

Excel - Sales and Finance Analytics Project

of AtliQ Hardwares

Problem Statement:

AtliQ Hardwares, a leading hardware company specializing in PCs, printers, mice, and computers with a global reach, faces the challenge of optimizing sales and improving net gross margins.

Project Goal:

This project tackles the analysis of a vast dataset comprising over half a million records of unorganized sales data, demanding extensive ETL efforts. Objective is to unearth strategic insights that will empower AtliQ Hardwares to make informed decisions and effectively track key performance indicators (KPIs). The ultimate aim is to drive substantial improvements in the company's performance in the years ahead, centered around net sales and net gross margin.

Why this project matters:

Unlocking the potential within this dataset holds the key to maximizing AtliQ Hardwares' sales and profitability.

By harnessing the power of data analytics, I aim to transform challenges into opportunities and facilitate data-driven decision-making.

Join me on this journey to uncover the hidden treasures within AtliQ Hardwares' sales and finance data, enhancing their global market presence and financial health.

Welcome to data- driven transformation!

Project Highlights

Project 1: Sales Analysis and Reporting

Objective:

Developed a comprehensive customer performance report.

Conducted an in-depth comparison of market performance and sales targets.

Key Achievements:

Enabled businesses to monitor and evaluate their sales activities effectively.

Identified critical sales patterns and tracked essential key performance indicators (KPIs).

Assisted in determining optimal customer discounts, facilitating consumer negotiations, and pinpointing promising international expansion opportunities.

Project 2: Financial Analysis and Reporting

Objective:

Created detailed Profit and Loss (P&L) reports categorized by Fiscal Year and Months.

Produced P&L reports segmented by Markets.

Key Achievements:

Evaluated financial performance comprehensively, facilitating informed decision-making.

Supported effective communication with stakeholders through clear and insightful reports.

Contributed to benchmarking against industry peers and established a foundation for budgeting and forecasting.

Technical and Soft Skills

Technical Skills:

Proficient in ETL methodology (Extract, Transform, Load).

Skilled in generating data tables using Power Query.

Experienced in deriving fiscal months and quarters.

Proficient in establishing data model relationships with Power Pivot.

Adept at incorporating supplementary data into existing data models.

Skilled in using DAX to create calculated columns.

Soft Skills:

Possess a refined understanding of Sales and Finance Reports.

Capable of designing user-centric reports with empathy in mind.

Experienced in optimizing report generation through meticulous fine-tuning.

Skillful in developing a systematic approach to devising a report-building plan.