



SALES & FINANCE

EXCEL REPORT

Presented By
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- Introduction
- Problem Statement
- Data Source & Tools
- Data Model & Dax Measure
- Sales & Finance Report




INTRODUCTION

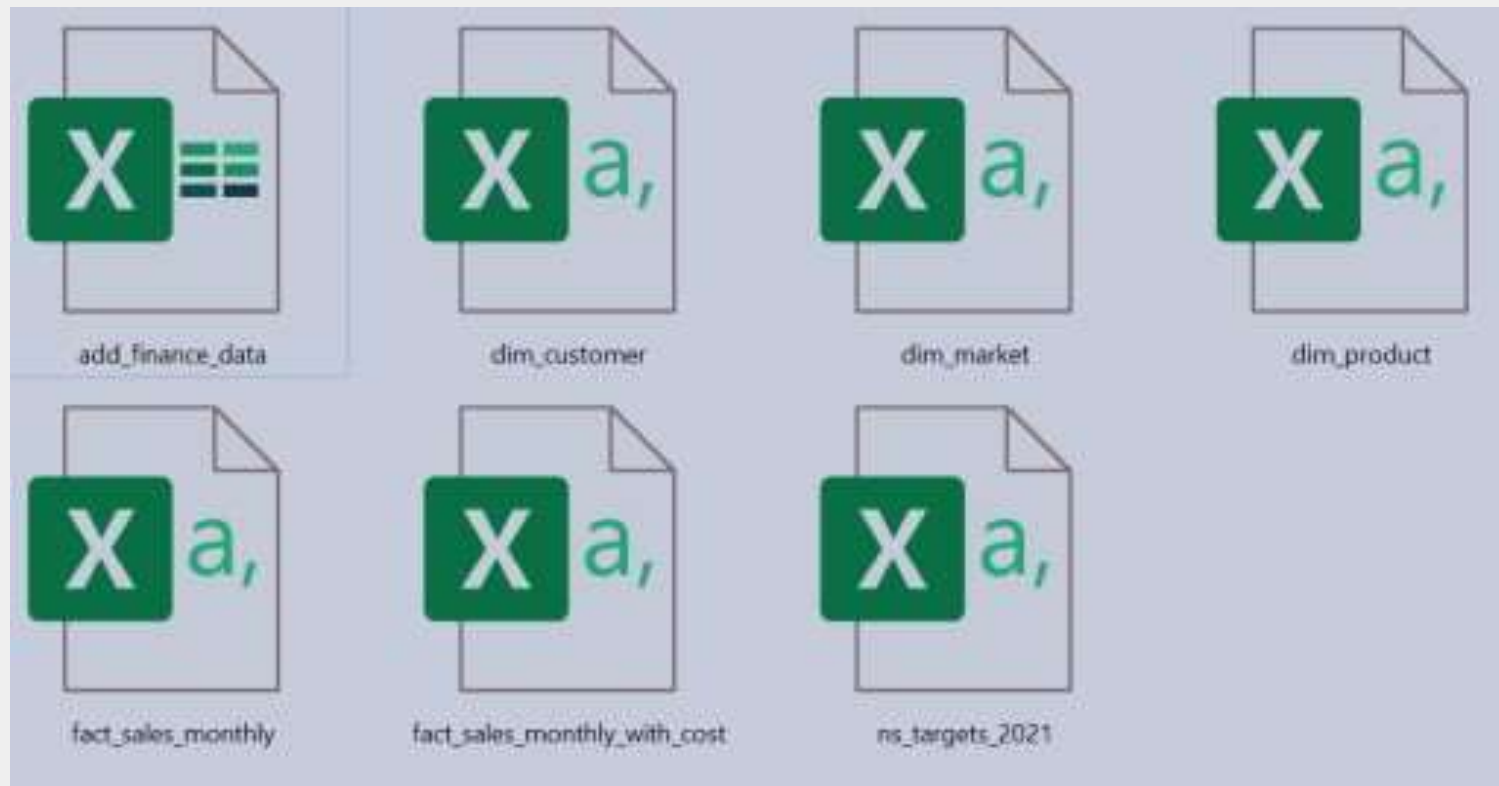
AtliQ Hardware is a leading company that supplies products such as computer hardware and peripherals to clients across the world.



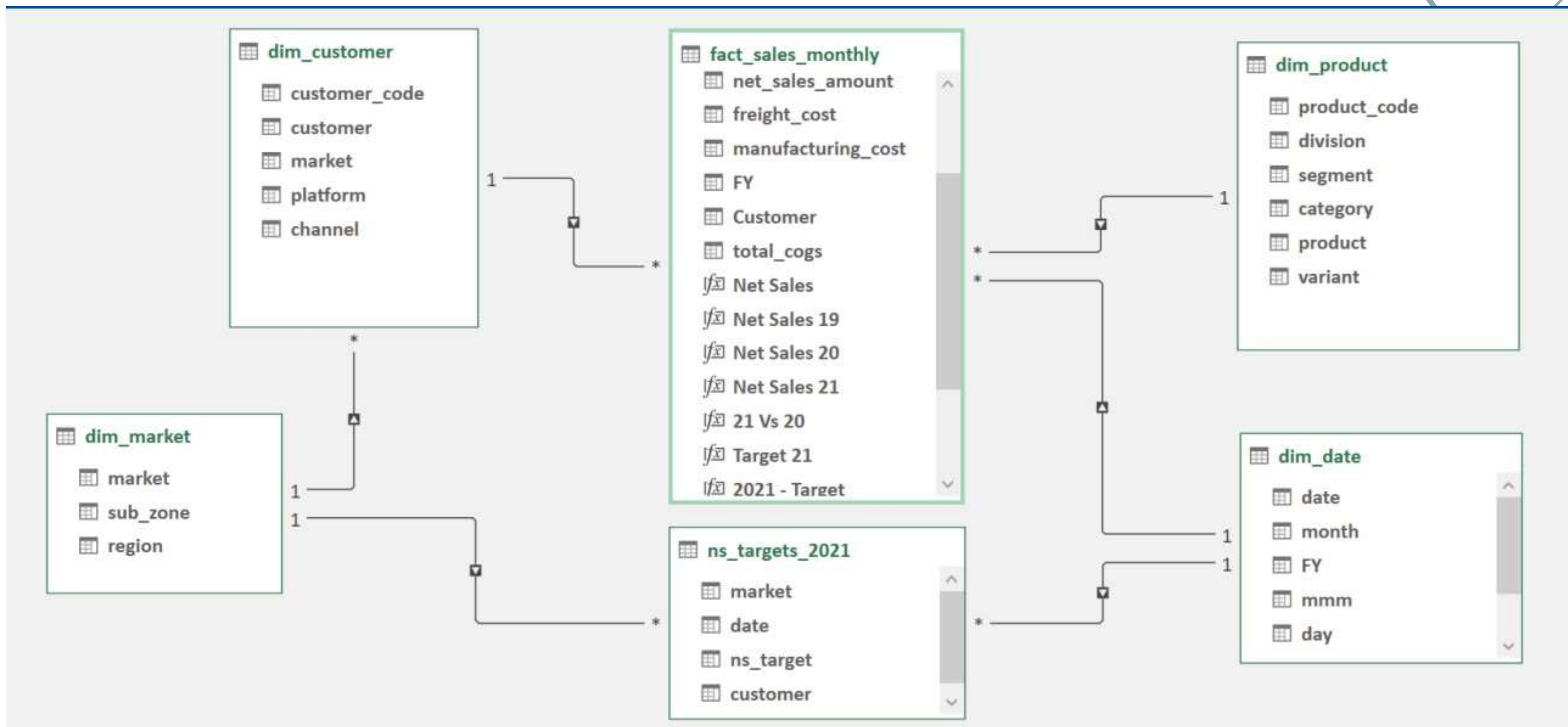
PROBLEM STATEMENT

- ATLIQ HARDWARE FACING SIGNIFICANT LOSSES IN RECENT YEARS
 - RELY ON HAND-WRITTEN REPORTS
 - NEED FOR INSIGHTS FOR INFORMED DECISION-MAKING
 - REQUEST FOR A DATA ANALYST TO CREATE AN EXCEL REPORT
 - ANALYSIS FOCUSED ON SALES AND FINANCE PERFORMANCE
- 

DATA SOURCE & TOOLS



- Power Query
- Power Pivot
- Pivot Table
- Dax Measure and Columns
- Conditional Formatting



DAX MEASURES

Manage Measures ?	
<div>New Edit Delete</div>	
Measure	Formula
%	DIVIDE([2021 - Target],[Net Sales 21],0)
2021 - Target	[Net Sales 21] - [Target 21]
21 Vs 20	DIVIDE([Net Sales 21] - [Net Sales 20], [Net Sales 20],0)
COGS	SUM(fact_sales_monthly[total_cogs])
GM %	DIVIDE([Gross Margin], [Net Sales],0)
Gross Margin	[Net Sales] - [COGS]
Net Sales	SUM(fact_sales_monthly[net_sales_amount])
Net Sales 19	CALCULATE(SUM(fact_sales_monthly[net_sales_amount]), dim_date[FY] = "2019")
Net Sales 20	CALCULATE([Net Sales], dim_date[FY] = "2020")
Net Sales 21	CALCULATE([Net Sales], dim_date[FY] = "2021")
Target 21	SUM(ns_targets_2021[ns_target])



REPORTS

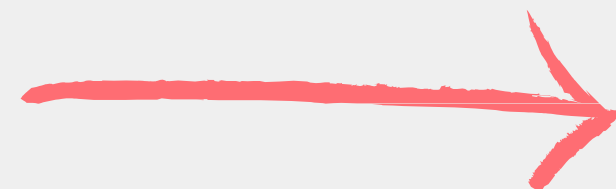
SALES

- Customer Performance Report
- Customer Performance Report
- Top 10 Products
- Division Level
- Top & Bottom 5 Products
- New Product – 2021
- Top 5 countries

FINANCE

- P&L yearly
 - P&L Monthly
 - P&L Market
 - GM % Quartely
- 

SALES REPORT



CUSTOMER NET SALES PERFORMANCE

Filters

region All
market All
division All

CUSTOMER NET SALES PERFORMANCE

Customer	2019	2020	2021	21 vs 20
Nova		0.0M	0.4M	2664.92%
Integration Stores		0.2M	1.4M	887.19%
Chiptec		0.4M	3.0M	722.03%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Electricalsbea Stores		0.1M	0.7M	504.64%
All-Out		0.2M	0.8M	495.70%
Elite	0.4M	0.8M	4.1M	495.52%
Boulanger	0.2M	0.8M	4.1M	492.93%
Neptune	1.0M	3.4M	16.1M	471.50%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
UniEuro	0.6M	1.6M	7.3M	457.03%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Propel	1.6M	2.5M	10.8M	440.64%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Girias	1.5M	2.1M	8.7M	419.29%
Chip 7	0.6M	1.3M	5.5M	416.07%
Relief	0.4M	1.0M	4.1M	403.57%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Elkj�p	0.5M	1.3M	5.2M	391.90%
Ezone	1.5M	2.0M	7.9M	391.62%
Info Stores	0.1M	0.5M	1.8M	384.09%
Lotus	1.5M	2.1M	8.1M	382.61%
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
walmart	1.3M	2.6M	9.7M	370.45%
Expert	0.8M	1.8M	6.4M	363.98%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Coolblue	0.5M	1.2M	4.2M	360.00%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
BestBuy	0.9M	1.8M	6.3M	356.08%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Control	0.9M	2.2M	7.7M	349.23%

Viveks	1.6M	2.2M	7.8M	348.10%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
Costco	1.1M	2.8M	9.3M	337.37%
Zone	0.3M	1.6M	5.3M	336.20%
Expression	1.7M	3.0M	9.8M	328.24%
Sage	4.8M	6.4M	20.7M	321.52%
Leader	4.7M	6.0M	18.8M	314.81%
Electricalsance Stores	0.1M	0.7M	2.3M	313.34%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Saturn	0.2M	0.4M	1.2M	310.46%
Staples	1.2M	2.9M	8.8M	306.95%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Croma	1.7M	2.5M	7.5M	305.11%
Otto	0.3M	0.4M	1.2M	298.58%
Notebillig	0.2M	0.4M	1.1M	287.39%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Synthetic	1.9M	4.4M	12.2M	275.98%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Insight	0.4M	1.0M	2.8M	271.84%
Novus	1.9M	3.7M	9.9M	264.20%
Sound	0.6M	1.7M	4.4M	260.26%
Taobao	0.2M	1.3M	3.3M	248.66%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Nomad Stores	0.5M	1.6M	4.0M	246.89%
Ebay	2.6M	6.3M	15.2M	242.16%
Digimarket	0.8M	1.7M	4.1M	241.05%
Flipkart	2.9M	8.3M	19.3M	231.03%
AtliQ e Store	7.2M	23.7M	53.0M	223.83%
Amazon	12.2M	37.5M	82.1M	218.87%
Grand Total	87.5M	196.7M	598.9M	304.48%



MARKET PERFORMANCE | TOP 5 COUNTRY | DIVISION LEVEL REPORT

Filters		MARKET PERFORMANCE VS TARGET				
region	All					
division	All					
Market	2019	2020	2021	2021 - Target2021	Error %	
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%	
India	30.8M	49.8M	161.3M	-9.6M	-5.6%	
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%	
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%	
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%	
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%	
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%	
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%	
France	4.0M	7.5M	25.9M	-2.2M	-7.8%	
China	1.4M	5.4M	22.9M	-2.1M	-8.3%	
Spain		1.8M	12.6M	-1.8M	-12.4%	
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%	
Norway		2.5M	13.7M	-1.4M	-9.5%	
Newzealand		2.0M	11.4M	-1.4M	-11.0%	
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%	
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%	
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%	
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%	
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%	
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%	
Austria		0.1M	2.8M	-0.3M	-10.5%	
Japan		1.9M	7.9M	-0.3M	-4.0%	
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%	
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%	

Filters		TOP 5 COUNTRY - 2021	
region	All		
customer	All		
Market	2021		
India	161.3M		
USA	87.8M		
South Korea	49.0M		
Canada	35.1M		
United Kingdom	34.2M		
Grand Total	367.2M		

Filters		DIVISION SALES REPORT			
region	All				
customer	All				
Division	2020	2021	21 vs 20		
PC	40.1M	165.8M	313.7%		
P & A	105.2M	338.4M	221.5%		
N & S	51.4M	94.7M	84.4%		
Grand Total	196.7M	598.9M	204.5%		

TOP 10 PRODUCTS & NEW PRODUCTS - 2021

Filters

region All
division All
customer All

TOP 10 PRODUCTS BY SALES INCREMENT

Product	2020	2021	21 vs 20
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ LION x3	0.1M	1.2M	1692.3%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x1	0.0M	0.8M	1619.5%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ GT 21	0.8M	4.4M	461.1%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

Filters

region All
division All
customer All

NEW PRODUCTS 2021

Product	2021
AQ Qwerty	22.0M
AQ Trigger	20.7M
AQ Gen Y	19.5M
AQ Trigger Ms	17.9M
AQ Wi Power Dx3	17.2M
AQ Qwerty Ms	15.4M
AQ Electron 3 3600 Desktop Processor	14.2M
AQ Maxima Ms	13.7M
AQ GEN Z	11.7M
AQ Marquee P3	4.9M
AQ Clx3	4.4M
AQ Lumina Ms	4.2M
AQ HOME Allin1 Gen 2	3.5M
AQ MB Lito	2.8M
AQ MB Lito 2	2.3M
AQ Marquee P4	1.7M
Grand Total	176.2M

TOP 5 & BOTTOM 5 PRODUCTS

TOP 5 PRODUCTS BY QTY

Filters

region	All
division	All
customer	All

Product	Quantity
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1 Ms	4.1M
AQ Gamers Ms	4.0M
AQ Gamers	3.4M
AQ Master wireless x1	3.4M
Grand Total	19.0M

BOTTOM 5 PRODUCTS BY QTY

Filters

region	All
division	All
customer	All

Product	Quantity
AQ HOME Allin1 Gen 2	8.9K
AQ Home Allin1	15.2K
AQ Smash 2	36.0K
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
Grand Total	174.9K

FINANCE REPORT



P&L BY FISCAL YEAR AND COUNTRY

P & L BY YEAR				
region	All			
market	All			
division	All			
Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
Cogs	51.2M	123.4M	380.7M	208.6%
Grossmargin	36.2M	73.3M	218.2M	197.6%
GM%	41.43%	37.28%	36.43%	-2%

P & L BY MARKETS				
region	All			
division	All			
sub_zone	All			
Row Labels	Net Sales	Cogs	Grossmargin	GM%
Australia	35.6M	22.1M	13.5M	37.87%
Austria	3.0M	2.1M	0.9M	29.96%
Bangladesh	9.7M	6.3M	3.4M	35.43%
Canada	52.0M	31.5M	20.5M	39.39%
China	29.7M	17.6M	12.1M	40.82%
France	37.5M	21.2M	16.2M	43.31%
Germany	19.3M	13.5M	5.8M	29.91%
India	241.9M	161.2M	80.7M	33.36%
Indonesia	27.1M	16.3M	10.8M	39.77%
Italy	19.1M	12.9M	6.2M	32.62%
Japan	9.8M	5.4M	4.4M	44.68%
Netherlands	11.6M	6.5M	5.0M	43.59%
Newzealand	13.4M	7.4M	6.0M	44.98%
Norway	16.2M	11.2M	5.0M	30.75%
Pakistan	11.0M	6.7M	4.3M	39.19%
Philippines	50.9M	30.2M	20.8M	40.77%
Poland	8.4M	4.9M	3.5M	41.52%
Portugal	16.2M	9.6M	6.6M	40.66%
South Korea	79.1M	50.2M	28.8M	36.47%
Spain	14.4M	9.5M	4.8M	33.69%
Sweden	2.0M	1.2M	0.8M	40.59%
United Kingdom	44.2M	25.3M	18.9M	42.72%
USA	131.2M	82.5M	48.7M	37.10%
Grand Total	883.0M	555.3M	327.7M	37.11%

P&L REPORT MONTHLY

region All
market All
division All
FY 2019

P & L
BY MONTHS
2019

	Quarters														Grand Total
	Q1			Q2			Q3			Q4					
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M		
Cogs	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M		
Grossmargin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M		
GM%	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%		

region All
market All
division All
FY 2020

P & L
BY MONTHS
2020

	Quarters														
	Q1			Q2				Q3			Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
Net Sales	17.1M	20.6M		28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M	
Cogs	10.6M	12.8M		18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M	
Grossmargin	6.5M	7.8M		10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M	
GM%	37.77%	37.78%		37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%	

NET SALES COMPARISON

20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%
21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%

region All
market All
division All
FY 2021

P & L
BY MONTHS
2021

	Quarters												Grand Total	
	Q1			Q2			Q3			Q4				
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	44.8M	54.6M		74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
Cogs	28.4M	34.7M		47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Grossmargin	16.4M	19.9M		27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM%	36.65%	36.52%		36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

GM % BY COUNTRY

GM % BY QUARTERS (SUB_ZONE) 2019

FY	2019				
GM%	Quarters				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

GM % BY QUARTERS (SUB_ZONE) 2020

FY	2020				
GM%	Quarters				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

GM % BY QUARTERS (SUB_ZONE) 2021

FY	2021				
GM%	Quarters				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%



THANK YOU

Presented by
Vikalp Maheshwari