



SALES AND FINANCE ANALYSIS

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AtliQ Hardware Business Insights

Introduction :

- AtliQ Hardware, a fictional corporation, stands out as a major computer hardware manufacturer in India and has a robust global presence. AtliQ always strive for continuous improvement and growth.

Objective :

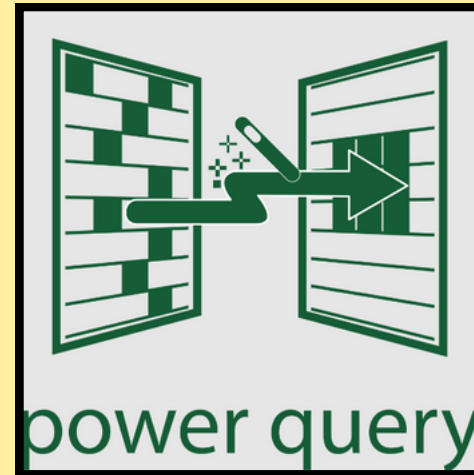
- AtliQ management requires the sales and finance performance report for timely and informed decision making.
 - identifying high/under performing markets, products, customers.
 - to keep check on & maintaining the financial health of business.

Data Processing : From Extraction to Insight



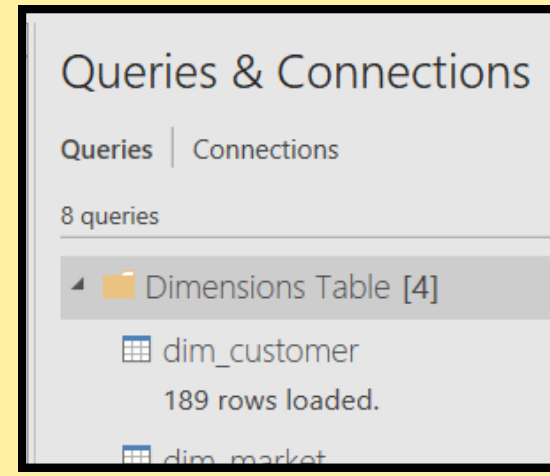
Extract Data

Get CSV files from multiple sources and extract into power query..



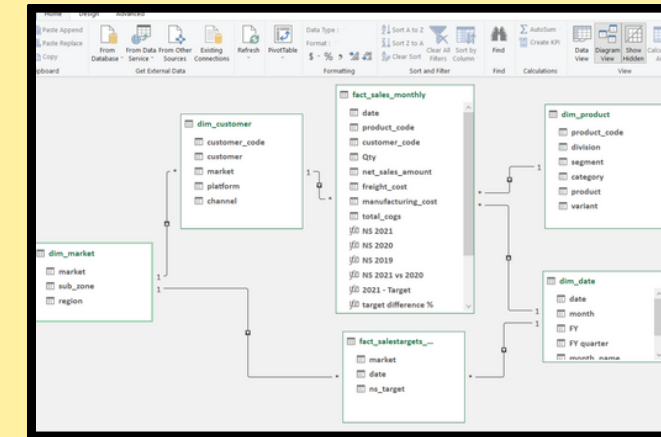
Transform Data

Transform and clean data using power query.



Load Data

Only create Connection and load the data to data model.



Data Modelling

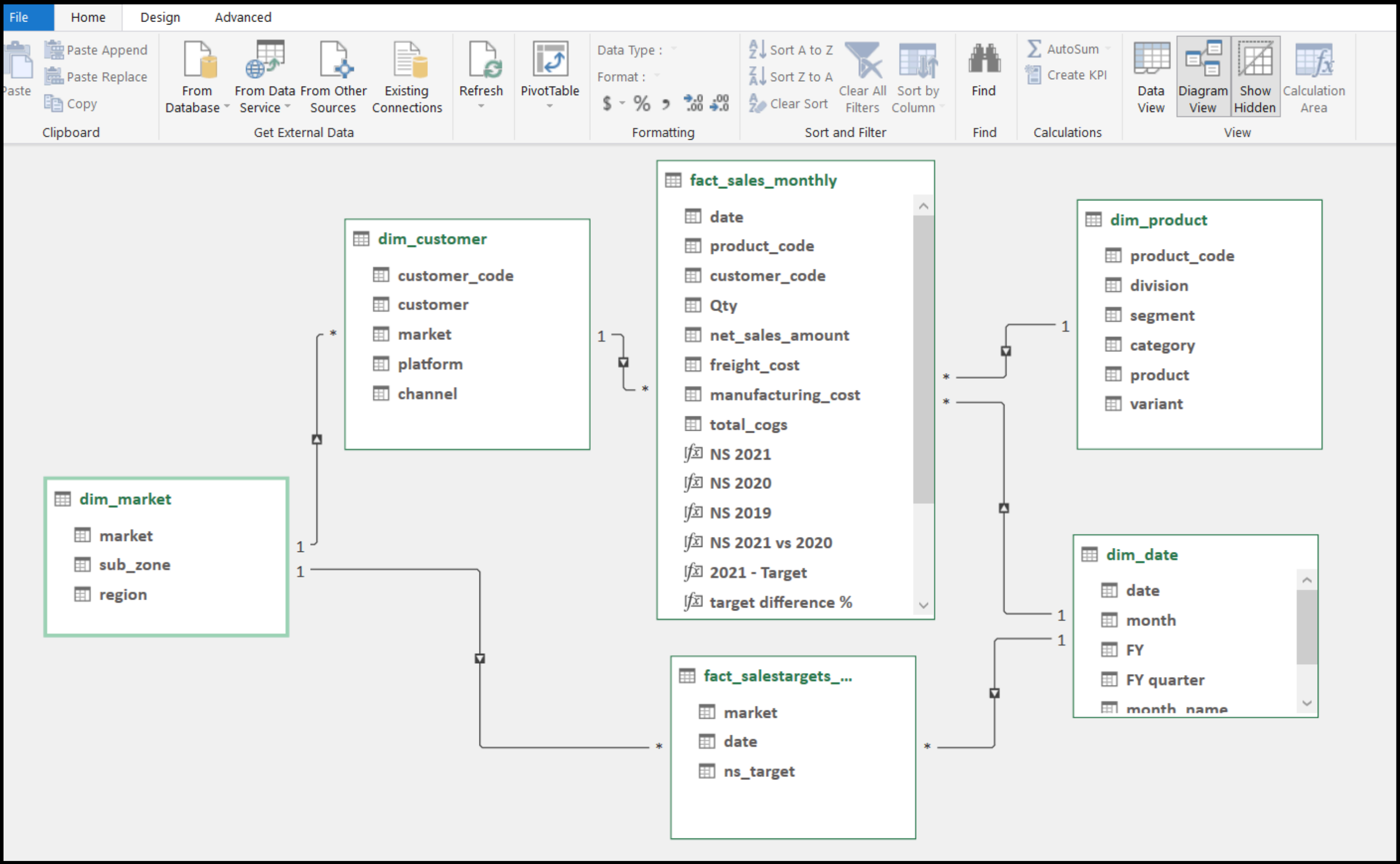
Establishing relationships between tables and create a snowflake schema in Power Pivot.



Generating Reports

Generate reports for analysis using DAX measures and Pivot Tables.

Data Model in power pivot for establishing relationship with Dimensions and Fact tables.



Fact tables consist of sales information for fiscal year **2019,2020 & 2021**.

Dim tables consist of information about **Customer, Market, Product details**, etc.

Q.1) Create a Customer report for Net Sales for each fiscal year and percentage of growth between 2021 vs 2020.

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Sales Report

FILTERS

division	All	▼
market	All	▼
region	All	▼

Customer Net Sales Performance

All values are in USD

Top 10

Customers	2019	2020	2021	2021 vs 2020
Amazon	12.17 M	37.51 M	82.09 M	218.9%
AtliQ Exclusive	9.58 M	17.68 M	61.12 M	345.8%
AtliQ e Store	7.18 M	23.67 M	52.98 M	223.8%
Sage	4.83 M	6.44 M	20.70 M	321.5%
Flipkart	2.94 M	8.35 M	19.29 M	231.0%
Leader	4.68 M	5.97 M	18.80 M	314.8%
Neptune	0.99 M	3.42 M	16.11 M	471.5%
Ebay	2.61 M	6.27 M	15.17 M	242.2%
Electricalsociety	2.34 M	3.46 M	12.42 M	358.8%
Synthetic	1.89 M	4.42 M	12.19 M	276.0%
Grand Total	49.21 M	117.17 M	310.86 M	265.3%

Insights:

Amazon, AtliQ Exclusive, AtliQ e Store are the customers with highest revenue .

With **471.5%** ,Neptune has the highest % of growth in Net Scales.

Q.2) Create a Market Performance vs Target report of Net Sales for each fiscal year and % of difference in net sales vs targets.

division

All

▼

region

All

▼

Market Performance vs Targets

All values are in USD

Country	2019	2020	2021	2021 - Target	Target differ %
Australia	3.88 M	10.70 M	20.99 M	-2.21 M	-10.54%
Austria		0.12 M	2.84 M	-0.33 M	-11.74%
Bangladesh	0.48 M	2.26 M	6.95 M	-0.72 M	-10.31%
Canada	4.76 M	12.17 M	35.06 M	-5.07 M	-14.45%
China	1.43 M	5.42 M	22.89 M	-2.07 M	-9.03%
France	4.04 M	7.47 M	25.94 M	-2.19 M	-8.44%
Germany	2.56 M	4.69 M	12.01 M	-1.53 M	-12.72%
India	30.82 M	49.77 M	161.26 M	-9.55 M	-5.92%
Indonesia	2.52 M	6.21 M	18.41 M	-2.38 M	-12.93%
Italy	2.90 M	4.46 M	11.72 M	-1.05 M	-8.96%
Japan		1.88 M	7.92 M	-0.33 M	-4.12%
Netherlands	0.23 M	3.36 M	7.98 M	-0.66 M	-8.22%
Newzealand		1.99 M	11.40 M	-1.40 M	-12.30%
Norway		2.48 M	13.68 M	-1.44 M	-10.50%
Pakistan	0.62 M	4.69 M	5.66 M	-0.52 M	-9.27%
Philippines	5.69 M	13.37 M	31.86 M	-2.50 M	-7.84%
Poland	0.41 M	2.79 M	5.19 M	-0.94 M	-18.13%
Portugal	0.75 M	3.59 M	11.83 M	-0.51 M	-4.29%
South Korea	12.80 M	17.28 M	48.97 M	-4.36 M	-8.91%
Spain		1.77 M	12.62 M	-1.79 M	-14.15%
Sweden	0.05 M	0.23 M	1.77 M	-0.20 M	-11.11%
United Kingdom	2.00 M	8.08 M	34.15 M	-2.98 M	-8.72%
USA	11.53 M	31.92 M	87.78 M	-10.24 M	-11.66%
Grand Total	87.48 M	196.69 M	598.88 M	-54.94 M	-9.17%

Insights :

Poland, Spain, Canada are the Countries with huge target difference.

Japan, Portugal, India have earned **4 to 5 %** less than their target.

Q.3) Generate a "Division level" report to present the net sales data for each Fiscal Year, along with the growth percentage.

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FILTERS

market All
region All

Division Level Report

All values are in USD

Division <input type="button" value="v"/>	2019	2020	2021	2021 vs 2020
N & S	29.98 M	51.38 M	94.73 M	184.4%
P & A	40.14 M	105.24 M	338.38 M	321.5%
PC	17.36 M	40.07 M	165.76 M	413.7%
Grand Total	87.48 M	196.69 M	598.88 M	304.5%

Insights :

P & A have generated most revenue of 338 Million.

But, **PC** division has shown highest growth of **413.7%**

Q.4) What are the top 10 products based on the percentage increase in their net sales from 2020 to 2021?

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FILTERS

divisionAll

marketAll

regionAll

Product

Net Sales Performance

All values are in USD

Top 10

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.02 M	19.35 M	641.3%
AQ Smash 2	0.43 M	11.21 M	2589.5%
AQ Home Allin1	0.67 M	5.16 M	769.0%
AQ GT 21	0.78 M	4.38 M	561.1%
AQ Pen Drive DRC	0.65 M	3.81 M	587.7%
AQ Zion Saga	0.69 M	3.64 M	528.5%
AQ Mx NB	0.03 M	1.44 M	5723.5%
AQ LION x3	0.07 M	1.23 M	1792.3%
AQ LION x2	0.05 M	0.94 M	1768.9%
AQ LION x1	0.05 M	0.84 M	1719.5%
Grand Total	6.43 M	51.99 M	808.0%

Insights :

AQ Mx NB has highest growth but low Net Sales.

AQ Electron 4 3600, AQ Smash 2, AQ Home Allin1 have descent growth & higher revenue.

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

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Top 5 Products

All values are in USD

FILTERS

division	All	▼
market	All	▼
region	All	▼

Products	Total Qty
AQ Gamers	3.38 M
AQ Gamers Ms	3.98 M
AQ Master wired x1 Ms	4.15 M
AQ Master wireless x1	3.37 M
AQ Master wireless x1 Ms	4.13 M
Grand Total	19.00 M

Bottom 5 Products

All values are in USD

FILTERS

division	All	▼
market	All	▼
region	All	▼

Products	Total Qty
AQ Gamer 1	0.05 M
AQ GEN Z	0.06 M
AQ Home Allin1	0.02 M
AQ HOME Allin1 Gen 2	0.01 M
AQ Smash 2	0.04 M
Grand Total	0.17 M

Insights :

AQ Master wired x1 Ms is product with maximum Quantity sold.

AQ Home Allin1 Gen2 is the lowest Quantity sold product.

Q.6) What are the new products that AtliQ began selling in 2021?

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New Products -2021

All values are in USD

FILTERS

division	All	▼
market	All	▼
region	All	▼

Products	2021
AQ Qwerty	21.98 M
AQ Trigger	20.74 M
AQ Gen Y	19.52 M
AQ Trigger Ms	17.90 M
AQ Wi Power Dx3	17.25 M
AQ Qwerty Ms	15.41 M
AQ Electron 3 3600 Desktop Processor	14.21 M
AQ Maxima Ms	13.66 M
AQ GEN Z	11.70 M
AQ Marquee P3	4.86 M
AQ Clx3	4.39 M
AQ Lumina Ms	4.21 M
AQ HOME Allin1 Gen 2	3.51 M
AQ MB Lito	2.85 M
AQ MB Lito 2	2.29 M
AQ Marquee P4	1.68 M
Grand Total	176.16 M

Insights :

AQ Qwerty is the highest & **AQ Marquee P4** is the lowest revenue generating products.

All new product contributes **176.16 M** of revenue for 2021.

Q.7) What are the top 5 countries in terms of net sales in 2021?

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Top Country - 2021

All values are in USD

FILTERS

division	All	▼
region	All	▼

Country	2021
India	161.26 M
USA	87.78 M
South Korea	48.97 M
Canada	35.06 M
United Kingdom	34.15 M
Grand Total	367.22 M

Insights :

AtliQ Hardware earns the highest revenue of **161.2 M** from **India**.

Top market contribute **367 M** of revenue for 2021.

Q.8) Create a P & L report by fiscal years for Net Sales, COGS, Gross Margin, GM% and percentage of growth between 2021 vs 2020.

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Finance Report

FILTERS

region	All	▼
division	All	▼
market	All	▼
customer	All	▼

P & L

By Fiscal Years

All values are in USD

Note : 21 vs 20 is not part of pivot table

Fiscal Year ▼

Metrics	2019	2020	2021	2021 vs 2020
Net Sales	87.48 M	196.69 M	598.88 M	204.48%
COGS	51.24 M	123.37 M	380.71 M	208.59%
Gross Margin	36.24 M	73.32 M	218.16 M	197.55%
GM %	41.43%	37.28%	36.43%	-2.27%

Insights :

AtliQ Hardware has gained approx **200%** of growth in all metrics for year 2021.

GM% has decreased **2.27%** by 2020.

Q.9) a) Create a P & L report by Quarters & Months for all metrics and fiscal years.

b) Create Net Sales comparision by months for 2021 vs 2020 & 2020 vs 2019.

region	All	▼	P & L By Quarters & Months All values are in USD										
division	All	▼											
market	All	▼											
customer	All	▼											
FY	2021	▼											
Quarters			▼										
	Q1	Q2	Q3	Q4	Grand Total *								
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	44.82 M	54.59 M	74.34 M	78.06 M	44.79 M	41.82 M	43.95 M	43.54 M	44.40 M	41.47 M	44.05 M	43.05 M	598.88 M
COGS	28.39 M	34.65 M	47.36 M	49.76 M	28.36 M	26.54 M	27.97 M	27.72 M	28.13 M	26.35 M	28.03 M	27.44 M	380.71 M
Gross Margin	16.43 M	19.94 M	26.98 M	28.30 M	16.43 M	15.28 M	15.98 M	15.82 M	16.27 M	15.11 M	16.02 M	15.61 M	218.16 M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales Comparision													
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
2021 vs 2020	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
2020 vs 2019	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

Insights : AtliQ Hardware does more sales in month of **Oct, Nov, Dec**.

AtliQ gains **GM%** of approx **36%** across all months.

Q.10) Create a P & L report by Markets with Net Sales, COGS, Gross Margin, GM% for fiscal year.

FILTERS

region	All	▼
sub_zone	All	▼
FY	2021	▼

P & L

By Markets

All values are in USD

Country ▼	Net Sales	COGS	Gross Margin	GM %
Australia	20.99 M	14.08 M	6.91 M	32.92%
Austria	2.84 M	1.98 M	0.86 M	30.11%
Bangladesh	6.95 M	4.55 M	2.40 M	34.54%
Canada	35.06 M	21.66 M	13.39 M	38.21%
China	22.89 M	13.49 M	9.40 M	41.07%
France	25.94 M	14.73 M	11.22 M	43.24%
Germany	12.01 M	8.86 M	3.14 M	26.18%
India	161.26 M	109.65 M	51.61 M	32.00%
Indonesia	18.41 M	11.34 M	7.07 M	38.41%
Italy	11.72 M	8.19 M	3.53 M	30.13%
Japan	7.92 M	4.24 M	3.69 M	46.52%
Netherlands	7.98 M	4.63 M	3.36 M	42.03%
Newzealand	11.40 M	5.90 M	5.50 M	48.23%
Norway	13.68 M	9.65 M	4.03 M	29.48%
Pakistan	5.66 M	3.61 M	2.05 M	36.18%
Philippines	31.86 M	19.40 M	12.45 M	39.09%
Poland	5.19 M	2.98 M	2.21 M	42.56%
Portugal	11.83 M	6.85 M	4.98 M	42.13%
South Korea	48.97 M	31.38 M	17.59 M	35.92%
Spain	12.62 M	8.44 M	4.18 M	33.13%
Sweden	1.77 M	1.06 M	0.71 M	40.22%
United Kingdom	34.15 M	18.74 M	15.41 M	45.13%
USA	87.78 M	55.31 M	32.47 M	36.99%
Grand Total *	598.88 M	380.71 M	218.16 M	36.43%

Insights :

India & USA gets highest revenue for AtliQ.

while, **New Zealand & Japan** gets highest **GM%** for AtliQ.

Q.11) Create a GM% report by Sub-Zone for all fiscal year.

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FILTERS

region All
FY 2021

GM%

By Sub-Zone

All values are in USD

GM %	Fiscal Year				
Sub-Zone		Q1	Q2	Q3	Q4
ANZ		38.99%	37.85%	38.27%	38.00%
India		32.27%	31.81%	31.92%	31.97%
NA		37.10%	37.45%	37.47%	37.39%
NE		37.88%	38.72%	38.25%	38.31%
ROA		38.48%	38.44%	38.12%	38.12%
SE		38.64%	38.29%	38.60%	38.48%
Grand Total *		36.46%	36.44%	36.45%	36.36%

Insights :

AtliQ gains lowest **GM%** of **31.8%** from **India**.

while, **ANZ & SE** gets highest **GM%** of **38%** for AtliQ.



AtliQ Hardware

Thank's For Watching

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