Problem Statement for the Power BI Dashboard

Atlic Hardware is a company that supplies computer hardware and peripherals to various clients, including Excel Stores and Nomad Stores, across India. The company has its head office in Delhi and several regional offices throughout the country.

The main problem:
Bavin Patel, the sales director, is facing challenges in **tracking and understanding sales performance** in a dynamically growing market. He currently relies on regional managers for insights about North, South, and Central India, but these are often shared verbally or through numerous Excel files, with information being sugarcoated or not completely reflective of the real situation.

- He receives too many Excel files (sometimes 69+), making it hard to get a clear, digestible overview of the business.

- Human managers tend to present overly optimistic insights, concealing weaknesses or areas that need attention.

- The process is **manual, fragmented, inefficient, and prone to misrepresentation**.

What Bavin wants:
A **simple, visual, and truthful dashboard**—something that:

- Provides clear insights (by region, product, and time period) on sales and revenue trends.

- Highlights the weakest and strongest areas to inform business decisions (e.g., where to run promotions).

- Is easily accessible daily and can send automated reports, allowing Bavin to make **data-driven decisions** instead of relying on incomplete reports from managers.

End Goal:
Build a Power BI dashboard that aggregates and visualizes real sales data, enabling easy monitoring, trend analysis, and actionable insights for executive decision-making.