

Business Insights 360

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About AtliQ

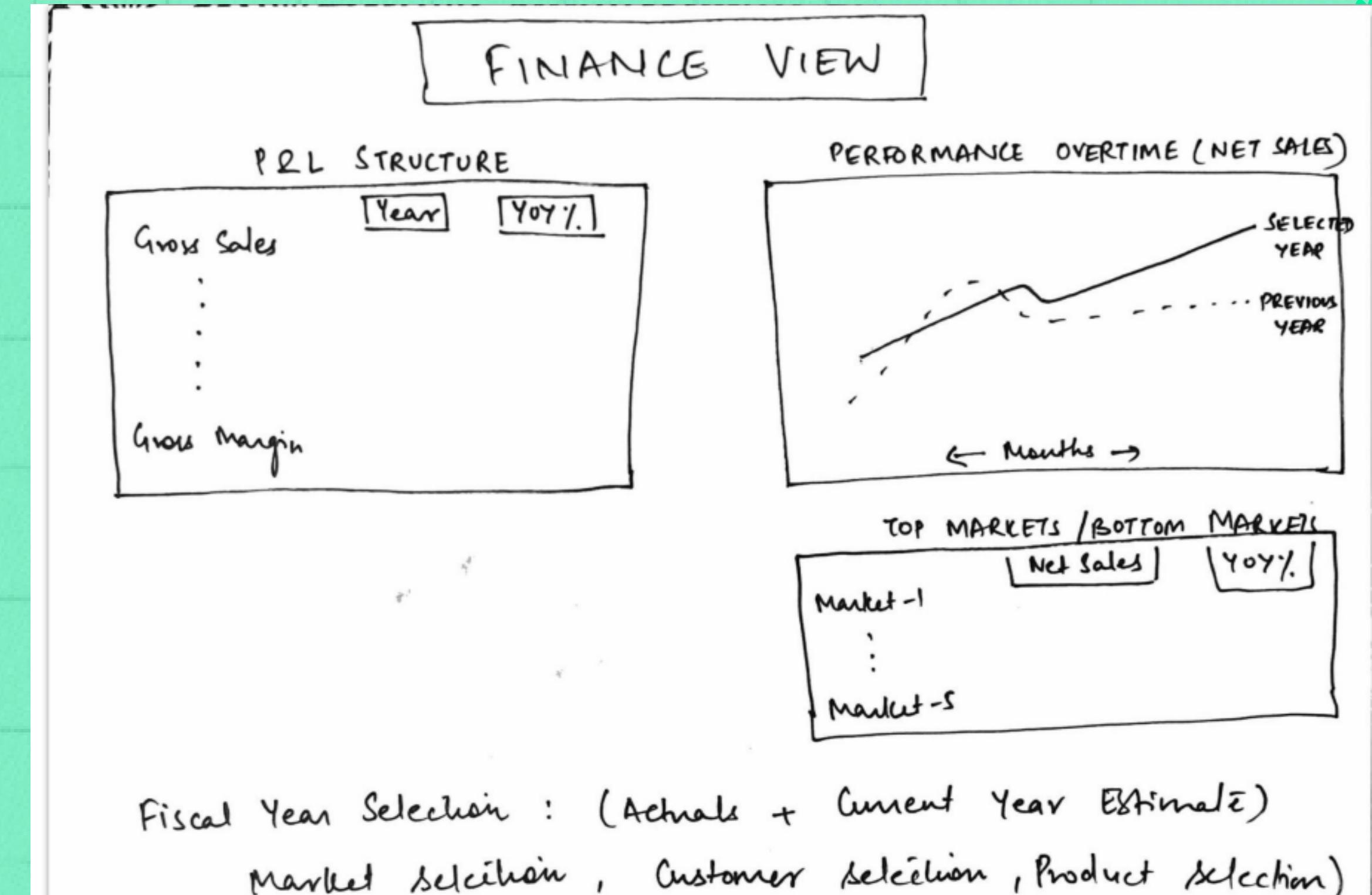
- AtliQ operates as a hardware supplier, offering products like PCs, mouse, printers, and more to diverse customers across regions spanning APAC, LATAM, NA, and EU.
- They manufacture hardware distributed through various channels including brick-and-mortar stores like Croma, e-commerce platforms like Flipkart, and eventually reaching end consumers.

Problem Statement

- AtliQ Hardware, similar to other companies in Latin America, faced big problems because they used old-fashioned ways with Excel for understanding data. To fix this, the leaders at the company decided it was time to change how they use data for better decisions..
- Our foremost objective was to develop a comprehensive report providing a detailed perspective on AtliQ Hardware's operational performance, leveraging Power BI's advanced capabilities.

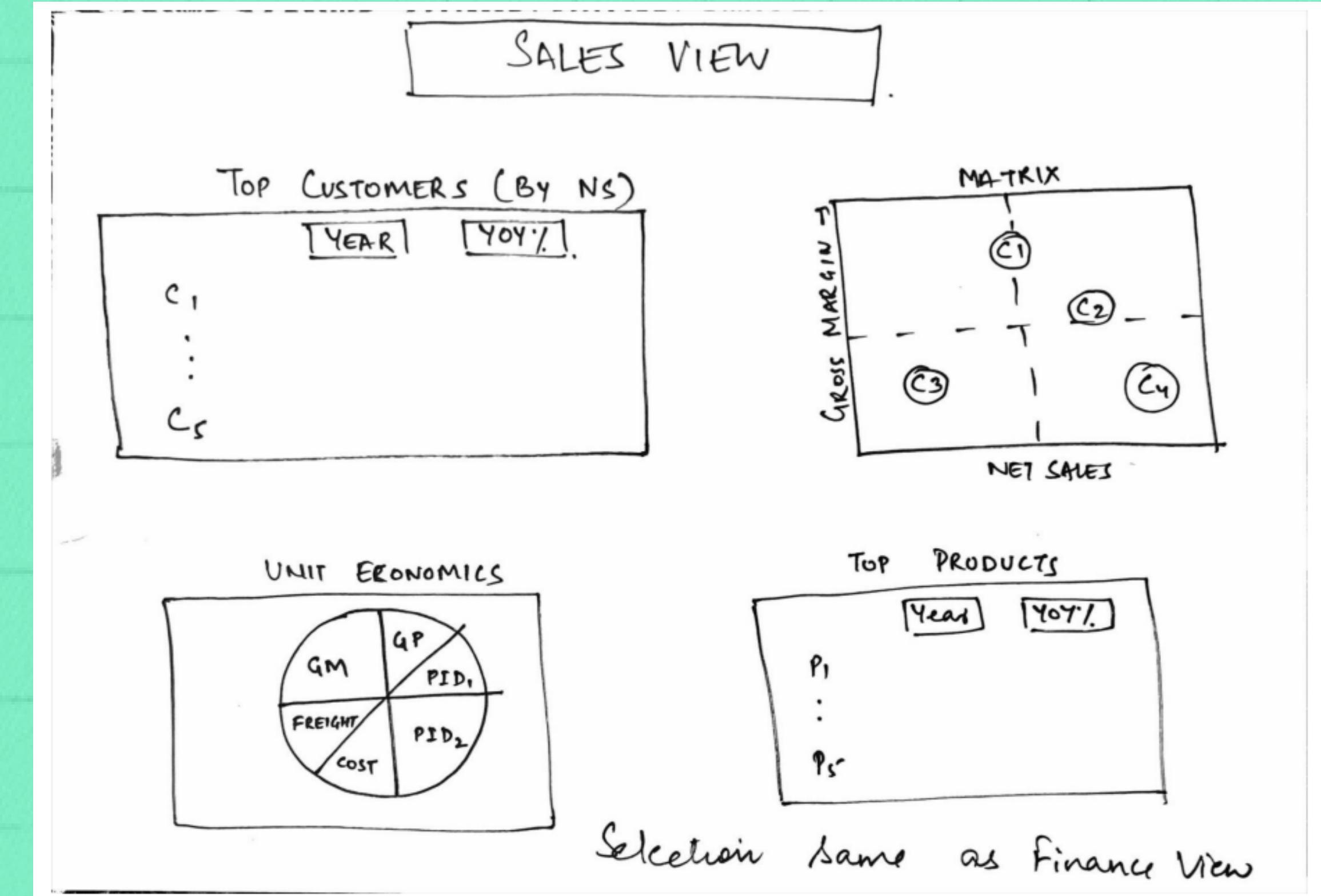
Mockup Dashboards

The Finance view presents key metrics for assessing business performance. Metrics like gross margin and net profit margin give valuable insights into how efficiently and effectively a company operates.



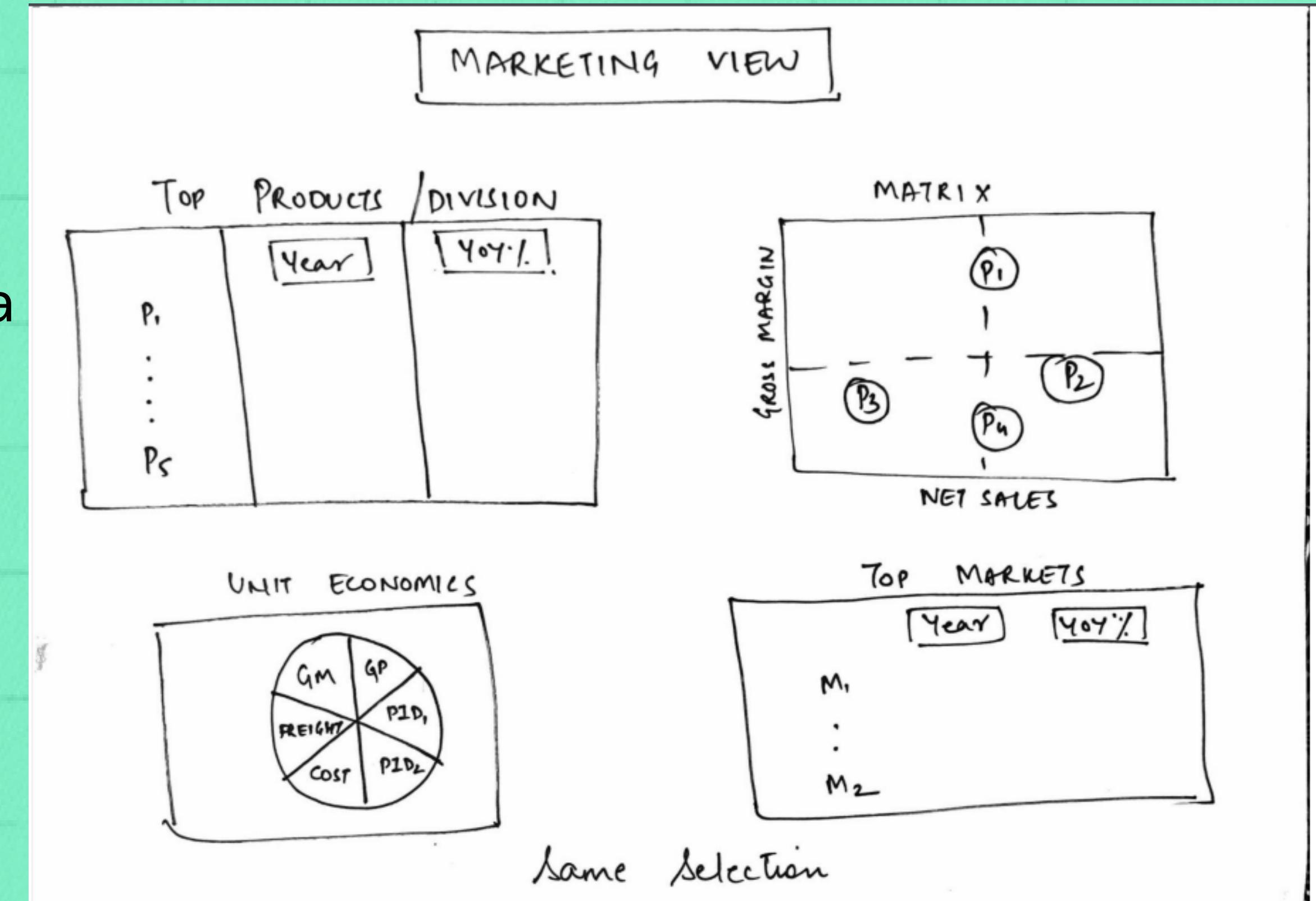
Mockup Dashboards

Within the sales view, analysts and decision-makers have the opportunity to delve into data concerning product sales, customer segments, geographic regions, time frames, and additional details.



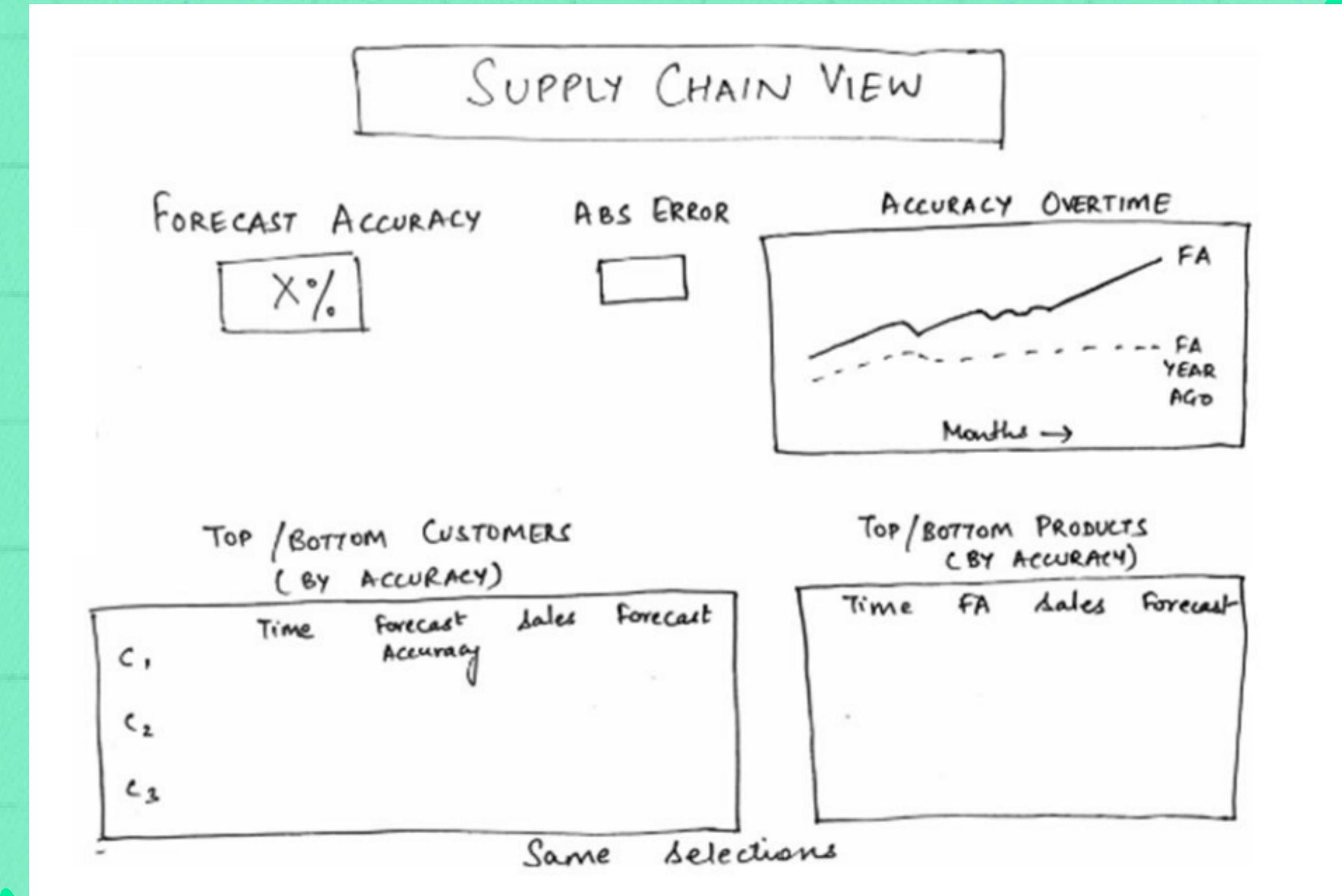
Mockup Dashboards

In the Marketing view, analysts and decision-makers can investigate data regarding market performance, customer segments, and other relevant insights.



Mockup Dashboards

The Supply Chain view offers a complete overview of the entire process involving sourcing, production, and delivering goods or services to customers.

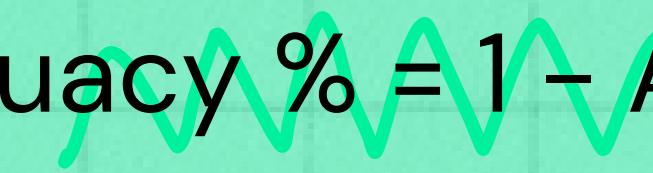


Mockup Dashboards

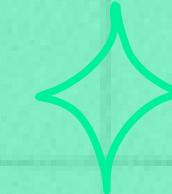
The Executive view offers senior management and executives a concise and strategic overview of an organization's performance, key metrics, and crucial insights from a high-level perspective.



Important Formulas

- Net Invoice Sales = Gross Price – Pre Invoice deductions
- Net Sales =  Net invoice Sales – Post invoice deductions
- Gross Margin = Net Sales – COGS
- Net profit = Gross Margin – Operational Expenses
- Net Error = Forecast Quantity – Actual Quantity 
- Abs Error = ABS(Net Error)
- Forecast Accruracy % =  1 – Abs Error 

My PowerBi dashboard



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Conclusion

Our project effectively modernized AtliQ Hardware's data analysis, transitioning from Excel to Power BI. This shift improved decision-making across the company. The developed Finance, Sales, Marketing, Supply Chain, and Executive views offered detailed business insights, enabling more strategic choices. This transformative approach not only tackled AtliQ's analytical challenges but also established a new benchmark for data utilization in achieving operational and strategic excellence.

Thankyou