

SALES & FINANCE

EXCEL REPORT

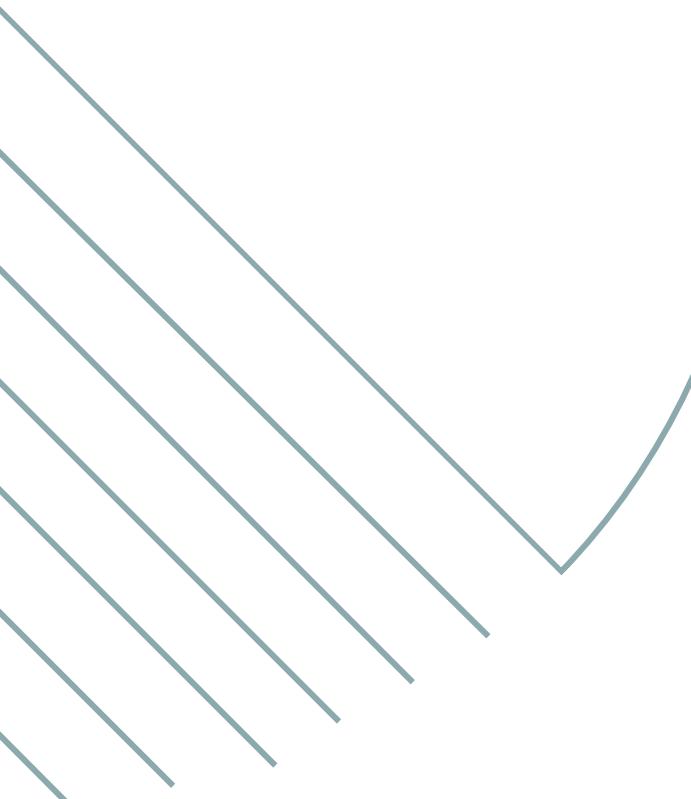
Presented By
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CONTENT

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

INTRODUCTION

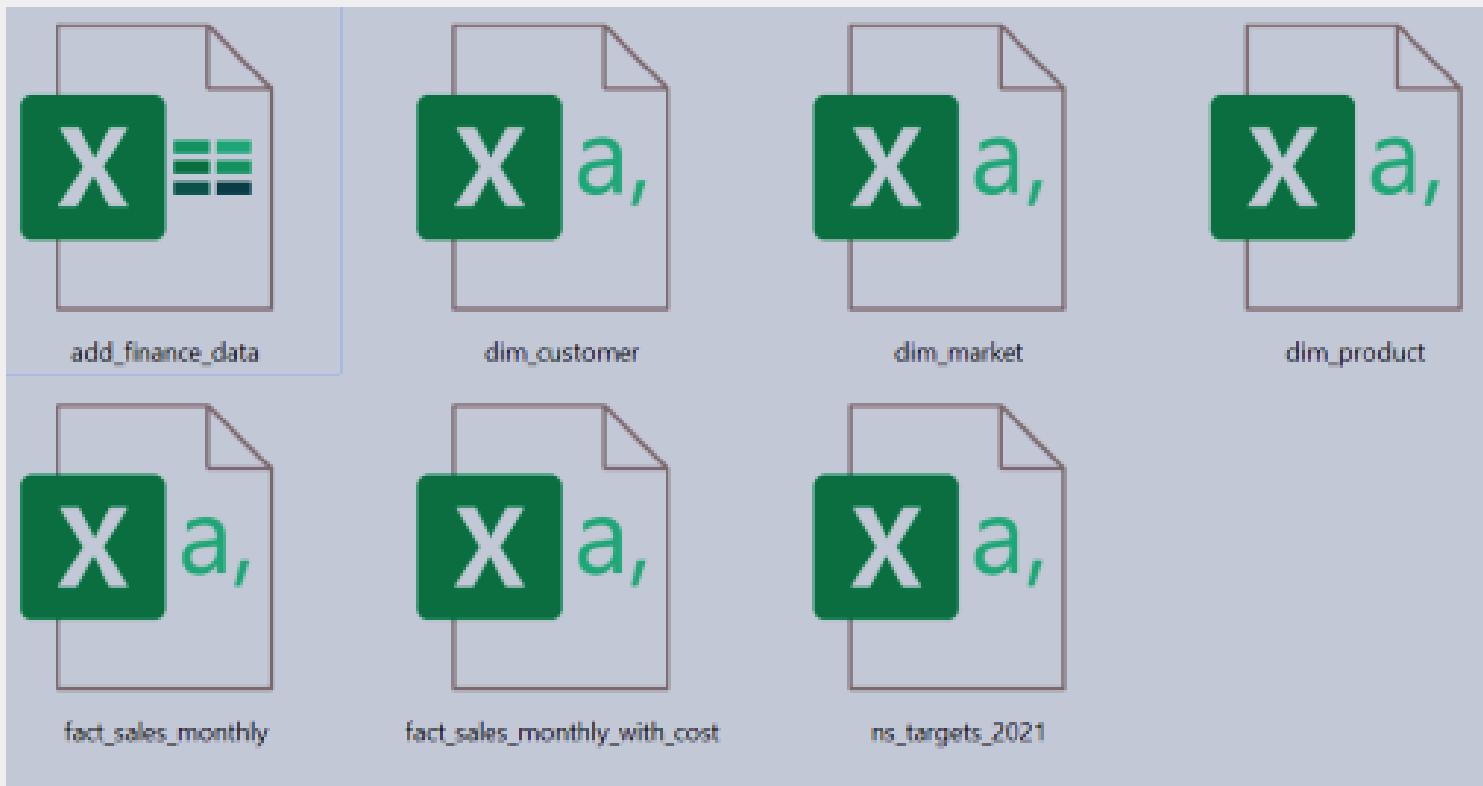
AtliQ Hardware is a leading company that supplies products such as computer hardware and peripherals to clients across the world.



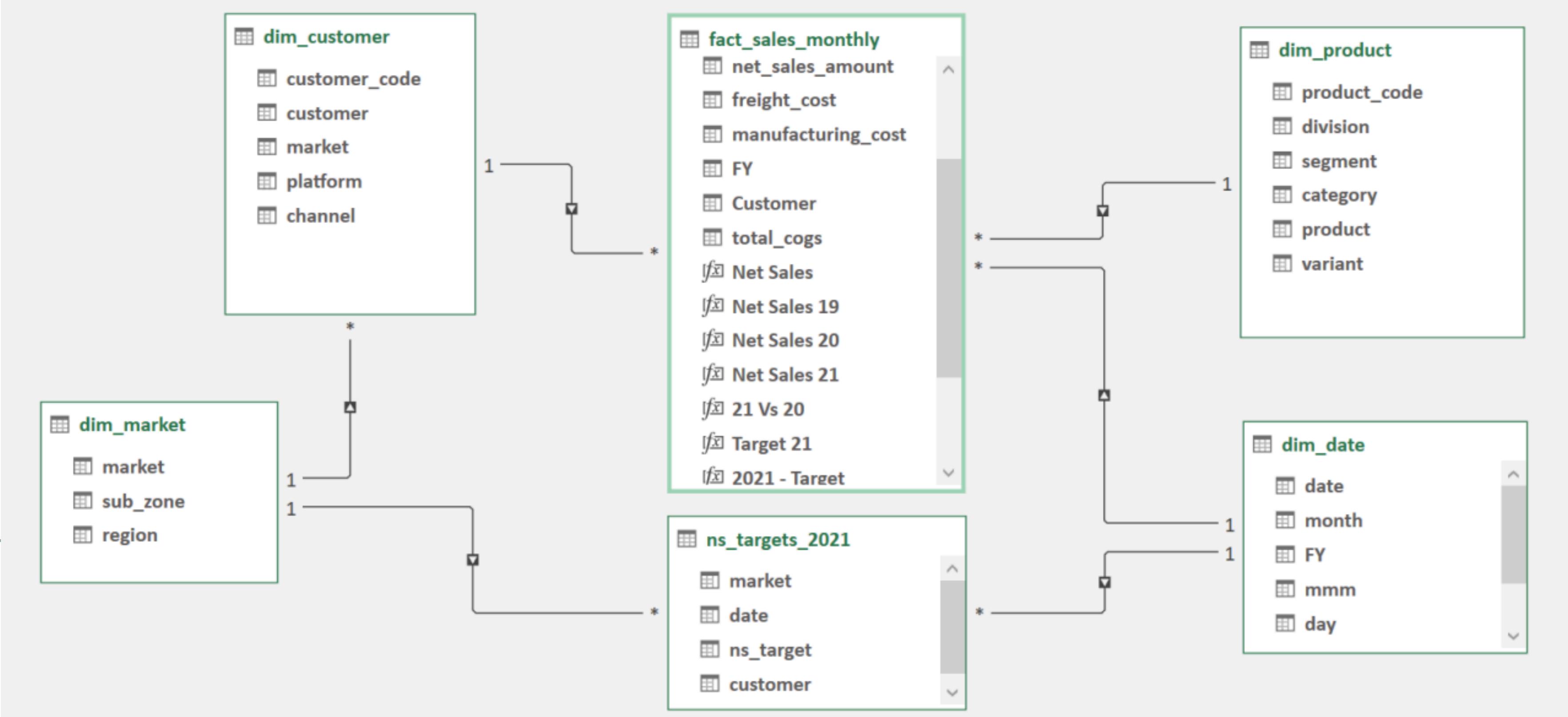
PROBLEM STATEMENT

- 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			
		?	
	New	Edit	Delete
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		Customer Net Sales Performance				
region	All	2019	2020	2021	21 vs 20	
market	All					
division	All					
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%	
Elkjøp		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%	
Electricalsociety		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
AtliQ Exclusive						2.2M
Costco						7.8M
Zone						348.10%
Expression						9.6M
Sage						17.7M
Leader						61.1M
Electricalslance Stores						345.77%
Radio Shack						1.1M
Saturn						2.8M
Staples						9.3M
Argos (Sainsbury's)						337.37%
Croma						336.20%
Otto						1.7M
Notebillig						328.24%
Electricalsara Stores						321.52%
Synthetic						4.8M
Forward Stores						6.4M
Insight						20.7M
Novus						0.1M
Sound						0.7M
Taobao						2.3M
Currys (Dixons Carphone)						313.34%
Nomad Stores						5.4M
Ebay						311.51%
Digimarket						1.2M
Flipkart						30.7M
AtliQ e Store						9.8M
Amazon						20.7M
Grand Total						304.48%

MARKET PERFORMANCE | TOP 5 COUNTRY | DIVISION LEVEL REPORT

Filters

region	All
division	All

MARKET PERFORMANCE VS TARGET

Market	2019	2020	2021	2021 - Target	2021	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

region	All
customer	All

TOP 5 COUNTRY - 2021

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

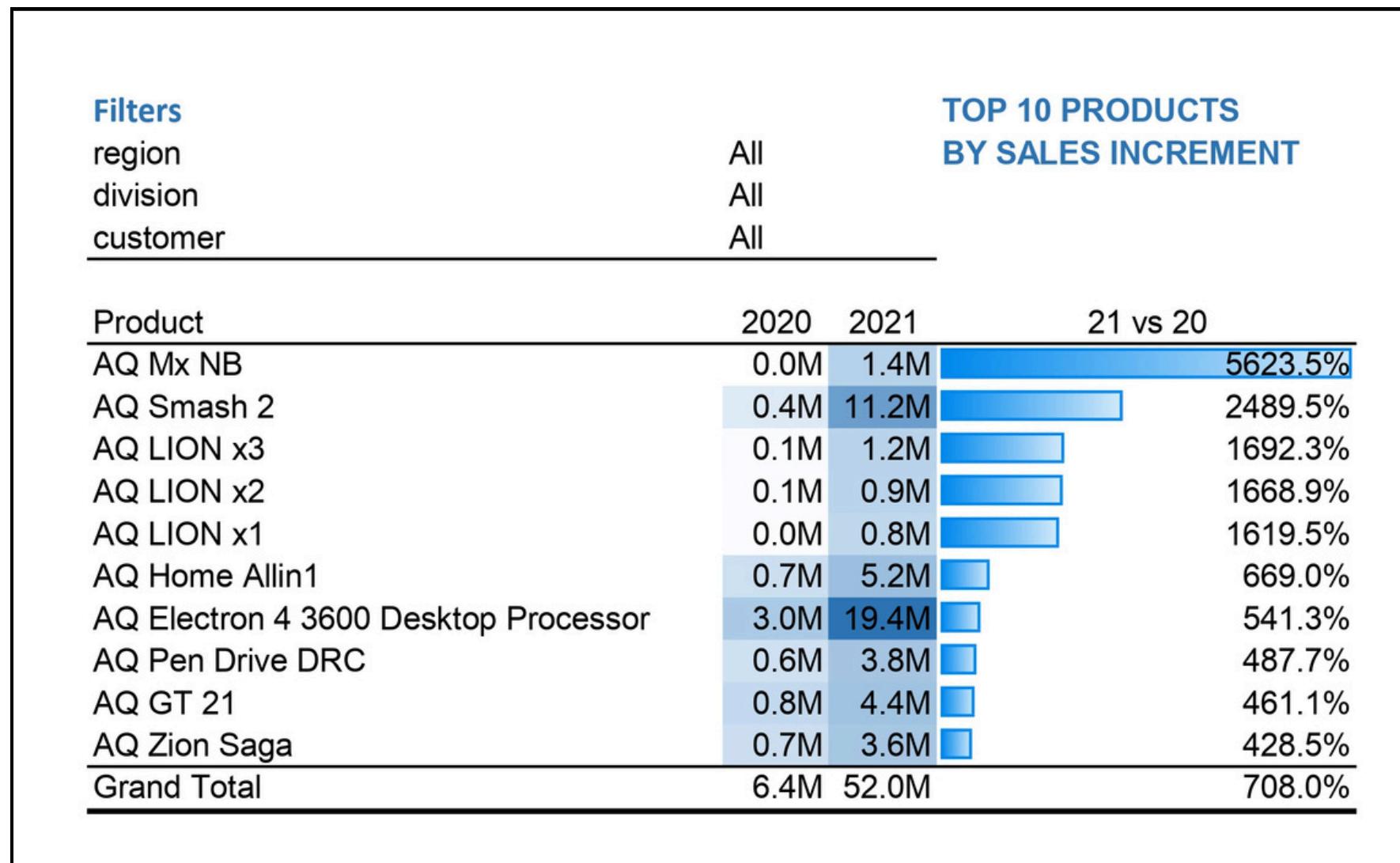
Filters

region	All
customer	All

DIVISION SALES REPORT

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

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	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%

region	division	sub_zone	P & L BY MARKETS				
			All	All	All	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%
New Zealand				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**

Metrics	Quarters												Grand Total	
	Q1			Q2			Q3			Q4				
	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**

Metrics	Quarters												Grand Total	
	Q1			Q2			Q3			Q4				
	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**

Metrics	Quarters												Grand Total	
	Q1			Q2			Q3			Q4				
	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
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