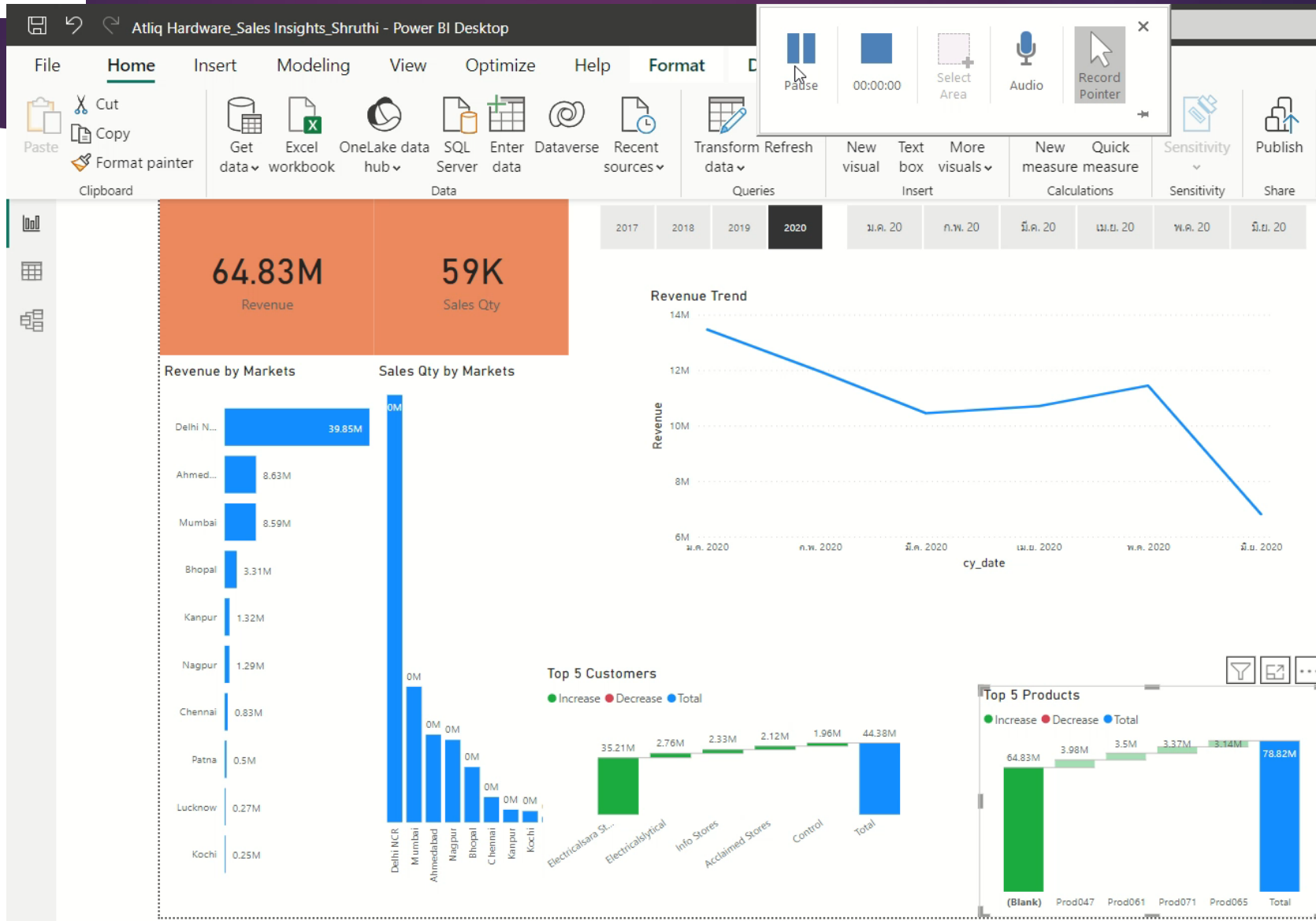# AtliQ Hardware
Sales Insights

BY SHRUTHI T R

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 electronicalsara 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 problematics(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

Screenshots of PowerBI ETL Performed

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*