



Sales Analytics Project

AtliQ Hardwares | Fiscal Years 2019 – 2021


Created Using: Excel | Power Query | Power Pivot

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About AtliQ Hardwares:-

AtliQ Hardwares is a global consumer electronics company that manufactures and distributes hardware products such as computers, accessories, and smart devices.

 **Market Presence:** Operates across multiple countries, serving millions of end consumers.

 **Business Model:**

- 1.Retail Partners:** Brick-and-mortar stores (e.g., Croma, BestBuy)
- 2.E-commerce:** Flipkart, Amazon
- 3.Direct Channels:** AtliQ eStore & AtliQ Exclusive
- 4.Distributors:** In regions with regulatory restrictions (e.g., China, North Korea)

The company leverages multiple sales channels to optimize reach and adapt to regional requirements.



Project Overview & Objective:-

The objective of this project was to analyze AtliQ's historical sales data (2019–2021) and derive business insights using Excel's BI tools.

As part of the Codebasics Data Analytics Bootcamp, I was tasked with answering **real-world business questions** through data modeling, transformation, and interactive report creation.


Goals:

1. Build reports that answer specific business questions
2. Identify trends in product performance and market behavior
3. Practice data wrangling, DAX, and dashboard storytelling in Excel



Tools & Technologies Used:-

Excel (Advanced BI Features):-


- 1.Power Query:** Used for importing and cleaning raw datasets
 - 2.Power Pivot:** Created relationships and built a data model
 - 3.DAX (Data Analysis Expressions):** Used to compute custom KPIs and YOY comparisons
-  Focused on transforming messy data into clear, actionable business dashboards without external BI platforms.



Project Workflow:-

- 1.Data Loading:** Imported the raw sales dataset into Power Query.
- 2. Data Cleaning & Transformation:** Removed inconsistencies, formatted data types, and renamed fields.
- 3. Data Modeling:** Established relationships between fact and dimension tables.
- 4. Date Table Creation:** Built a fiscal date table (September to August) for time-based analysis.
- 5. Requirement Gathering:** Identified business KPIs and necessary columns for reporting.
- 6. Report Development:** Built pivot tables using DAX measures for accurate insights.
- 7. Visual Enhancement:** Applied clean formatting, color consistency, and report accessibility.

Business Questions Answered:-

- 1.What are the top 10 products based on the percentage increase in their net sales from 2020 to 2021?
 2. Generate a "Division" report to present the net sales data for 2020 and 2021, along with the growth percentage.
 - 3.Which products are ranked in the top 5 and bottom 5 in terms of quantity sold?
 - 4.What are the new products that Atliq began selling in 2021?
 5. What are the top 5 countries in terms of net sales in 2021?
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AtliQ Hardwares

FILTERS	
region	All
market	All
division	All

Customer Performance Report

All the values are in USD

Customer	Net Sales 2019	Net Sales 2020	Net Sales 2021	2021 vs 2020
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out	0.2 M	0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
AtliQ e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec	0.4 M	0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores	0.1 M	0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%



AtliQ Hardwares

Integration Stores		0.2 M	1.4 M	<div><div></div></div> 887.2%
Leader	4.7 M	6.0 M	18.8 M	<div><div></div></div> 314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	<div><div></div></div> 515.2%
Lotus	1.5 M	2.1 M	8.1 M	<div><div></div></div> 382.6%
Neptune	1.0 M	3.4 M	16.1 M	<div><div></div></div> 471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	<div><div></div></div> 246.9%
Notebillig	0.2 M	0.4 M	1.1 M	<div><div></div></div> 287.4%
Nova		0.0 M	0.4 M	<div><div></div></div> 2664.9%
Novus	1.9 M	3.7 M	9.9 M	<div><div></div></div> 264.2%
Otto	0.3 M	0.4 M	1.2 M	<div><div></div></div> 298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	<div><div></div></div> 353.1%
Propel	1.6 M	2.5 M	10.8 M	<div><div></div></div> 440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	<div><div></div></div> 362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	<div><div></div></div> 311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	<div><div></div></div> 377.9%
Relief	0.4 M	1.0 M	4.1 M	<div><div></div></div> 403.6%
Sage	4.8 M	6.4 M	20.7 M	<div><div></div></div> 321.5%
Saturn	0.2 M	0.4 M	1.2 M	<div><div></div></div> 310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	<div><div></div></div> 433.6%
Sound	0.6 M	1.7 M	4.4 M	<div><div></div></div> 260.3%
Staples	1.2 M	2.9 M	8.8 M	<div><div></div></div> 307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	<div><div></div></div> 398.8%
Synthetic	1.9 M	4.4 M	12.2 M	<div><div></div></div> 276.0%
Taobao	0.2 M	1.3 M	3.3 M	<div><div></div></div> 248.7%
UniEuro	0.6 M	1.6 M	7.3 M	<div><div></div></div> 457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	<div><div></div></div> 397.8%
Viveks	1.6 M	2.2 M	7.8 M	<div><div></div></div> 348.1%
walmart	1.3 M	2.6 M	9.7 M	<div><div></div></div> 370.4%
Zone	0.3 M	1.6 M	5.3 M	<div><div></div></div> 336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%





Market Performance VS Target Report

All Values are in USD

FILTERS

region	All
division	All

Market	Net Sales 2019	Net Sales 2020	Net Sales 2021	2021 - targets	(2021-target)%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-10.5%
Austria		0.1 M	2.8 M	-0.3 M	-11.7%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-10.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-14.5%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-9.0%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-8.4%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-12.7%
India	30.8 M	49.8 M	161.3 M	-9.6 M	5.9%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-12.9%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-9.0%
Japan		1.9 M	7.9 M	-0.3 M	-4.1%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-8.2%
Newzealand		2.0 M	11.4 M	-1.4 M	-12.3%
Norway		2.5 M	13.7 M	-1.4 M	-10.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-9.3%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.8%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-18.1%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.3%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.9%
Spain		1.8 M	12.6 M	-1.8 M	-14.1%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-11.1%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.7%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-11.7%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.2%



Top 10 Products

All values are in USD

FILTERS

region	All
division	All
customer	All

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



Division Level Report

All values are in USD

FILTERS

region	All
customer	All

Division	Net Sales 2020	Net Sales 2021	21 vs 20 growth
N & S	51.4 M	94.7 M	84.4%
P & A	105.2 M	338.4 M	221.5%
PC	40.1 M	165.8 M	313.7%
Grand Total	196.7 M	598.9 M	204.5%



Top 5 Products

FILTERS

region	All
division	All
customer	All

Product	Qty
AQ Gamers	3.4 M
AQ Gamers Ms	4.0 M
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1	3.4 M
AQ Master wireless x1 M	4.1 M
Grand Total	19000112

FILTERS

region	All
division	All
customer	All

Product	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174887

Bottom 5 Products

AtliQ Hardwares



region	All
division	All
customer	All

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

New Products-2021

All values are in USD

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FILTERS

region	All
customer	All

Country	Net Sales 2021
Canada	35.1 M
India	161.3 M
South Korea	49.0 M
United Kingdom	34.2 M
USA	87.8 M
Grand Total	367.2 M

Top 5 Countries-2021

All Values are in USD

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**Thank
You**