Sales Insights – AtliQ Hardware Project Report

Name: Sumaiya Mohammed Hanif

Company: AtliQ Hardware (fictional company)
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.

Data Collection & Sources

- The data is belonging to an imaginary hardware company named **AtliQ Hardware**, managed by the "falcons team.
- Sales data was provided in SQL format and imported into MySQL for analysis.
- Contains multiple tables: markets, products, dates, customers transactions.

- Data mimics real-world business operations of a fictional company: **AtliQ Hardware**.

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

Dashboard Design & KPIs

The Metrics implemented:

1. Page: Key Insights

   o Total Revenue (₹985M)

   o Sales Quantity (2 M units)

   o Revenue by Market

   o Sales Quantity by Market

   o Revenue Trend over time

   o Top Customers (Brick & Mortar vs E-Commerce)

   o Top Products by revenue

   o Year-over-Year Growth %

   o Sales by Region, Segment, and Manufacturer

2. Page: Profit Analysis

   o Profit Margin %

   o Profit Margin Contribution % by market

   o Revenue Contribution % by market

   o Profit % by Market

   o Table of customer-wise Revenue, Contribution %, Profit Margin

3. Page: Performance Insights

   o Profit Target slider & deviation (Target Diff)

   o Combined chart: Revenue, Revenue LY, Profit Margin %

   o Profit target vs actual by date/region

   o Performance labels by region

Features:

- Dynamic filters by Year, Region, Product Category

- Interactive visuals: Bar, Line, KPIs

- Clean, corporate design layout

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

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

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