Client Name : Atliq Hardware

1. **Problem Statement/Background**

- AtliQ Hardware, a computer hardware supplier with a head office in Delhi and regional offices across India, faces challenges in tracking sales in a dynamically changing market.
- The sales director, Bhavan Patel, struggles with inconsistent verbal reports from regional managers and an overwhelming volume of Excel files, making it difficult to get clear, accurate sales insights.

You are tasked with analyzing the company's sales dataset to answer the following overarching business question: **"How can the company leverage sales data to identify trends, improve sales volume, identify sales leaks and accurate sales insights to enable data-driven decisions that improve sales performance, and optimize marketing and product strategies?"**

2. **Project Planning :** We have **used AIMS Grid** for Project planning to understand the purpose of the client stakeholders whom we have to work through the case, to check the end result and measure the success criteria.
2.1 Purpose : To unlock sales insights that are not visible before for sales team for decision support & automate them to reduced manual time spent in data gathering.
2.2 Stakeholders :

- Sales Director
- Marketing Team
- Customer Service Team
- Data & Analytics Team
- IT

2.3 **End Result :** An automated dashboard providing quick & latest sales insights in order to support data driven decision making.
2.4 Success Criteria

- Dashboard(s) uncovering sales order insights with latest data available
- Sales team able to take better decisions & prove 10% cost savings of total spend
- Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity

3. **Tools Used & Skills Developed / Deliverables**

- Data Preparation & Modeling (Python): Clean and transform the raw dataset for analysis
- Data Analysis (SQL): Organize the data into a structured format, simulate business transactions, and run queries to extract insights on customer segments, loyalty, and purchase drivers
- Visualization & Insights (Power BI): Build an interactive dashboard that highlights key patterns and trends, enabling stakeholders to make data-driven decisions
- Report and Presentation: Write a clear project report summarizing your key findings and business recommendations. Prepare a presentation that visually communicates insights and actionable recommendations to stakeholders
- GitHub Repository: Include all Python scripts, SQL queries, and dashboard files in a well-structured repository.
- DAX (Data Analysis Expressions) for calculations

4. **Step-by-step Methodology**

- Define problem using the Ames Grid to set project goals and strategy
- Data discovery to understand available sales data and sources
- Data cleaning and merging multiple Excel files into a consolidated format
- Build Power BI reports & dashboards focusing on revenue, sales quantity, and trends by region & product

- Share dashboards with stakeholders (sales director and managers) for feedback
- Iterate and improve dashboards based on stakeholder input

5. Key Visualizations (PDFs/screens)

- Sales revenue and quantity trends year-over-year
- Regional sales breakdown: North, South, Central India
- Sales insights by product categories
- Revenue trend charts and summary KPIs

6. Results/Recommendations

The Power BI dashboard replaces fragmented reports with clear, consolidated insights that help the sales director understand true business performance. It enables timely decisions on promotions and customer engagement strategies to boost sales. Stakeholder feedback loop ensures the dashboard evolves with business needs

7. Link to dashboard/code/insights

(The final Power BI dashboard will be provided as part of the project deliverables for further exploration and feedback)

Data Transformation workflow used in this project