

## Sales Insight Project

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Client/Sponsor: AtliQ Hardware

### Purpose:

*To unlock sales insights that are not visible before for the sales team for decision support & automate them to reduce manual time spent in data gathering.*

*The sales are declining for this company and the Sales director of the company is having a lot of struggle in tracking where the Business is failing. To make the good sales again he needs some data insights of the company so he can make decisions based on the analysis of the companies data*

### Scope / Major Project Activities:

Activity	Description
Data Pulling	pulling data from the database of the company
Data cleaning/filtering	Cleaning/filtering data using MySQL
Visualisation	Using TABLEAU to make data easy to understand to the stakeholders

### Deliverables:

*A specific list of things that This project will deliver.*

- *Top 5 customers by Revenue and sales quantity*
- *What are my 2 weakest regions?*
- *Revenue breakdown by cities*
- *Revenue breakdown by years and months*
- *Top 5 products by Revenue number*

### RESULT

*An automated dashboard providing quick & latest sales insights in order to support data driven decision making*