

## Sales Insights – AtliQ Hardware Project Report

**Name:** Sumaiya Mohammed Hanif

**Company:** AtliQ Hardware (fictional company by Codebasics)

**Tools Used:** MySQL, Power BI

**Skills Applied:** SQL querying, data cleaning, data modeling, dashboard building, business analysis

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### Project Goal (Problem Statement)

AtliQ Hardware is experiencing declining sales and poor visibility into their product and regional performance. Senior executives lack a centralized system to monitor **revenue trends, top-performing products, and market segments**.

**Goal:** Build an automated, interactive **Sales Insights Dashboard** that helps management track KPIs and make data-driven decisions.

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### Data Collection & Sources

- The data is belonging to an imaginary hardware company named **AtliQ Hardware**, managed by the “falcons team.”
  - Data is provided in SQL dump format from the Codebasics YouTube channel.
  - Contains multiple tables: markets, products, dates, customers transactions.
  - Data mimics real-world business operations of a fictional company: **AtliQ Hardware**.
  - Source: Codebasics
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### Workflow steps followed:

1. Imported SQL dump into MySQL Workbench under the sales database
2. Performed SQL analysis: wrote queries
3. Connected Power BI to MySQL via ODBC DSN
4. Performed ETL in Power Query: Filter out rows, Removed unwanted data, Added column
5. Modeled relationships between tables and built DAX measures (e.g. Revenue LY, Contribution %)

6. Designed dashboard visuals across three pages: Key Insights, Profit Analysis, Performance Insights
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## **Dashboard Design & KPIs**

### **The Metrics implemented:**

1. Page: Key Insights
  - Total Revenue (₹985M)
  - Sales Quantity (2 M units)
  - Revenue by Market
  - Sales Quantity by Market
  - Revenue Trend over time
  - Top Customers (Brick & Mortar vs E-Commerce)
  - Top Products by revenue
  - Year-over-Year Growth %
  - Sales by Region, Segment, and Manufacturer
2. Page: Profit Analysis
  - Profit Margin %
  - Profit Margin Contribution % by market
  - Revenue Contribution % by market
  - Profit % by Market
  - Table of customer-wise Revenue, Contribution %, Profit Margin
3. Page: Performance Insights
  - Profit Target slider & deviation (Target Diff)
  - Combined chart: Revenue, Revenue LY, Profit Margin %
  - Profit target vs actual by date/region
  - Performance labels by region

### **Features:**

- Dynamic filters by Year, Region, Product Category

- Interactive visuals: Bar, Line, KPIs
  - Clean, corporate design layout
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### Key Insights & Findings

- **Region A** and **Product X** consistently drive the highest revenue
  - Certain markets show declining YoY growth — need targeted promotions
  - Manufacturer Y has low sales but high production — needs reevaluation
  - Sales peak in Q4 — seasonal marketing might be effective
  - One segment had 0% YoY growth, signaling a red flag
  - Top Regions: Delhi NCR and Mumbai generate bulk of revenue
  - - North Bengaluru market shows –20.8% profit deviation → targeting needed
  - - Focus on high-margin customers and top-performing products
  - - Seasonal quarterly trends suggest promotional planning in Q4
  - - Recommend deeper review of underperforming markets & customer segmentation
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### Recommendations

- Focus marketing efforts on high-performing products and regions
  - Investigate underperforming segments and manufacturers
  - Develop quarterly campaigns to boost off-season sales
  - Expand into growing markets showing positive trends
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### Conclusion (STAR Format Summary)

- **S (Situation):** AtliQ Hardware lacked a centralized view of their sales data
- **T (Task):** Build a data-driven, interactive dashboard to analyze present and track key sales trends
- **A (Action):** Used MySQL to import/query data into a sales Database → Connected to Power BI → Clean Data Perform ETL → Created measures and Built a dynamic dashboard to visualize insights

- **R (Result):** Enabled executives to make data-driven decisions with real-time insights into sales performance and drive revenue growth.

Executives can now see:

1. Top performing regions and customers
2. Markets with declining growth (e.g. North Bengaluru –20.8%)
3. Profit vs target trends and deviations