



AtliQ Business Insights Report

Presented by Atharva Sutar

Report Objective



This report aims to analyze and extract valuable insights from a MySQL database containing information about sales, products, customers and regions for AtliQ Hardware.

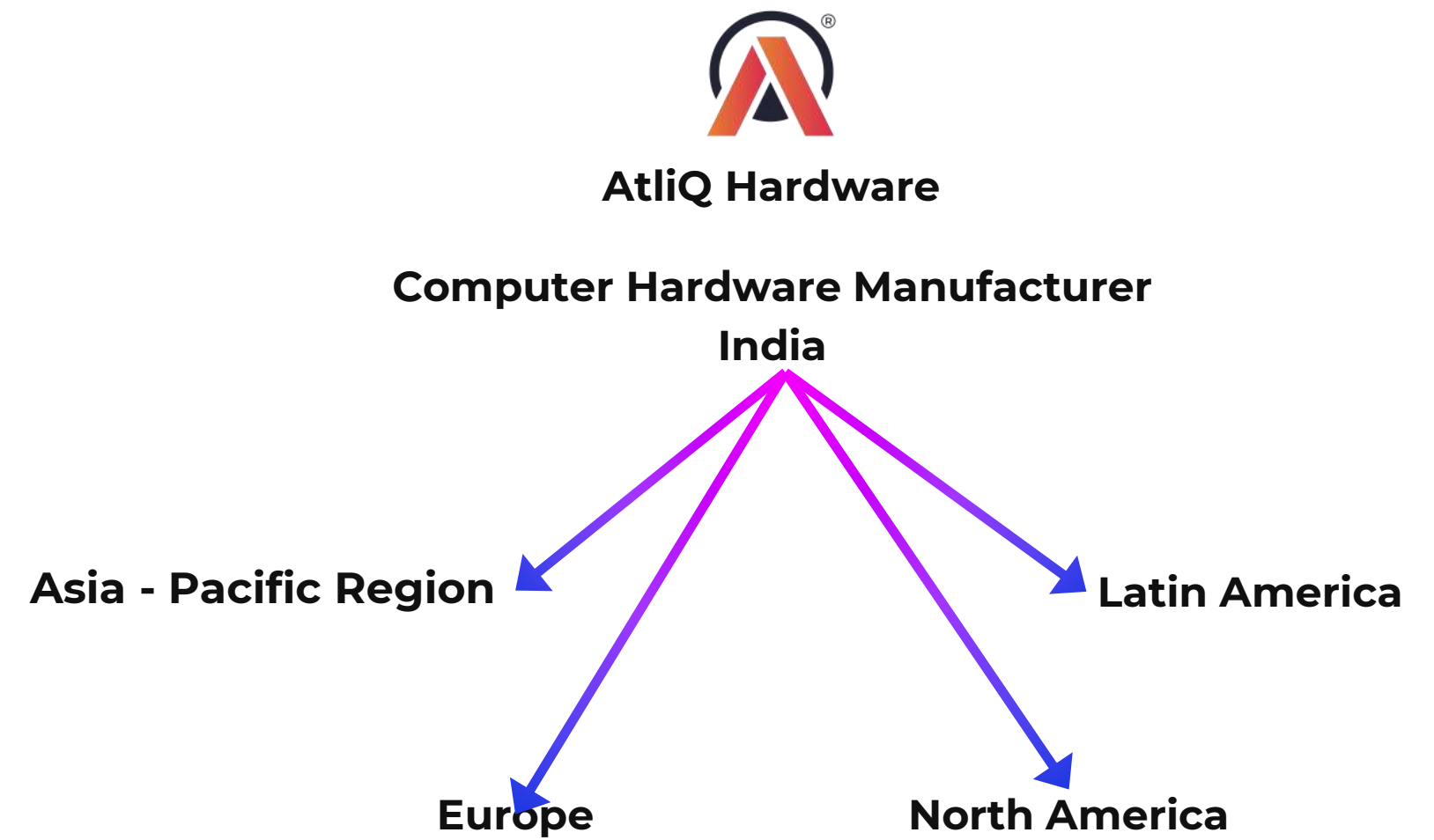
Who Am I?



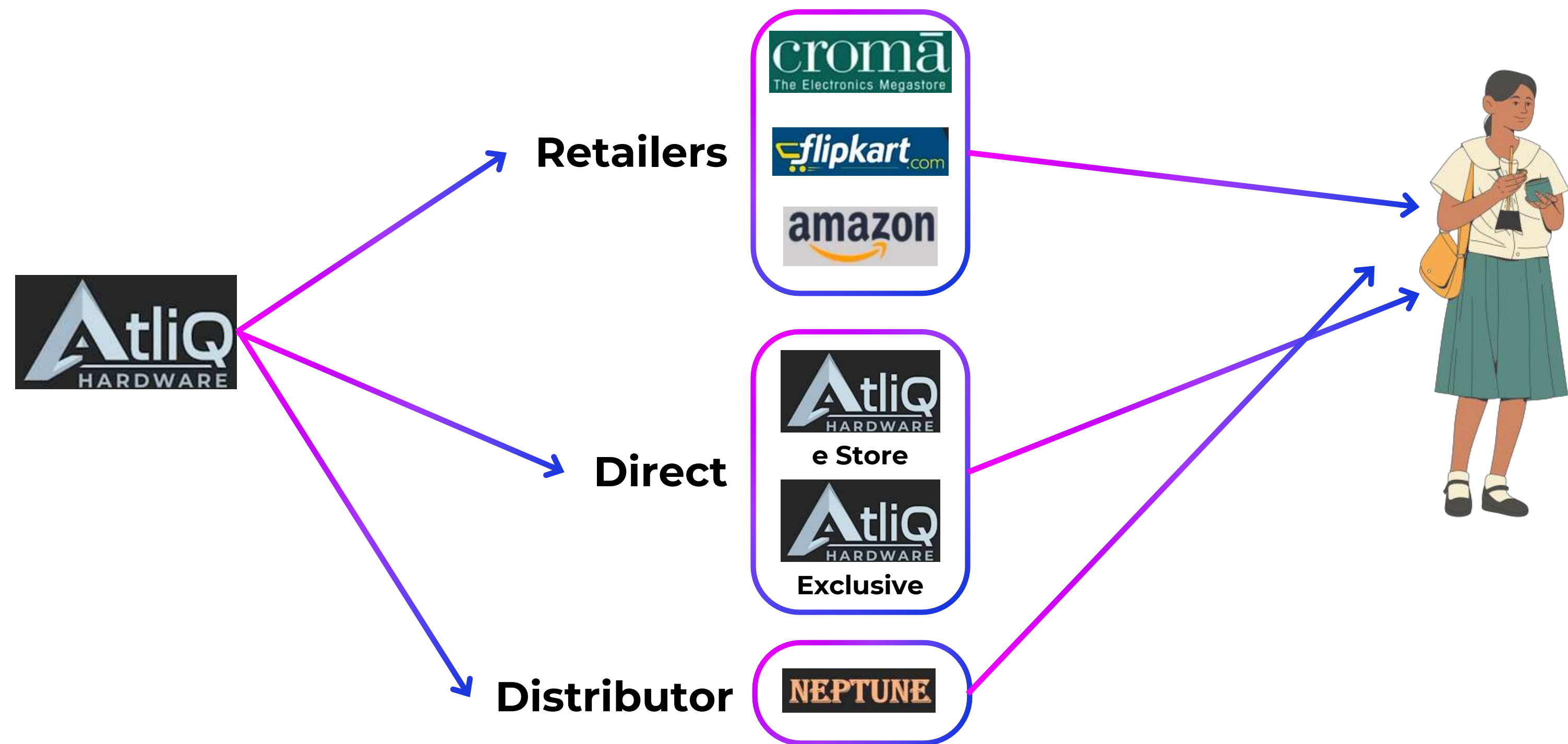
I am Peter Pandey, Junior Data Analyst and my goal is to create a stakeholder-friendly dashboard that is easy to use and presents important insights, trends, and patterns to facilitate quick and clear decision-making.



Company's Background



AtliQ Hardware Business Model



Tools



MySQL

Importing the Data



Microsoft Excel

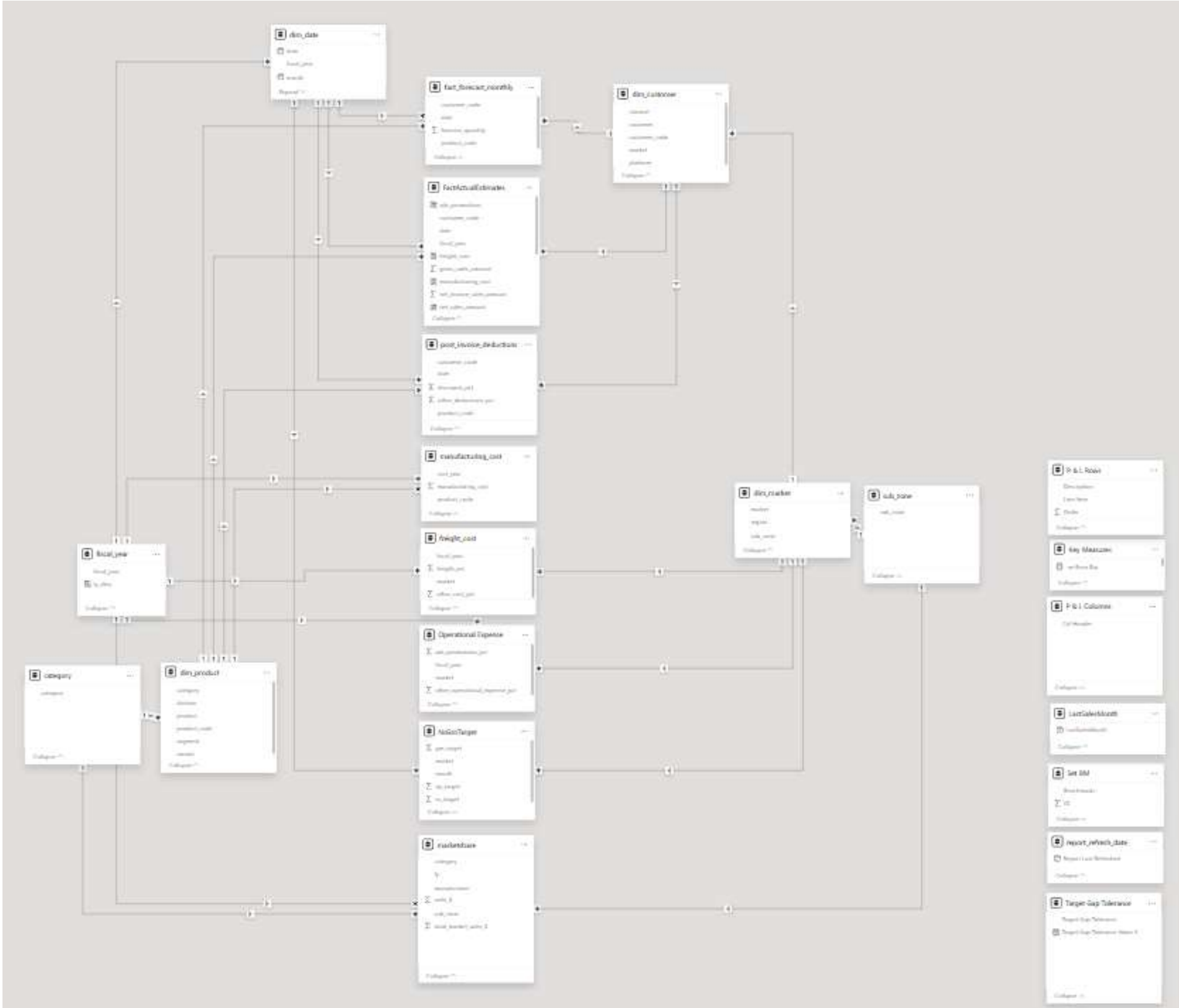
Data Validation



Microsoft Power BI

Building Dashboard

Downloaded from <http://ajph.org/> on November 10, 2015



Some Major Insights

1. Net Sales in 2022 Fiscal Year is \$ 3.74 Billion which is the most in all the years of AtliQ.
2. Dec 2021 recorded the highest Net Sales of the month in the history of AtliQ Hardware.
3. The Asia Pacific region contributed the most in the FY 2022.
4. Notebook were the most sold segment for FY 2022.
5. Net Sales is almost 50% of the revenue and Gross Margin is almost 36% of the Net Sales in FY 2022.
6. Marketing department need to focus on Networking, Storage segments and Latin America region.
7. Marketing Department need to lower the operational expense to increase the profit of the company.
8. Most of the customers are Out of Stock, Company needs to focus on manufacturing more products needed more by the particular customers.
9. Finally, the stakeholders need to focus on increasing the market share and then increase their profits.

Thank you



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