

AtliQ Hardware is a company which supplies computer hardware and peripherals to many of the clients they have. client called Excel stores normal stores across India and they supply all these equipments to them now ethnic Hardware has a head office in Delhi and Delhi India and then they have a lot of regional offices throughout the india now Bhavan Patel is a sales director for this company and he's facing a lot of challenges so the challenge is this the market is growing dynamically and then he's facing issues in terms of tracking the sales in this dynamically growing market and he's having issues with the insights of his business so he has this Regional Managers for North, India South India and Central India whenever he wants to get insights in these three regions he would call these people and on the phone this local regional manager will give him some insights that okay this was the sales last quarter and we are going to grow by this much in the next quarter the problem is the conversation which are happening they're all verbal and you know there is this habit that all the managers have which is they try to paint a rosy picture you know they don't want to look bad so sometimes they will lie or even if they are not lying they will try to sugarcoat the facts so bhavan patel who is a sales director is extremely frustrated with this because he sees that overall the sales are declining but when he is talking with his regional managers he's not getting a complete picture when he asked for our numbers what these people will do is they will give him a lot of Excel files okay and this AtliQ hardware is a pretty big business and they have so many clients so that these Excel files that you get there are so many Excel files with so many rows in it okay and behind put it is very frustrated he's like why are giving me

the 69 Excel files just tell me in simplistic terms how our business is doing what are the biggest areas where we need to focus you know so if there is a region where the sales numbers are declining maybe we can start some promotion offer or maybe we can engage with customers in a more better way so that we can increase of ourselves so he is interested in getting a simple understandable digestible insights but what these guys are giving is so many suffice and you know we as humans cannot consume so much numbers actually so there is a saying which says a picture is worth a thousand words so he's more interested in a dashboard which he can go and he can look at the real data because data will speak the truth okay so if the data is coming from a correct source and if you build a visualization such as shown in this image for buying Patel it becomes very easy now he can lately he can come to office and he can open this chart you know and he can see what how the numbers are trending he can also set monthly email reminders where you know at the end of the month power bi will send him an email saying that this is how the business looks basically in terms of revenues customers and so on so that way now bhavin doesn't have to call these managers and whatever information he's getting from power bi will be the actual information it will be telling him the truth and then as a sales director he can make data-driven decisions and this data-driven decisions will help him increase the sales for his company so that's all I have for this introduction video in the next video we'll be talking about ins grid and data discovery