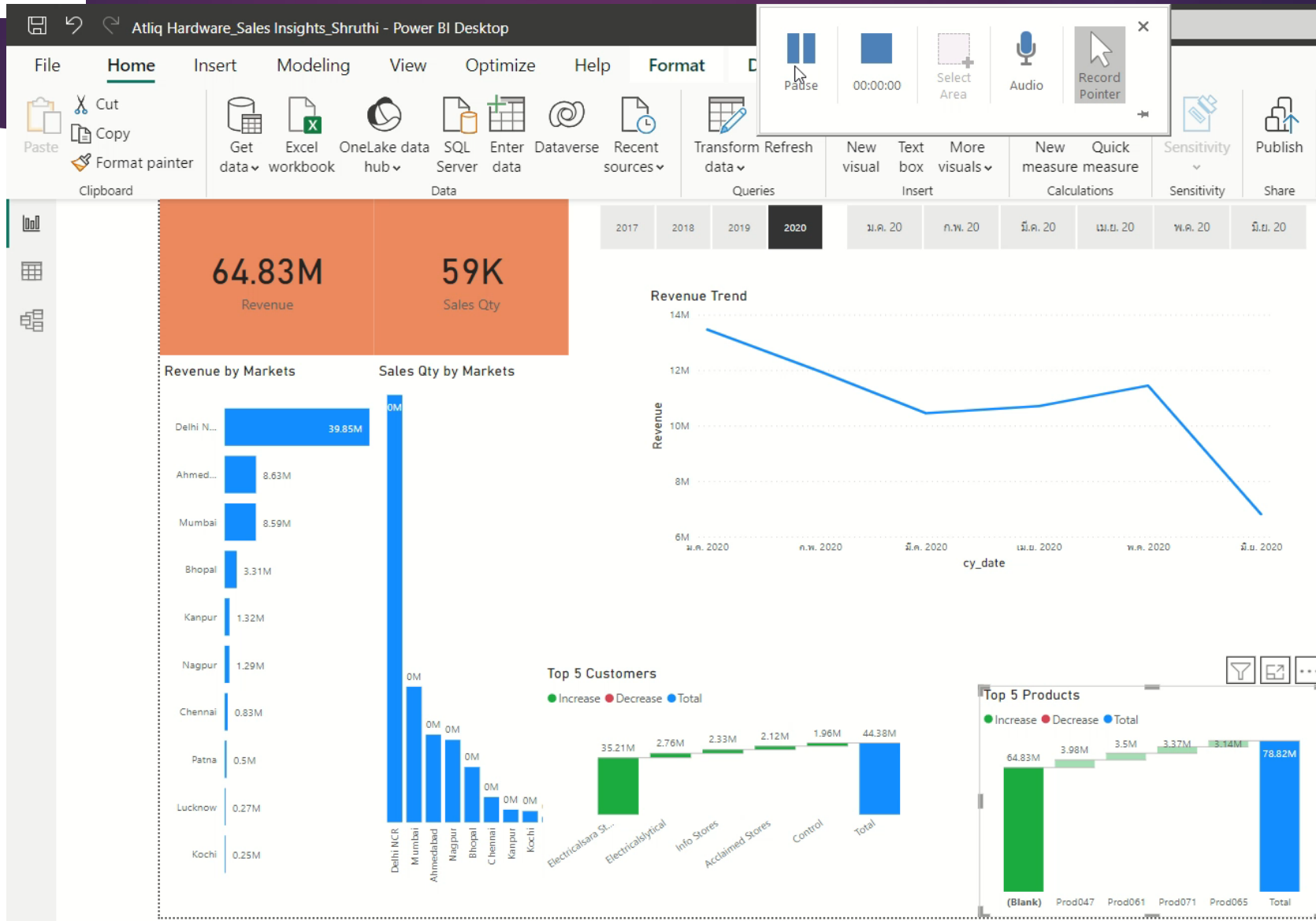


AtliQ Hardware Sales Insights

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Power BI Dashboard



Introduction

Atliq hardware is a company which, that supplies computer hardware and peripherals to many clients like surge stores, nomad stores, excel stores, and electronics stores across india. atliq hardware's head office is situated in delhi, and they have many regional offices throughout india.

This project will provide hands-on learning in dealing with real-world data scenarios and making data-driven decisions for business growth. you will gain expertise in data exploration using mysql, data cleaning, and the etl process. additionally, you will build a final dashboard on power bi to visualize and analyze the insights derived from the data. overall, this project equips you with valuable skills in data management and analysis to drive informed decision-making.

Problem Statement

- ▶ *The market is growing dynamically and the Sales Director is facing issues in terms of tracking the sales in this dynamically growing market and he's having issues with the growth of his business, as overall sales were declining. He has regional managers for North India, South, and Central India. Whenever he wants to get insight into these regions he would call these people and on the phone regional manager give some insights to him.*
- ▶ *Interpretation: Mr Bhavan Patel Atliq Sales Director doesn't know there companies actual revenue and sales as the companies sales team is giving them verbal sales insights and not the proper facts and figures. Hence he hires Data Analyst (Data Masters) to bring in Sales Insights on the table that will get proper insight and can take data-driven decisions to increase sales of his company.*

Technologies Used

- ▶ **MySQL:** *It is Utilized to store and retrieve the data from the Companies(AtliQ Hardware) database. Concepts like Joins, CTEs, Subqueries, Window functions, String functions, Numeric functions, Date functions have been used here*
- ▶ **Power BI:** *It is utilized for data exploration, modeling,ETL and dashboard development that gives interactive visualizations and insights. Dax and visuals like Waterfall Chart, Line Chart, Stacked bar chart have been used.*

Data Exploration using MySql

- ▶ **Data Exploration:** *The data exploration has been done using mysql query language.*
- ▶ **1 Observation-** *Sales Qty is in negative and currency is in USD ,so we need to convert it into INR as in finding insight it will be problematic(total sum of revenue).*
- ▶ **2 Observation-AtliQ Hardware** *is doing Sales in India and also might have done in New York and Paris twice, so here we need to remove it because currently AtliQ Hardware is doing business only in India so these data don't serve the purpose at present.*

Data Cleaning, Merging, ETL using PowerBI

- ▶ ***Sales.Market Table:*** we need to remove New York and Paris, so we will remove the blank from zone column and that will filter out .
- ▶ ***Sales Transaction Table:*** we will remove 0 and -1 from sales_amount.
- ▶ ***Sales Quantity:*** 5 sales qty done but sales_amount = 0 which is inappropriate and there are only 2 product which sales qty is -1.
- ▶ ***Currency Conversion Path:*** Add new column → Conditional column → normalized currency where sales amount will be in INR.
- ▶ ***Sales Transactions:*** date table, convert date format into mmm-yy for better visualization.

Screenshots Of MySql Queries Performed

sales

- Tables
 - customers
 - date
 - markets
 - products
 - transactions
- Views
- Stored Procedures
- Functions
- sys

Administration Schemas

Information

No object selected

Result Grid Filter Rows:

	markets_code	markets_name	zone
▶	Mark001	Chennai	South
	Mark002	Mumbai	Central
	Mark003	Ahmedabad	North
	Mark004	Delhi NCR	North
	Mark005	Kanpur	North
	Mark006	Bengaluru	South
	Mark007	Bhopal	Central
	Mark008	Lucknow	North
	Mark009	Patna	North
	Mark010	Kochi	South
	Mark011	Nagpur	Central
	Mark012	Surat	North
	Mark013	Bhopal	Central
	Mark014	Hyderabad	South
	Mark015	Bhubaneswar	South
	Mark097	New York	
	Mark999	Paris	
*	NULL	NULL	NULL

sales

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Administration Schemas

Information

No object selected

Result Grid Filter Rows: Export: Wrap Cell Content: Fetch rows:

	product_code	customer_code	market_code	order_date	sales_qty	sales_amount	currency
▶	Prod001	Cus001	Mark001	2017-10-10	100	41241	INR
	Prod001	Cus002	Mark002	2018-05-08	3	-1	INR
	Prod002	Cus003	Mark003	2018-04-06	1	875	INR
	Prod002	Cus003	Mark003	2018-04-11	1	583	INR
	Prod002	Cus004	Mark003	2018-06-18	6	7176	INR
	Prod003	Cus005	Mark004	2017-11-20	59	500	USD
	Prod003	Cus005	Mark004	2017-11-22	36	250	USD
	Prod003	Cus005	Mark004	2017-11-23	39	21412	INR
	Prod003	Cus005	Mark004	2017-11-27	35	19213	INR
	Prod003	Cus005	Mark004	2017-11-28	310	170185	INR
	Prod003	Cus005	Mark004	2017-11-29	184	101194	INR
	Prod003	Cus005	Mark004	2017-11-30	35	19213	INR
	Prod004	Cus005	Mark004	2017-11-29	17	9426	INR
	Prod004	Cus005	Mark004	2017-12-19	1	218	INR
	Prod005	Cus005	Mark004	2018-08-07	5	3093	INR
	Prod003	Cus006	Mark004	2017-12-04	58	30306	INR
	Prod005	Cus006	Mark004	2018-06-29	38	52319	INR
	Prod005	Cus006	Mark004	2018-07-02	93	126296	INR
	Prod005	Cus006	Mark004	2018-07-03	79	107500	INR

Screenshots of PowerBI ETL Performed

Navigator

Display Options

- localhost: sales [5]
 - ☒ sales.customers
 - ☒ sales.date
 - ☒ sales.markets
 - ☒ sales.products
 - ☒ sales.transactions

sales.transactions

product_code	customer_code	market_code
Prod001	Cus001	Mark001
Prod001	Cus002	Mark002
Prod002	Cus003	Mark003
Prod002	Cus003	Mark003
Prod002	Cus004	Mark003
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod003	Cus005	Mark004
Prod004	Cus005	Mark004
Prod004	Cus005	Mark004
Prod005	Cus005	Mark004
Prod003	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004
Prod005	Cus006	Mark004

Queries [5]

- sales customers
- sales date
- sales markets
- sales products
- sales transactions

Source([Schema="sales",Item="markets"])[Data]

	markets_code	markets_name	zone
1	Mark001		
2	Mark002		
3	Mark003		
4	Mark004		
5	Mark005		
6	Mark006		
7	Mark007		
8	Mark008		
9	Mark009		
10	Mark010		
11	Mark011		
12	Mark012		
13	Mark013		
14	Mark014		
15	Mark015		
16	Mark097		
17	Mark999	Paris	

Sort Ascending
Sort Descending
Clear Sort
Clear Filter
Remove Empty
Text Filters

Search

- ☒ (Select All)
- ☐ (blank)
- ☒ Central
- ☒ North
- ☒ South

OK Cancel

Solution

- 1. The sales trend shows that there is a decline of business after 2019 It can be due to Covid-19 pandemic or due to less scaling of the markets in certain top market regions.*
- 2. Delhi NCR and Mumbai are top markets in terms of revenue and sales.*
- 3. Found out the top customers are Electricalsara Stores and product 040 have contributed for the companies revenue.*
- 4. From this dashboard, the sales director Mr. Bhavan Patel will be able to understand how well the business doing in certain regions and can take data driven decision to improve the business of AtliQ Hardware.*

Solution

1. *Atliq Hardware can scale up the production in Delhi NCR and Mumbai who are the potential contributors and top markets for sales and revenue*
2. *Atliq Hardware can reduce the production in certain parts of the regions which are not contributing to there companies revenue*
3. *Atliq Hardware can come up with Special Customer Services, offers, promotions ,Schemes can be introduced to the top customers and potential clients in order to retain and grow there business*
4. *Atliq Hardware Product Code 040 is an constant demand from the past 4 years they can try to make more of production in that and build new versions and add new features to it and release those in there top market regions*