

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

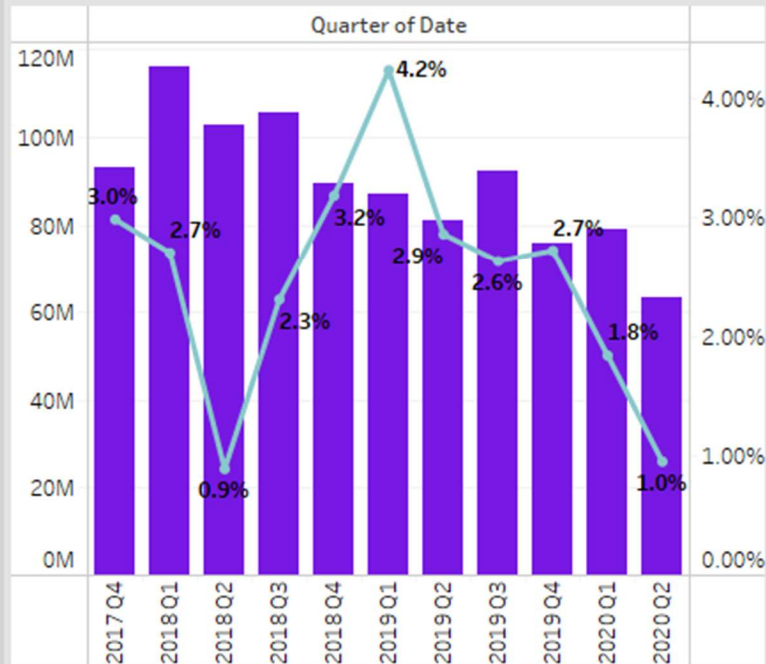
Total Revenue
\$984.81M

Profit
\$24.66M

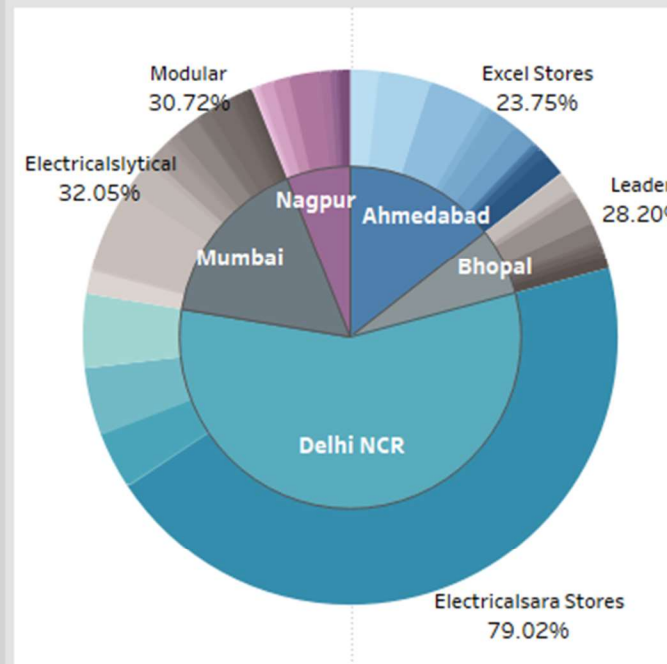
No of Orders
148.4K

Sales Quantity
2.43M

Revenue vs Profit Margin



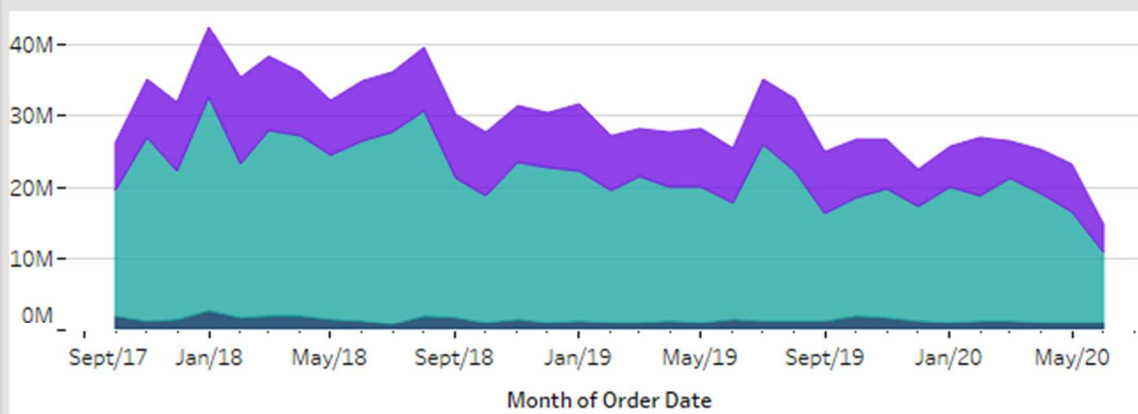
Revenue wise Top 5 Customers



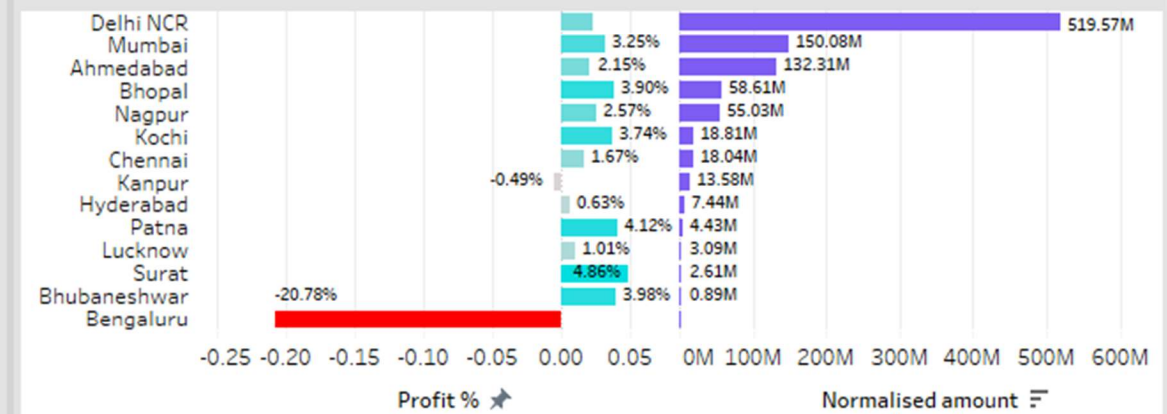
Quarter wise Revenue vs Profit %

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.

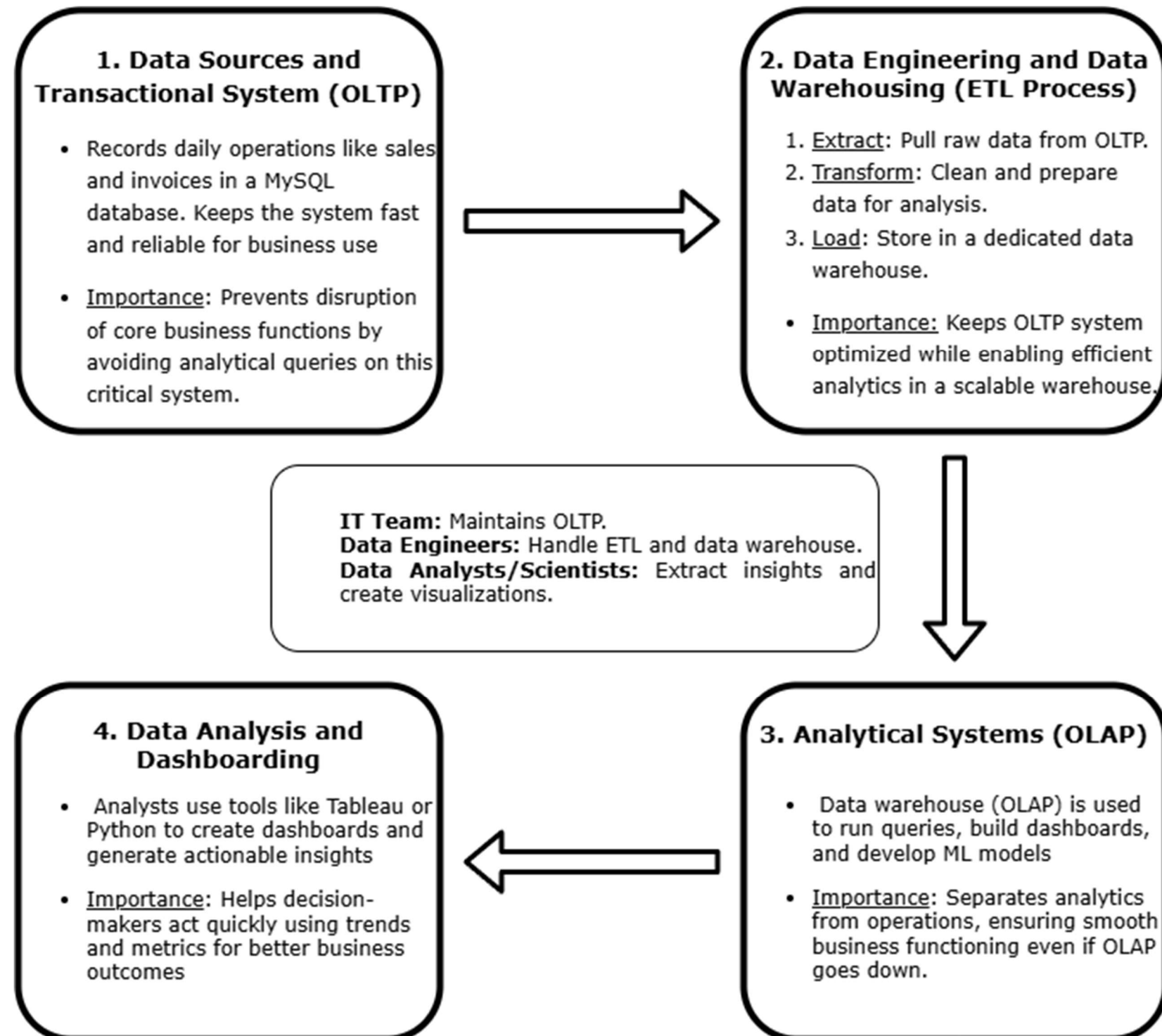
iii. End Result of the Project:

- 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.