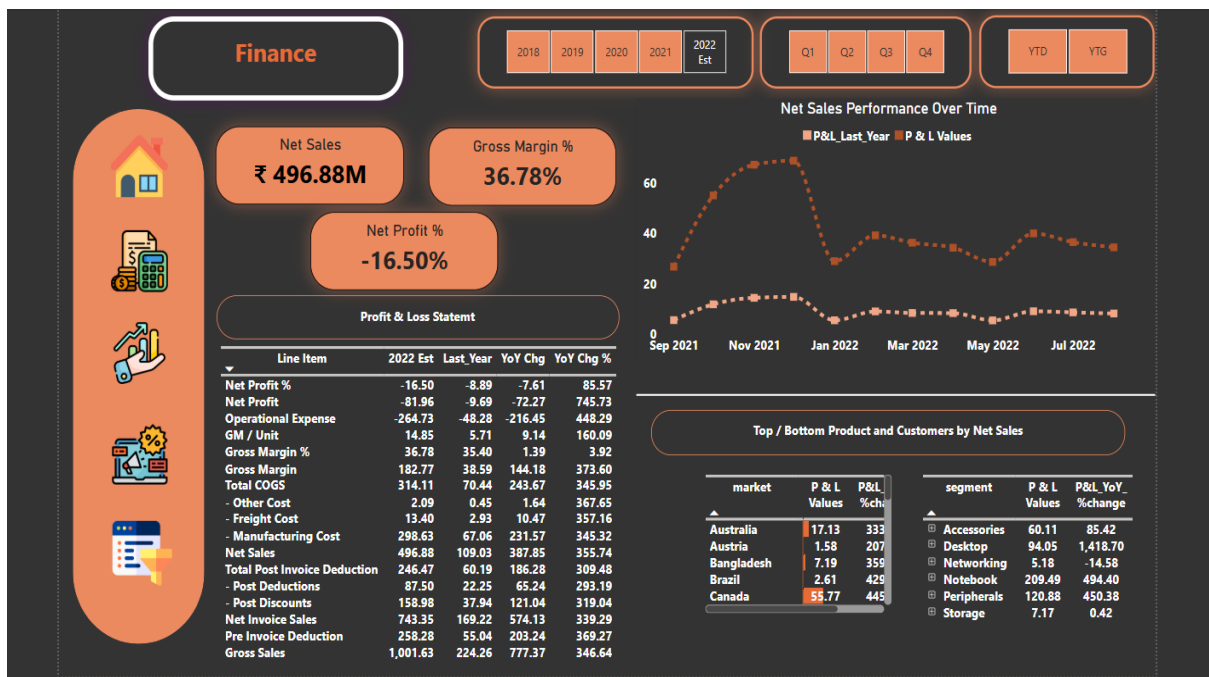
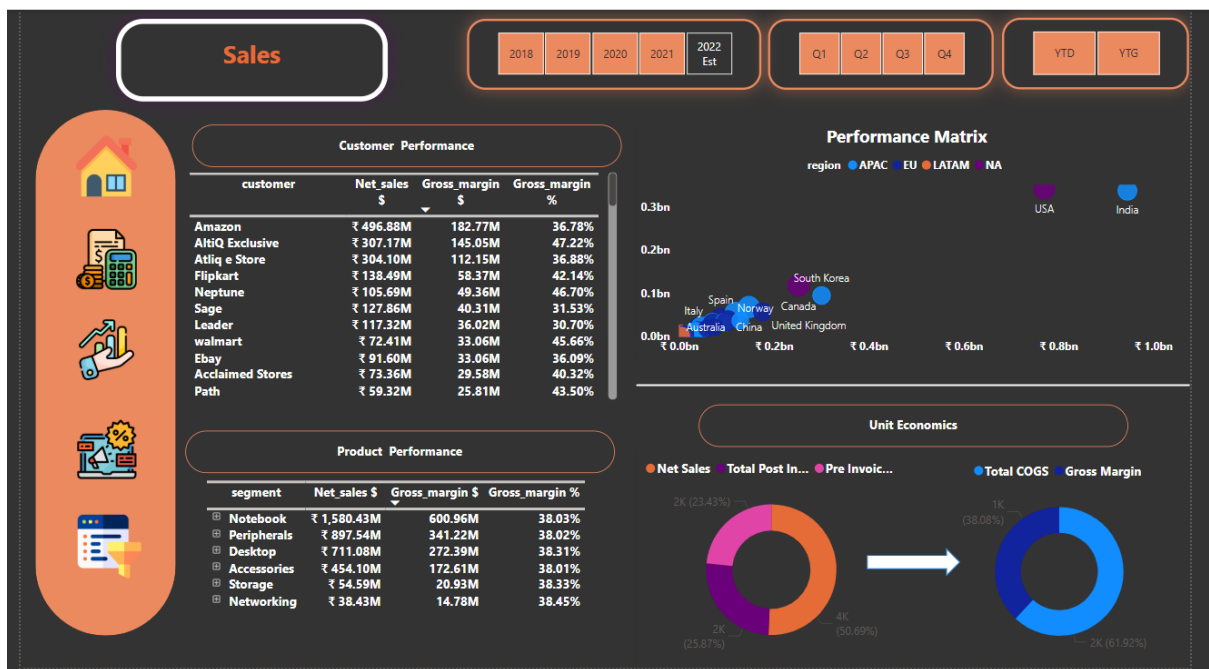


# Hardware BUSINESS INSIGHTS





Region/ Market Performance

region	Net_sales \$	Gross_margin \$	Gross_margin %	Net_Profit \$
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M
EU	₹ 775.48M	267.80M	34.53%	-95.52M
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M

Unit Economics

● Total COGS ● Gross Margin

● Increase ● Decrease

## Project Overview

- **Project Name:** Hardware BUSINESS INSIGHTS
- **Tools Used:** Excel, Power BI Desktop, SQL

## Techniques and Skills Acquired

- **Data Import and Transformation:** Efficiently handled using Power Query.
- **Data Modeling:** Structured for optimal performance and analysis.
- **Visualization Techniques:** Mastered various advanced visualization methods, including:
  - Creating Calculated Columns and DAX Measures: For in-depth analysis.
  - Toggle Buttons: To switch between visuals.
  - KPI Indicators: For performance tracking.
  - Conditional Formatting: For enhanced visual appeal.
  - Bookmarks and Selection: Used for creating a dynamic and interactive experience.

## Business Concepts and Metrics Covered

- Gross Price
- Net Sales
- Pre-invoice deductions
- Post-invoice deductions
- Net Profit
- Net Invoice Sales
- Gross Margin
- COGS (Cost of Goods Sold)
- YTG (Year to Go)
- YTD (Year to Date)

## Dashboard Views Created

- **Finance View:** Designed a dynamic P&L table with slicers for flexible data filtering.
- **Sales View:** Analyzed customer and product performance based on net sales and gross margin percentage.
- **Marketing View:** Focused on product-based performance.