



# SALES AND FINANCE ANALYTICS DASHBOARD FOR ATLIQ HARDWARE



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## About the Company

AtliQ Hardware is a B2B hardware seller, dealing in products like mouse, keyboards, and other peripherals. Their clients include major retailers such as Croma, Flipkart, and Best Buy. Their sales channels include **Retail**, **Direct**, and **Distributor**.



## Project Objective

To create a comprehensive Excel-based reporting system for AtliQ Hardware's **Sales** and **Financial Performance**, enabling the leadership team to:

- Understand monthly and yearly **profit & loss**
- Monitor **customer and market performance**
- Analyze **gross margins across geographies**
- Make data-driven decisions based on clear visual reports



Role: Excel Analyst (Solo Project)



Duration: 1 Week



## Tools Used

- Microsoft Excel
- Pivot Tables
- Power Query
- Basic Excel Automation (e.g., Dynamic Filters, Slicers)





## Project Highlights

In the next few pages, you will see the breakdown of each report card you built, with an explanation of its purpose and insights.

- P&L Report (Fiscal Yearly)
- P&L Report (Monthly)
- P&L 2021 for Markets
- Market Performance Report
- Customer Performance Report
- GM% by Quarters (Sub-Zone)



## Profit and Loss Report

region All  
market All  
division All  
customer All

P&L  
By Fiscal Year  
All values in USD  
Note: 21 vs 20 is not part  
of the pivot table

Values	Fiscal Years			
	2019	2020	2021	21 vs 20
net sales	87.5 M	196.7 M	598.9 M	304.5%
COGS	51.2 M	123.4 M	380.7 M	308.6%
Gross Margin	36.2 M	73.3 M	218.2 M	297.6%
GM %	41.4%	37.3%	36.4%	97.7%

## P&L Report (Fiscal Year)

A consolidated **year-over-year profit analysis**, showing how AtliQ's financial performance evolved.



### Highlights:

High-level executive financial summary

Long-term trend spotting

Key for investor decks and board presentations



### Insight:

Great for understanding macro-level financial health across years.



# P&L Report (Monthly)

This dashboard presents **monthly revenue, COGS, gross profit, expenses, and net profit** over a year.



## Highlights:

Tracks fluctuations in income and cost trends

Compares profit month over month

Useful for budgeting and expense management

Helps in identifying profitable vs. loss-making periods



## Insight:

The report enables decision-makers to control overspending and forecast better.

## Profit and Loss Report

region	All	P&L	
market	All	Monthly	
division	All	All values in USD	
customer	All	Note: 21 vs 20 is not part of the pivot table	Note: Do not modify the Pivot Table
FY	2019		

	Fiscal Years												
	Q1	Q2	Q3	Q4	Grand Total								
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
net sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.7 M	2.6 M	2.6 M	36.2 M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region	All	P&L	
market	All	Monthly	
division	All	All values in USD	
customer	All	Note: 21 vs 20 is not part of the pivot table	
FY	2020		

	Fiscal Years												
	Q1	Q2	Q3	Q4	Grand Total								
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
net sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

net sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M		196.7 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M		123.4 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M		73.3 M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%		37.3%





## Profit and Loss Report By Market



### FILTERS

region All  
sub\_zone All  
FY 2021

### P & L 2021

for Markets  
All values in USD  
Note: Do not modify Pivot Table

Customers	net sales	COGS	Gross Margin	GM %
Australia	21.0 M	14.1 M	6.9 M	32.9%
Austria	2.8 M	2.0 M	0.9 M	30.1%
Bangladesh	7.0 M	4.5 M	2.4 M	34.5%
Canada	35.1 M	21.7 M	13.4 M	38.2%
China	22.9 M	13.5 M	9.4 M	41.1%
France	25.9 M	14.7 M	11.2 M	43.2%
Germany	12.0 M	8.9 M	3.1 M	26.2%
India	161.3 M	109.7 M	51.6 M	32.0%
Indonesia	18.4 M	11.3 M	7.1 M	38.4%
Italy	11.7 M	8.2 M	3.5 M	30.1%
Japan	7.9 M	4.2 M	3.7 M	46.5%
Netherlands	8.0 M	4.6 M	3.4 M	42.0%
Newzealand	11.4 M	5.9 M	5.5 M	48.2%
Norway	13.7 M	9.6 M	4.0 M	29.5%
Pakistan	5.7 M	3.6 M	2.0 M	36.2%
Philippines	31.9 M	19.4 M	12.5 M	39.1%
Poland	5.2 M	3.0 M	2.2 M	42.6%
Portugal	11.8 M	6.8 M	5.0 M	42.1%
South Korea	49.0 M	31.4 M	17.6 M	35.9%
Spain	12.6 M	8.4 M	4.2 M	33.1%
Sweden	1.8 M	1.1 M	0.7 M	40.2%
United Kingdom	34.2 M	18.7 M	15.4 M	45.1%
USA	87.8 M	55.3 M	32.5 M	37.0%
Grand Total	598.9 M	380.7 M	218.2 M	36.4%

# P&L 2021 for Markets

This report focuses on **Profit & Loss performance per market zone** for the year 2021.

### 📌 Highlights:

Revenue, COGS, expenses, and net profit by region

Identifies most profitable markets

Enables data-backed geographic investment strategy

### 🔍 Insight:

This breakdown directly supports regional managers and global strategy teams.

Grand Total	208.9 M	380.7 M	218.2 M	36.4%
USA	87.8 M	55.3 M	32.5 M	37.0%
United Kingdom	34.2 M	18.7 M	15.4 M	45.1%
Sweden	1.8 M	1.1 M	0.7 M	40.2%
Spain	12.6 M	8.4 M	4.2 M	33.1%
South Korea	49.0 M	31.4 M	17.6 M	35.9%
Portugal	11.8 M	6.8 M	5.0 M	42.1%
Poland	5.2 M	3.0 M	2.2 M	42.6%
Philippines	31.9 M	19.4 M	12.5 M	39.1%
Pakistan	5.7 M	3.6 M	2.0 M	36.2%
Norway	13.7 M	9.6 M	4.0 M	29.5%
Newzealand	11.4 M	5.9 M	5.5 M	48.2%
Netherlands	8.0 M	4.6 M	3.4 M	42.0%
Japan	7.9 M	4.2 M	3.7 M	46.5%
Italy	11.7 M	8.2 M	3.5 M	30.1%
Indonesia	18.4 M	11.3 M	7.1 M	38.4%
India	161.3 M	109.7 M	51.6 M	32.0%
Germany	12.0 M	8.9 M	3.1 M	26.2%
France	25.9 M	14.7 M	11.2 M	43.2%
China	22.9 M	13.5 M	9.4 M	41.1%
Canada	35.1 M	21.7 M	13.4 M	38.2%
Bangladesh	7.0 M	4.5 M	2.4 M	34.5%
Austria	2.8 M	2.0 M	0.9 M	30.1%
Australia	21.0 M	14.1 M	6.9 M	32.9%





# Market Performance Report

This shows the **performance of various market zones** (e.g., India, NA, NE, ROA) over a fiscal year.

## Highlights:

Revenue and volume-based performance

Region-wise sales comparison

Insights into geographic focus and expansion planning

## Insight:

Useful for evaluating which markets to expand, maintain, or reconsider.

## Market Performance Report



### FILTERS

region  
division

All  
All

Market  
Performance Report  
All values in USD

Row Labels	NetSales 19	NetSales 20	NetSales 21	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-10.5%
Austria		0.1 M	2.8 M	-0.3 M	-11.7%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-10.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-14.5%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-9.0%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-8.4%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-12.7%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.9%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-12.9%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-9.0%
Japan		1.9 M	7.9 M	-0.3 M	-4.1%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-8.2%
Newzealand		2.0 M	11.4 M	-1.4 M	-12.3%
Norway		2.5 M	13.7 M	-1.4 M	-10.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-9.3%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.8%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-18.1%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.3%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.9%
Spain		1.8 M	12.6 M	-1.8 M	-14.1%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-11.1%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.7%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-11.7%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.2%

Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.2%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-11.7%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.7%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-11.1%
Spain		1.8 M	12.6 M	-1.8 M	-14.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.9%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-18.1%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.8%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-9.3%
Norway		2.5 M	13.7 M	-1.4 M	-10.5%
Newzealand		2.0 M	11.4 M	-1.4 M	-12.3%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-8.2%
Japan		1.9 M	7.9 M	-0.3 M	-4.1%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-9.0%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-12.9%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.9%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-12.7%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-8.4%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-9.0%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-14.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-10.3%
Austria		0.1 M	2.8 M	-0.3 M	-11.7%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-10.5%



# Customer Performance Report



## FILTERS

region  
market  
division

All  
All  
All

Customer  
Performance Report  
All values in USD

Customers	NetSales 19	NetSales 20	NetSales 21	2021 vs 2020
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
Atliq Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjop	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%
Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%

# Customer Performance Report

This report evaluates sales performance across individual customers (like Flipkart, Croma, etc.).

## Highlights:

- Revenue contribution of each customer
- Average order value and frequency
- Highlights best and underperforming clients
- Helps in planning promotions or exclusive deals

## Insight:

Identifies key clients driving revenue and helps sales teams realign their focus.

Neptune	1.0 M	3.4 M	16.1 M	471.5%
Logic	0.2 M	0.9 M	4.8 M	515.2%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Integration Stores		0.2 M	1.4 M	887.2%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%







# GM% by Quarters (Sub-zone)

This report breaks down **Gross Margin %** across geographies like India, ANZ, NA, ROA, etc., for FY19–FY21.

## Highlights:

Compare quarterly GM% across multiple fiscal years  
Identifies areas with improving or declining margins  
Highlights cost control or pricing inefficiencies

## Insight:

India's GM% dropped significantly in FY2020 (from ~42% to ~32%), suggesting a strategic review is needed.

## Profit and Loss Report By Market



### FILTERS

FY 2019

### GM% By Quarters (sub\_zone)

Note: Do not modify Pivot Table

GM % Customers	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

Note: Do not modify Pivot Table

GM % Customers	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

Note: Do not modify Pivot Table

GM % Customers	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%

SE	38.6%	38.3%	38.6%	38.2%	38.2%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%



# What I Learned From This Project

Working on this project helped me deepen both my technical and analytical skills. Here are some of my key takeaways:

✓ **Structured Thinking in Business Reporting:** Transform raw data into meaningful business insights. I now better understand how CEOs, managers, and sales teams interpret data to make decisions.

📊 **Advanced Excel Skills:** I became more confident using Pivot Tables, complex formulas, and conditional formatting to build dynamic dashboards and visual reports.

🔍 **Insight-Driven Storytelling:** More than just creating charts, I focused on the “why” behind the data — discovering trends, identifying gaps, and telling a compelling business story.

🌐 **Cross-Market Comparison:** I learned how to compare metrics like gross margins and profitability across geographies, which helped me understand how regional performance impacts overall strategy.

🧠 **Client-Focused Design:** Each report was created with a specific stakeholder in mind — from finance teams to sales executives — which improved my ability to tailor solutions for real-world needs.





# Thank You

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