Business Insight 360: Transforming Data into Actionable Insights

ATLIQ HARDWARE'S JOURNEY TO DATA-DRIVEN DECISION MAKING

Problem Statement:

AtliQ Hardware, a rapidly growing company in the electronic goods market, specializes in products such as printers, mice, PCs, and keyboards. They serve prominent customers like Croma, Flipkart, and Amazon across various locations. Despite their growth, AtliQ faced significant losses during their expansion into Latin America due to decisions made based on surveys and intuition.

To overcome this challenge and compete effectively with major players like Dell, AtliQ has decided to hire a data analytics team to drive data-driven decision-making. The existing reliance on Excel for data analysis is inadequate for their growing needs, prompting the need for a more robust solution

Key Challenges:

EXPANSION LOSSES	COMPETITOR PRESSURE	CURRENT LIMITATIONS
Financial losses in the Latin American market.	Competitors like Dell have advanced data analytics teams.	Reliance on Excel for data analysis.
Decisions based on surveys and intuition.	Need to analyze customer demographics and market trends.	Inability to handle large datasets and complex analytics.

Project Goals:

IMPLEMENT POWER BI	DATA-DRIVEN DECISION MAKING	COMPETITIVE ADVANTAGE	QUANTITATIVE BENEFIT
Transition from Excel to Power BI for advanced analytics.	Enable informed strategic decisions based on data.	Equip AtliQ to compete with industry leaders.	Deliver a 10% incremental profit.
Create comprehensive dashboards and reports.	Improve decision accuracy and reliability.	Provide insights into customer demographics and sales trends.	

Expected Outcomes:

STRATEGIC GROWTH	ENHANCED BUSINESS INSIGHTS	COMPETITIVE EDGE	IMPROVED TRANSPARENCY
Improved understanding of market trends and customer behavior.	Data-driven strategies to support expansion and mitigate risks.	Strengthened market position against competitors.	Enable data-driven decision-making across markets and functions.
Identification of profitable opportunities and potential risks.	Increased efficiency in decision-making processes.	Advanced analytical capabilities to drive business growth.	

Dataset Details:

Excel file: Outlining the report features.

Features	Description
Finance View	Show Profit and loss statement to understand financial performance across Markets, Products, Customers etc.
Sales View	Show Top / Bottom Customers along with Key Metrics. A matrix would be preferable to understand their performance
Marketing View	Same as Sales view but for Products
Supply Chain	Reliability, Forecast Accuracy in a view to understand SC Performance
Executive View	Integrated view of key insights for executives. (More details TBD)

PDF Files: Mockup/Rough Sketch of Dashboard.
SQL dump files: Provides the

gdb041: Contains tables for customers, markets, products, forecasts, and sales.
gdb056: Contains tables for freight cost, gross price, manufacturing cost, and invoice deductions.

Business Insights 360

Finance View
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..

Sales View
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**

Marketing View
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**

Supply Chain View
Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.
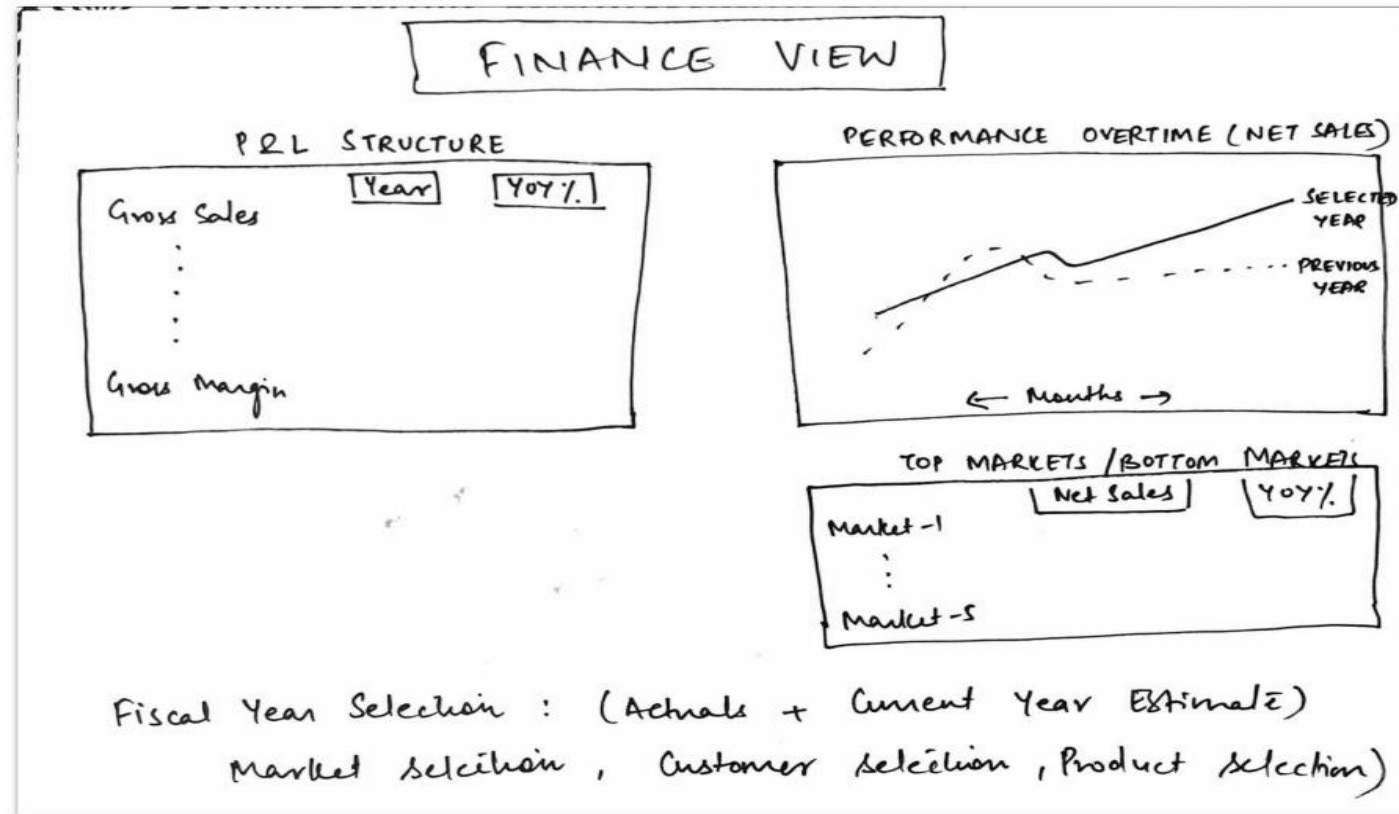
Information

Help

Executive View
A **top level dashboard** for executives consolidating top insights from all dimensions of business.
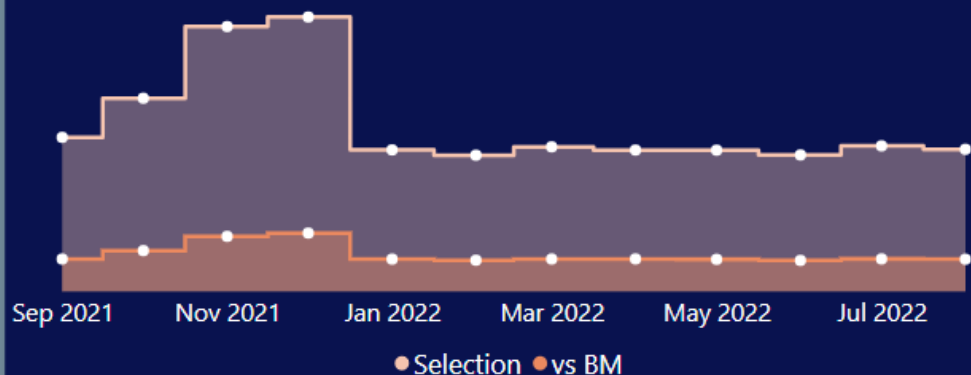
Finance View Mock-up Dashboard:

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Finance | Sales | Marketing | Supply Chain | Executive

Net Sales	**$3.74bn✓** BM: 823.85M (+353.5%)	
GM %	**38.08%✓** BM: 36.49% (+4.37%)	
NP%	**-13.98%!** BM: -6.63% (-110.79%)	

Net Sales Performance Over Time

● Selection ● vs BM

Sep 2021 — Nov 2021 — Jan 2022 — Mar 2022 — May 2022 — Jul 2022

Top / Bottom Customers & Products by Net Sales

REGION	P & L values	P & L YoY % Chg
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40

Parameters

- REGION
- CATEGORY
- MARKET
- PRODUCT

Profit and Loss Statement

Line Item	2022 Est	BM	chg	chg %
Net Profit %	-13.98	-6.63	-7.35	-110.79
Net Profit	-522.42	-54.65	-467.77	-855.93
Operational Expenses	-1,945.30	-355.28	-1,590.02	-447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Filters

2018	2019	2020	2021	**2022 Est**

Q1	Q2	Q3	Q4

YTD	YTG

Select Benchmark (BM)

LY	Target

Segment, Category, Product

All ⌄

Customer

All ⌄

Region, Market

All ⌄

Abbreviations

BM = Benchmark | LY = Last Year

NP = Net Profit | Chg = Change

GM = Gross Margin

Sales View Mock-up Dashboard:

Filters

Clear Filters

| 2018 | 2019 | 2020 | 2021 | 2022 Est |

| Q1 | Q2 | Q3 | Q4 |

| YTD | YTG |

Select Benchmark (BM)

| LY | Target |

Segment, Category, Product
All

Customer
All

Region, Market
All

Net Sales Performance Over Time

GM % Gap (Variance)
0%

region ● APAC ● EU ● LATAM ● NA

Scatter plot (GM % vs NS $) with labeled bubbles: AtliQ Exclusive, Elkjøp, Zone, Ebay, Elite, Expert, Mbit, Expression, Propel, Amazon, Atliq e Store, Sage, UniEuro, Ebay, Saturn, Synthetic, Leader, Otto, Billa, Novus, Amazon, Atliq e Store
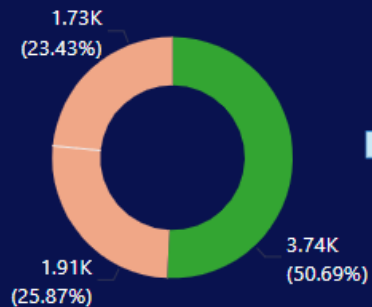
Y-axis GM %: 50%, 45%, 40%, 35%, 30%, 25%, 20%
X-axis NS $: $0M, $50M, $100M, $150M, $200M
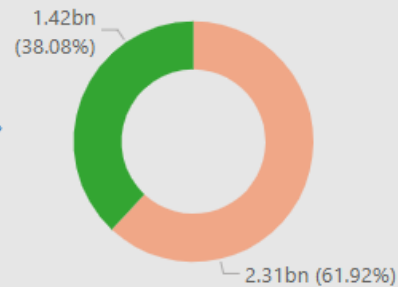
Customer Performance

| Product | Customer |

Customer	NS $	GM $	GM %
Atliq e Store	$304.10M	112.15M	36.88%
Sage	$127.86M	40.31M	31.53%
Leader	$117.32M	36.02M	30.70%
Ebay	$91.60M	33.06M	36.09%
Electricalslytical	$68.05M	25.34M	37.24%
Propel	$61.59M	23.03M	37.38%
Expression	$53.51M	17.65M	32.98%
Synthetic	$52.24M	14.76M	28.25%
Novus	$40.80M	8.77M	21.49%
Expert	$37.92M	13.47M	35.52%
UniEuro	$36.37M	11.40M	31.33%
Zone	$29.35M	11.58M	39.44%
Radio Popular	$26.27M	8.85M	33.68%
Chip 7	$25.62M	8.26M	32.24%
Logic Stores	$23.27M	7.09M	30.45%
Elkjøp	$22.55M	8.29M	36.78%
Coolblue	$21.62M	6.94M	32.07%
Total	**$1,382.53M**	**466.02M**	**33.71%**

Unit Economics

● Net Sales ● Total Post Invoice... ● Pre Invoice...

1.73K (23.43%)
1.91K (25.87%)
3.74K (50.69%)

● Total COGS $ ● GM $
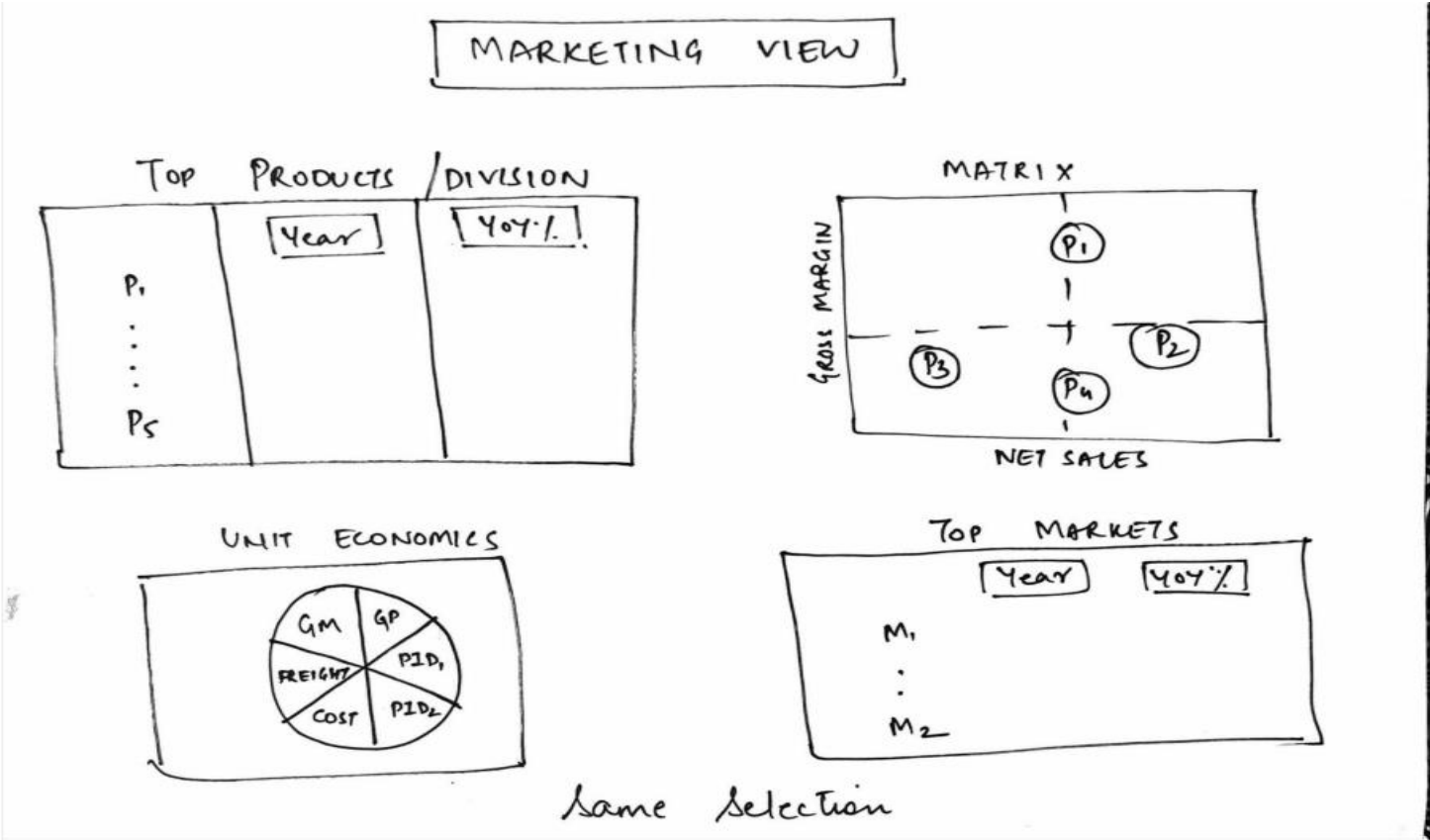
1.42bn (38.08%)
2.31bn (61.92%)

Abbreviations

BM = Benchmark | LY = Last Year

NP = Net Profit | Chg = Change

GM = Gross Margin | NS = Net Sales

Marketing View Mock-up Dashboard:

Business Insight 360

Filters

Clear Filters

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Select Benchmark (BM)

LY | Target

Segment, Category, Product
All

Customer
All

Region, Market
All

Abbreviations

BM = Benchmark | LY = Last Year

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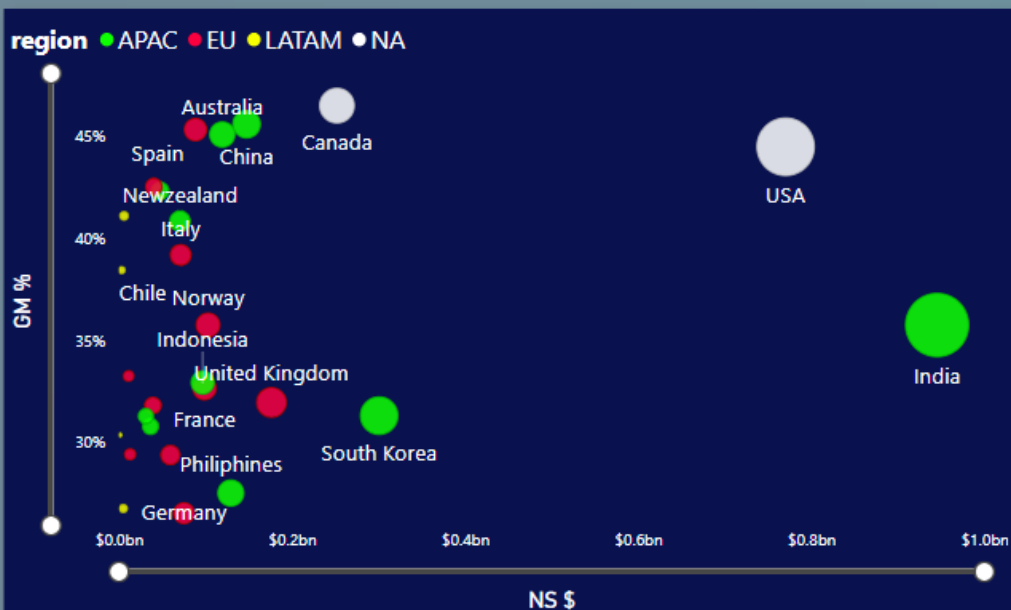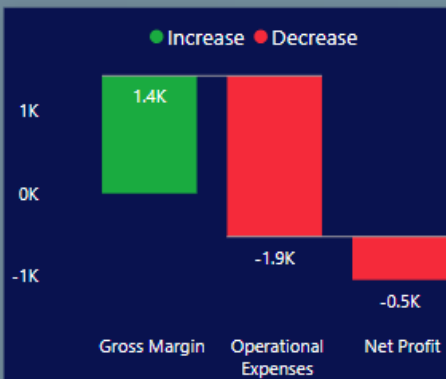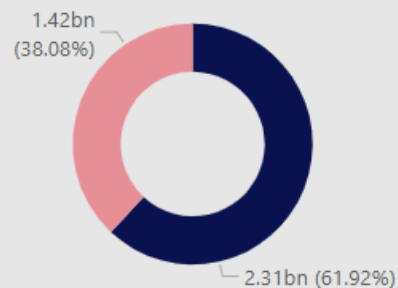GM = Gross Margin | NS = Net Sales

Performance Matrix

Show Net Profit %

region ● APAC ● EU ● LATAM ● NA

(Bubble chart: GM % vs NS $ — Australia, Spain, China, Canada, Newzealand, Italy, USA, Chile, Norway, Indonesia, United Kingdom, India, France, South Korea, Philipines, Germany)

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Increase ● Decrease

(Waterfall chart: Gross Margin 1.4K, Operational Expenses -1.9K, Net Profit -0.5K)

(Donut chart: ● Total COGS $ ● GM $ — 1.42bn (38.08%), 2.31bn (61.92%))

Region/ Market/ Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
⊞ APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
⊞ LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
⊞ EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Supply Chain View Mock-up Dashboard:

Filters Clear Filters

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG
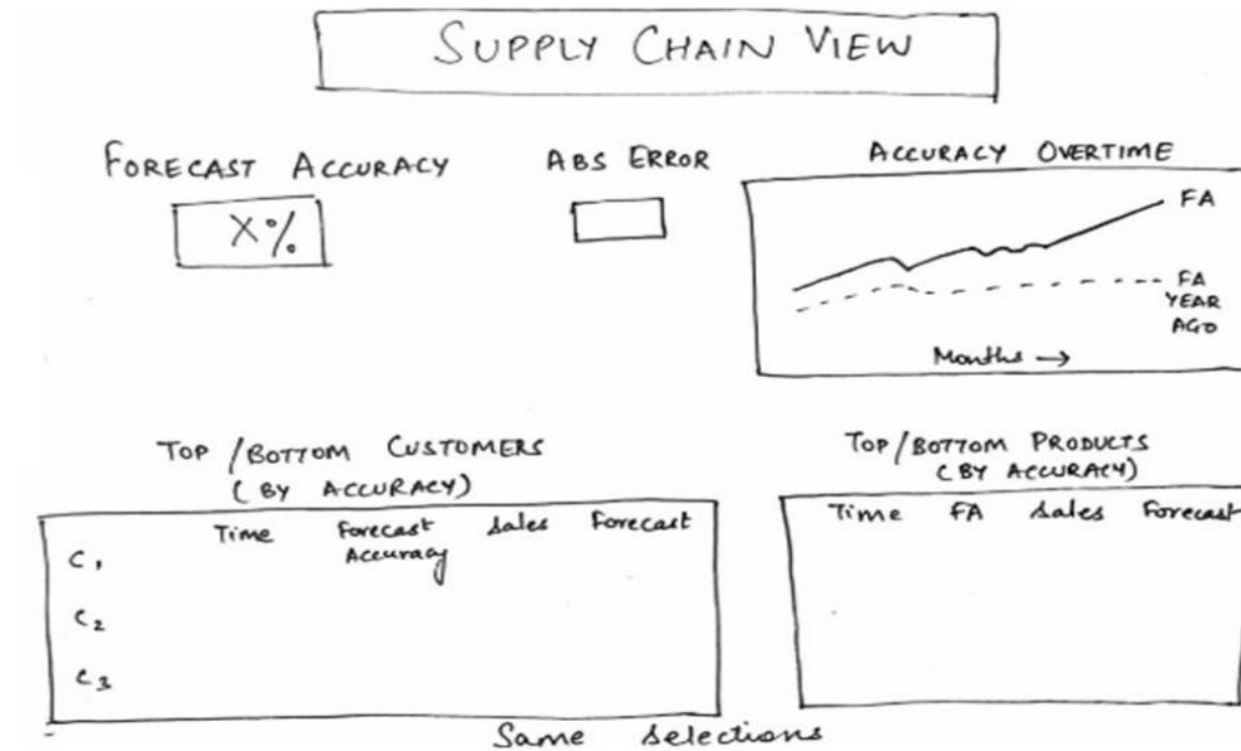
Forecast Accuracy 72.99% ! LY: 86.45% (-15.57%)
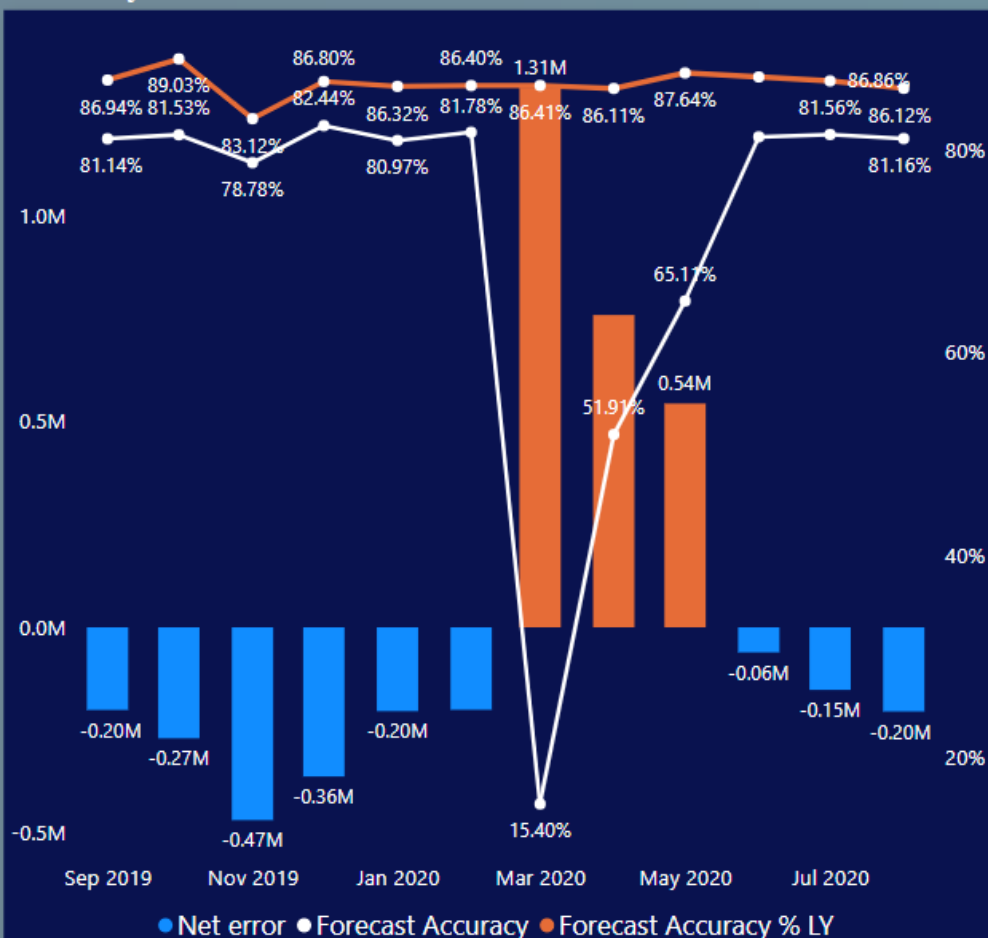
Net Error 0.49M ✓ LY: 0.64M (+22.88%)

ABS Error 5.74M ! LY: 1.55M (-271.06%)

Accuracy / Net Error Trend

86.94% 81.53% 89.03% 83.12% 78.78% 82.44% 86.80% 86.32% 81.78% 86.40% 86.41% 1.31M 86.11% 87.64% 65.17% 86.86% 81.56% 86.12%
81.14% 80.97% 15.40% 51.91% 0.54M 81.16%

1.0M | 0.5M | 0.0M | -0.5M

80% | 60% | 40% | 20%

-0.20M -0.27M -0.47M -0.36M -0.20M -0.06M -0.15M -0.20M

Sep 2019 | Nov 2019 | Jan 2020 | Mar 2020 | May 2020 | Jul 2020

● Net error ● Forecast Accuracy ● Forecast Accuracy % LY

Key Metrics By Customer

customer	Forecast Accuracy	Forecast Accuracy % LY	Net error	Net error %	Risk
Insight	37.11%	45.97%	70231	45.38%	EI
Novus	36.59%	41.22%	285814	44.88%	EI
Synthetic	38.32%	47.83%	261010	40.23%	EI
Elkjøp	45.00%	12.35%	78218	39.29%	EI
Media Markt	43.66%	7.98%	73908	38.26%	EI
Forward Stores	38.58%	49.83%	84187	37.95%	EI
Total	**72.99%**	**86.45%**	**491599**	**2.31%**	**EI**

Key Metrics By Product

segment	Forecast Accuracy	Forecast Accuracy % LY	Net error	Net error %	Risk
⊞ Storage	81.01%	80.25%	698487	14.86%	EI
⊞ Notebook	76.65%	83.02%	146640	22.59%	EI
⊞ Peripherals	75.18%	85.06%	193476	7.43%	EI
⊞ Accessories	71.42%	90.20%	-167818	-1.40%	OOS
⊞ Desktop	70.07%		-52	-2.00%	OOS
⊞ Networking	52.50%	81.50%	-379134	-28.90%	OOS
Total	**72.99%**	**86.45%**	**491599**	**2.31%**	**EI**

Segment, Category, Product
All

Customer
All

Region, Market
All

Abbreviations

BM = Benchmark | LY = Last Year
EI = Excess Inventory,
OOS = Out of Stock,
ABS = Absolute

LINK TO LIVE POWER BI DASHBOARD:

Microsoft Power BI

THANK YOU