

Sales Analysis

Business Problem:

AtliQ Hardware is a leading company that supplies hardware products to firms primarily in India. They are interested in conducting an analysis of their revenue and profit margin to evaluate their growth in recent years across different cities and product categories. By assessing these key financial metrics, AtliQ Hardware aims to gain a comprehensive understanding of their business performance, identify profitable markets, and determine the success of various product categories. This analysis will enable them to make data-driven decisions, develop strategies for expansion, and ensure sustainable growth in their operations.

Assumptions:

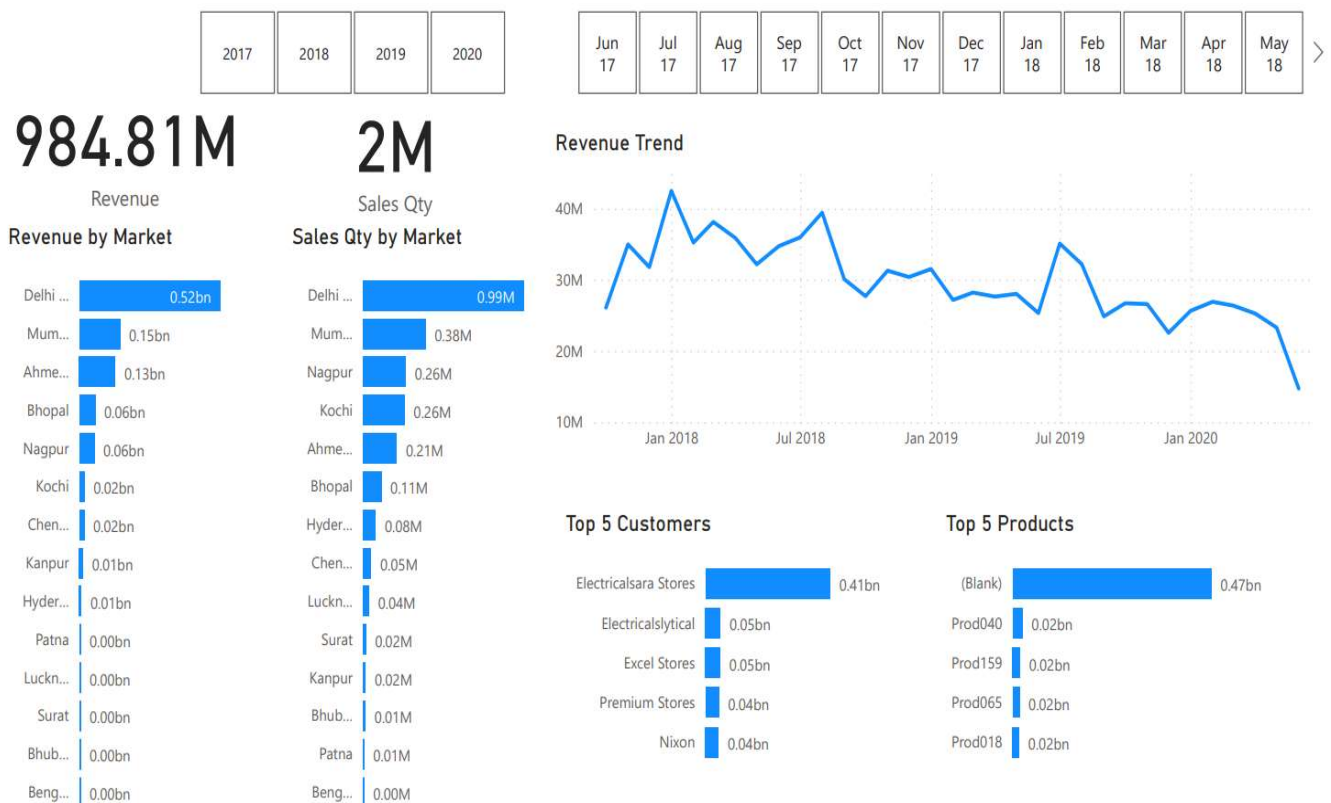
- No unusual occurrences in the dataset used will have a substantial impact on the analysis.
- The company are not currently using any of the suggested solutions.

Purpose:

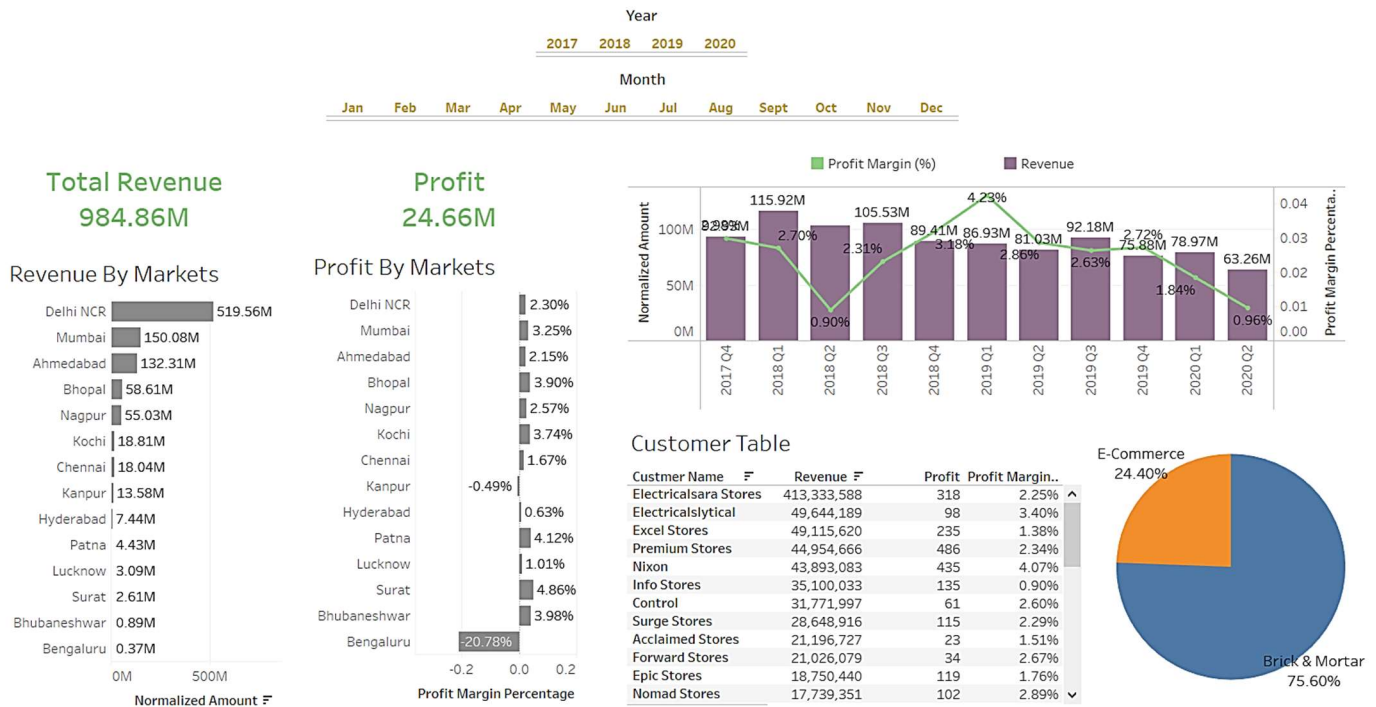
- Analyzing the revenue and profit measures to come up with measures improve the profit margin and thus increase the revenue.

Dashboard:

Revenue Analysis (Power BI)



Profit Analysis (Tableau)



Analysis & Suggestions:

- The Brick & Mortar type of client are generating more than 3/4 of the revenue thus company should focus on improving products that facilitates other type of clients to increase revenue.
- The company must provide customized offers to the top customers generating revenue for the company for maintain healthy connections and thus increasing revenue.
- The company is generating more than half of the revenue from cities like Delhi NCR, Mumbai, Ahmedabad thus company should focus more on these areas while plan to stop their business in cities like Kanpur and Bengaluru which are generating losses overtime.
- The profit margins are declining in the 2020, this could be because of the Covid related matters affecting the business and also because of the unstable business in the cities generating moderate to low revenue, thus the company must hold advertising campaigns in cities generating moderate revenue catching the view of cydumers more and thus increasing the profit by greater margin.