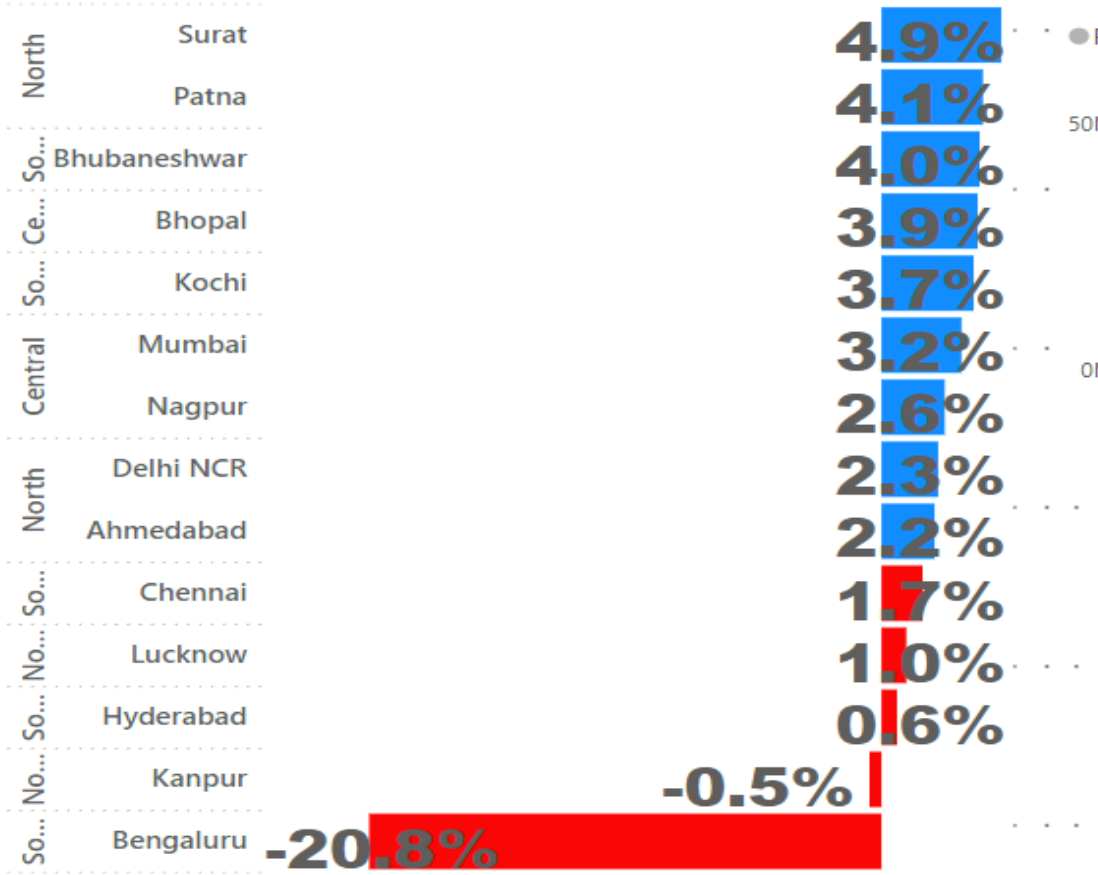
₹25M Total Profit margin

Profit Target: 2%

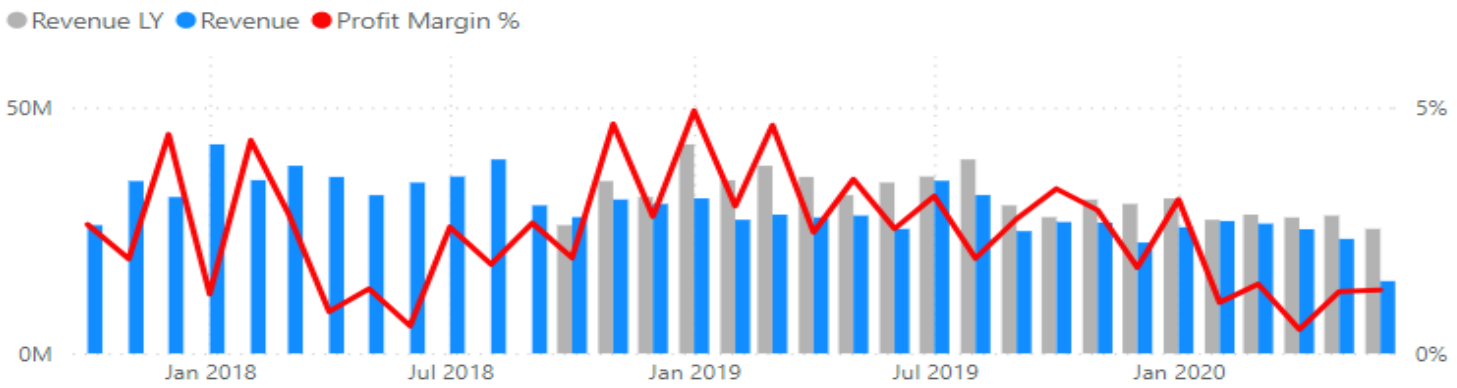
2017 | 2018 | 2019 | 2020

Jun 17 | Jul 17 | Aug 17 | Sep 17

Profit % by Markets and Customers within zone



Revenue Trend



Top 5 Markets

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Acclaimed Stores	₹2,11,96,727	2.2%	1.3%	1.5%
All-Out	₹60,68,432	0.6%	0.6%	2.5%
Atlas Stores	₹1,66,66,713	1.7%	1.2%	1.8%
Control	₹3,17,71,997	3.2%	3.3%	2.6%
Electricalsara Stores	₹41,33,33,588	42.0%	37.7%	2.3%
Electricalsbea Stores	₹3,36,367	0.0%	0.0%	0.8%
Electricalslance Stores	₹18,68,461	0.2%	-0.2%	-2.0%
Electricalslytical	₹4,96,44,189	5.0%	6.8%	3.4%
Electricalsocity	₹1,74,89,935	1.8%	2.9%	4.1%
Total	**₹98,48,68,963**	**100.0%**	**100.0%**	**2.5%**

Major Insights

- Atliq hardware had Total Revenue of Rs(984.87M) with Total Sales Quantity of Rs(2429K) and Total Margin value of Rs(25M) in all 4 years.
- Most of the customer would like to buy brick and mortar from all the markets.
- Most Profitable market in Atliq harwate is Leader.
- Atliq hardware got highest Profit margin upto 10M in all 4 years.
- AtliQ got suden drop in 2020 because those markets who have higher profit margin like leader and electricalsara store etc, they have not much profit market contribution then their profit margin which is the real cause of dropping in their Profit and sales.