

# AtliQ Hardware Sales Analysis



## Zone

- ☒ Central
- ☒ North
- ☒ South

## Year

- ☒ 2017
- ☒ 2018
- ☒ 2019
- ☒ 2020

## Markets

- ☒ Ahmedabad
- ☒ Bengaluru
- ☒ Bhopal
- ☒ Bhubaneswar
- ☒ Chennai
- ☒ Delhi NCR
- ☒ Hyderabad
- ☒ Kanpur
- ☒ Kochi
- ☒ Lucknow
- ☒ Mumbai
- ☒ Nagpur
- ☒ Patna
- ☒ Surat

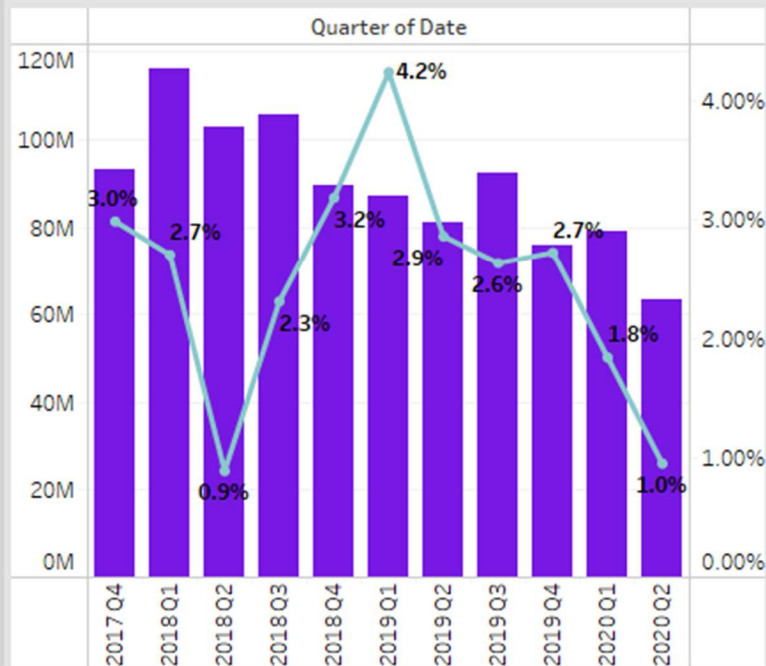
Total Revenue  
\$984.81M

Profit  
\$24.66M

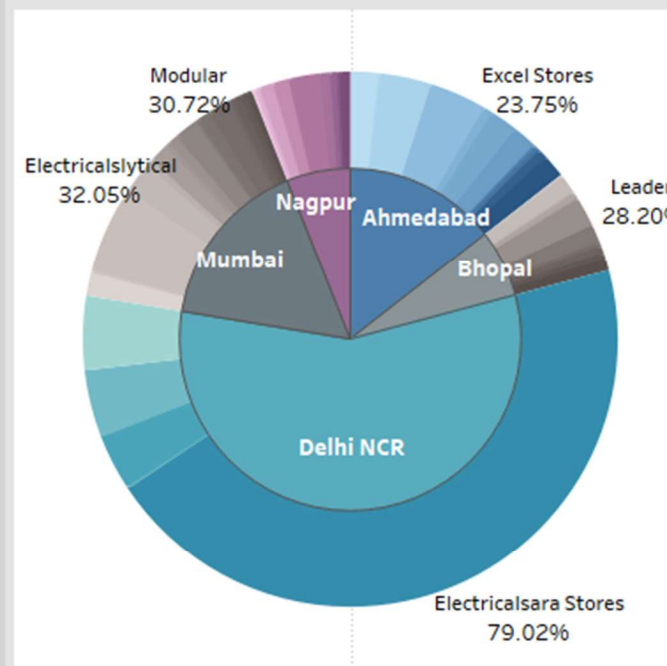
No of Orders  
148.4K

Sales Quantity  
2.43M

## Revenue vs Profit Margin



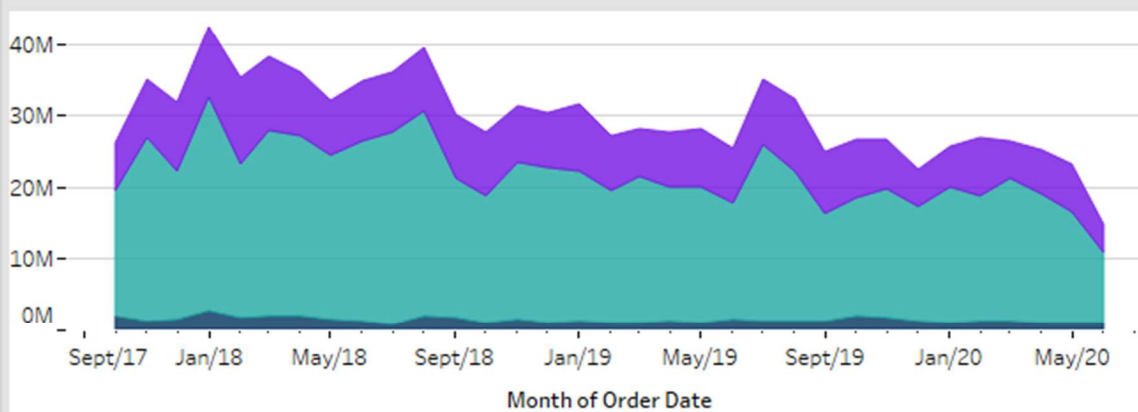
## Revenue wise Top 5 Customers



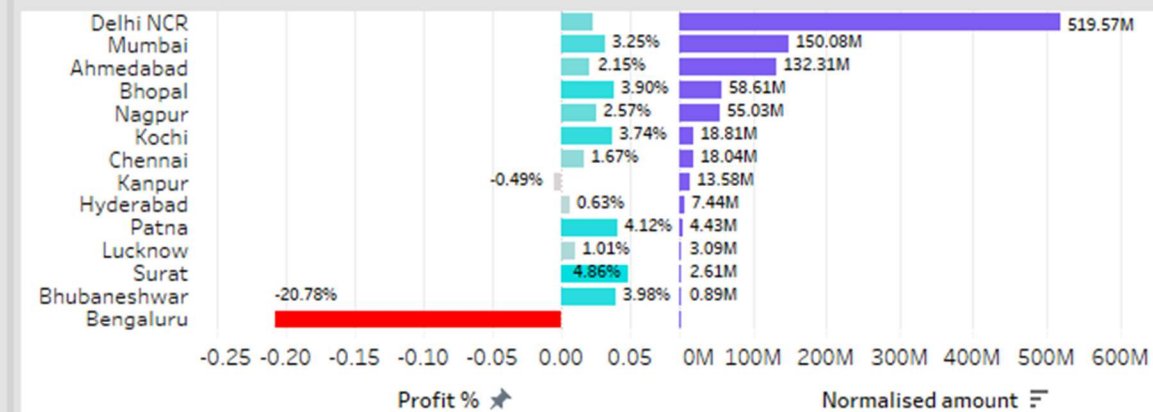
## Quarter wise Revenue vs Profit %

Markets N..	2017	2018			
	2017 Q4	2018 Q1	2018 Q2	2018 Q3	2018 Q4
Surat					
Patna					
Bhubanesh..					
Bhopal					
Kochi					
Mumbai					
Nagpur					
Delhi NCR					
Ahmedabad					
Chennai					

## Zone wise Sales trend by Month



## Profit Margin By Markets



### i. Purpose of the Project:

- Unlock sales insights previously unnoticed by the sales team.
- Provide decision support to optimize strategies.
- Automate manual data gathering processes, reducing time spent on repetitive tasks.

### ii. Stakeholders:

- Sales Director: Oversee and implement strategic sales decisions.
- Marketing Team: Leverage insights for targeted campaigns and promotions.
- Customer Service Team: Enhance customer retention through data-driven strategies.
- Data & Analytics Team: Analyse and interpret data trends to generate actionable insights.
- IT Team: Ensure seamless integration and maintenance of the automated dashboard.

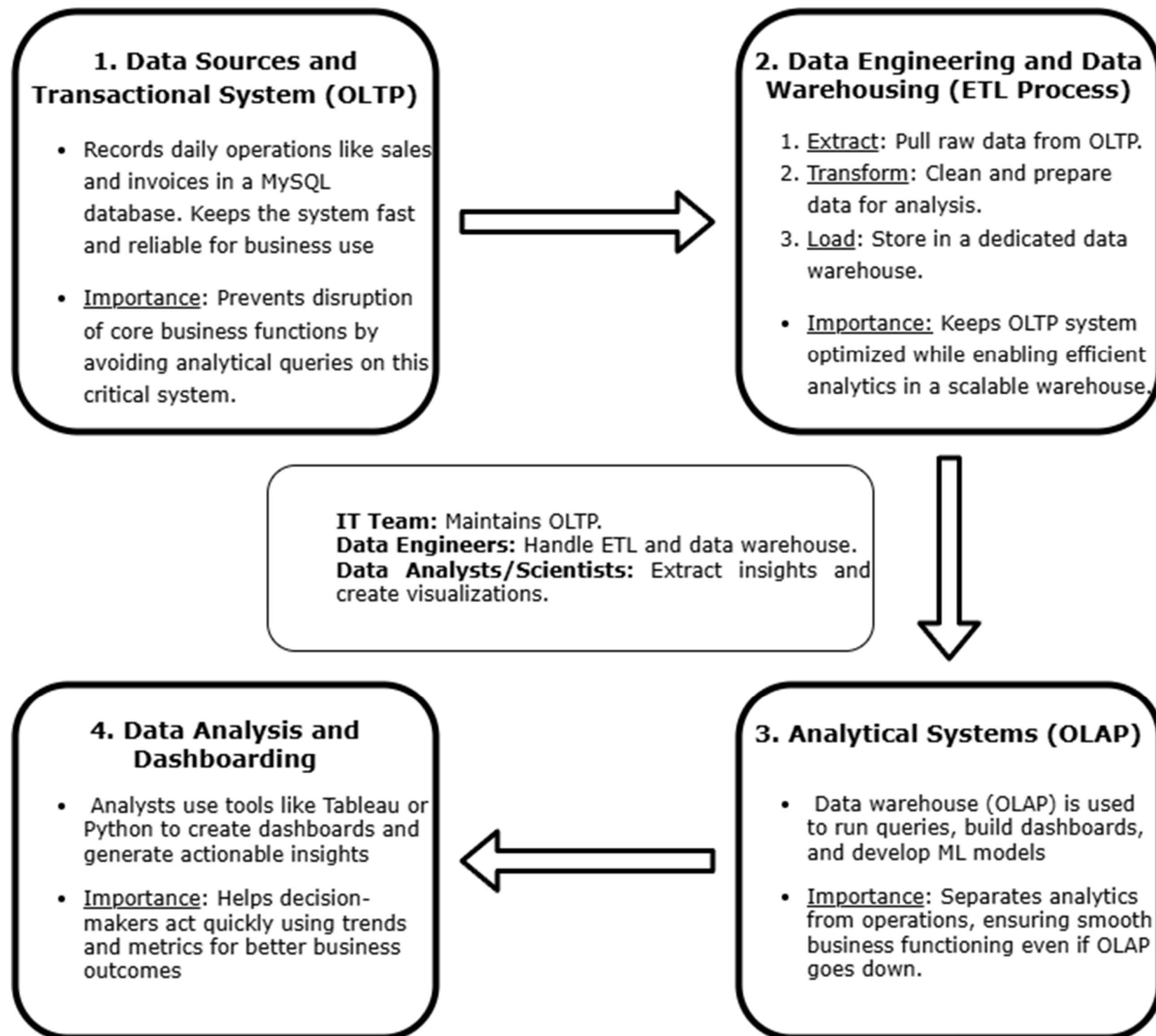
### iii. End Result of the Project:

- Develop an automated dashboard delivering real-time and comprehensive sales insights.
- Facilitate data-driven decision-making for stakeholders.

### iv. Success Criteria:

- Quantifiable metrics to gauge project success, such as:
  - A 20% reduction in manual data gathering time.
  - Reallocation of saved time to high-value activities.
  - Improved decision-making efficiency and speed.

## Process of Data Analytics



## Insights and Recommendations:

### 1. Month-Wise Sales Pattern:

- **Trend:**
  - Peak performance observed in mid-year (**July – August**).
  - Decline in sales noted towards year-end (**November – December**).
- **Solutions:**
  - Plan and execute promotional campaigns during July and August.
  - Ensure adequate stock levels to meet increased demand.
  - Offer year-end discounts targeting industries with unspent budgets.

### 2. Sales Generating Regions:

- **Trend:**
  - North zone, especially **Delhi NCR**, consistently outperforms other regions in sales volume.
  - However, Delhi NCR also shows the steepest decline in sales over time.
- **Solutions:**
  - Launch region-specific marketing campaigns with a focus on Delhi NCR.
  - Provide discounts and loyalty incentives for existing customers in the area.
  - Invest in digital marketing tailored for Delhi NCR and provide region-specific training to sales teams.

### 3. City-Wise Profit Percentage vs Normalized Sales:

#### 1. Top Performer:

- **Delhi NCR** has the highest normalized sales (**~519.57M**) but a profit percentage of only **2.30%**, indicating high sales volume but average profitability.

## 2. High Profitability Regions:

- Cities like **Bengaluru (-20.78%)** and **Kanpur (-0.49%)** are incurring negative profit percentages, meaning these regions may need cost optimization or pricing strategies.

## 3. Cities with Balanced Growth:

- **Surat (4.86%)** and **Bhubaneswar (3.98%)** have small normalized sales volumes but demonstrate the highest profit percentages, showcasing efficient cost management or pricing in these regions.

## 4. Growth Opportunities:

- **Mumbai and Bhopal** show moderate sales volumes (**~150M and ~58.6M**, respectively) with good **profit margins (3.25% and 3.90%)**. These cities could be further targeted for scaling operations.

# 4. Revenue vs Profit Margin Over Time:

## 1. Trend in Profit Margin:

- **Profit margin** peaked in **2018 Q3 (4.2%)**, coinciding with one of the highest revenues (**~120M**). This may reflect successful campaigns or cost efficiency during that period.
- The **lowest profit margin (0.9%)** occurred in **2018 Q1**, despite relatively **high revenue (~80M)**, suggesting potential cost overruns or pricing challenges.

## 2. Steady Decline:

- A consistent drop in profit margin is observed from **2019 Q4 (2.7%)** to **2020 Q2 (1.0%)**, which may indicate external economic factors (e.g., market saturation, higher costs, or reduced demand).

## 3. Revenue Fluctuations:

- Revenue remains relatively stable across quarters but shows signs of a slight downward trend after **2019**, correlating with **declining profit margins**.

## 4. Actionable Insight:

- Focus on replicating the strategies from **2018 Q3**, where both revenue and profit margin peaked.
- Investigate the reasons behind lower margins post-2019 and implement cost reduction or process optimization strategies.