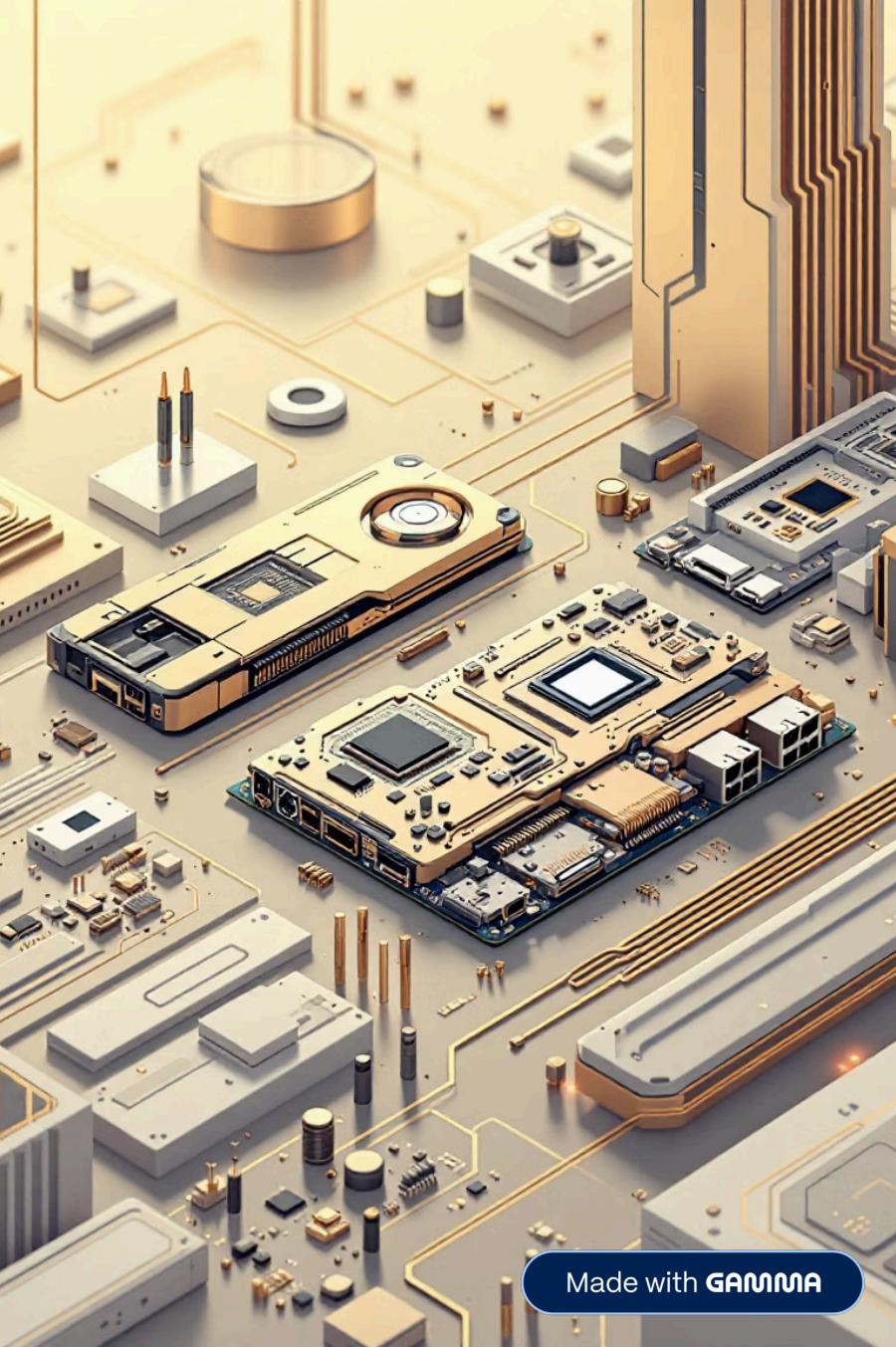


# AtliQ Hardware Sales Analytics

Transforming fragmented sales data into actionable insights for India's leading hardware supplier



Made with GAMMA

# The Challenge

## The Problem

AtliQ Hardware's sales director Bhavan Patel struggles with inconsistent verbal reports from regional managers and overwhelming Excel files, making it impossible to get clear, accurate sales insights in a dynamically changing market.

## The Question

How can the company leverage sales data to identify trends, improve sales volume, identify sales leaks, and enable data-driven decisions that optimize marketing and product strategies?



# Project Planning: AIMS Grid

## Purpose

Unlock sales insights not visible before for sales team decision support and automate data gathering processes

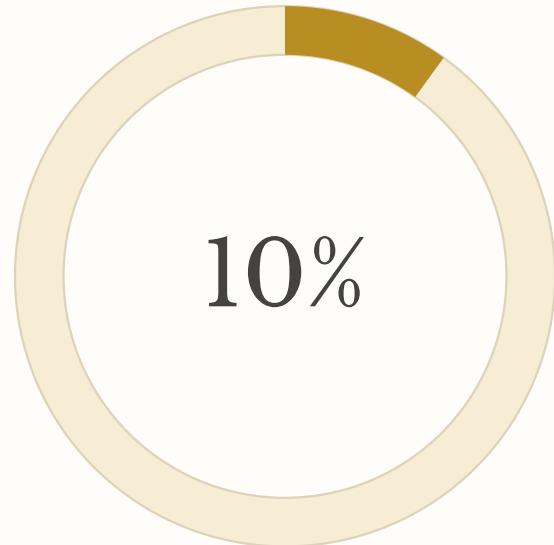
## Stakeholders

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

## End Result

Automated dashboard providing quick and latest sales insights to support data-driven decision making

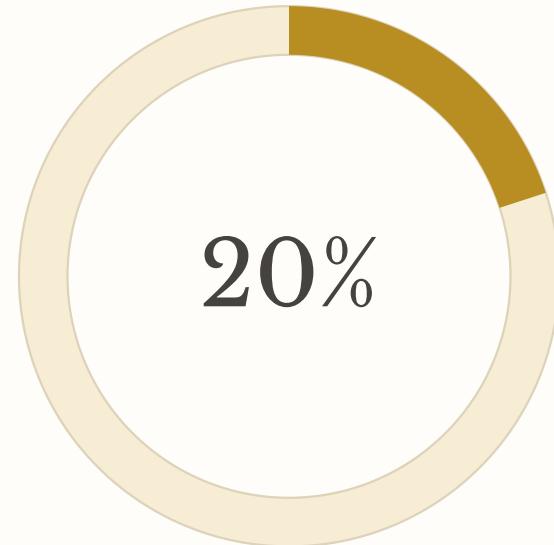
# Success Criteria



## Cost Savings

Prove 10% cost savings of total spend through better decisions

Dashboards will uncover sales order insights with latest data available, enabling the sales team to make better decisions and analysts to focus on value-added activities.



## Time Savings

Save 20% of business time by eliminating manual data gathering

# Tools & Technologies



## Python

Data preparation and modeling to clean and transform raw datasets for analysis



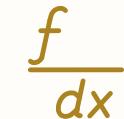
## SQL

Organize data into structured format and run queries to extract insights on customer segments and purchase drivers



## Power BI

Build interactive dashboards highlighting key patterns and trends for data-driven decisions



## DAX

Data Analysis Expressions for advanced calculations and business intelligence metrics

# Our Methodology



## Define Problem

Use AIMS Grid to set project goals and strategy



## Data Discovery

Understand available sales data and sources



## Data Cleaning

Merge multiple Excel files into consolidated format



## Build Dashboards

Create Power BI reports focusing on revenue, sales quantity, and regional trends



## Iterate & Improve

Share with stakeholders and refine based on feedback

# Key Visualizations



## Revenue & Quantity Trends

Year-over-year sales performance tracking to identify growth patterns and seasonal variations

## Regional Breakdown

Sales insights across North, South, and Central India to optimize regional strategies

## Product Categories

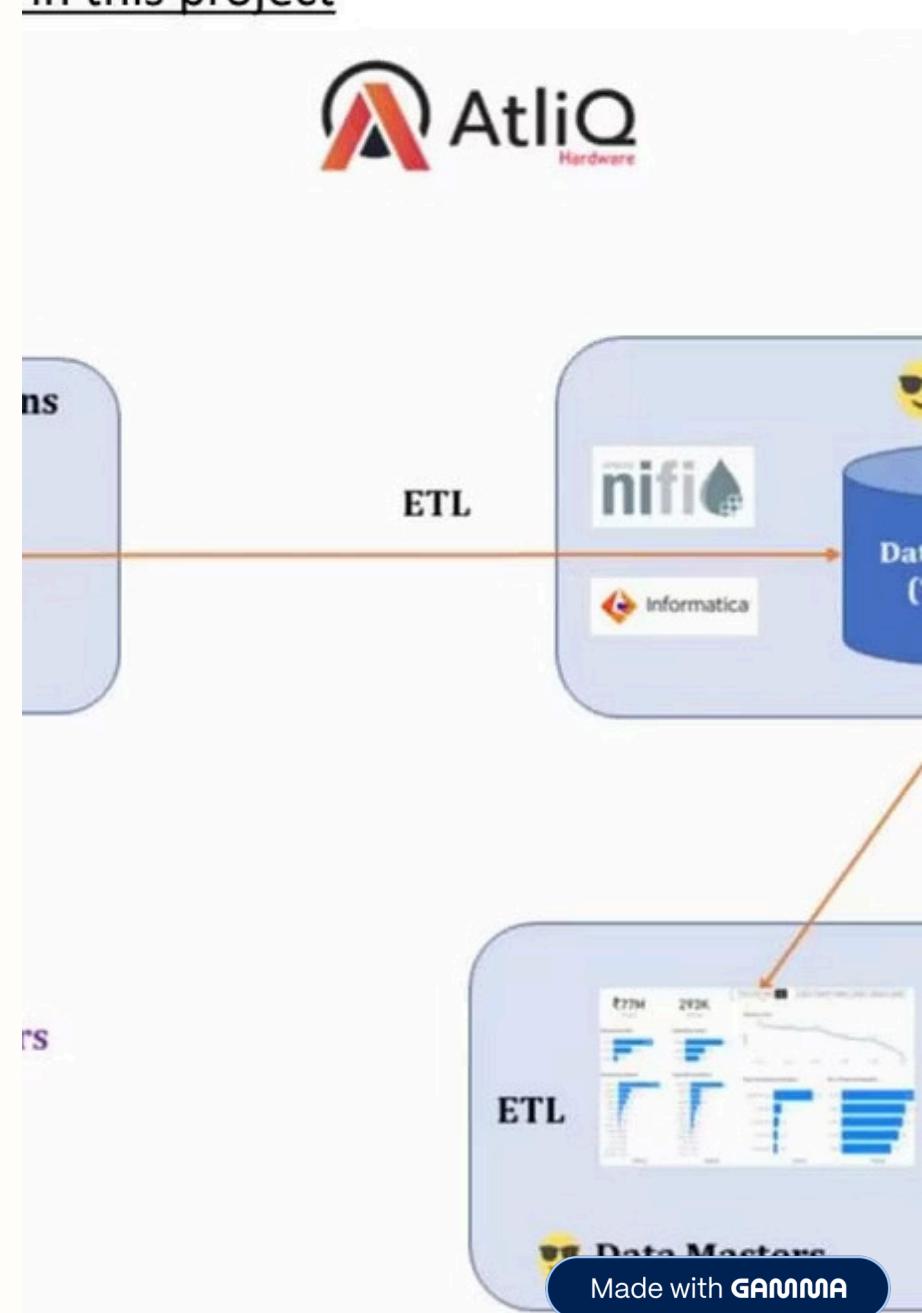
Performance analysis by product lines to identify top performers and opportunities

## Summary KPIs

Real-time key performance indicators for quick decision-making at executive level

# Data Transformation Workflow

Our comprehensive data transformation process ensures clean, reliable insights from raw sales data through systematic cleaning, modeling, and visualization stages.



# Results & Impact

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. The stakeholder feedback loop ensures the dashboard evolves with business needs.

- Eliminated manual data gathering
- Real-time sales visibility across regions
- Data-driven promotion strategies
- Improved customer engagement



# From Data Chaos to Clarity

AtliQ Hardware now has the tools to make confident, data-driven decisions that drive growth and optimize performance across all regions.

- ☐ **Next Steps:** The final Power BI dashboard is available as part of project deliverables for further exploration and feedback. All Python scripts, SQL queries, and dashboard files are documented in the GitHub repository.

