CODE BASICS

BUSINESS INSIGHTS 360

AGENDA

About Company

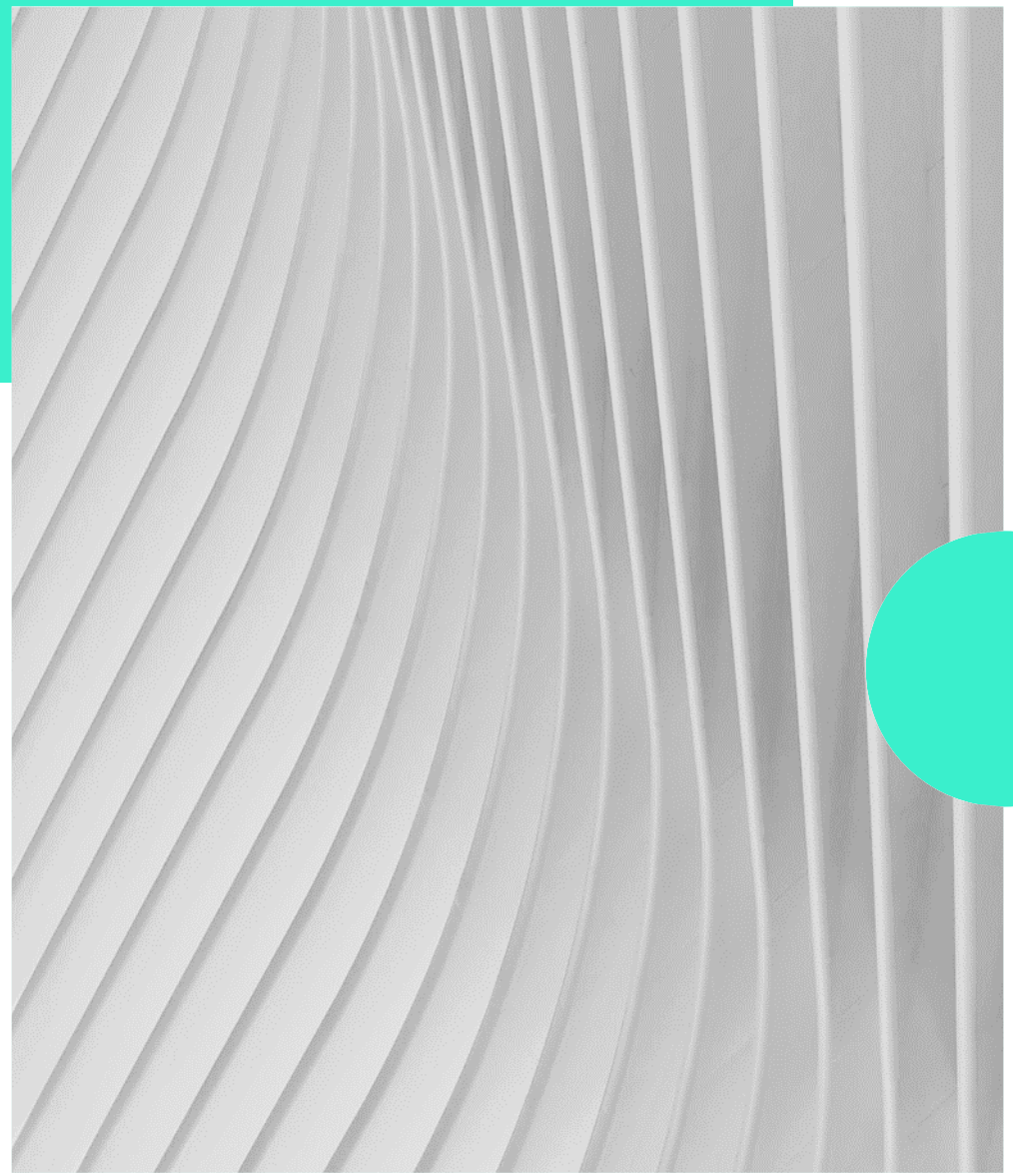
Business Model

Problem Statement

Preparation

Dashboard

Insights & Recommendations

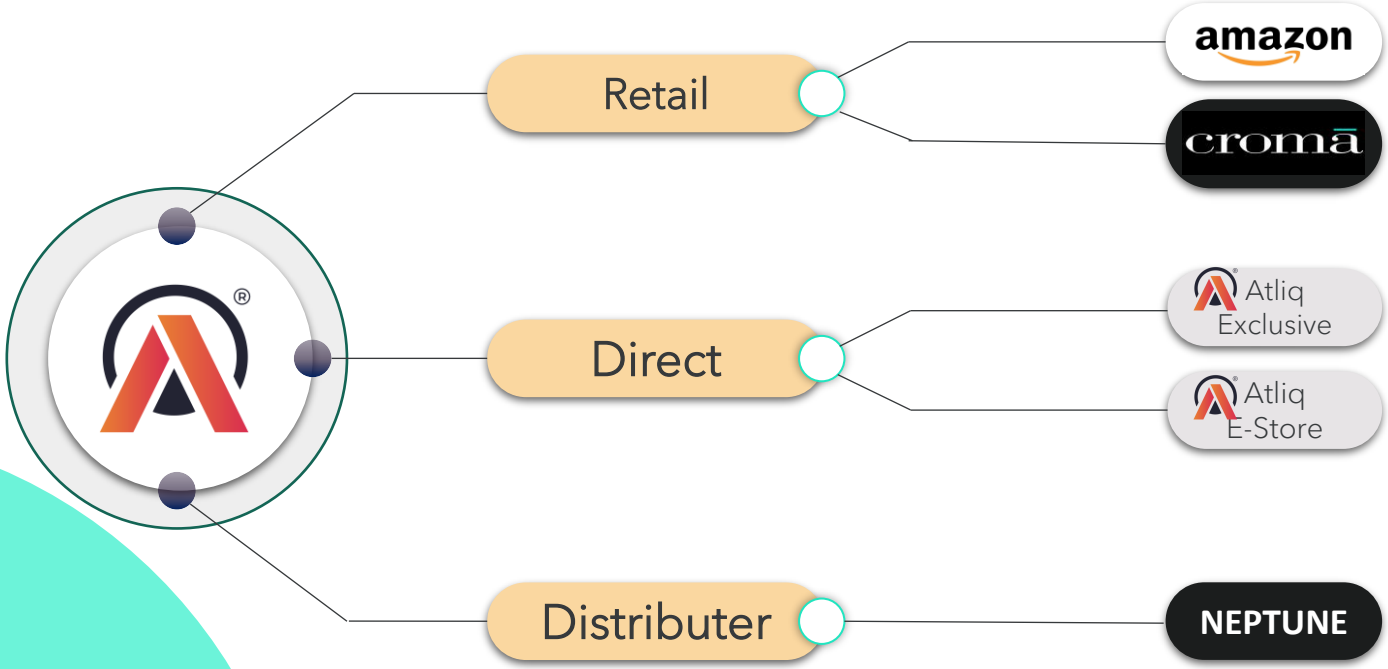


About Company

Atliq hardware is one of the leading electronic hardware manufacturing company, with broad product portfolio. They mainly sells their products through different channels like Retailer, Distributer or they sell directly by themselves. Their products are mainly categorized into 3 categories: P&A(Peripherals & Accessories), N&S (Network & Storage) and PCs.

In this project, we will delve into the sales data of Atliq Hardware to uncover actionable insights that will drive sales growth and boost the company's revenue.

Business Model



Dashboard Overview

Finance

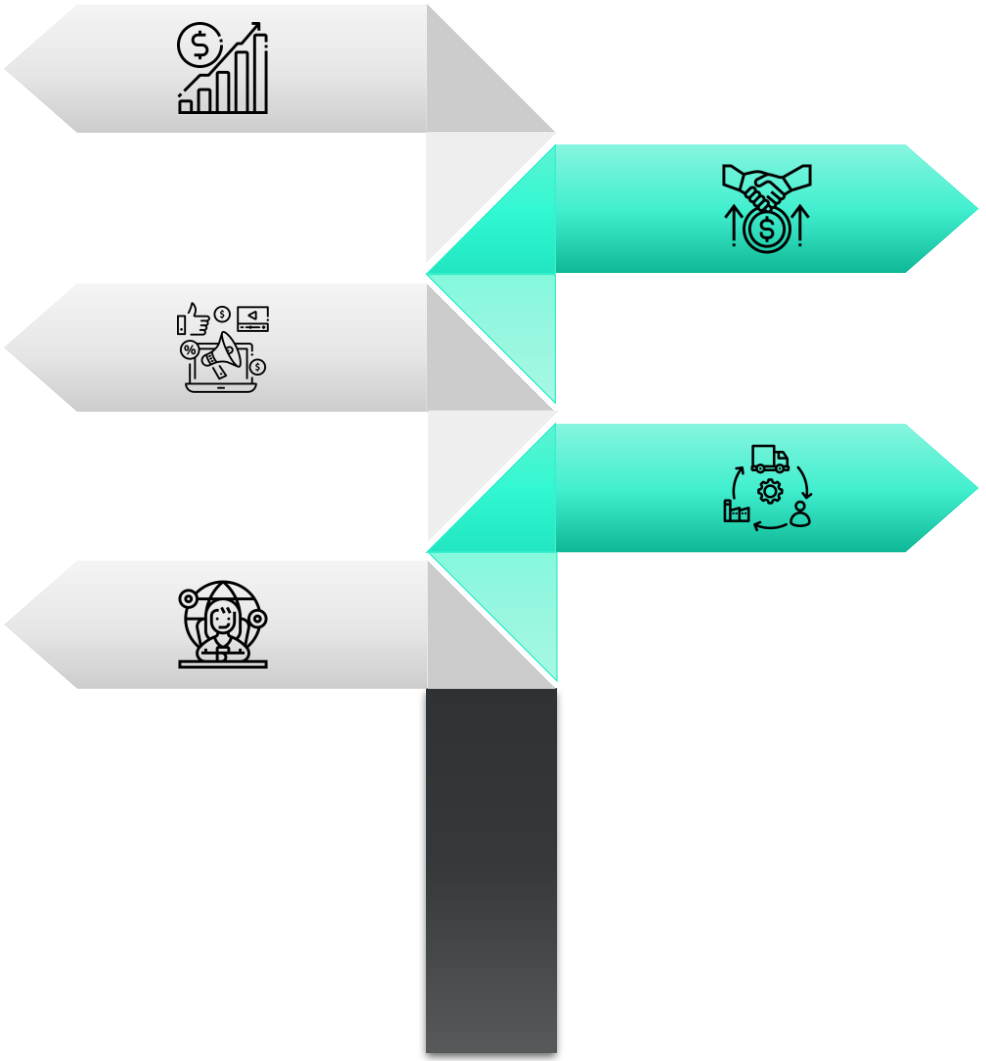
Get P & L statement for any customer, product / country or aggregation of the above over any time period and More...

Marketing

Analyze the performance of products over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

Executive

A top-level dashboard for executives consolidating top insights from all dimensions of business.



Sales

Analyze the performance customers over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

Supply Chain

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.

THANK YOU

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Portfolio