

Sales Insight



AltiQ Hardware

About Company

Atliq hardware company supplies computer hardware and peripherals (like desktop, headphone, pen drive, webcam, speaker, mouse etc.) to many of the clients like Excel store, Nomad Stores, Surge Stores, Electricalsara Stores across India.

It has head office in Delhi and lots of regional offices throughout India.

Understanding the problem

Sales director wants to know about sales, revenue, and performance of their top products and profit margin etc.

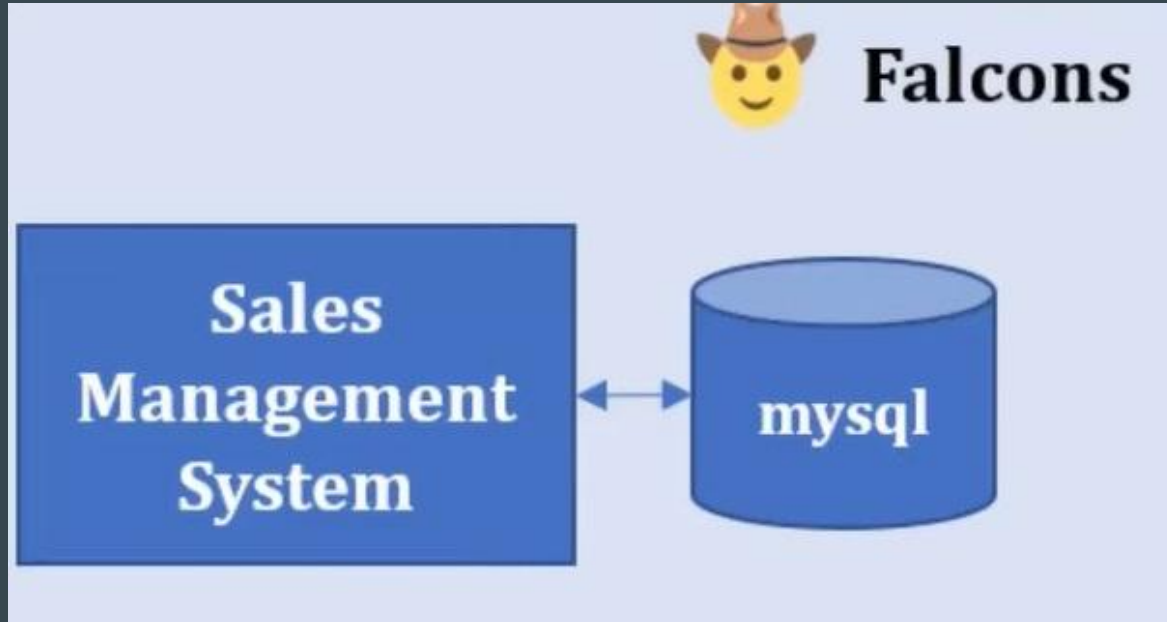
For the solution to this problem I Designed a Power BI dashboard for Atliq Hardware to track KPIs (Sales and Revenue), compared regional performance and to analyzed top 5 products & customers. Sales directors are more interested in dashboards where they can look the real data visualization and get how the numbers are trending. Sales director can make data driven decisions which will help him to increase the sales of the company.

Project objective:

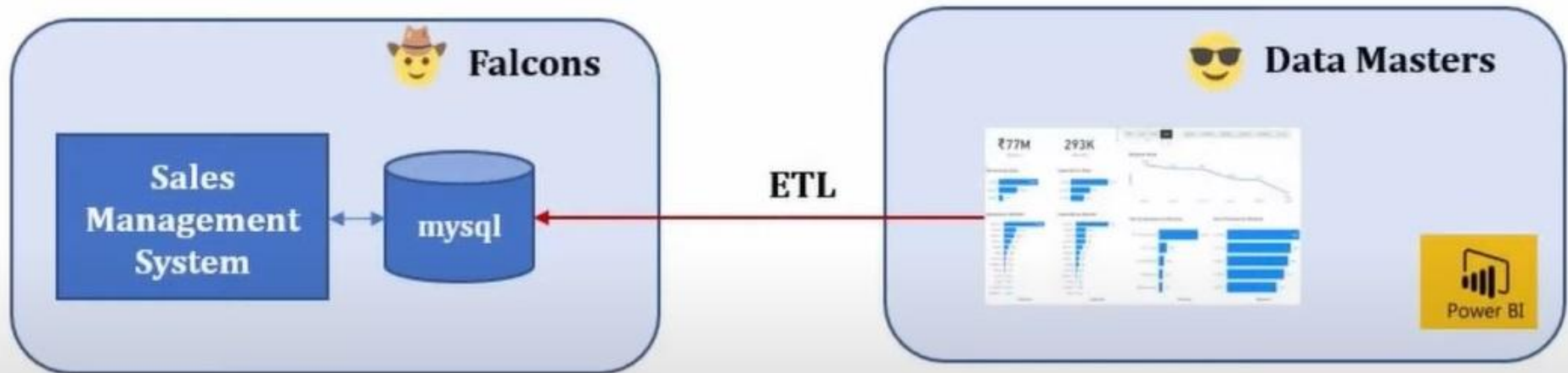
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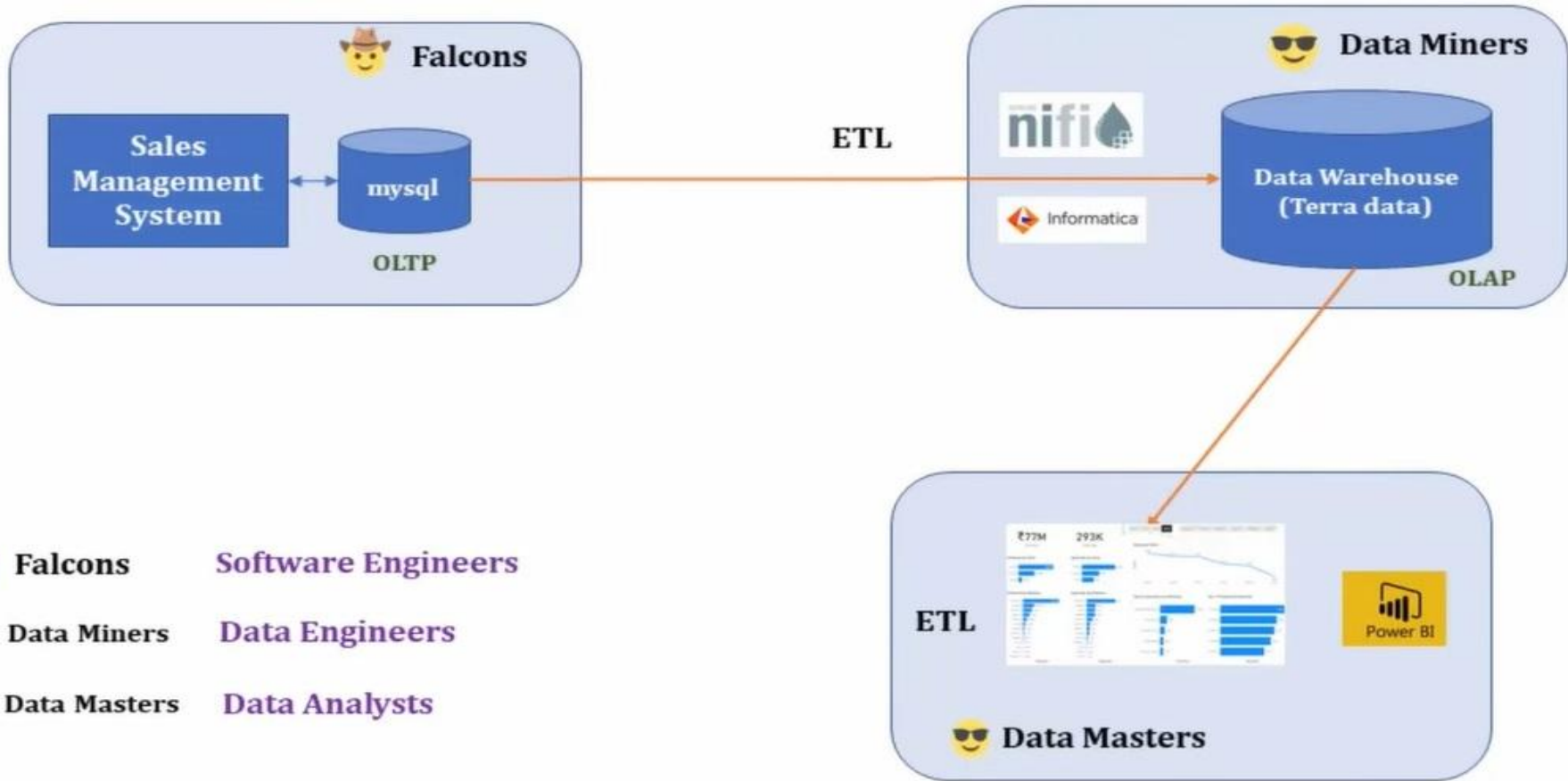
Steps I Followed

1. Our First step is to get data from Falcons (A database management team) who manages Sales data.



2. It not recommended way to directly access all the data by directly connecting to the main database. If we do so It will affect overall performance of our management system. Now we will create an data warehouse to perform transformation and visualization.



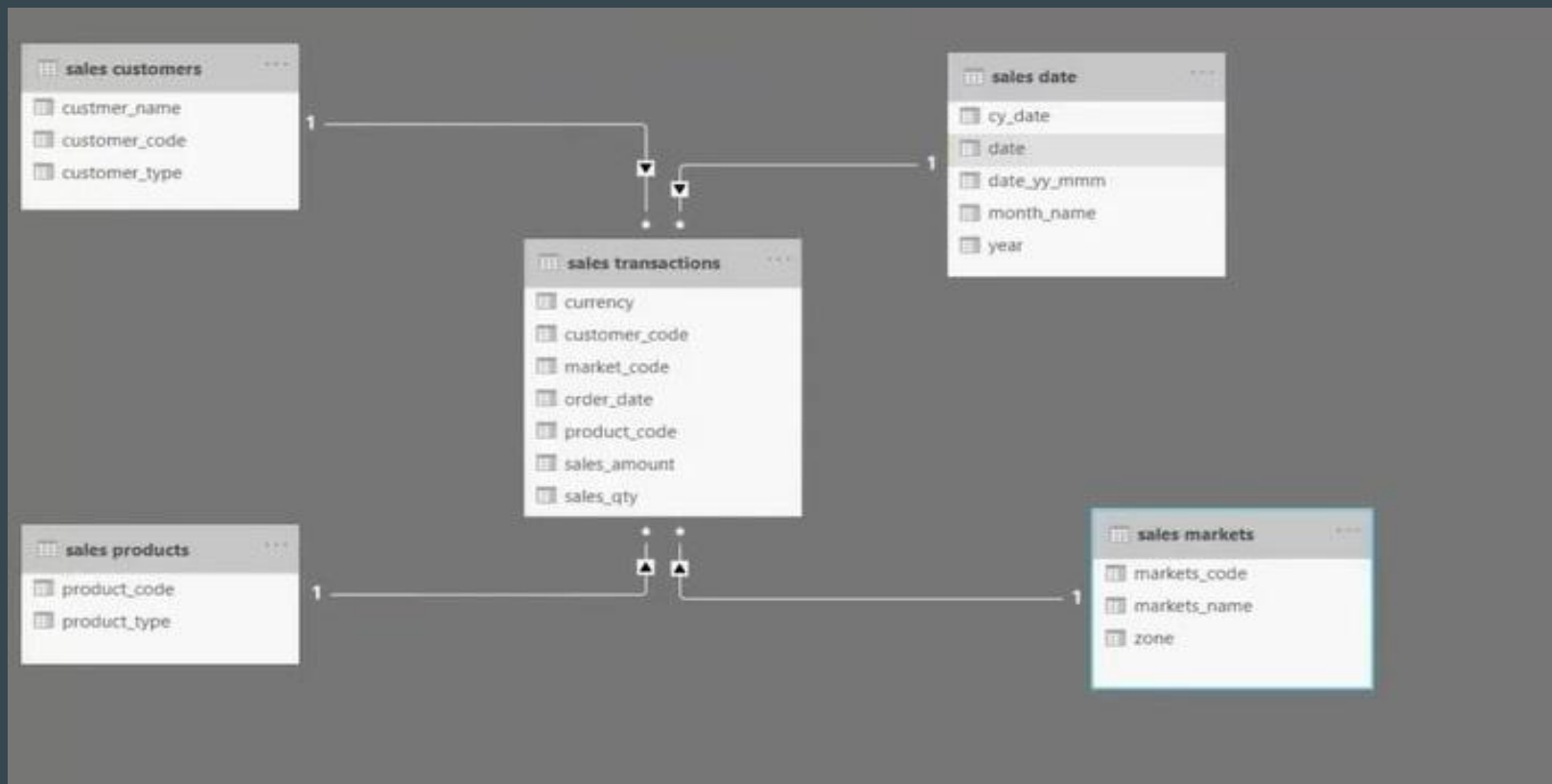


3. Load all the required data records (tables) to Power BI (Get data --> mySQL)

4. Clean and transform the raw data.

- Removed irrelevant data like rows where sales amount is 0 or negative.
- removed other countries as we are looking for sales insight in India.
- Normalized data by creating new conditional column to convert other currencies to INR as we are looking for sales insight in India.

5. Build a relational data model.



6. Created required calculated columns and DAX measures

7. Design an interactive report to analyze and visualize the data by adding.

- KPI Cards to show total revenue and total Quantity sale.
- Bar chart to show total revenue WRT regions.
- Bar chart showing quantity sales WRT regions.
- Slicer to filter out report based on year and months.
- Top 5 Customers and products by revenue.
- Revenue trends based on Months and last year revenue.

Final Results

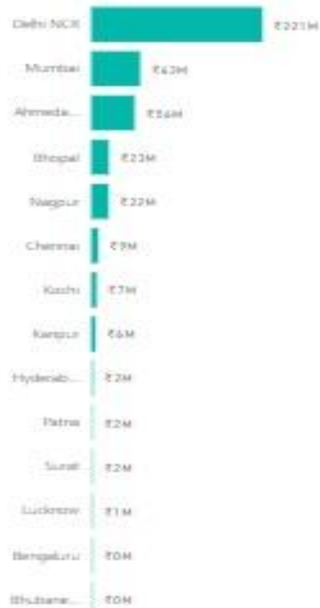
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Revenue

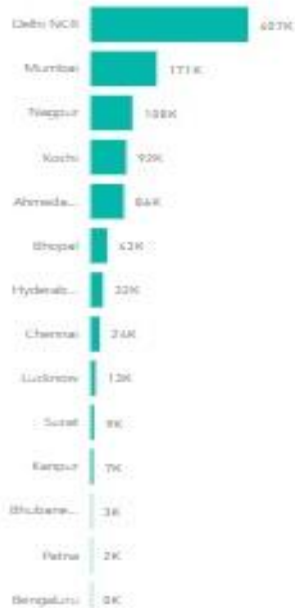
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Sales Qty

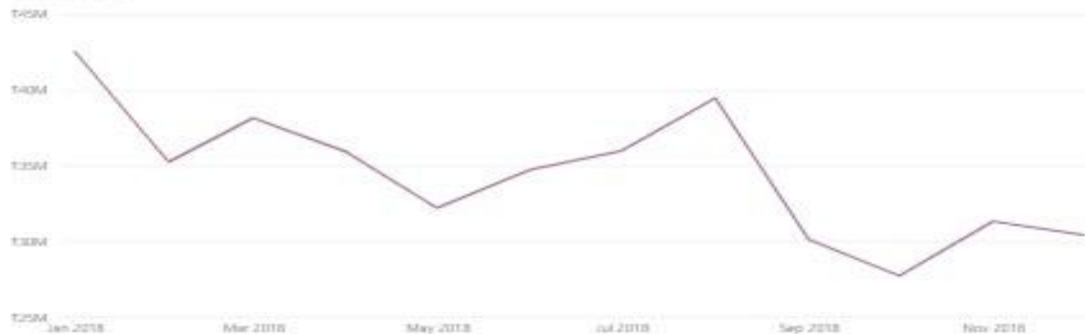
Revenue by Markets



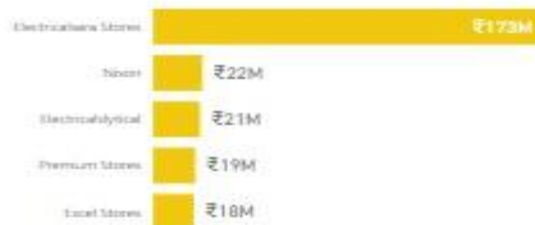
Sales Qty by Markets



Revenue Trend



Top 5 Customers



Top 5 Products

