



Atlq hardwares ales insight business report

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Introduction

Atliq hardware is a company which supplies hardware peripherals to different clients. They supply computers and their peripheral equipments. Its head office is in Dehli India and regional offices in different states in India which have processed over 150,000 transactions.

Purpose

The purpose of this data analysis report is to provide insights and recommendations based on the company's data.

Questions Adressed

- who are my top 5 customers?
- what are the regions with the biggest sales decline?
- what is the aggregate revenue in the last 365 days?

Data acquisition

The data in this report is extracted from the database of atliq hardware. The following tables was analyzed using SQL;

- Revenue
- customers name, code, type
- dates
- sales quantity
- markets name, region, code
- product type, code
- sales transactions

Data preparation

The acquired data went through cleaning, transforming and structuring to remove duplicate records, correcting errors and filling in missing values.

Invalid or missing values were identified and removed or imputed using appropriate techniques to ensure data integrity.

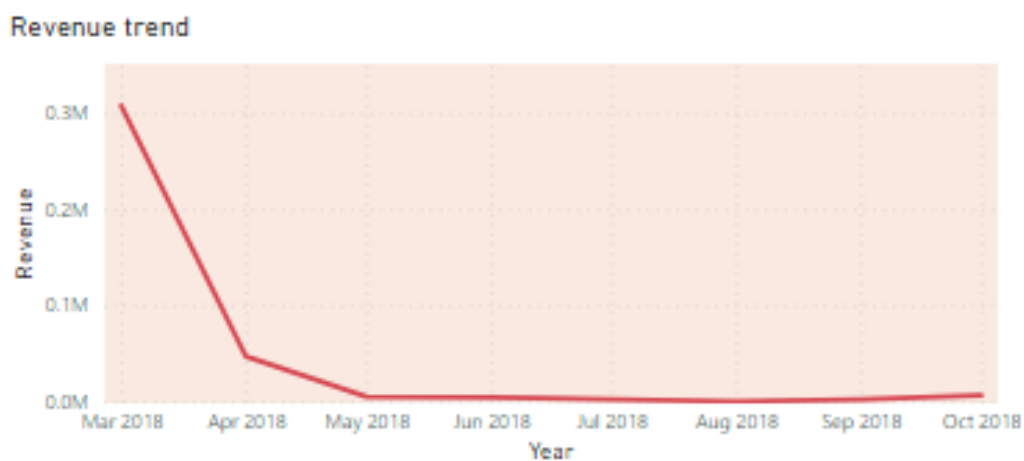
Tables were filtered and structured to interpret the sales performance in graph and chart visualisations.

you can get the SQL code applied in data cleaning and structuring on my Github [here](#)

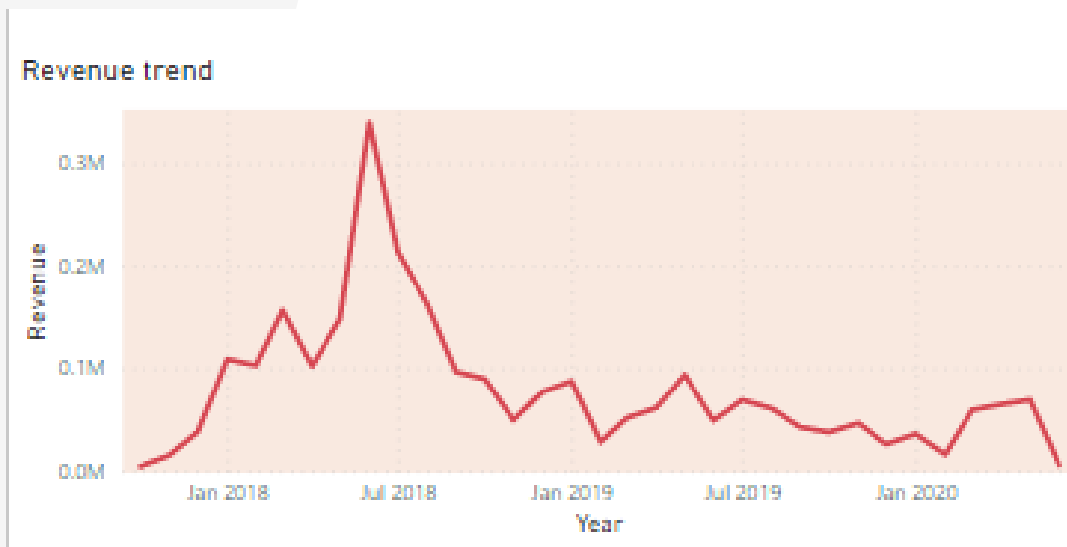
Data analytics

- 2017 was the best performing year followed by 2018 with the revenue of 414.31 million INR and 336.45 million INR respectively which accounts for 70% of the total revenue of 4 years.
- Top 5 customers are electricalsara stores, nixon, electricalsytical, premium stores and excel stores.
- The revenue for the last 365 days was 142.22 million INR

- The regions with the biggest sales decline is ;
- Bengaluru with a decline from an all time high of 307,944 INR to 6,500 INR, a 98% decline.

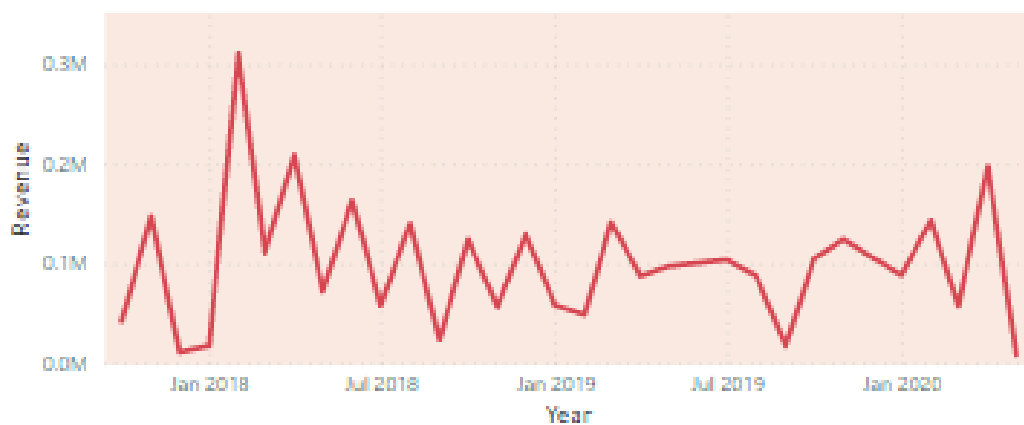


- surat with a decline from an all time high of 339,309 INR to 5,755 INR, a 98% decline.

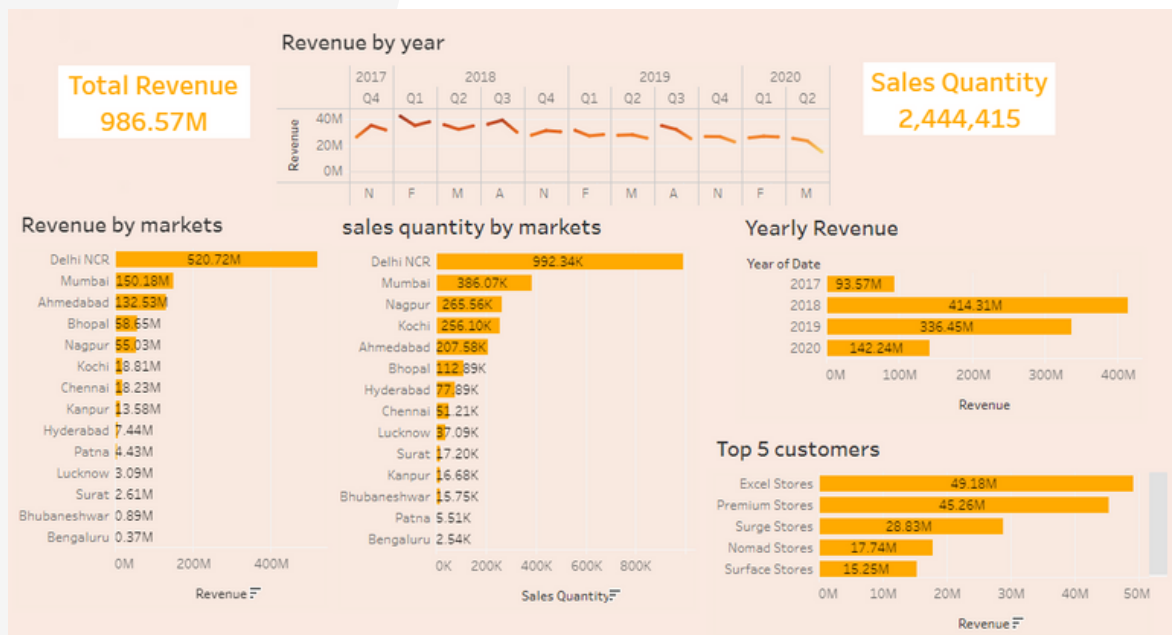


- lucknow with a decline from an all time high of 311,354 INR to 8,597 INR a 97.2% decline.

Revenue trend



Data Visualisation




you can see the interactable dashboard [here](#)

Recommendations

Several insights have been derived which have been instrumental in helping the company grow and succeed.

The insights gained from the data analyzed suggest that Atliq should consider looking into the catalyst that caused the significant decline in revenue in the regions bengaluru, surat and lucknow to see if its sales from that region can be regained or not.



Marketing and customer retention strategies should be done to turn the 3 year revenue decline into revenue growth.

if 33% of the customers received that year in bengaluru, surat and lucknow was retained the revenue gained would be 102,000 INR, 113,000 INR and 104,000 INR respectively.