



# BI 360 PROJECT PRESENTATION

Presented by  
**Chukwura Desmond**



# ABOUT ME

- I'm Desmond, a passionate data enthusiast currently navigating the exciting terrain of Data Analytics.
- Career Aspiration: Driven by the desire to make a tangible impact, I've set my sights on leveraging the power of data to drive decision-making, enhance processes, and contribute to the prosperity of organizations.
- Skills: Proficient in tools such as Excel, Power BI, SQL and Python, I've honed my skills to be data-informed and make strategic, data-driven decisions.
- Functional Areas of Expertise: ■ Data Visualization ■ Dashboarding ■ Data Storytelling.



Chukwura Desmond

# OVERVIEW

- AtliQ Hardwares is one of the leading computer hardware producers in India, with a robust presence in other countries as well.
- The company is on an ambitious path of global expansion, extending its sales and product reach across key regions.
- In its pursuit of becoming a global leader in the computer hardware industry, AtliQ Hardwares is aggressively expanding its market presence beyond Indian borders.
- The company's products are now available across the Asia Pacific, Latin America, North America, and the European Union, catering to a diverse and growing customer base.
- AtliQ Hardwares offers a comprehensive range of products categorized into three main divisions: Peripherals & Accessories (P&A), Networking & Storage (N&S), and Personal Computers (PC).

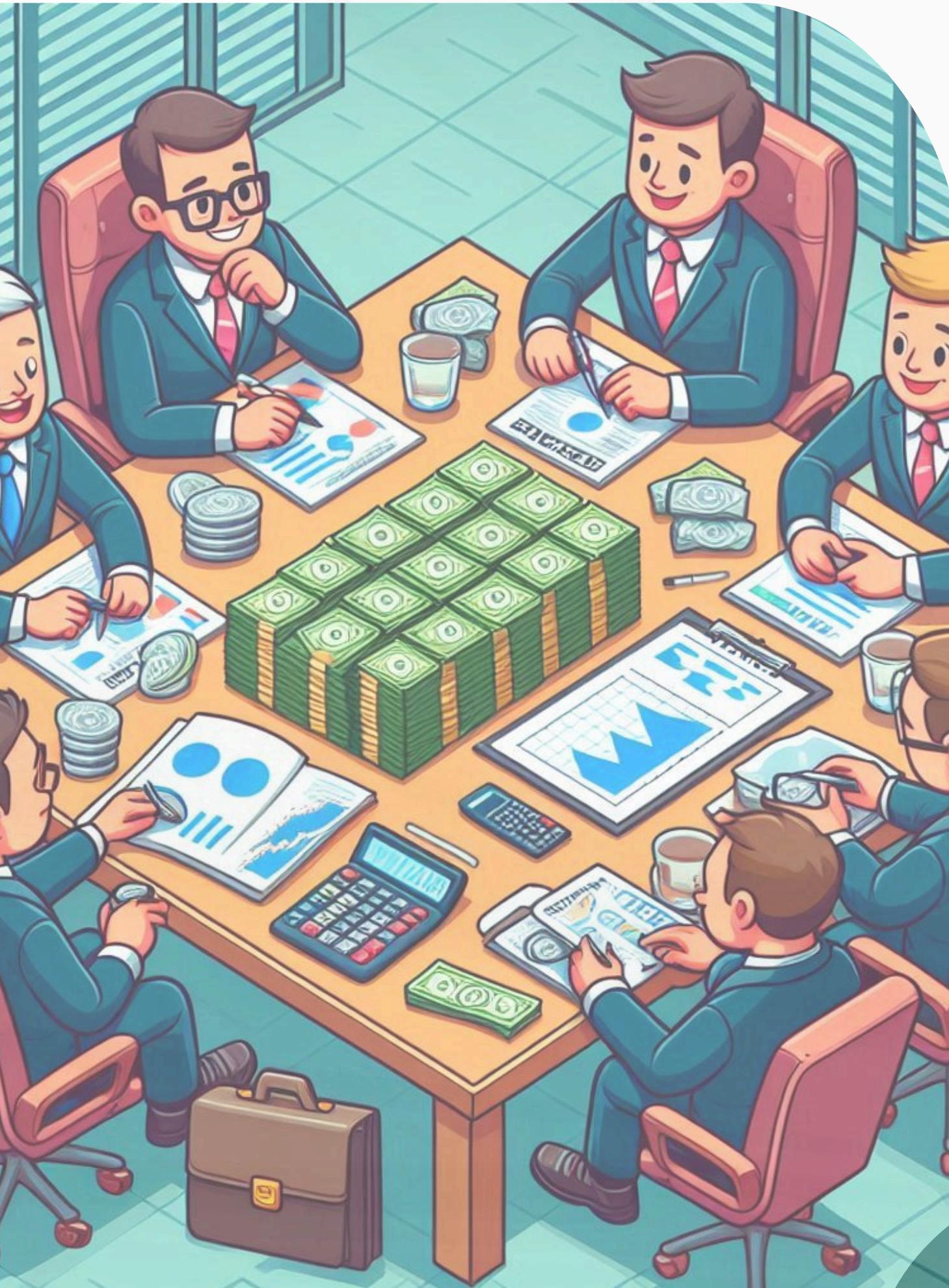


# PROBLEM STATEMENT

- AtliQ Hardwares, a leading computer hardware producer in India with a growing global footprint, is experiencing a significant increase in data volume due to its expanding operations across multiple regions, including Asia Pacific, Latin America, North America, and the European Union.
- This surge in data has surpassed the capabilities of traditional data management tools like Excel, leading to inefficiencies in data processing and analysis.
- Additionally, the company's management has identified a critical gap in their ability to derive actionable insights from their data.
  - This lack of insights hinders their ability to make quick, informed decisions, which is crucial in the highly competitive technology market.
  - To address these challenges, AtliQ Hardwares have decided in adopting more sophisticated data analysis tools and techniques like SQL and Power BI.



# GOALS



- Improve the accuracy of financial forecasting and budgeting, while enhancing cost control by providing real-time financial insights and benchmarks.
- Increase sales and market share by identifying top-performing products and customer segments, and optimizing pricing, promotions, and customer engagement strategies.
- Optimize inventory management and reduce lead times by improving demand forecasting and strengthening supplier relationships for cost savings.
- Provide top management with real-time, comprehensive performance insights across all divisions to support data-driven decision-making.
- Enhance brand visibility and customer engagement by implementing data-driven marketing strategies aligned with market trends and customer preferences to maximize ROI.

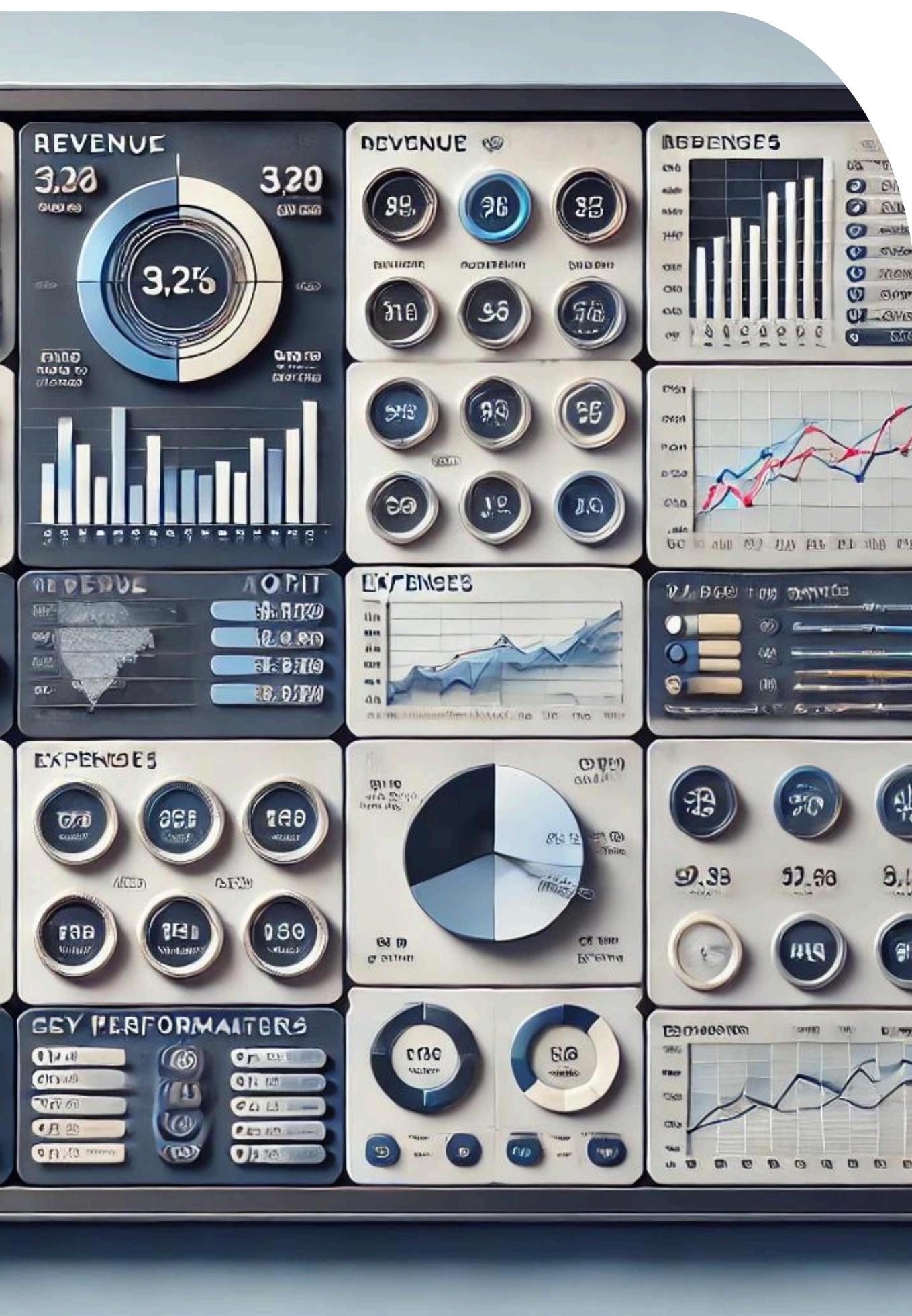
A large digital dashboard in a modern office setting with people working around it.

**Unto the  
exploration of  
the dashboard**



Unto the  
insights  
generated in  
this project

# FINANCE VIEW



## Insight on Profit and loss statement

The analysis of the profit and loss statement reveals that while key financial components such as COGS, net sales, gross margin, and their respective percentages have seen significant increases, net profit and net profit percentage have recorded a decline over the years. This trend suggests that the company may be prioritizing investments in marketing and expanding market share over immediate profitability.

## Key Revenue Stream Analysis

From the data available over the years, the Notebook segment, which includes products like business, gaming, and personal laptops, has contributed the most to AtliQ Hardware's overall revenue. Among the regions, the Asia Pacific region, with India as the major contributor, stands out as the highest revenue-generating area. Optimizing strategies in this segment and region could further enhance profitability.

# SALES VIEW



## Top Performers in Sales Revenue

Amazon emerges as the top-performing customer across all regions, while gaming and personal laptops are the leading products in terms of net sales.

## Top-Contributing Product Segments in Sales Growth

Product segments such as notebooks, accessories, and peripherals are the primary drivers of overall sales growth, with notebooks leading the charge. Conversely, segments like desktop, networking, and storage have contributed less to the sales figures. However, the desktop segment showed a significant increase in sales during 2022, though many of these figures are still in the estimate stage.

# MARKETING VIEW



- Due to the marketing campaigns ran by AtliQ Hardware, their gross margin and net profit have been in a loss as they are funneling more funds into marketing

# SUPPLY CHAIN VIEW



- Among our customers, AtliQ e-Store and Amazon have achieved the highest forecast accuracy.
- Additionally, the Networking segment demonstrates the highest forecast accuracy overall.
- Generally, customers have faced an excess inventory risk; however, in the fiscal year 2021, there was a notable out-of-stock situation."

# EXECUTIVE VIEW



- In terms of market share, AtliQ Hardwares currently represents less than 6% of the global computer hardware manufacturing sector. However, this figure highlights a trajectory of growth and ongoing development.
- Revenue distribution by division indicates that the Peripherals & Accessories segment is the largest contributor, accounting for nearly 50% of total revenue.
- The Personal Computers division follows, contributing 38% of the revenue, while the Networking & Storage division contributes 12%.

# RECOMMENDATIONS

- AtliQ Hardware should consider balancing its focus on market expansion with strategies to improve profitability, ensuring sustainable growth in the long term.
- Focus marketing and sales strategies on strengthening the relationship with high revenue contributing customers, and further promoting top selling products to maximize revenue in key regions.
- Leverage successful strategies from high-performing regions and products, refine marketing approaches based on continuous trend analysis and KPI monitoring, and apply these insights to enhance performance in underperforming areas, ultimately maximizing ROI and driving growth.
- Enhance inventory management strategies by refining forecasting models and improving stock level adjustments to better align supply with demand and minimize both excess inventory and stockouts.
- AtliQ Hardwares should leverage its strong performance in the Peripherals & Accessories segment to explore further expansion opportunities. Additionally, focusing on boosting the revenue contribution from the Personal Computers and Networking & Storage divisions could create a more balanced revenue stream and strengthen its competitive position in the global market.

Thank You  
for watching  
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