

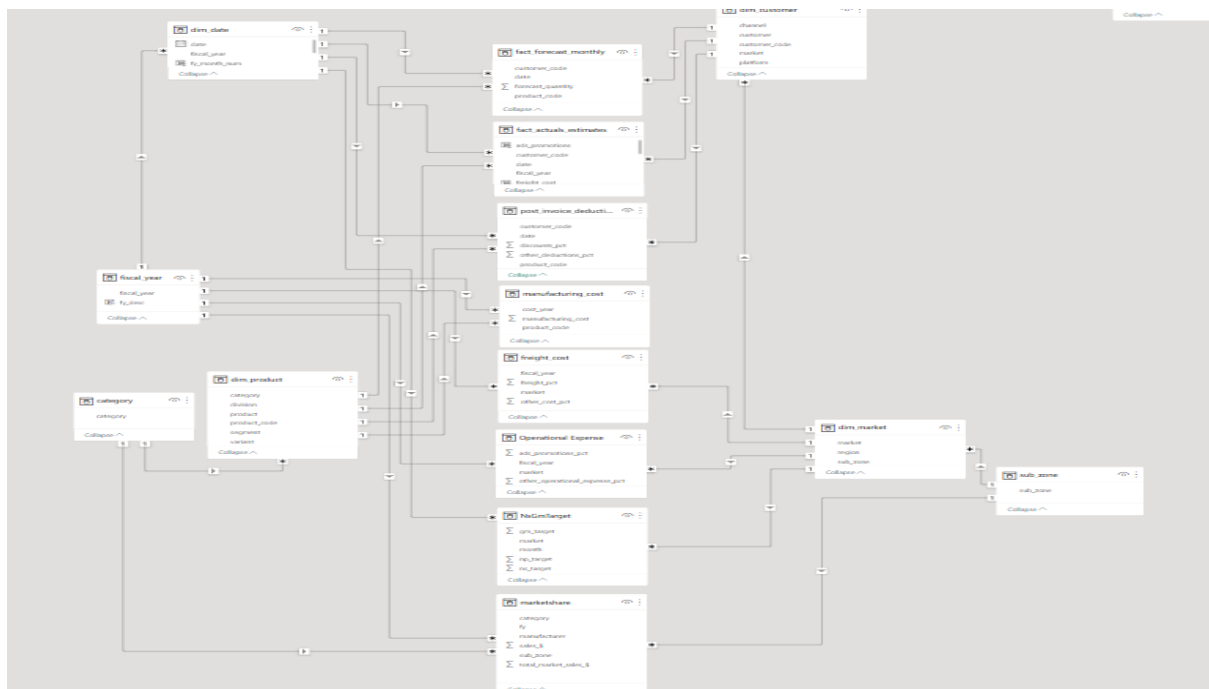
PROJECT TITLE	Business Insights 360
TECHNOLOGIES	Business Intelligence
DOMAIN	Finance

Problem Statement: Atliq Hardware is a consumer goods electronics company having operations in various countries. Their business is growing rapidly and they still rely on excel files for data analytics. Excel files are hard to consume and not effective in generating insights. Also due to the lack of effective analytics the company faced a major loss in Latin America.

Senior executives of this company have decided to invest in a data analytics project and have assigned a team for this work.

Data: The data is stored in the MySQL database. The data is exported from database by connecting power Bi to Atliq hardware business database.

Data Modelling: The facts and Dimension tables were connected in Modelling part of power bi so as to get the required data.

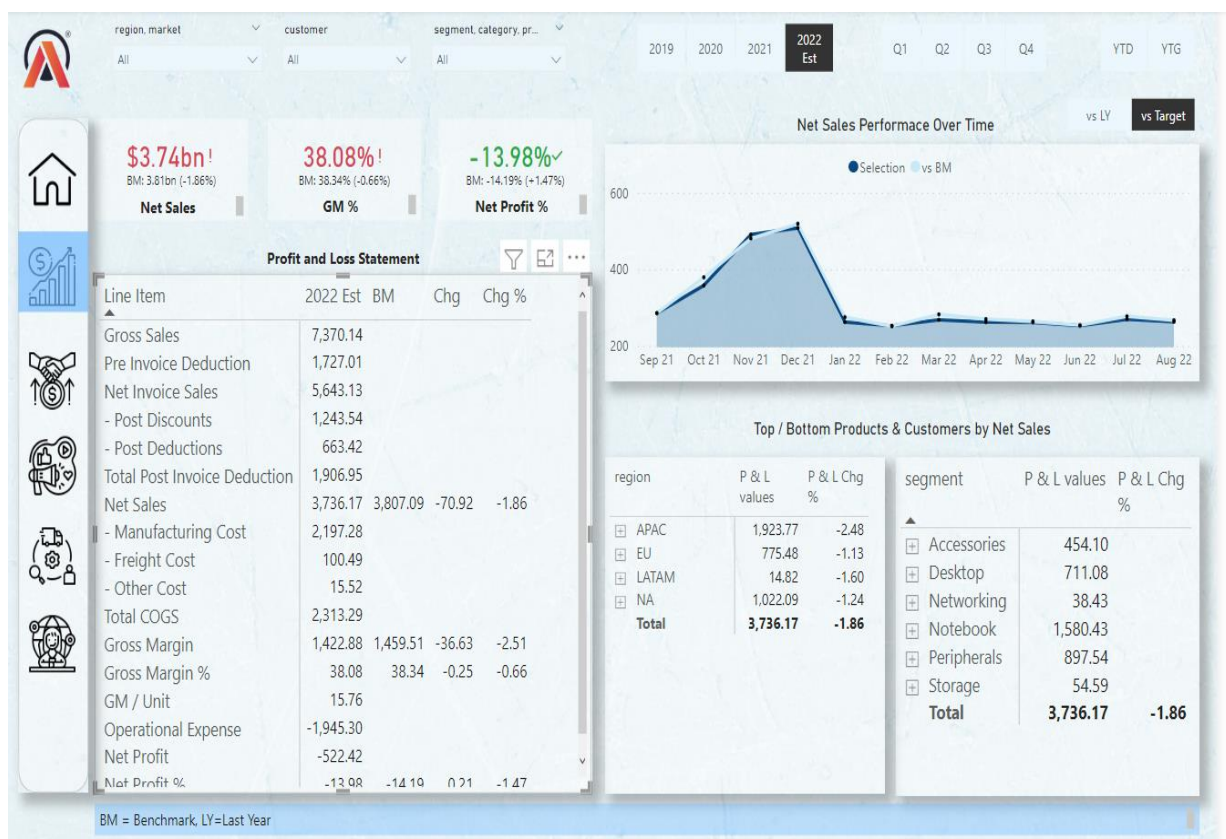


Data Validation and Data Transformation: The data was transformed according to our need. Data was checked for missing and null values. After all the cleaning and transformation process. We used the transformed data for making our report.

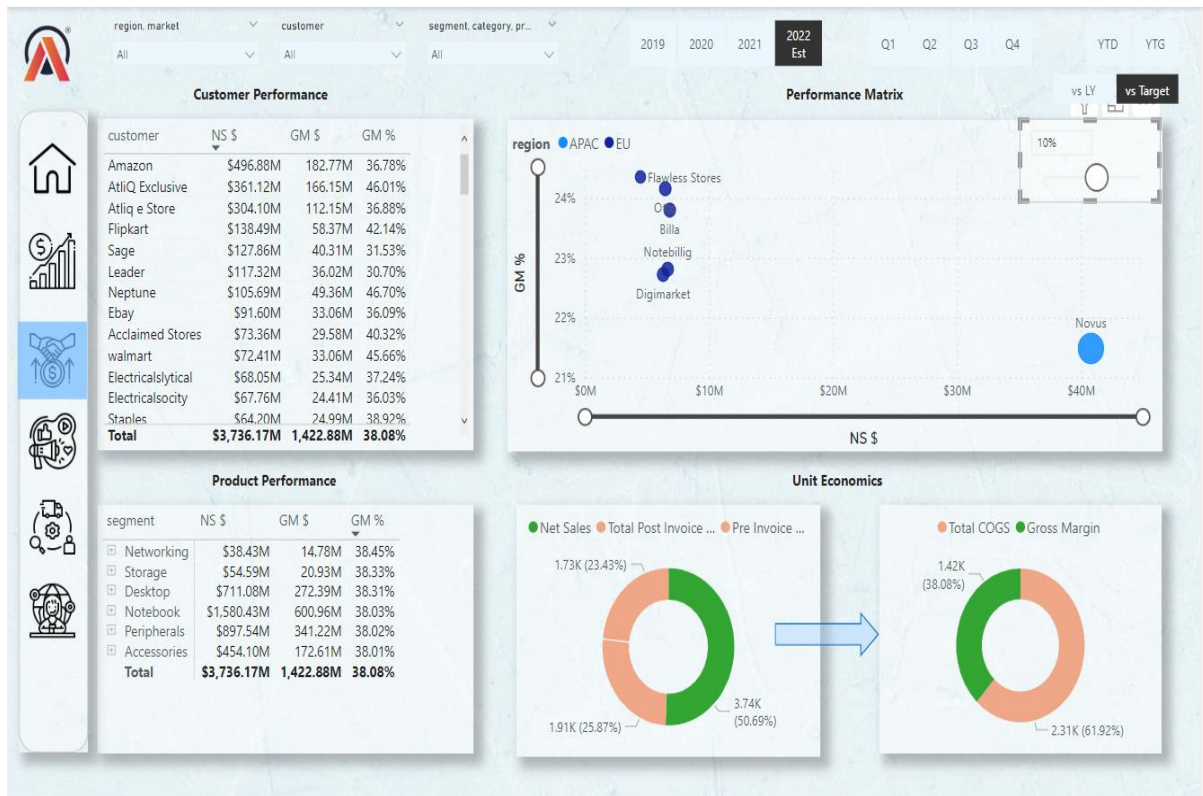
Report analysis: According to the problem statement, we have created the report and the report analysis is shown below:

Since it is a 360 view of the Atliq hardware business model. All the reports for the concerned teams are following:

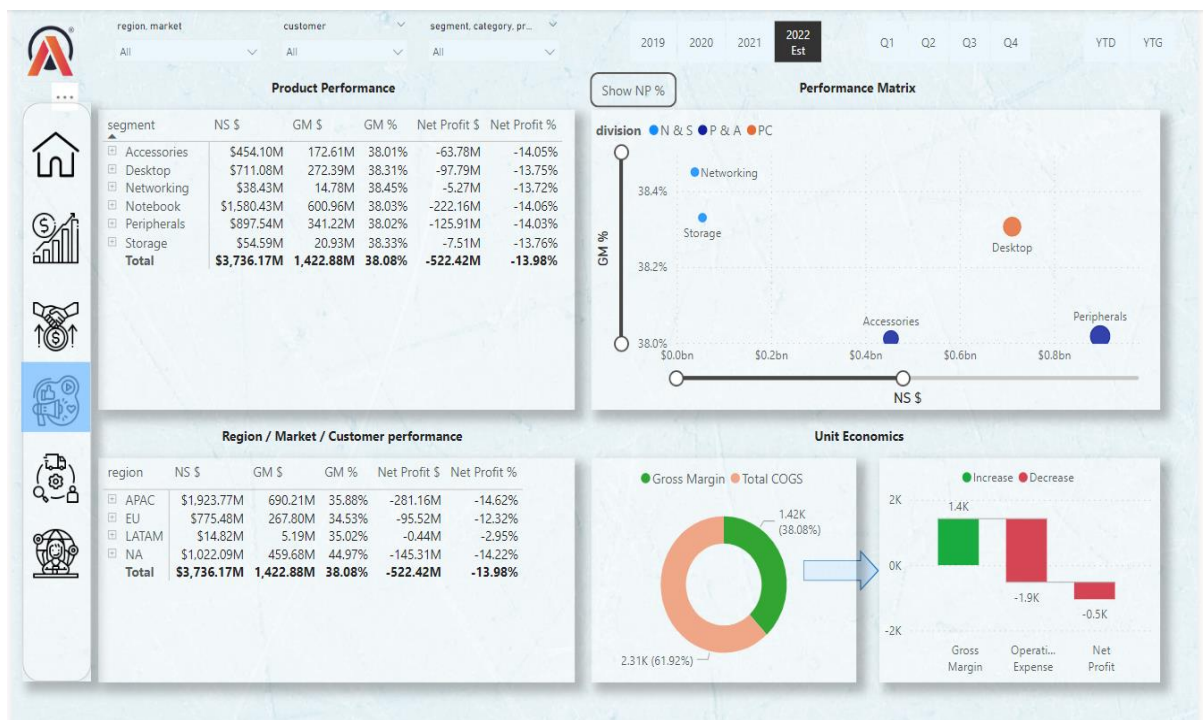
Finance view: The net sales of the Atliq hardware was found to be 3.74 billion and the net profit was found to be 13.98 %. APAC region has the highest profit & loss value, i.e,1923.77.



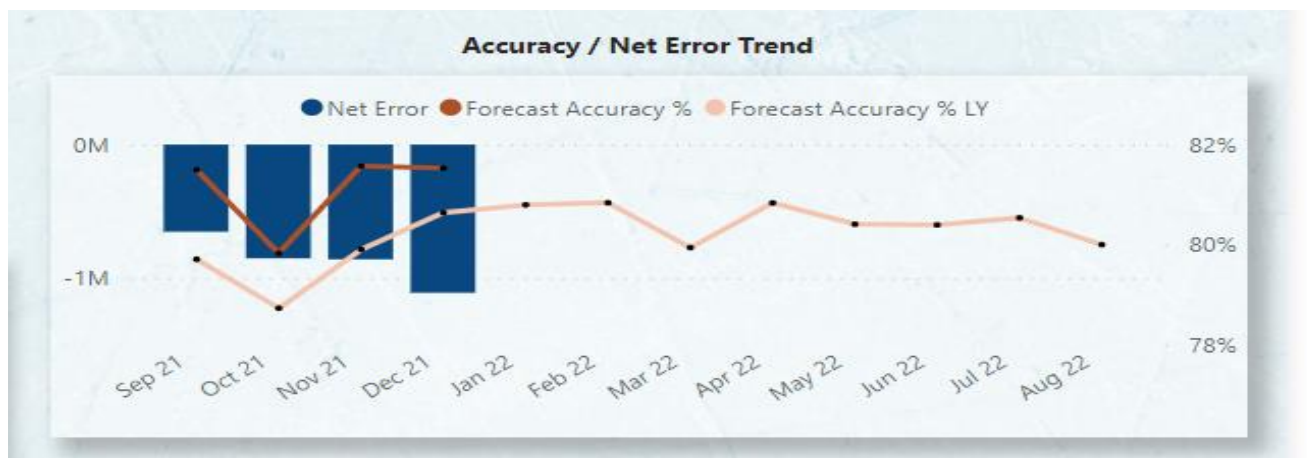
Sales view: Amazon was the customer with \$496.8 M as sales and 36.785 as gross margin percent. Laptop as notebooks performed well as \$1580.43 M with a Gross margin Of 38.03 %.



Marketing view: Notebook laptops were higher on sales in 2022 with roughly around \$1580.43 M as sales. Region wise APAC is having the maximum net Sales with \$1923.77M with a Gross Margin of 35.88%.



Supply Chain View: For the Supply chain view, forecast accuracy was found to be 81.17% in the year 2022. The net error trend is shown below for the year 2022:



The Forecast accuracy compared with the last year is shown below. Networking component of product was having the maximum forecast accuracy as compared to another segment of product.

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS

So, a detailed report of the above views is shown below:

