Sales Insights Report

Company: AtliQ hardware

Problem statement

AtliQ hardware is a firm which delivers computer hardware & peripheral manufacturers to his clients, that is having numerous branches all across India. Sales director of this company is facing many problems to understand how the business is going and what are all the problem companies are currently facing because the sales of this firm are not meeting up with the expectations, which is going down steadily. And whenever he calls the regional managers to get the current status of the sales and market, as a human behaviour, these people Humans are not comfortable in consuming numbers from excel files, which is obvious reason for the frustration.

Sales director of the AltiQ hardware, decided to create a PowerBI Dashboard in converting the data into a visual representation for making data-driven decisions. Therefore, he employed a team of data analyst for this purpose.

Steps Followed in this project

1. Learned about AIMS grid for project planning.
2. Used MySQL for retrieving the data from the database into Power BI.
3. Data Cleaning in power query.
4. Performed ETL process (Extract Transform and Load)
5. Created measure for needs and used them for creating visuals in PowerBi.
6. Data Validation
7. Data Modelling and Visualization.

Key Insights

Overall Performance:

- Revenue: ₹985 Million
- Sales Quantity: 2 million units
- Total Profit Margin: ₹24.7 Million

Revenue by Markets:

- Delhi NCR: Significantly leads with ₹588 Million.
- Mumbai: Second largest at ₹150 Million.
- Ahmedabad: Third with ₹132 Million.

1. If we check the profit margin then here, in 2020, Bhubaneshwar comes into the picture which is generating the highest profit margin of 10.48%. Similarly, Profit Contribution % by Market, Mumbai is the largest player with 23.89% of total contribution in total profit.
2. In 4 years, Bengaluru generating the lowest profit margin of -20.8%. If we can check the Profit Contribution % by Market then here also Bengaluru is the Lower with -0.3% of total contribution in total profit.
3. In our top 5 customers, the Electricalsara Stores is our biggest customer who has generated total ₹ 413 M revenue generated in 4 years.
4. In our top 5 products, the Prod318 is our highest product has generated total ₹ 69M revenue generated in 4 years.
5. Revenue Trend is showing that in June 2020 revenue has been decreased drastically compared to the revenue last year and the profit margin was the least in April 2020.

Key Insights:

- Market Concentration: Highly dependent on Delhi NCR for revenue and sales volume. This creates a risk if the performance in this market declines.
- Customer Concentration: The business is highly exposed to the changes in the customer relationship with Electrical Stores, as a very large share of revenue is derived from this customer.
- Revenue Trend: The downward trend towards the end of the period should be probed further. The cause of the mid-2018 peak also needs to be determined.
- Profitability: While Delhi NCR generates the most revenue, it's crucial to analyze profit margins by market and customer to ensure profitable growth. Some customers (like Premium Stores and Leader) have higher profit margins despite lower revenue contributions. Control has a 0% profit margin, which needs immediate attention.
- Customer Analysis: Electrical Stores are contributing a significant amount to revenue but have a low margin of profit compared to other customers. This calls for the need to reassess the pricing strategy or cost structure related to this customer.

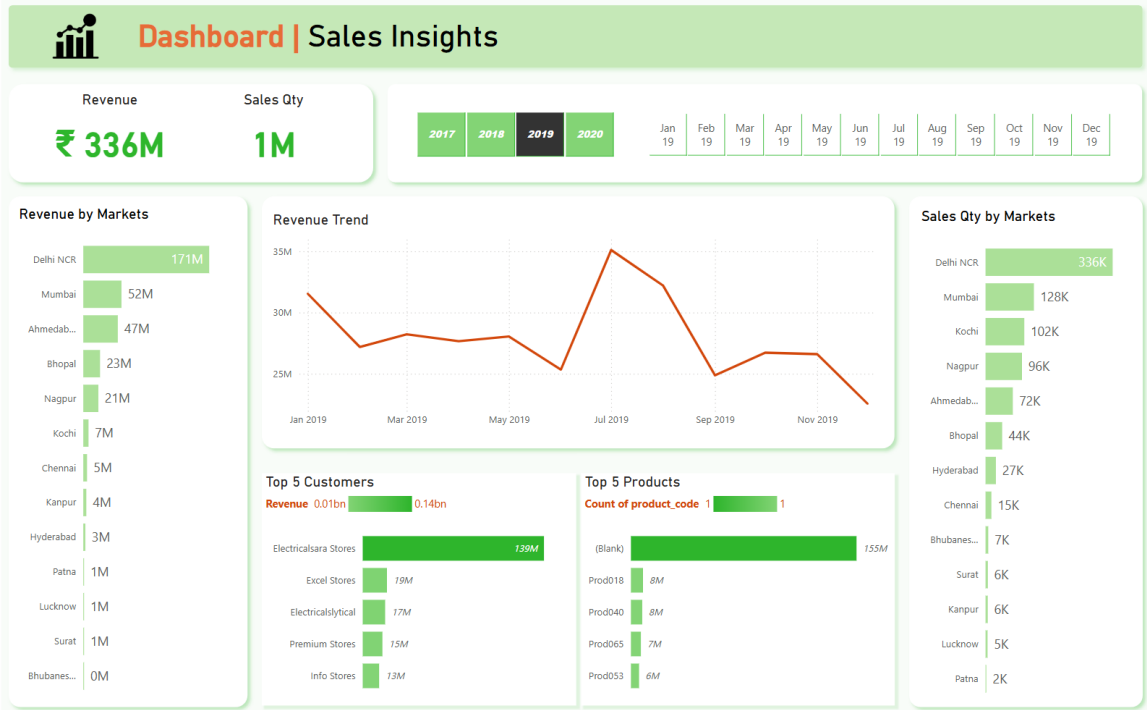
Recommendations:

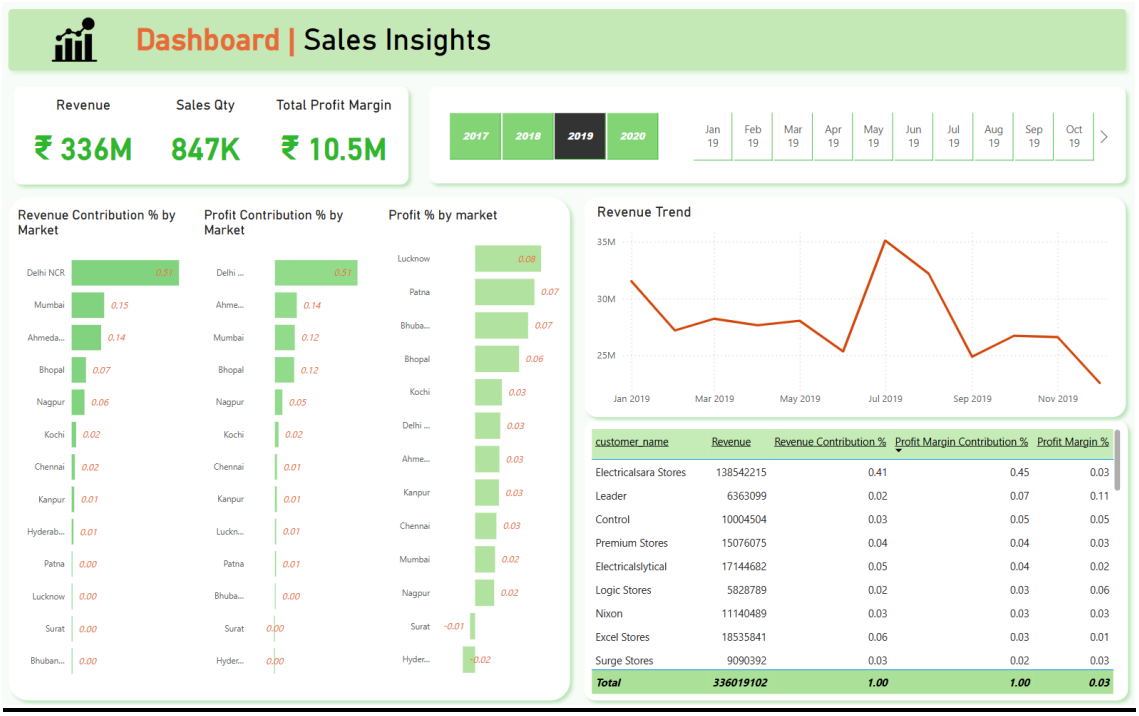
- Diversification: Reduce dependence on Delhi NCR by concentrating on growth in other markets.
- Customer Relationship Management: Build stronger relationships with other customers to reduce dependence on Electrical Stores.
- Trend Analysis: Try to understand why the revenues are fluctuating and design future strategies.
- Profit Improvement: Improve the profit margins especially with high revenue but low margin customers like Electrical Stores. Understand the 0% profit margin with Control.
- Market Analysis: Try to understand the smaller markets if they can be considered as growth opportunities.

Key Learnings

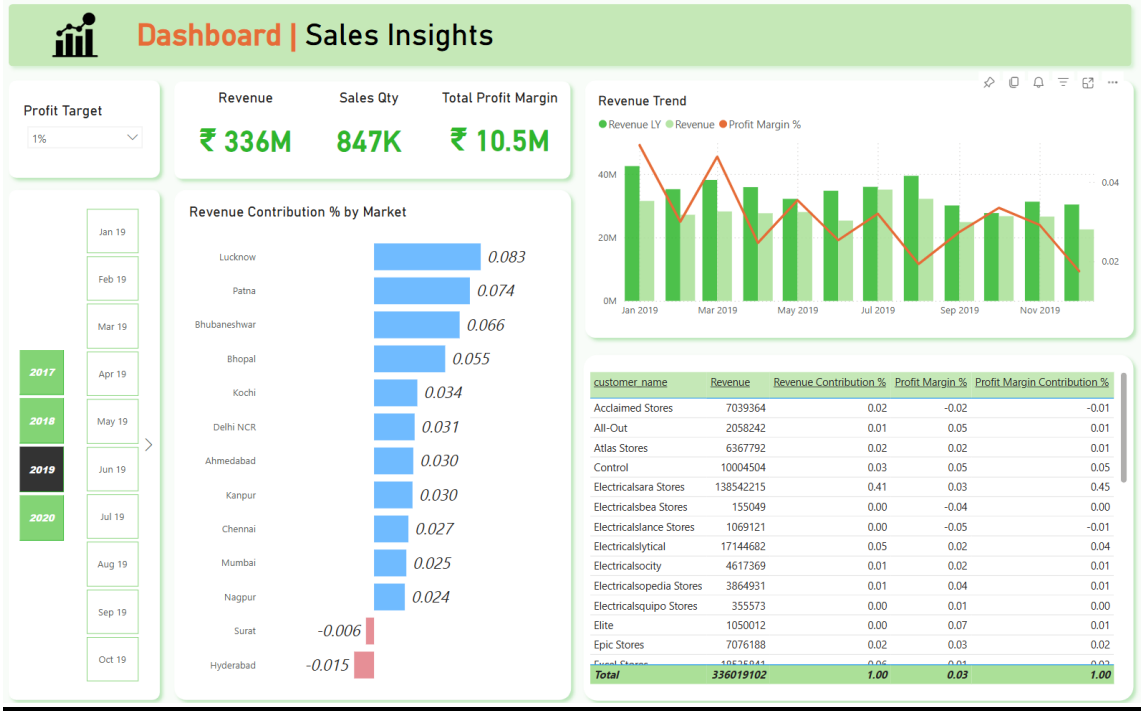
1. Learned about what real business data sets look like.
2. Learned about how to write some major analysis queries in MySQL.
3. Learned about how to connect the database's tables to Power Bi and how to clean & modify the unwanted data in Power Query.
4. Learned about some major practical DAX functions and measures.
5. Learned about some major analytical visuals and reports.

Dashboard Screenshots





customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	138542215	0.41	0.45	0.03
Leader	6363099	0.02	0.07	0.11
Control	10004504	0.03	0.05	0.05
Premium Stores	15076075	0.04	0.04	0.03
Electricalslytical	17144682	0.05	0.04	0.02
Logic Stores	5828789	0.02	0.03	0.06
Nixon	11140489	0.03	0.03	0.03
Excel Stores	18535841	0.06	0.03	0.01
Surge Stores	9090392	0.03	0.02	0.03
Total	***336019102***	***1.00***	***1.00***	***0.03***



customer_name	Revenue	Revenue Contribution %	Profit Margin %	Profit Margin Contribution %
Acclaimed Stores	7039364	0.02	-0.02	-0.01
All-Out	2058242	0.01	0.05	0.01
Atlas Stores	6367792	0.02	0.02	0.01
Control	10004504	0.03	0.05	0.05
Electricalsara Stores	138542215	0.41	0.03	0.45
Electricalsbea Stores	155049	0.00	-0.04	0.00
Electricalslance Stores	1069121	0.00	-0.05	-0.01
Electricalslytical	17144682	0.05	0.02	0.04
Electricalsocity	4617369	0.01	0.02	0.01
Electricalsopedia Stores	3864931	0.01	0.04	0.01
Electricalsquipo Stores	355573	0.00	0.01	0.00
Elite	1050012	0.00	0.07	0.01
Epic Stores	7076188	0.02	0.03	0.02
Total	***336019102***	***1.00***	***0.03***	***1.00***