

SALES & FINANCE

EXCEL REPORT

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CONTENT

- Introduction
- 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 & Channel

Platforms

Brick & Mortar



E-Commerce



Channel

Retailer



Direct



Distributor

NEPTUNE

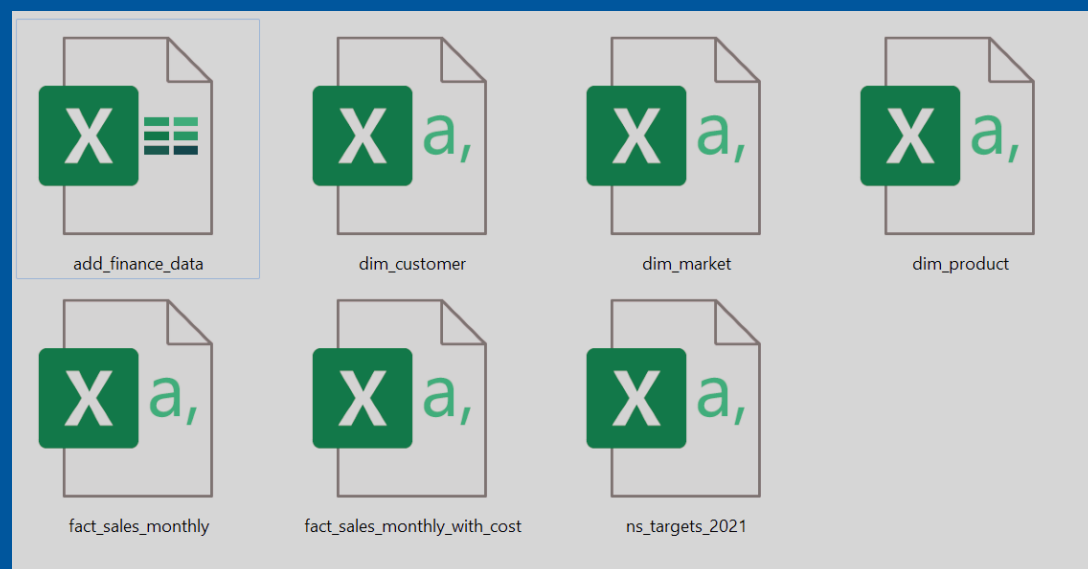


Problem Statement

- 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 Sources & Tools Learned

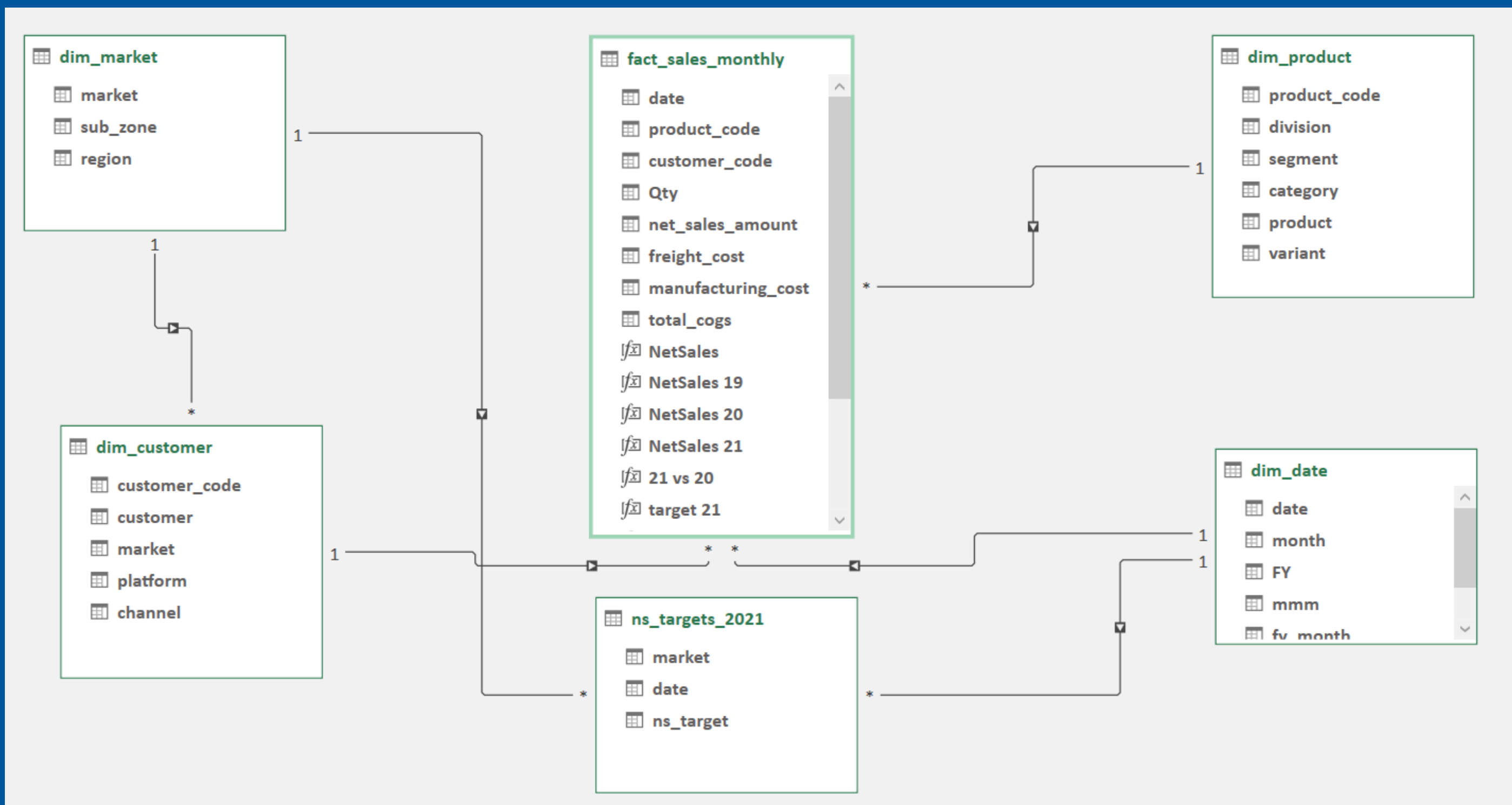


- Power Query
- Power Pivot
- Pivot Table
- Basics DAX Measures and Conditional Columns
- Formatting





Data Model





DAX Measures

Manage Measures		?	×
<div>NewEditDelete</div>			
Measure	Formula		
2021-target	[NetSales 21]-[target 21]		
21 vs 20	DIVIDE([NetSales 21],[NetSales 20],0)		
COGS	SUM(fact_sales_monthly[total_cogs])		
GM	[NetSales] - [COGS]		
GM %	DIVIDE([GM],[NetSales],0)		
NetSales	SUM(fact_sales_monthly[net_sales_amount])		
NetSales 19	CALCULATE([NetSales],dim_date[FY] = "2019")		
NetSales 20	CALCULATE([NetSales],dim_date[FY] = "2020")		
NetSales 21	CALCULATE([NetSales],dim_date[FY] = "2021")		
target %	DIVIDE([2021-target],[target 21],0)		
target 21	SUM(ns_targets_2021[ns_target])		
		Close	



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 Performance

AtliQ Hardwares



FILTERS
market All
region All
division All

Customer Net Sales Performance

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

AtliQ Hardwares



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





Market Performance | Top 5 Countries | Division Level Report

AtliQ Hardwares

FILTERS

division All
region All

Market Performance vs Target

customer name	2019	2020	2021	2021-Target	Target %
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%

AtliQ Hardwares

FILTERS

region All
customer All

Top 5 Countries - 2021

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

AtliQ Hardwares

FILTERS

region All
customer All

Division Level Report

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



Top 10 Products & New Products - 2021

AtliQ Hardwares



FILTERS

division	All
region	All
customer	All

Top 10 Products

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

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

New Products 2021

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



Top & Bottom 5 Products

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

Top 5 Products

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

region	All
division	All
customer	All

Bottom 5 Products

Product	Qty
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



FINANCE REPORT





P & L By Fiscal Year & Country

AtliQ Hardwares



FILTERS

market All
region All
division All
customer All

P & L

By Fiscal Year

Note: Column 2021 vs 2020 is not the p

Metrics	Fiscal Year			
	2019	2020	2021	2021 vs 2020
Net Sales	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

region All
Sub Zone All
FY All

P & L by Country

Sub Zone	NetSales	COGS	GM	GM %
Australia	35.6M	22.1M	13.5M	37.9%
Austria	3.0M	2.1M	0.9M	30.0%
Bangladesh	9.7M	6.3M	3.4M	35.4%
Canada	52.0M	31.5M	20.5M	39.4%
China	29.7M	17.6M	12.1M	40.8%
France	37.5M	21.2M	16.2M	43.3%
Germany	19.3M	13.5M	5.8M	29.9%
India	241.9M	161.2M	80.7M	33.4%
Indonesia	27.1M	16.3M	10.8M	39.8%
Italy	19.1M	12.9M	6.2M	32.5%
Japan	9.8M	5.4M	4.4M	44.7%
Netherlands	11.6M	6.5M	5.0M	43.6%
Newzealand	13.4M	7.4M	6.0M	45.0%
Norway	16.2M	11.2M	5.0M	30.7%
Pakistan	11.0M	6.7M	4.3M	39.2%
Philippines	50.9M	30.2M	20.8M	40.8%
Poland	8.4M	4.9M	3.5M	41.5%
Portugal	16.2M	9.6M	6.6M	40.7%
South Korea	79.1M	50.2M	28.8M	36.5%
Spain	14.4M	9.5M	4.8M	33.7%
Sweden	2.0M	1.2M	0.8M	40.6%
United Kingdom	44.2M	25.3M	18.9M	42.7%
USA	131.2M	82.5M	48.7M	37.1%



P & L By Fiscal Months

AtliQ Hardwares



FILTERS

market All
region All
division All
customer All
FY **2019**

P & L
By Fiscal Months

Note: Do

Metrics	Quarters Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	

market All
region All
division All
customer All
FY **2020**

P & L
By Fiscal Months

Metrics	Quarters Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	

market All
region All
division All
customer All
FY **2021**

P & L
By Fiscal Months

Metrics	Quarters Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	



GM % BY COUNTRY



AtliQ Hardwares

FILTERS

GM % by Quarters(Sub Zon

FY **2019**

GM % Sub Zone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	43.0%	42.2%	42.6%	42.5%
India	42.5%	42.2%	42.0%	42.5%
NA	35.1%	35.4%	35.4%	35.7%
NE	36.6%	37.0%	36.5%	36.6%
ROA	44.5%	44.3%	44.0%	44.5%
SE	44.5%	44.1%	44.0%	44.2%

FY **2020**

GM % Sub Zone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	43.3%	43.0%	42.8%	41.8%
India	32.3%	32.1%	32.4%	32.0%
NA	39.9%	40.1%	39.1%	39.7%
NE	37.6%	37.8%	38.5%	37.7%
ROA	38.4%	38.3%	38.8%	37.7%
SE	38.5%	37.3%	38.2%	37.8%

FY **2021**

GM % Sub Zone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	39.0%	37.8%	38.3%	38.0%
India	32.3%	31.8%	31.9%	32.0%
NA	37.1%	37.4%	37.5%	37.4%
NE	37.9%	38.7%	38.2%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%
SE	38.6%	38.3%	38.6%	38.5%



Thank You

Saitharun K 