



# AtliQ Hardware Business Insights 360

*Power BI Project – FMCG Domain*  
लोग रिपोर्ट – एम्स डॉसिय



*Presented by: Yogananda Gopi Krishna*

Credits : Code basics Team

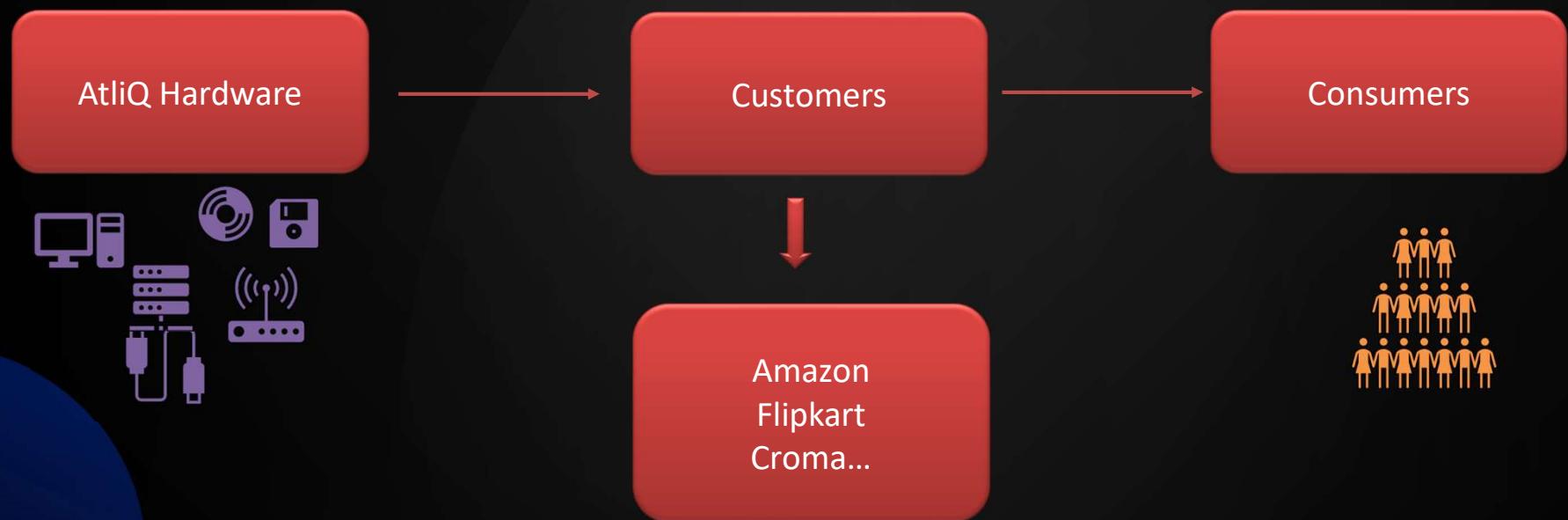
# Overview

- *About Company – Business model*
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- *Profit and Loss Statement*
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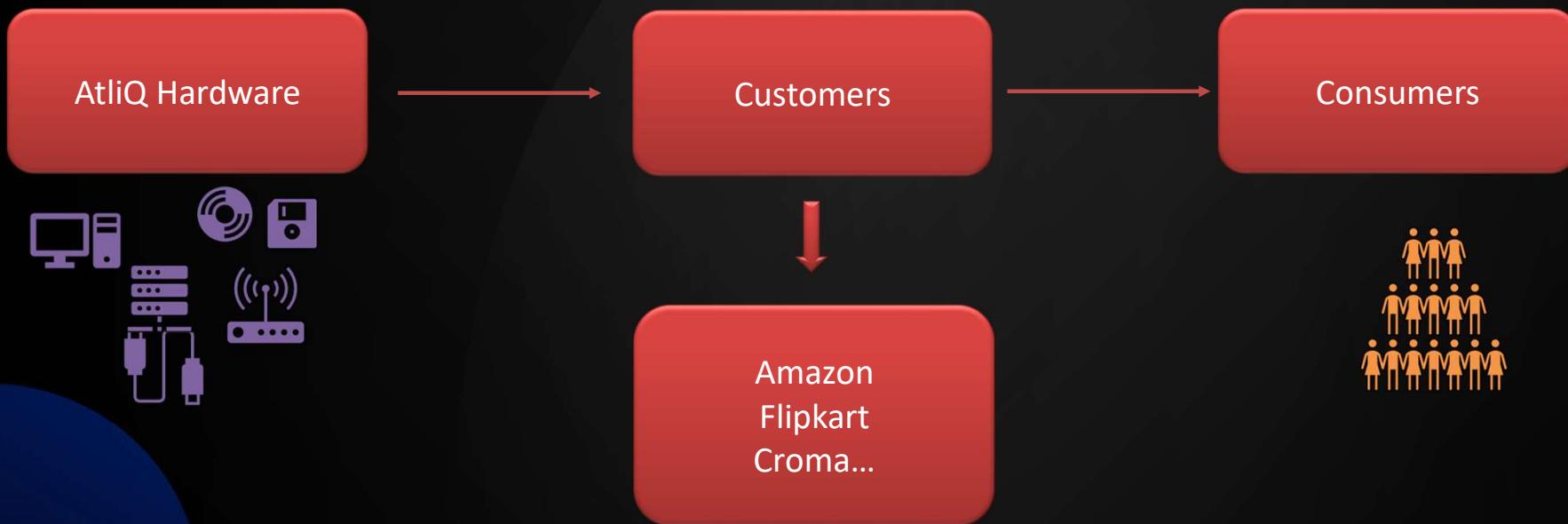


## About Company – Business model

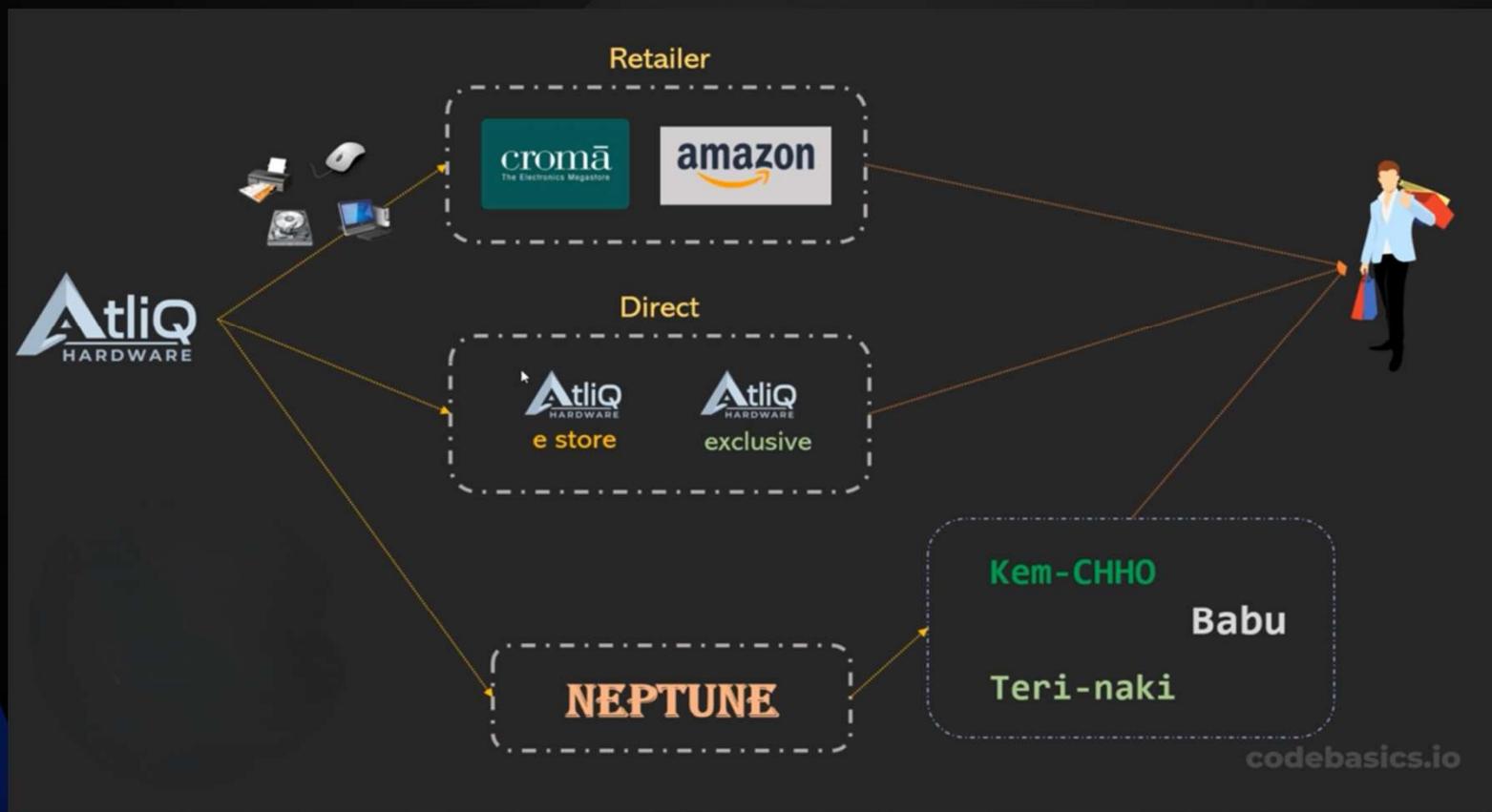
Atliq Hardware is a leading manufacturer and supplier of computer hardware and peripherals. As a consumer electronics company, it operates globally, catering to markets in various countries.



# AtliQ Hardware – Business Model



# AtliQ Hardware – Business Model





**Executives**

## **Finance Team**

**Marketing Team**

Sales Team

Supply Chain  
Team



# Problem Statement

Atliq Hardware stands out as one of the fastest-growing companies in the consumer electronics sector. However, despite its global presence and rapid expansion, the company still relies heavily on Excel files for data analytics. While Excel is a widely used tool, it poses limitations in terms of data consumption and effectiveness in generating actionable insights. This reliance on Excel became particularly evident when the company encountered significant losses in Latin America due to ineffective analytics.

In response to these challenges, senior executives have recognized the need to invest in a comprehensive data analytics project.



# Data Source – Data Description

## Gdb041 Database :

- Dim\_Customer
- Dim\_Market
- Dim\_Product
- Fact\_sales\_monthly
- Fact\_forecast\_monthly

## Gdb056 Database :

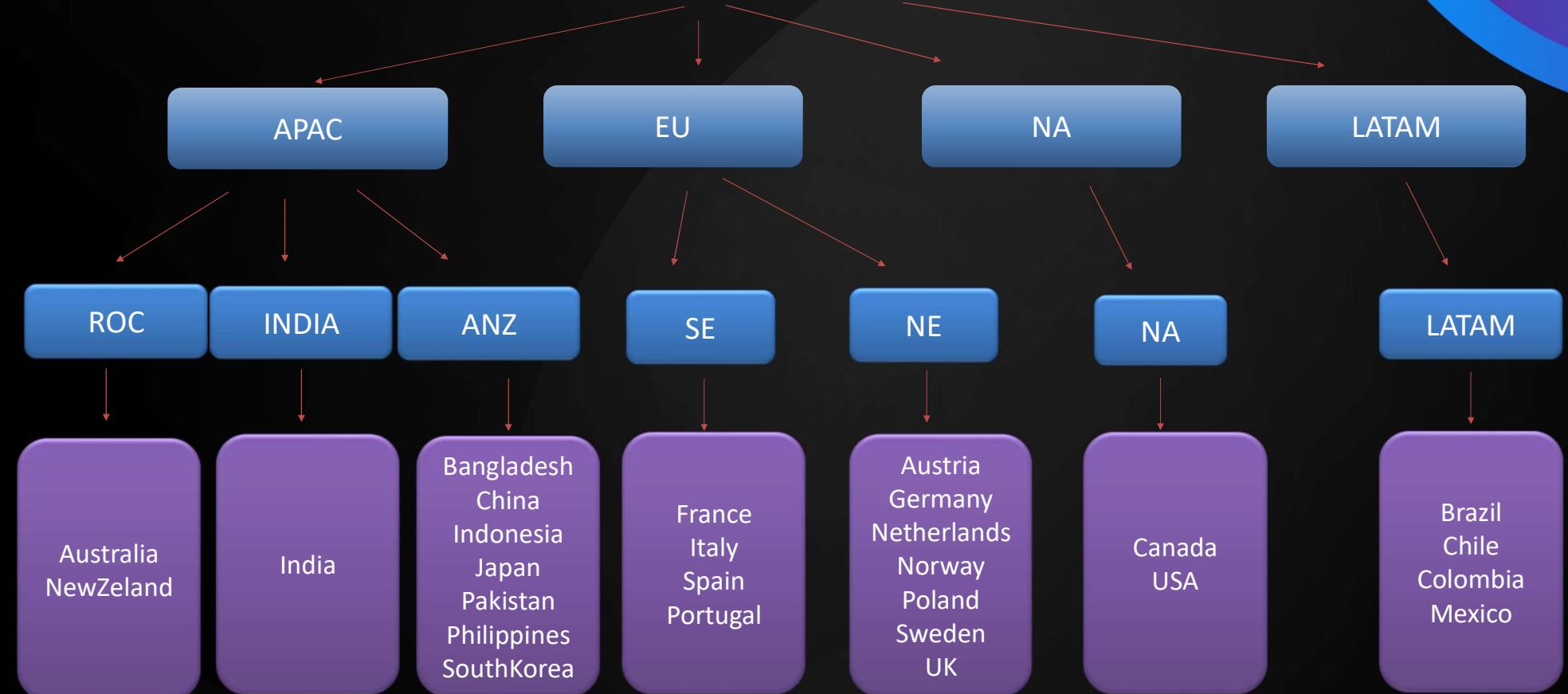
- Freight\_cost
- Gross\_price
- Manfracturing\_cost
- Post\_invoice\_deductions
- Pre\_invoice\_deductions

## Other tables :

- Market\_share
- NsGmTarget



## AtliQ Hardware Company





# Key Variables

Channel

Retailer



Direct



Distributor



# Key Variables

## Platforms

Brick & Mortar



E-Commerce



codebasics.io



# **Key Variables**

**Customer table :**

**Platform**

- brick and motor**
- E-commerce**

**Channel**

**Retailer**

**direct**

**Distributor**

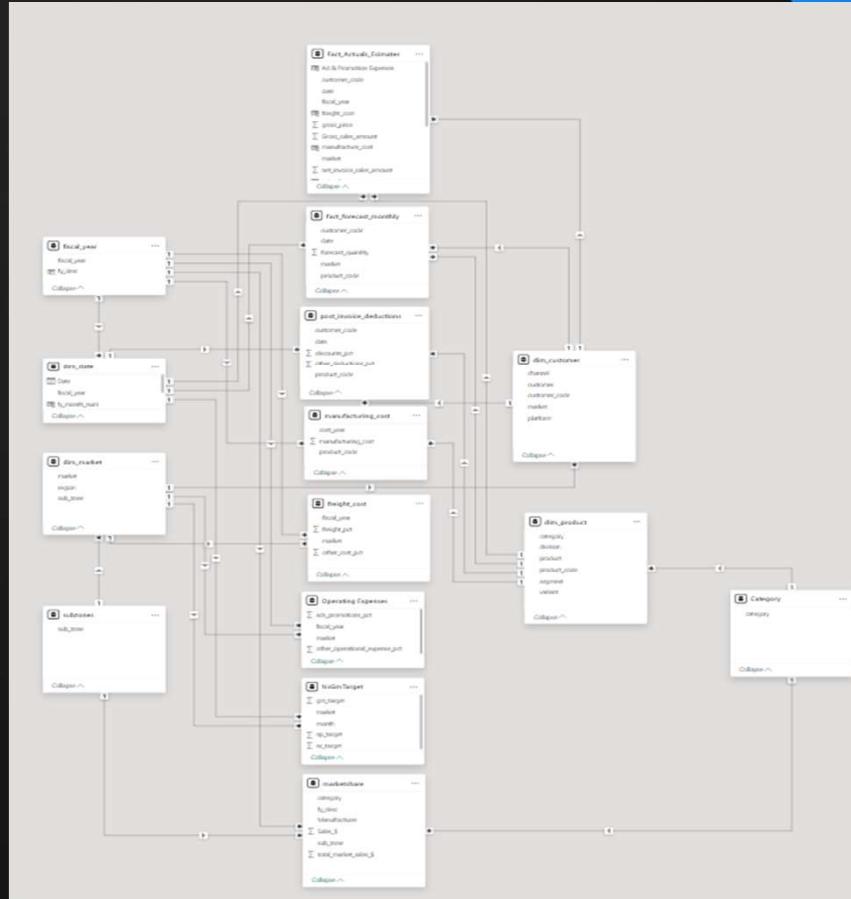
**product table**

**segment**

**division**

# Data Modelling

Snow Flake Schema





# Profit and Loss Statement



**Gross Price** -----> Total Revenue Generated  
- Pre Invoice deductions (Promotional + Discounts)

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**Net Invoice Sales**  
- Post Invoice Deductions (Allowances + returns )

---

**Net Sales** -----> Actual Revenue Generated  
- Total COGS (Manufacturing Cost + Freight cost + Other Costs )

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**Gross Margin** -----> Gross Profit  
- Operating Expenses (AD's + Promotions )

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**Net Profit** -----> Actual Profit

# Profit and Loss Statement



Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25

- Cost Of Goods Sold (COGS): 20

= Gross Margin: 5

Gross Margin % of Net Sales (GM/NS): 20 %





## Business Terminology

- **Net sales \$:** *Actual revenue generated after deductions, representing the total income received by a company from its sales activities.*
- **Gross Margin \$:** *Profit remaining after subtracting the cost of goods sold from net sales, indicating the amount available to cover operating expenses and generate profit.*
- **Gross Margin %:** *The percentage of net sales that exceeds the cost of goods sold, revealing the efficiency of a company in managing production costs.*
- **Net Profit \$:** *Total earnings left after deducting all expenses, taxes, and interest from gross revenue, indicating the final profitability of a company.*
- **Net profit %:** *The percentage of total revenue that translates into profit, reflecting a company's ability to generate earnings from its operations.*
- **Net Error:** *Deviation between predicted and actual values, highlighting the inconsistency in forecasting outcomes.*
- **ABS Error:** *Deviation from expected results, measured as the absolute difference between predicted and actual values, indicating the magnitude of forecasting discrepancies regardless of their direction*
- **Forecast Accuracy:** *Precision of predictions compared to observed outcomes, reflecting the closeness between forecasted values and actual results*
- **Fiscal Year :**  
*A fiscal year is a full year that a company uses to manage its money and keep track of its finances.*
- **AtliQ Hardware Fiscal Year :** SEPTEMBER - AUGUST



# Business Terminology

## Fiscal Year :

A fiscal year is a full year that a company uses to manage its money and keep track of its finances.

AtliQ Hardware Fiscal Year : SEPTEMBER - AUGUST



Info

# Business Insights 360



Finance View



Sales View



Marketing View



Supply  
Chain View



Executive View



Last Refresh date : 05-May- 2024

Values are in Million and USD

Sales Data loaded until : Dec 21



Support

