

AtliQ Hardware Sales Insights

Project Overview:

The primary objective of this project is to analyze and visualize the sales trends of a AtliQ Hardware business using an interactive Power BI dashboard.

It contains the sales data of Atliq hardware from 2017 to 2020.
It consists of 1 fact table and 4 dimension tables.

The Insights in the dashboard can help the company efficiently track the business results and for better decision-making through the data

__By__ Dr. Trupti Yadav

FOR QUICK NAVIGATION



SalesInsight

FilledMap

All&AllEXCEPT



986.61M

Revenue

2M

Total_Sale_quntity

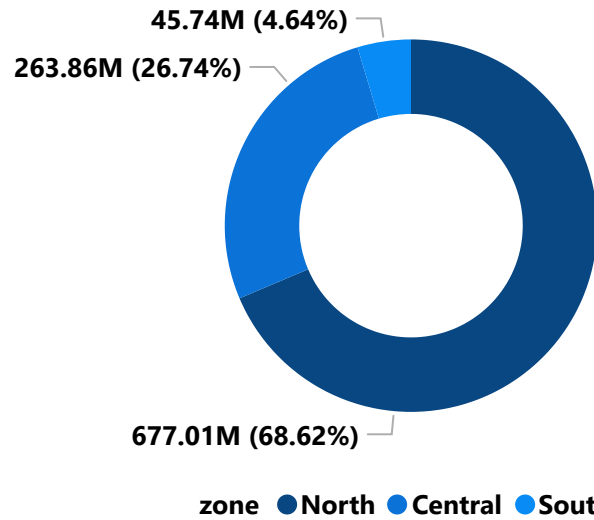
Year

- 2017
- 2018
- 2019
- 2020

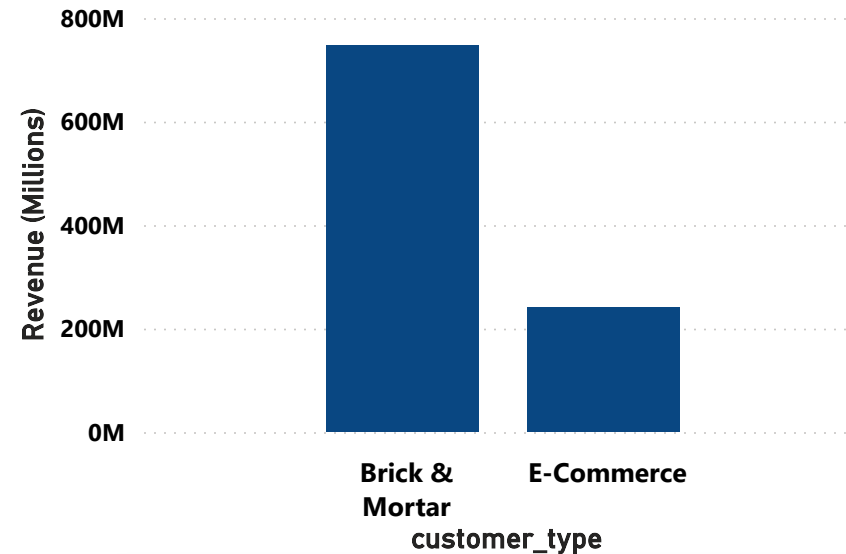
Month_name

April	February	June
August	January	March
December	July	May

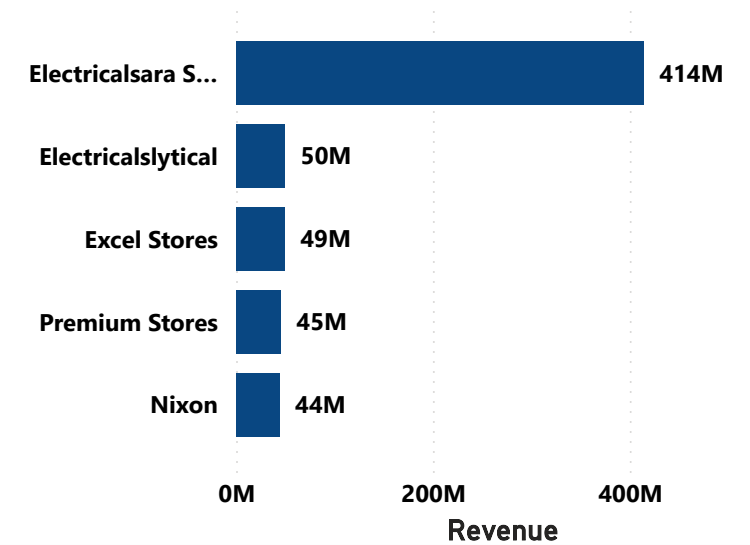
Revenue by Zone



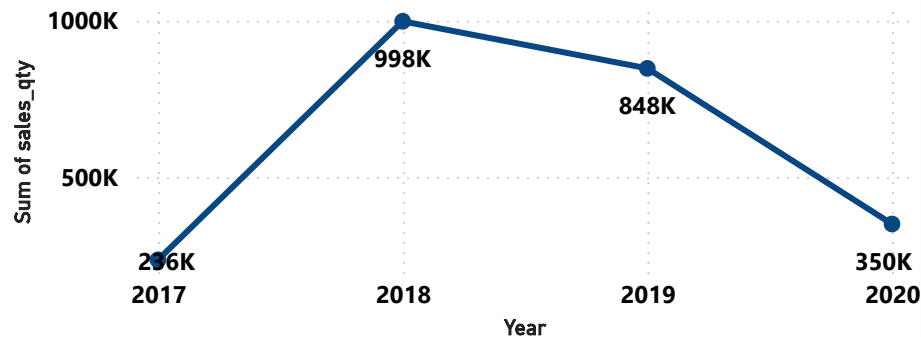
Revenue by Customer_type



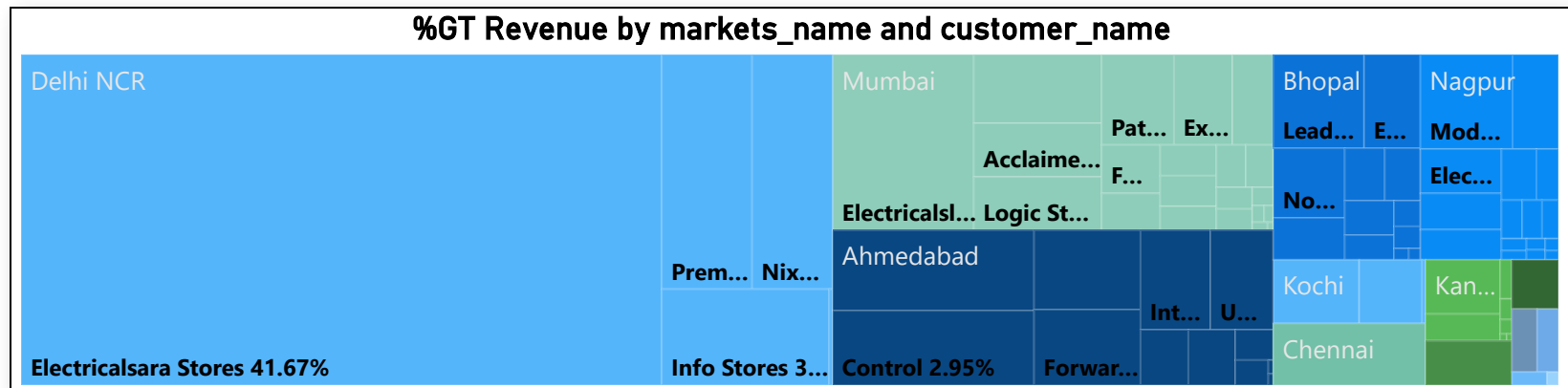
Top 5 customer_name



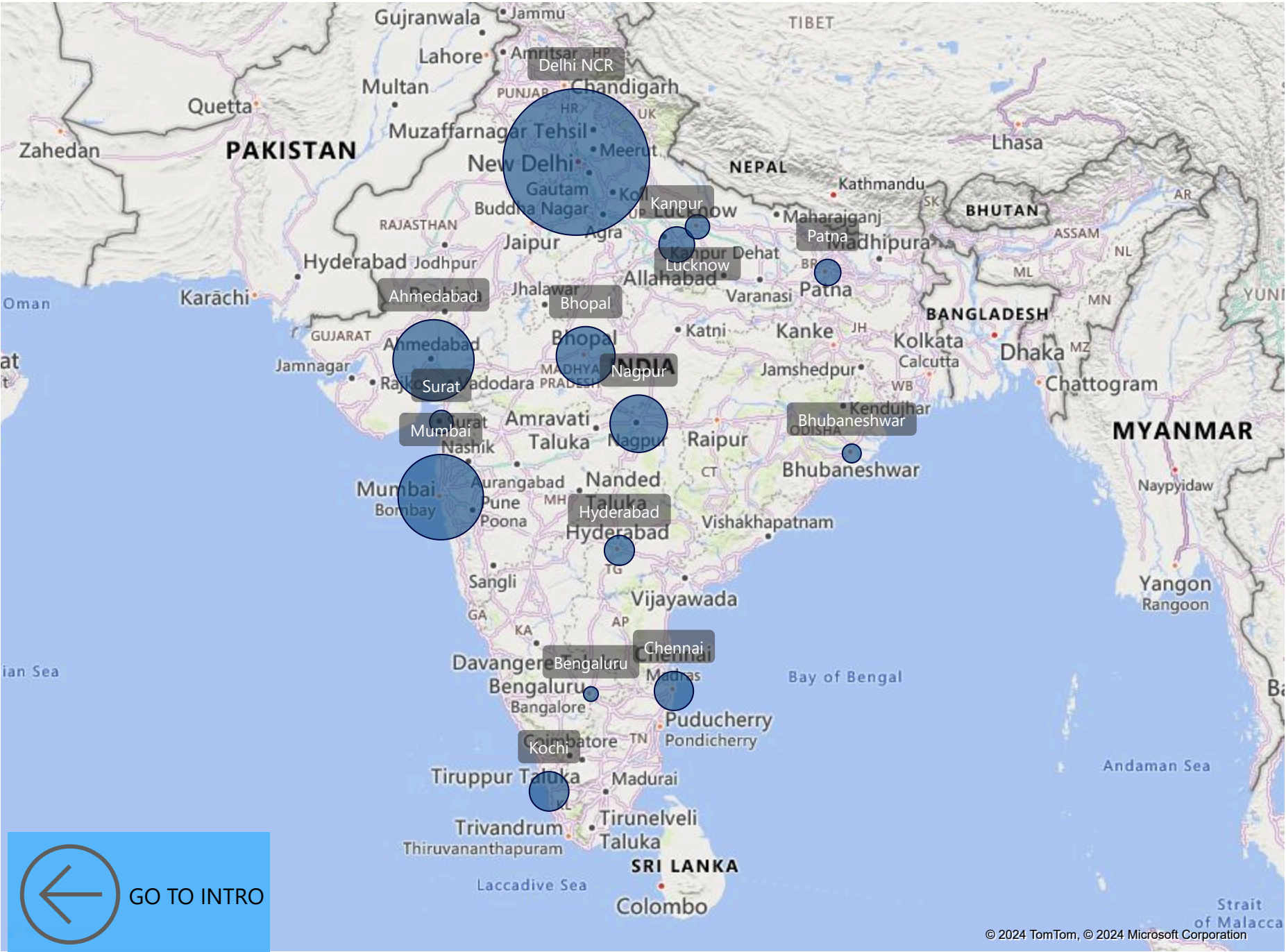
Sum of sales_qty by Year



%GT Revenue by markets_name and customer_name



Revenue by Markets_name



Zone

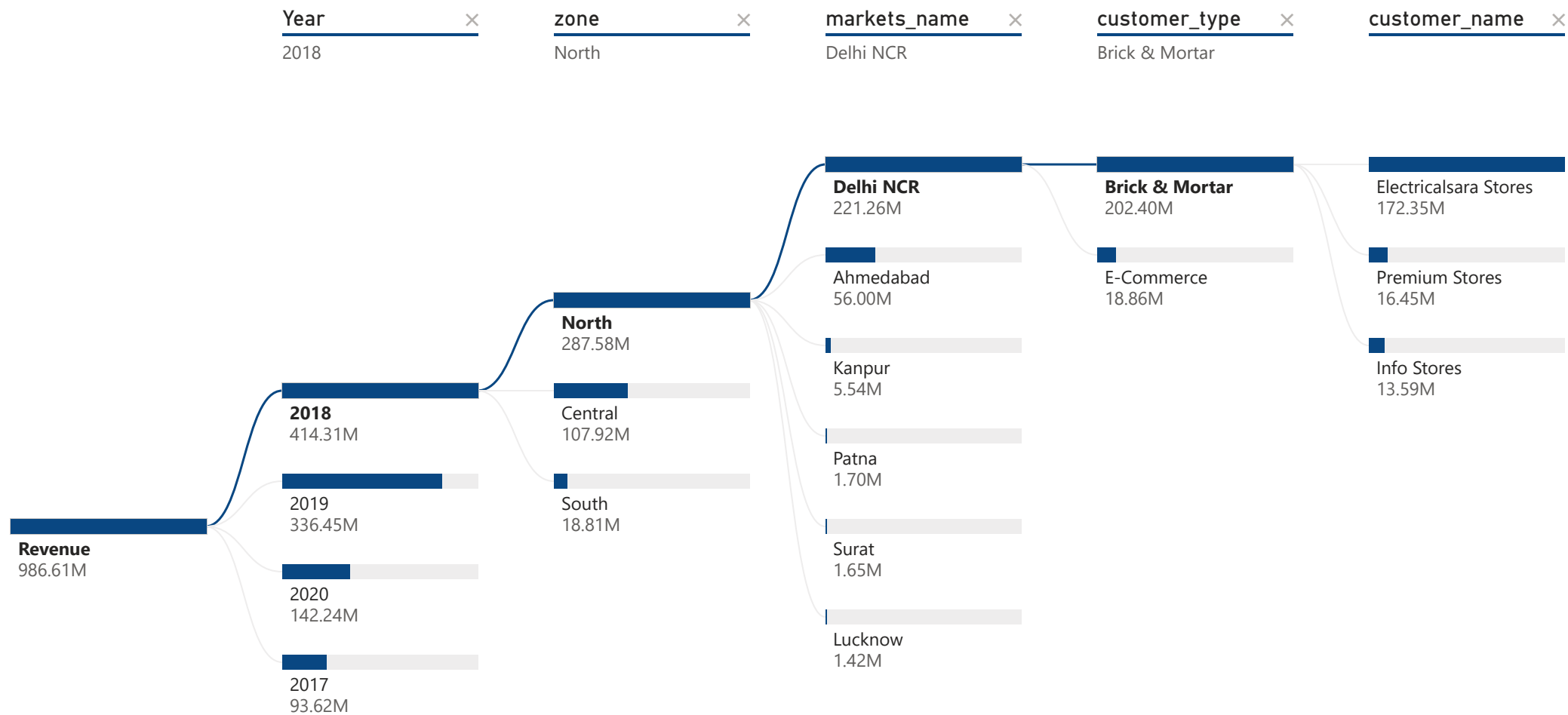
- ☐ Central
- ☐ North
- ☐ South

Markets_name

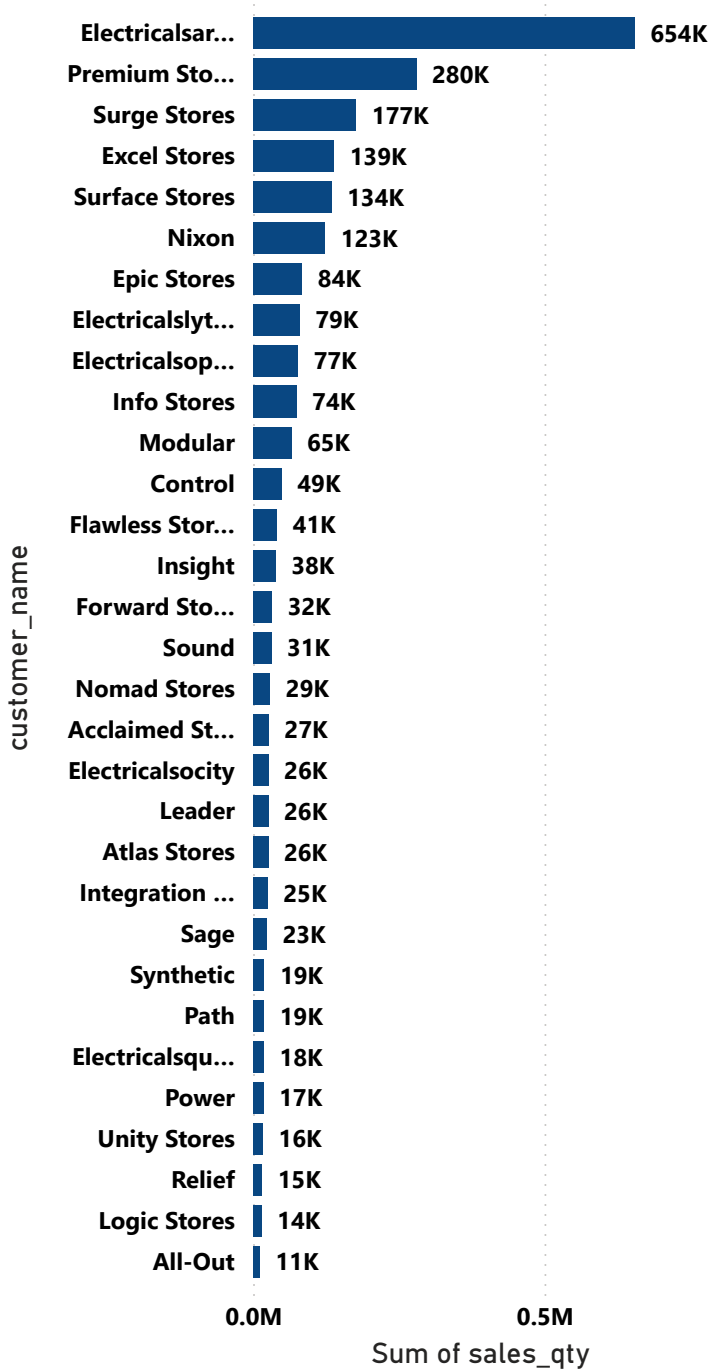
- ☐ Ahmedabad
- ☐ Bengaluru
- ☐ Bhopal
- ☐ Bhubaneswar
- ☐ Chennai
- ☐ Delhi NCR
- ☐ Hyderabad
- ☐ Kanpur
- ☐ Kochi
- ☐ Lucknow
- ☐ Mumbai
- ☐ Nagpur
- ☐ Patna
- ☐ Surat



GO TO INTRO

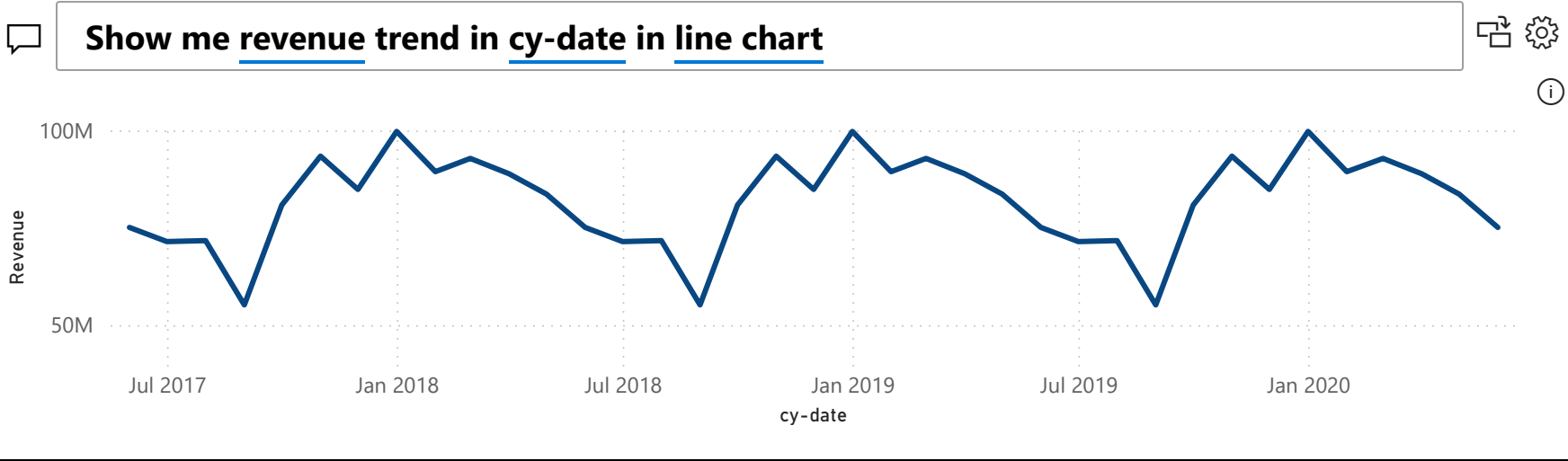


Sum of sales_qty by customer_name



At 654331, Electricalsara Stores had the highest Sum of sales_qty and was 1,30,766.20% higher than Electricalsbea Stores, which had the lowest Sum of sales_qty at 500. Electricalsara Stores accounted for 26.91% of Sum of sales_qty.

Across all 38 customer_name, Sum of sales_qty ranged from 500 to 654331.



Key influencers Top segments

What influences Revenue to Increase ?

When...

....the average of Revenue increases by

Sum of sales_qty goes up
181581.92

54.19M

← On average when Sum of sales_qty increases, Revenue also increases.

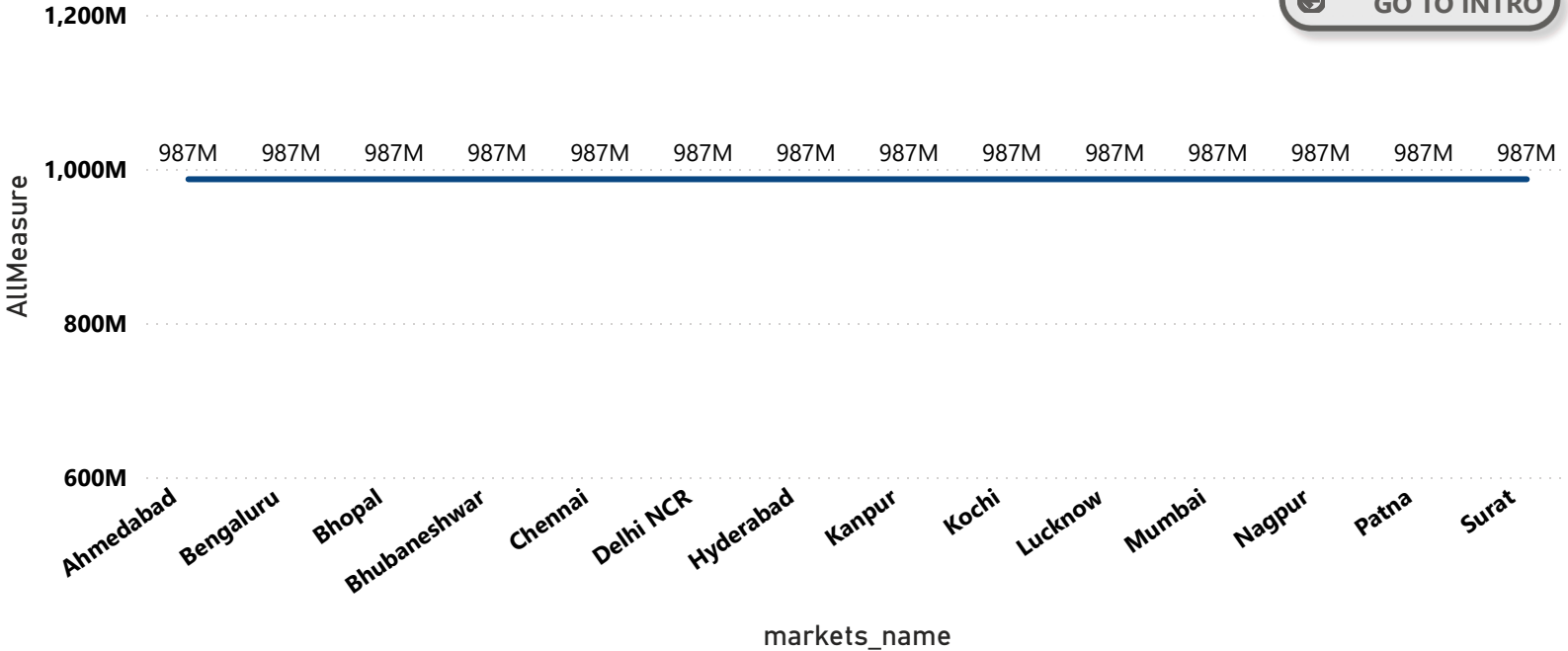
Market_Name ,Total Sale Amount,Sum of Saleamount

markets_name	AllMeasure	Sum of New_sale_amount
Ahmedabad	98,66,13,723.00	13,25,26,737.00
Bengaluru	98,66,13,723.00	3,73,115.00
Bhopal	98,66,13,723.00	5,86,54,055.00
Bhubaneshwar	98,66,13,723.00	8,93,857.00
Chennai	98,66,13,723.00	1,82,27,503.00
Delhi NCR	98,66,13,723.00	52,07,69,089.00
Hyderabad	98,66,13,723.00	74,36,823.00
Kanpur	98,66,13,723.00	1,35,83,923.00
Kochi	98,66,13,723.00	1,88,13,466.00
Lucknow	98,66,13,723.00	30,94,007.00
Mumbai	98,66,13,723.00	15,01,80,638.00
Total	98,66,13,723.00	98,66,13,723.00

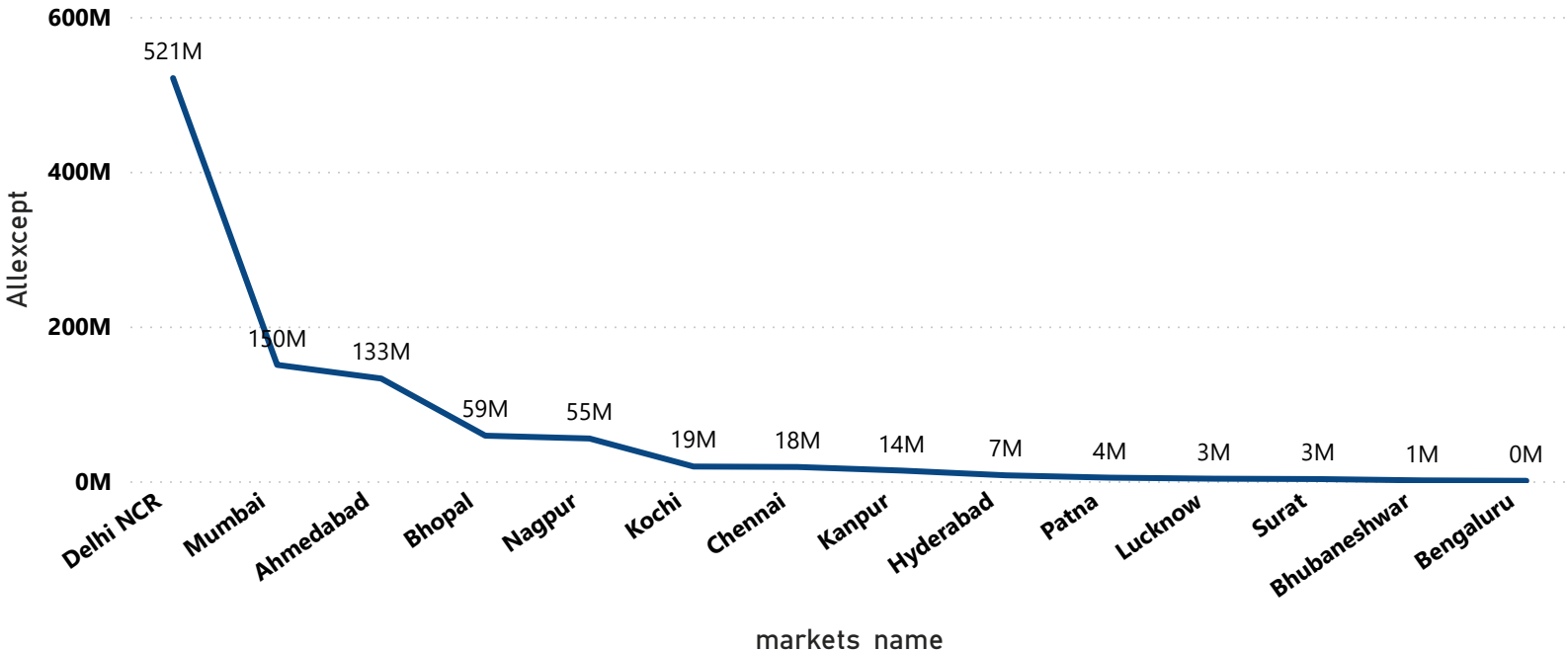
Market_Name ,Sum of Saleamount ,Total Sale Amount

markets_name	Allexcept	AllMeasure
Ahmedabad	13,25,26,737.00	98,66,13,723.00
Bengaluru	3,73,115.00	98,66,13,723.00
Bhopal	5,86,54,055.00	98,66,13,723.00
Bhubaneshwar	8,93,857.00	98,66,13,723.00
Chennai	1,82,27,503.00	98,66,13,723.00
Delhi NCR	52,07,69,089.00	98,66,13,723.00
Hyderabad	74,36,823.00	98,66,13,723.00
Kanpur	1,35,83,923.00	98,66,13,723.00
Kochi	1,88,13,466.00	98,66,13,723.00
Lucknow	30,94,007.00	98,66,13,723.00
Mumbai	15,01,80,638.00	98,66,13,723.00
Total	98,66,13,723.00	98,66,13,723.00

AllMeasure by markets_name



Allexcept by markets_name



%Revenue for Market_name by Year

markets_name	2017	2018	2019	2020	Total
Ahmedabad	1.16%	5.68%	4.77%	1.83%	13.43%
Bengaluru	0.04%				0.04%
Bhopal	0.56%	2.29%	2.31%	0.78%	5.94%
Bhubaneshwar	0.01%	0.03%	0.04%	0.02%	0.09%
Chennai	0.17%	0.91%	0.52%	0.25%	1.85%
Delhi NCR	5.07%	22.43%	17.41%	7.88%	52.78%
Hyderabad	0.09%	0.25%	0.29%	0.12%	0.75%
Kanpur	0.17%	0.56%	0.42%	0.22%	1.38%
Kochi	0.23%	0.68%	0.72%	0.28%	1.91%
Lucknow	0.02%	0.14%	0.10%	0.05%	0.31%
Mumbai	1.51%	6.39%	5.27%	2.05%	15.22%
Nagpur	0.40%	2.26%	2.08%	0.84%	5.58%
Patna	0.08%	0.17%	0.10%	0.09%	0.45%
Surat	0.01%	0.17%	0.07%	0.03%	0.26%
Total	2.100%	11.000%	21.100%	11.100%	100.000%

Top 5 product_code by Sale_amount and customer_Name

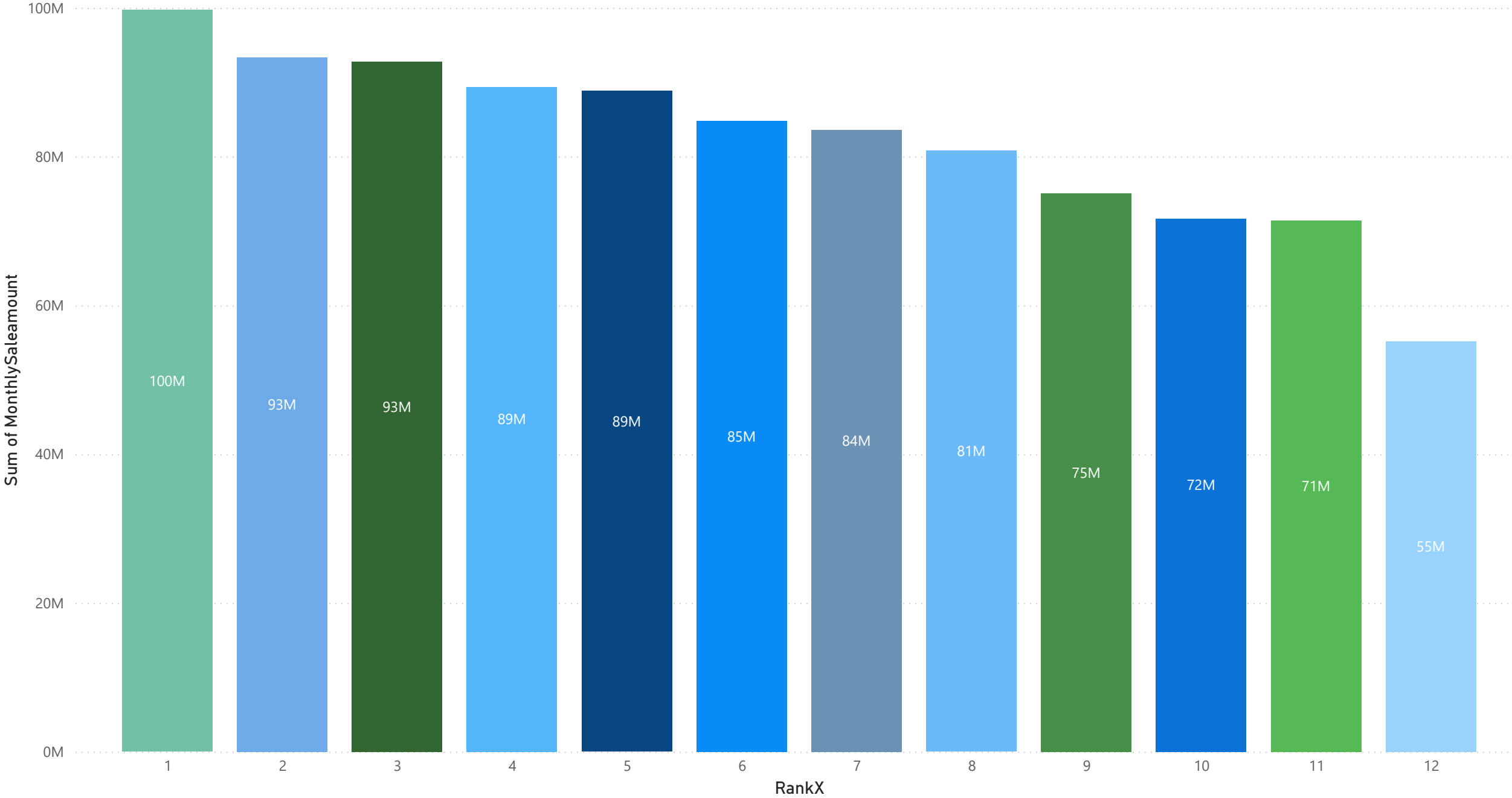
product_code	Acclaimed Stores	All-Out	Atlas Stores	Control	Electricalsara Stores	Electricalsbea Stores
Prod316	2,204.00	11,32,503.00			4,45,95,893.00	
Prod318	27,51,705.00		30,46,377.00	76,51,588.00		
Prod324	10,63,876.00	7,46,215.00			3,44,14,139.00	
Prod329					3,37,83,964.00	
Prod334	875.00		11,99,595.00	21,91,713.00	3,72,193.00	
Total	38,18,660.00	18,78,718.00	42,45,972.00	98,43,301.00	11,31,66,189.00	

Yearly Customer_Name By Sum of Sale_Quantity

customer_name	2017	2018	2019	2020	Total
Acclaimed Stores	2083	11739	9365	3520	26707
All-Out	1060	4648	4103	1213	11024
Atlas Stores	2338	9181	10136	4119	25774
Control	2657	21379	17613	7118	48767
Electricalsara Stores	64005	268619	221333	100374	654331
Electricalsbea Stores	19	173	218	90	500
Electricalslance Stores	471	3282	6045	672	10470
Electricalslytical	8013	31116	29894	10433	79456
Electricalsocity	1683	12862	7155	4426	26126
Electricalsopedia Stores	9010	32254	28730	6647	76641
Electricalsquipo Stores	988	13315	3562	264	18129
Elite	889	2383	1704	1736	6712
Epic Stores	5467	31616	28941	17876	83900
Excel Stores	12035	54830	49400	22309	138574
Expression	386	1104	1444	310	3244
Flawless Stores	444	21169	13564	5474	40651
Forward Stores	2766	12874	11735	4604	31979
Info Stores	7106	29063	27503	10582	74254
Insight	4343	13174	5808	15015	38340
Integration Stores	1980	10132	9075	3587	24774
Leader	1709	11439	10489	2254	25891
Logic Stores	1004	2321	7274	3434	14033
Modular	3579	26312	26388	8975	65254
Nixon	13107	53689	41640	14933	123369
Nomad Stores	2959	12515	9876	3743	29093
Novus	376	1654	2060	544	4634
Path	1461	7001	7444	2598	18504
Power	1830	7008	5709	2855	17402
Premium Stores	39492	122230	89890	28211	279823
Sum	6111	25561	20007	8110	94789

Sum of MonthlySaleamount by RankX and Transactions_Month_name

Transactions_Month_name April August December February January July June March May November October September



Sum of MonthlySaleamount by Transactions_Month_name

