AtliQ Sales Insights

- By Yogananda Gopi Krishna

Agenda

- ✓ About Company - Problem Statement
- ✓ Project planning using AIMS grid
- ✓ Data Analytics Team - Data Source
- ✓ Data Source
- ✓ Data Description
- ✓ Key Variables
- ✓ Data Modelling
- ✓ Key Metrics
- ✓ Dashboard Overview
- ✓ Major Insights

Atliq Hardware Company

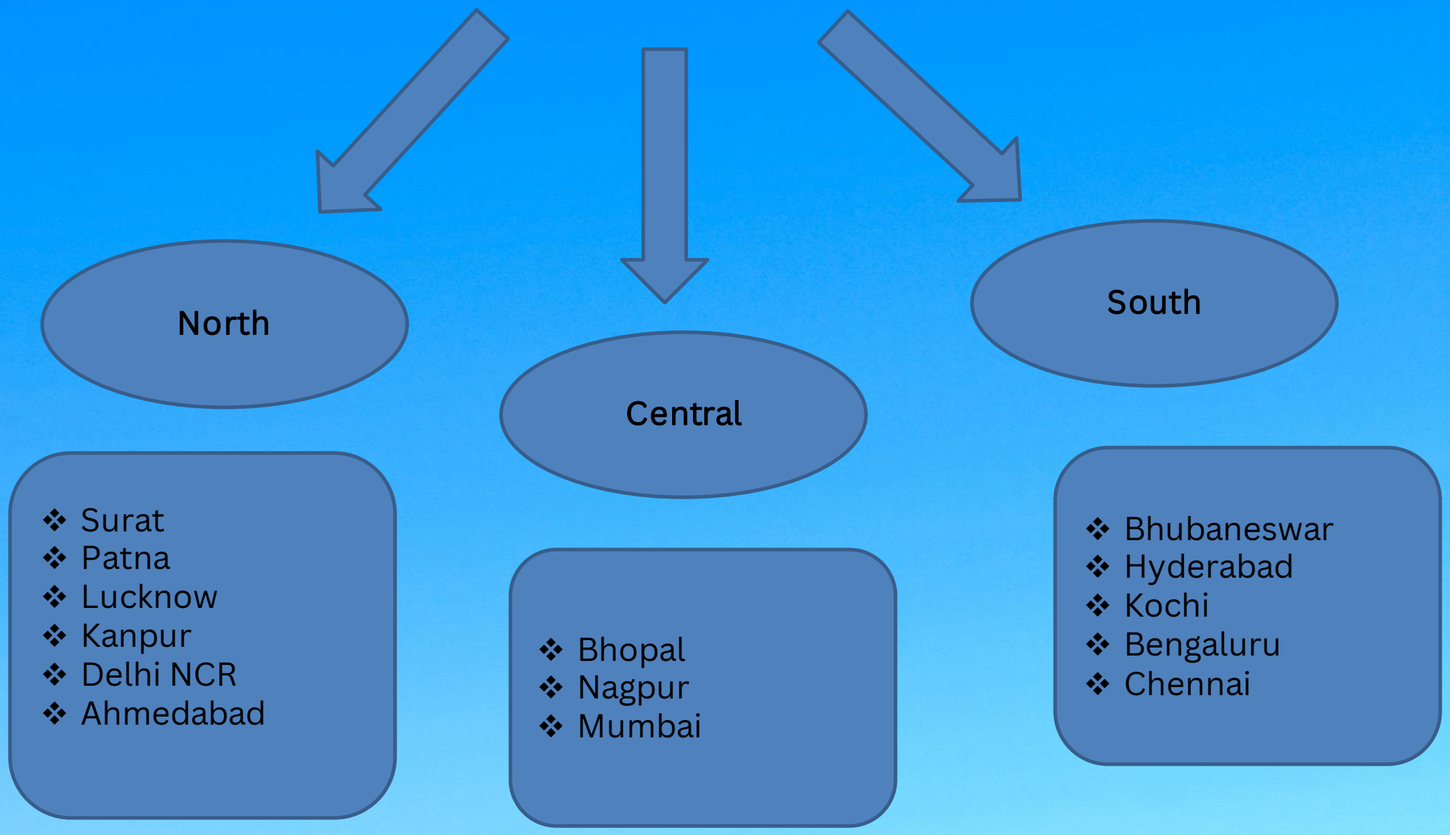
About Company:

Atilq Hardware is company which supplies Computer Hardware and Peripheral Manufacturer to many of their Clients across India. It has a head office in Delhi. They have so many Regional offices Throughout in India.

Problem Statement:

Atliq Hardware Market is growing dynamically and then Sales director is facing the issue in terms of tracking the sales in this dynamically growing market. Overall the sales are declining. Company wants an automated Dashboard providing quick & latest sales insights in order to support data driven decision making.

AtliQ Hardware Company



Project Planning using AIMS Grid

AIMS Grid

PURPOSE

To unlock sales insights that are not visible before for sales team for decision support & automate them to reduced manual time spent in data gathering.

STAKEHOLDERS

- Sales Director
- Marketing Team
- Customer Service Team
- Data & Analytics Team
- IT

END RESULT

An automated dashboard providing quick & latest sales insights in order to support data driven decision making.

SUCCESS CRITERIA

- Dashboard(s) uncovering sales order insights with latest data available
- Sales team able to take better decisions & prove 10 % cost savings of total spend
- Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity

Software Engineers

Sales Management System

MySQL

OLTP

ETL

Data Engineer

Data Warehouse

OLAP

ETL

Data Analytics - PowerBI

Data Source

- ✓ Sales database is downloaded from here
- ✓ Imported and Loaded database using SQL
- ✓ Five tables are Exists in sales database.
- ✓ All These Tables loaded in PowerBI Using MySQL.
    I. Customer Table
    II. Market Table
    III. Sales Transactions Table
    IV. Product Table
    V. Date Table

Key Variables

Markets Table - Zone

Central - Bhopal, Nagpur, Mumbai

North – Surat, Patna, Lucknow, Kanpur, Delhi NCR, Ahmedabad

South – Bhubaneswar, Hyderabad, Kochi, Bengaluru, Chennai

Customers Table - Type of Customers

Brick & motor : refers to a business that has at least one physical location that customers can visit.

Ex : Croma, Vijay sales ...etc.

E-commerce : refers to the process of buying and selling goods and services over the internet.

Ex : Amazon, Flipkart ...etc.

Products Table - Type of Products

Own Brand: Products are Manufactured and Branded by Atliq hardware itself.

Distribution: These Products are manufactured by External (3rd party) sources and resold by Atliq hardware by its own brand.

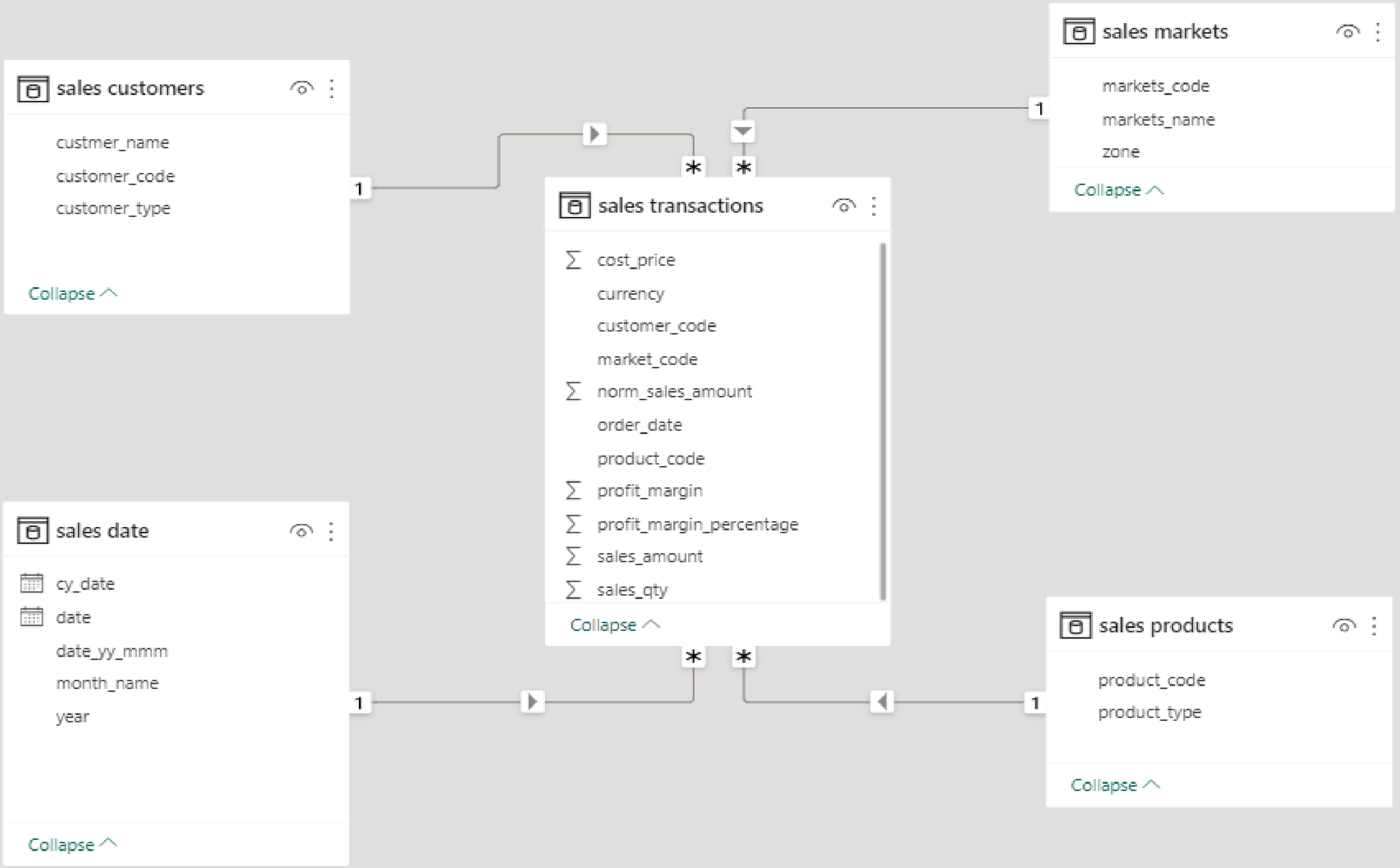
Data Description

Fact Tables : Observational events /Transactional Events contain dimension key columns that relate to dimension table. Relatively Large number of rows.

- *Sales Transaction Table*

Dimension Table : One of the columns containing at least one Unique Identifier , These are Descriptive columns and Relatively small number of rows.

- *Customers table*
- *Markets Table*
- *Products Table*
- *Date Table*


sales customers
custmer_name
customer_code
customer_type
Collapse
sales markets
markets_code
markets_name
zone
Collapse
sales transactions
cost_price
currency
customer_code
market_code
norm_sales_amount
order_date
product_code
profit_margin
profit_margin_percentage
sales_amount
sales_qty
Collapse
sales date
cy_date
date
date_yy_mmm
month_name
year
Collapse
sales products
product_code
product_type
Collapse
1
*

Key Metrics

- Revenue
- Sales Quantity
- Total Profit Margin
- Profit Margin %
- Profit Margin Contribution %
- Revenue Contribution %
- Revenue LY (Last Year)

Atliq Sales Insights

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Key Insights

Analyze the performance of customer('s) over key metrics Revenue , Sales Quantity..etc.

Profit Analysis

Analyze the performance of Market & customer('s) over key metrics Profit Margin, Profit Contribution% and Revenue/Sales quantity Trend over time etc.

Performance Insights

Analyze the performance of market & Customer Revenue Contribution % , Profit Margin Contribution % , Profit Margin% over Specified Target %.

Values : Indian Rupees, M - Millions , K - Thousands
LY - Last Year
PM - Profit Margin %

Zone-Market

All

Customer type-Customer

All

Product

All

Revenue | Sales Quantity

2017 | 2018 | 2019 | 2020

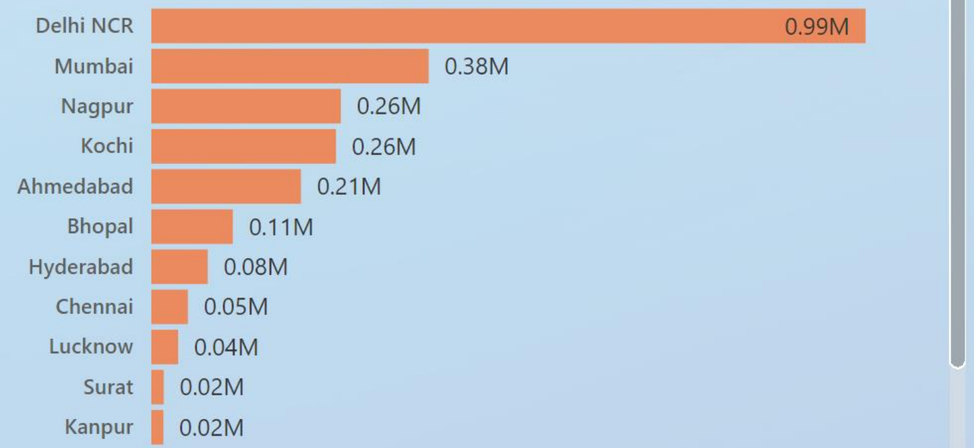
Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr 18 | May 18 | Jun 18

₹ 984.8M
Revenue

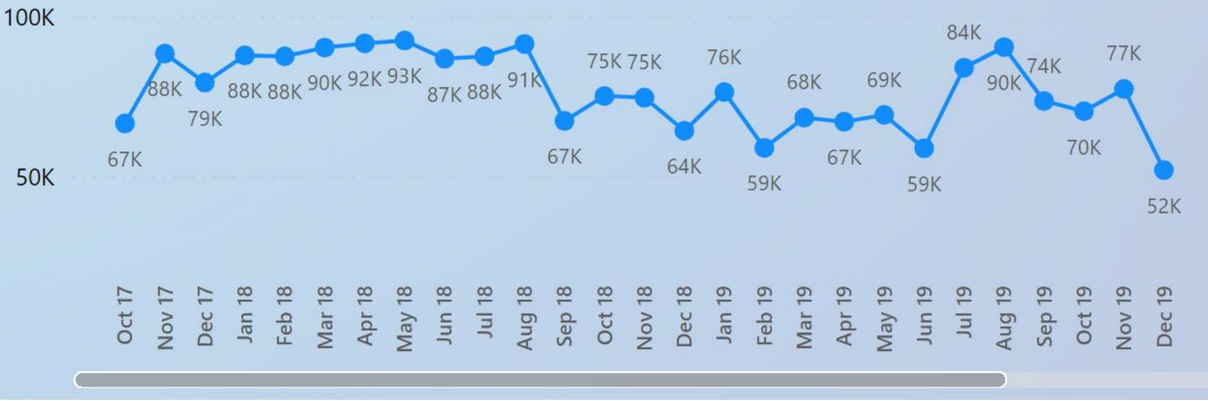
2.4M
Sales Qunatity

PROFIT
24.7M
Profit Margin

Sales Quantity by Customer

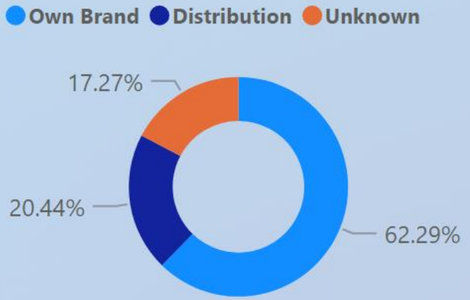


Sales Quantity Trend

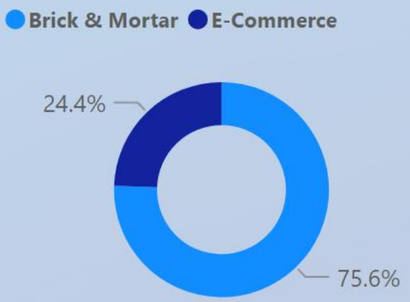


Show Top 5 by PM%

Sales Quantity by Zone

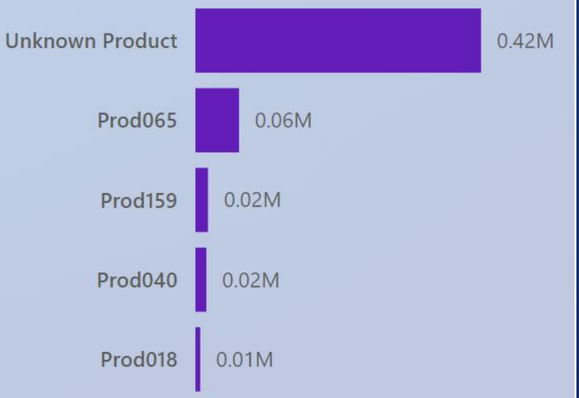


Sales Quantity by Product Type



Top 5 Customers by Sales Quantity

Top 5 Products by Sales Quantity



Zone-Market

All

Customer type-Customer

All

Product

All

Revenue | Sales Quantity

2017 | 2018 | 2019 | 2020

Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr 18 | May 18

₹ 984.8M
Revenue

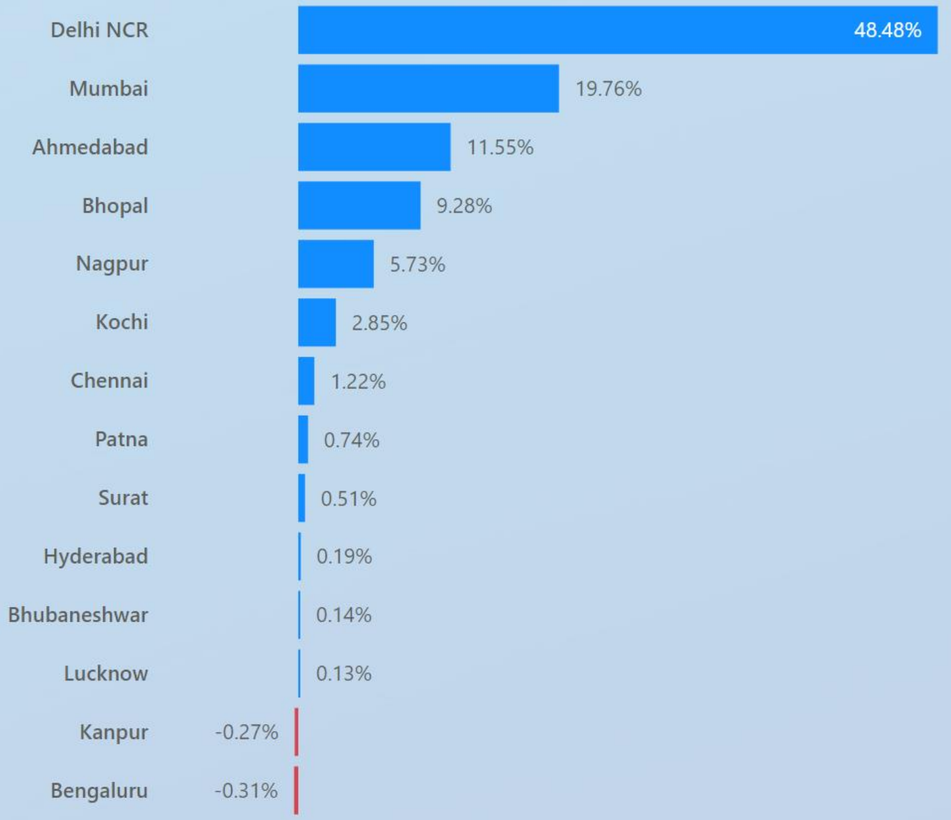
2.4M
Sales Quantity

24.7M
Profit Margin

2.5%
Profit Margin %

Revenue Contribution % | **Profit Margin contribution %** | Profit Margin %

Profit Margin contribution % by markets



Profit Margin Trend

Revenue and Profit Margin and Profit contribution by Customer

custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Leader	₹ 16,530.0K	1.68%	5.06%	7.5%
Electricalsquipo Stores	₹ 1,330.4K	0.14%	0.36%	6.6%
Power	₹ 5,727.1K	0.58%	1.43%	6.2%
Elite	₹ 4,837.2K	0.49%	0.86%	4.4%
Electricalsocity	₹ 17,489.9K	1.78%	2.94%	4.1%
Nixon	₹ 43,893.1K	4.46%	7.24%	4.1%
Sound	₹ 4,966.7K	0.50%	0.81%	4.0%
Logic Stores	₹ 13,201.4K	1.34%	1.97%	3.7%
Expression	₹ 430.4K	0.04%	0.06%	3.5%
Flawless Stores	₹ 9,156.4K	0.93%	1.27%	3.4%
Total	**₹ 984,813.5K**	**100.00%**	**100.00%**	**2.5%**

Zone-Market

All

Customer type-Customer

All

Product

All

2017 | 2018 | 2019 | 2020

Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr 18 | May 18

₹ 984.8M
Revenue

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Sales Quantity

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Profit Margin

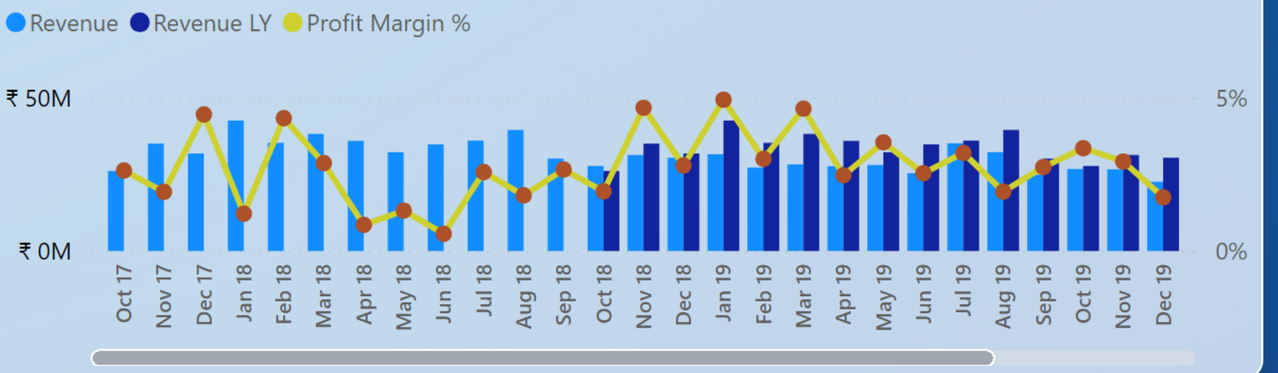
2.5%
Profit Margin %

Revenue Contribution % | Profit Margin contribution % | Profit Margin %

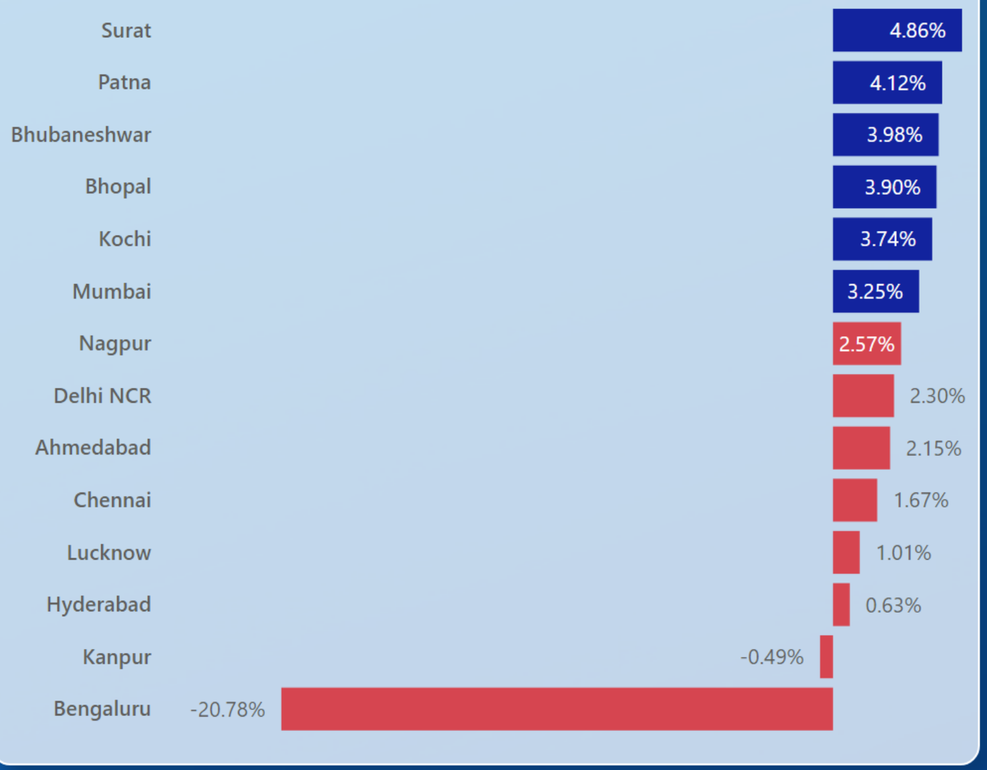
Profit Margin % Target

3%

Revenue Trend



Profit Margin % by markets



Revenue and Profit Margin and Profit contribution by customer

custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalslance Stores	₹ 1,868,461	0.2%	-0.15%	-2.0%
Electricalsbea Stores	₹ 336,367	0.0%	0.01%	0.8%
Info Stores	₹ 35,100,033	3.6%	1.28%	0.9%
Insight	₹ 3,342,051	0.3%	0.14%	1.0%
Zone	₹ 5,067,349	0.5%	0.25%	1.2%
Excel Stores	₹ 49,115,620	5.0%	2.76%	1.4%
Synthetic	₹ 6,173,068	0.6%	0.36%	1.4%
Acclaimed Stores	₹ 21,196,727	2.2%	1.30%	1.5%
Sage	₹ 2,252,506	0.2%	0.14%	1.5%
Path	₹ 12,995,938	1.3%	0.87%	1.6%
Epic Stores	₹ 18,750,440	1.9%	1.33%	1.8%
Total	**₹ 984,813,463**	**100.0%**	**100.00%**	**2.5%**

Major Insights

- Over all years Delhi , Mumbai and Ahmedabad is Contributing 81% Revenue followed other Markets.
- Over all years Revenue falls down from 26.1M to 14.7M
- Over all years Electricaslara store contributing more Revenue almost 69%.
- Overall years North region is Higher in Revenue and Sales Quantity followed by Central and South.
- Brick and motor has 3 times more Revenue and Sales Quantity than E-commerce.
- Although Delhi more Revenue Contribution % but Profit margin % is 2.3%.
- Overall Years Surat Market giving more PM% followed by Patna , Bhubaneswar and Bhopal.
- Revenue Contribution of Bhubaneswar is less But Profit Margin % increasing Year on Year.
- Chennai also Increasing PM% Year on year.
- Bengaluru has Lower Profit Margin % (~ -21%)
- Flawless store Customer in Bengaluru giving losses almost (~ 30%) and Then Bengaluru Market No Transactions are there.