

AtliQ Hardware Sales Analytics – Excel Report

Answering Business Questions Using Data

Project Overview

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Project Background

AtliQ Hardware is a leading computer hardware manufacturer. This project aimed to analyze their sales data to uncover key trends and inform strategic decisions.

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Project Goal

To transform raw sales data into actionable insights, providing a clear picture of market performance and customer behavior.

Tools & Skills Applied



Excel Proficiency

Utilized pivot tables, advanced formulas, and dynamic charts for data aggregation and visualization.



Data Cleaning

Implemented robust techniques to ensure data accuracy, consistency, and reliability for analysis.



Interactive Dashboarding

Developed intuitive dashboards for easy exploration of sales metrics and performance indicators.

Key Business Questions Answered

Top 10 products based on the percentage increase in their net sales from 2020 to 2021?

Generate a "Division" report to present the net sales data for 2020 and 2021, along with the growth percentage.

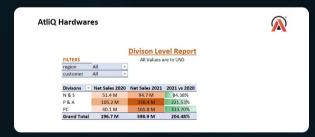
Which products are ranked in the top 5 and bottom 5 in terms of quantity sold?

What are the new products that AtliQ began selling in 2021?

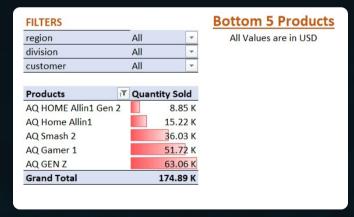
What are the top 5 countries in terms of net sales in 2021?

Excel Dashboard Snapshots













Key Insights & Learnings

INSIGHTS

AtliQ Hardware achieved a remarkable **204.5**% overall net sales growth from 2020 to 2021, driven by strong performance in **the PC division with a 313.7**% **increase.**

The top 5 products contributed 19.0M units in sales, led by "AQ Master wired M" at **4.2M units**, while the bottom 5 products collectively sold only **174.8K units**, with "AQ Home Allin1 Gen 2" performing the lowest at **8.5K units**.

New products generated \$176.16M in net sales in 2021, with AQ Trigger and AQ Qwerty series emerging as the top contributors, each surpassing \$15M in sales.

India led AtliQ Hardware's global sales in 2021 with **\$161.3M**, contributing nearly **44%** of the total **\$367.2M** revenue from the top 5 countries.