



SALES & FINANCE EXCEL REPORT

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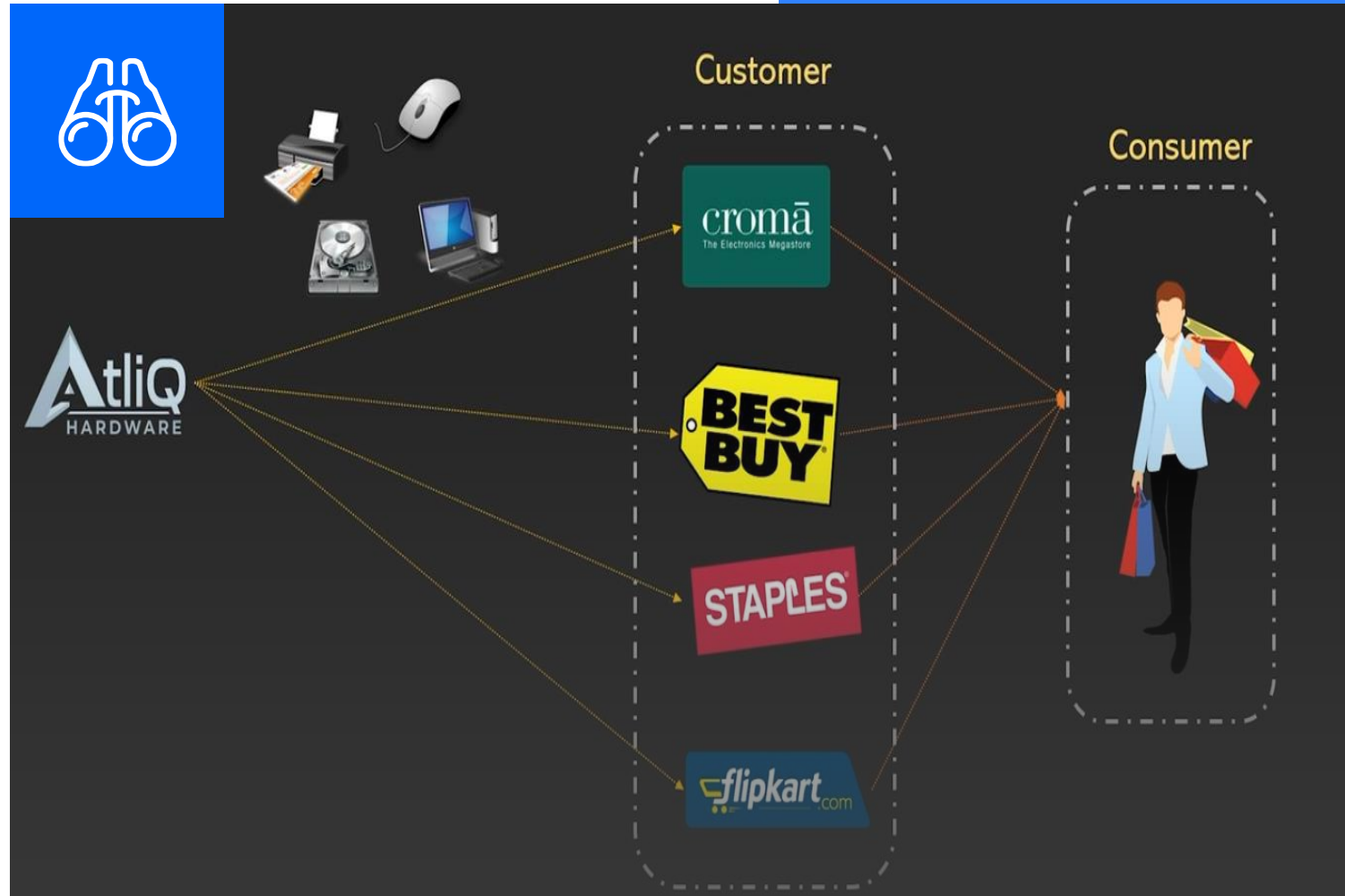
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- Problem Statement
- Data Source & Tools
- Data Model & Dax Measure
- Sales & Finance Report



Introduction

AtliQ Hardware is a leading company that supplies products such as computer hardware and peripherals to clients across the world.



PLATFORM AND CHANNEL



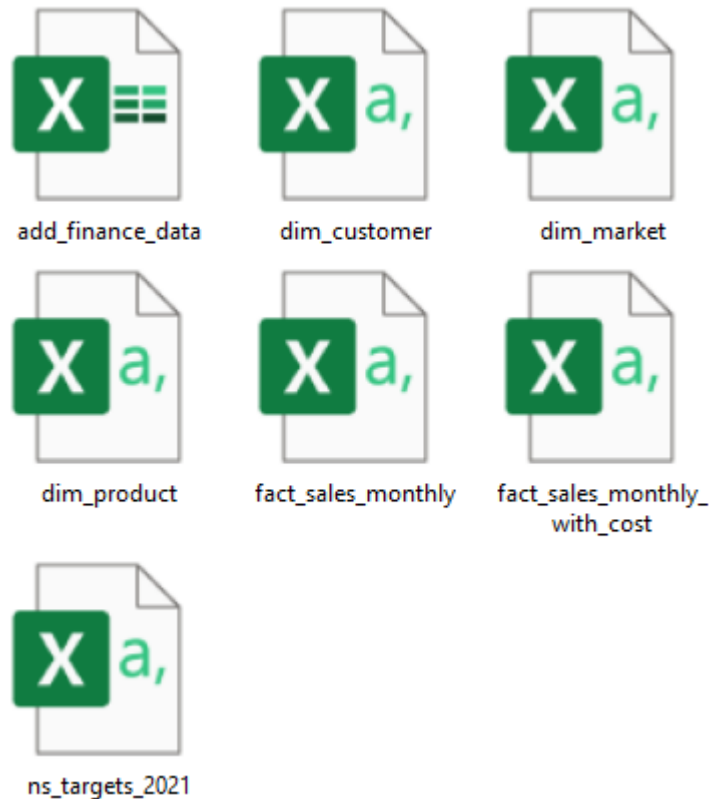


PROBLEM STATEMENT

- AtliQ Hardware facing significant **losses in recent years**
- Rely on hand-written reports
- Need for **insights for informed** decision-making
- Request for a data analyst to create an Excel report
- Analysis focused on **sales and finance performance**

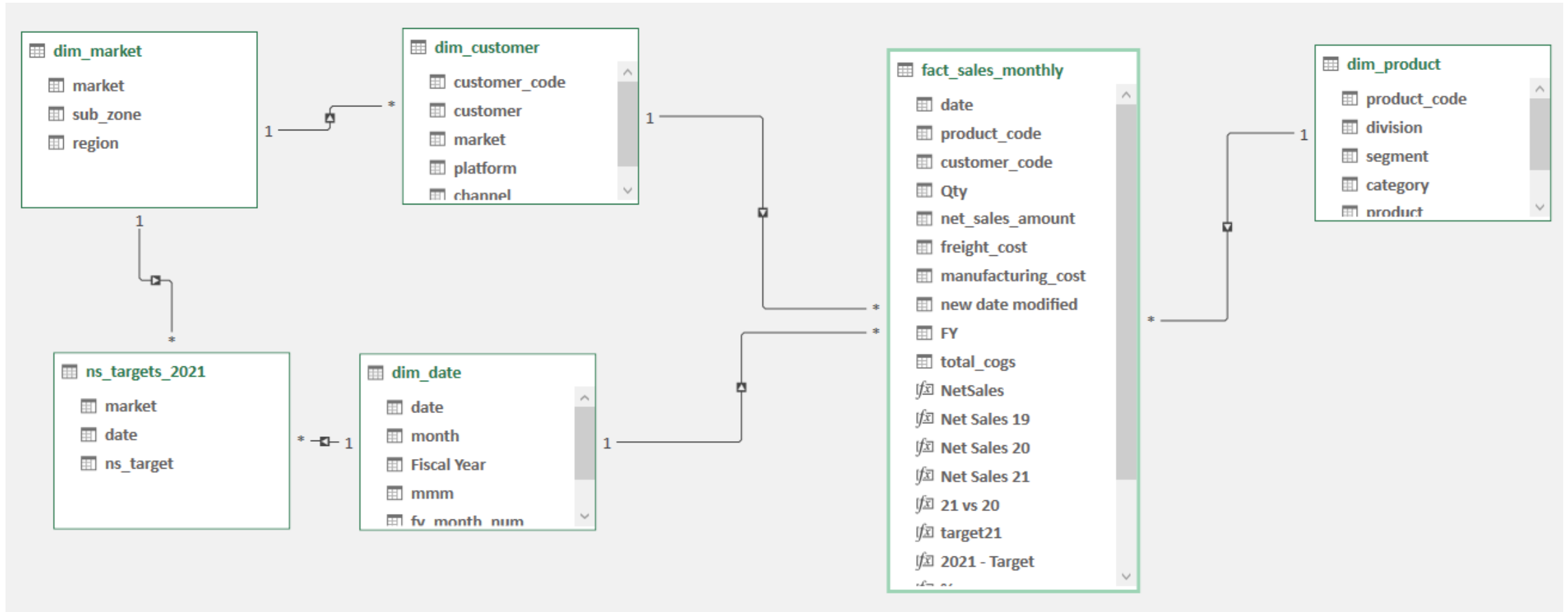


DATA SOURCE & TOOLS



- Power Query
- Power Pivot
- Pivot Table
- Dax Measure and Columns
- Conditional Formatting

DATA MODEL





DAX MEASURES

Manage Measures	
<div>New Edit Delete</div>	
Measure	Formula
%	<code>DIVIDE([2021 - Target],[Net Sales 21],0)</code>
2021 - Target	<code>[Net Sales 21]-[target21]</code>
21 vs 20	<code>DIVIDE([Net Sales 21]-[Net Sales 20],[Net Sales 20],0)</code>
COGS	<code>sum([total_cogs])</code>
GM %	<code>DIVIDE([Gross Margin],[NetSales],0)</code>
Gross Margin	<code>[NetSales]-[COGS]</code>
Net Sales 19	<code>CALCULATE([NetSales],dim_date[Fiscal Year]="2019")</code>
Net Sales 20	<code>CALCULATE([NetSales],dim_date[Fiscal Year]="2020")</code>
Net Sales 21	<code>CALCULATE([NetSales],dim_date[Fiscal Year]="2021")</code>
NetSales	<code>sum(fact_sales_monthly[net_sales_amount])</code>
target21	<code>sum(ns_targets_2021[ns_target])</code>

REPORTS

SALES

1. Customer Performance Report
2. Market Performance Report
3. Top 10 Products
4. Division Level
5. Top & Bottom 5 Products
6. New Product - 2021
7. Top 5 countries

FINANCE

1. P&L yearly
2. P&L Monthly
3. P&L Market
4. GM% Quartely





SALES REPORT



CUSTOMER NET SALES PERFORMANE

AtliQ Hardwares



FILTERS				
region	All			
market	All			
division	All			
Customer Net Sales Performance				
Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsequipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjöp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%

AtliQ Hardwares



Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	246.9%
Notebillig	0.2 M	0.4 M	1.1 M	287.4%
Nova		0.0 M	0.4 M	2664.9%
Novus	1.9 M	3.7 M	9.9 M	264.2%
Otto	0.3 M	0.4 M	1.2 M	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	397.8%
Viveks	1.6 M	2.2 M	7.8 M	348.1%
walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%

MARKET PERFORMANCE || TOP 5 COUNTRY || DIVISION LEVEL REPORT

AtliQ Hardwares



FILTERS

region All
division All

Market

Performance vs Target

All values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2M	-10.5%
Austria		0.1 M	2.8 M	-0.3M	-11.7%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7M	-10.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1M	-14.5%
China	1.4 M	5.4 M	22.9 M	-2.1M	-9.0%
France	4.0 M	7.5 M	25.9 M	-2.2M	-8.4%
Germany	2.6 M	4.7 M	12.0 M	-1.5M	-12.7%
India	30.8 M	49.8 M	161.3 M	-9.6M	-5.9%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4M	-12.9%
Italy	2.9 M	4.5 M	11.7 M	-1.0M	-9.0%
Japan		1.9 M	7.9 M	-0.3M	-4.1%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7M	-8.2%
Newzealand		2.0 M	11.4 M	-1.4M	-12.3%
Norway		2.5 M	13.7 M	-1.4M	-10.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5M	-9.3%
Philippines	5.7 M	13.4 M	31.9 M	-2.5M	-7.8%
Poland	0.4 M	2.8 M	5.2 M	-0.9M	-18.1%
Portugal	0.7 M	3.6 M	11.8 M	-0.5M	-4.3%
South Korea	12.8 M	17.3 M	49.0 M	-4.4M	-8.9%
Spain		1.8 M	12.6 M	-1.8M	-14.1%
Sweden	0.1 M	0.2 M	1.8 M	-0.2M	-11.1%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0M	-8.7%
USA	11.5 M	31.9 M	87.8 M	-10.2M	-11.7%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9M	-9.2%

AtliQ Hardwares



FILTERS

region All
division All
customer All

Top 5 Country - 2021

All values are in USD

Country	2021
Canada	35.1 M
India	161.3 M
South Korea	49.0 M
United Kingdom	34.2 M
USA	87.8 M
Grand Total	367.2 M

AtliQ Hardwares



FILTERS

region All
market All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4 M	94.7 M	84.4%
P & A	105.2 M	338.4 M	221.5%
PC	40.1 M	165.8 M	313.7%
Grand Total	196.7 M	598.9 M	204.5%

TOP 10 PRODUCTS & NEW PRODUCTS - 2021

AtliQ Hardwares

FILTERS

market	All
division	All
customer	All



Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	541.3%
AQ GT 21	0.8 M	4.4 M	461.1%
AQ Home Allin1	0.7 M	5.2 M	669.0%
AQ LION x1	0.0 M	0.8 M	1619.5%
AQ LION x2	0.1 M	0.9 M	1668.9%
AQ LION x3	0.1 M	1.2 M	1692.3%
AQ Mx NB	0.0 M	1.4 M	5623.5%
AQ Pen Drive DRC	0.6 M	3.8 M	487.7%
AQ Smash 2	0.4 M	11.2 M	2489.5%
AQ Zion Saga	0.7 M	3.6 M	428.5%
Grand Total	6.4 M	52.0 M	708.0%

AtliQ Hardwares



FILTERS

region	All
division	All
market	All

New Products - 2021

All values are in USD

Products	2020	2021
AQ Clx3		4.4 M
AQ Electron 3 3600 Desktop Processor		14.2 M
AQ Gen Y		19.5 M
AQ GEN Z		11.7 M
AQ HOME Allin1 Gen 2		3.5 M
AQ Lumina Ms		4.2 M
AQ Marquee P3		4.9 M
AQ Marquee P4		1.7 M
AQ Maxima Ms		13.7 M
AQ MB Lito		2.8 M
AQ MB Lito 2		2.3 M
AQ Qwerty		22.0 M
AQ Qwerty Ms		15.4 M
AQ Trigger		20.7 M
AQ Trigger Ms		17.9 M
AQ Wi Power Dx3		17.2 M
Grand Total		176.2 M



TOP 5 & BOTTOM 5 PRODUCTS

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

Product	Qty Sold
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1 Ms	4.1M
AQ Gamers Ms	4.0M
AQ Gamers	3.4M
AQ Master wireless x1	3.4M
Grand Total	19.0M

Top 5 Products

FILTERS

region	All
division	All
customer	All

Product	Qty Sold
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K

Bottom 5 Products



FINANCE REPORT



P&L BY FISCAL YEAR AND COUNTRY

AtliQ Hardwares

FILTERS

market	All
region	All
division	All
customer	All

P & L

By Fiscal Years

All values are in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%

AtliQ Hardwares

FILTERS

region	All
sub_zone	All
FY	2021

P & L

By Markets

All values are in USD

Market	NetSales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

PROFIT AND LOSS REPORT MONTHLY

AtliQ Hardwares



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L By Fiscal Months

All values are in USD Note: Do not modify the pivot table.

Metrics	Quarters												Grand Total
	Q1				Q2		Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P & L By Fiscal Months

All values are in USD Note: Do not modify the pivot table.

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

AtliQ Hardwares



FILTERS

region	All
market	All
division	All
customer	All
FY	2021

P & L By Fiscal Months

All values are in USD Note: Do not modify the pivot table.

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

Net Sales Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

GROSS MARGIN % BY COUNTRY

AtliQ Hardwares



GM% by Quarters (sub_zone)

FILTERS

FY 2019

GM % Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.54%	42.4%
NA	35.1%	35.4%	35.4%	35.72%	35.4%
NE	36.6%	37.0%	36.5%	36.56%	36.7%
ROA	44.5%	44.3%	44.0%	44.48%	44.4%
SE	44.5%	44.1%	44.0%	44.16%	44.2%

FILTERS

FY 2020

GM % Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.35%	32.13%	32.4%	32.03%	32.2%
NA	39.87%	40.06%	39.1%	39.67%	39.8%
NE	37.65%	37.84%	38.5%	37.74%	37.8%
ROA	38.41%	38.29%	38.8%	37.69%	38.2%
SE	38.46%	37.28%	38.2%	37.78%	37.9%

FILTERS

FY 2021

GM % Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.27%	31.81%	31.9%	31.97%	32.0%
NA	37.10%	37.45%	37.5%	37.39%	37.3%
NE	37.88%	38.72%	38.2%	38.31%	38.3%
ROA	38.48%	38.44%	38.1%	38.12%	38.3%
SE	38.64%	38.29%	38.6%	38.48%	38.5%

Thank You