AtliQ Hardware

Business Insights 360 Dashboard

View in Power BI ↗

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Credit : Code Basics Team

Company Overview

AtliQ Hardwares is a consumer electronics company expanding rapidly but is not able to compete with other companies using data as most of their report still exists in Excel. My goal is to implement an advanced analytics solution using Power BI that will enable the company to get insights and make informed decisions.

ATLIQ HARDWARE BUSINESS MODEL

Atliq is a company that sells hardware gadgets to different customers like croma , bestbuy , amazon ,staples ,flipkart and then these customers/stores sell products to the end users . Here cuctomer means the direct customer of atliq and consumer means the end user who consumes the product.

Atliq has a manufacturing unit and then they supply this hardware gadgets to different customers across different countries.
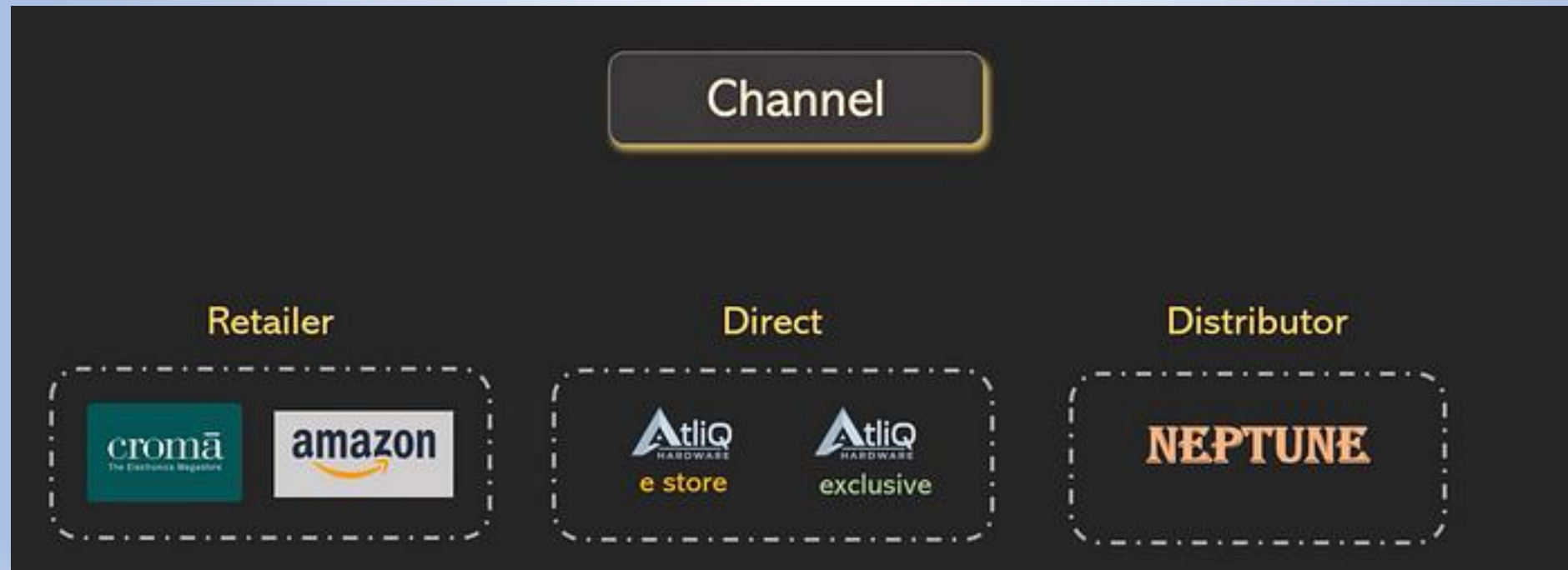
Atliq uses two types of platforms to sell their products.

Atliq uses 3 channels to sell their products

1 Retailer
2 Direct via their own stores
3 Distributors

Problem Statement

AtliQ Hardware, a rapidly growing electronics manufacturing company, is struggling with decision-making due to:

- **Outdated reporting practices** (heavy reliance on Excel and manual processes).
- **Siloed data** spread across departments, making it difficult to get a unified view of performance.
- **Delayed business insights**, leading to slow responses to market changes.
- **Significant financial losses**—especially in regions like Latin America—due to lack of real-time performance monitoring.
- **Inefficiencies in finance, sales, marketing, and supply chain operations** due to poor visibility into KPIs and trends.

Project Objective

Build a **Business Insights 360 Power BI solution** that:

1. Consolidates data across departments into a single source of truth.
2. Provides real-time, visual insights to stakeholders at all levels.
3. Supports **data-driven decision-making** by enabling proactive performance monitoring.
4. Offers **interactive dashboards** for:
   1. Executive overview
   2. Finance
   3. Sales
   4. Marketing
   5. Supply Chain

Dashboard Components

1   Executive Dashboard

Purpose: Offer a high-level overview of key performance indicators (KPIs) for quick decision-making.

Features: Interactive visuals displaying trends over time, comparisons across regions, and performance summaries.

2   Finance Dashboard

Purpose: Analyze financial health and profitability.

Features: Detailed financial reports segmented by products, markets, and customers.

3   Sales Dashboard

Purpose: Monitor sales performance and identify top-performing products and customers.

Features: Visualizations highlighting sales distribution and performance metrics.

4   Marketing Dashboard

Purpose: Evaluate marketing effectiveness and campaign ROI.

Features: Insights into marketing strategies and their impact on sales.

Dashboard Components

5 Supply Chain Dashboard

Purpose: Optimize supply chain operations and inventory management.

Features: Tools to monitor supply chain efficiency and identify bottlenecks.

Tools & Technologies Used

- **Power BI Desktop**: For data visualization and dashboard creation.
- **DAX (Data Analysis Expressions)**: To create calculated columns and measures.
- **Power Query**: For data transformation and cleaning.
- **SQL**: For data extraction and manipulation.
- **Excel**: For initial data analysis and preparation.

Data Modeling
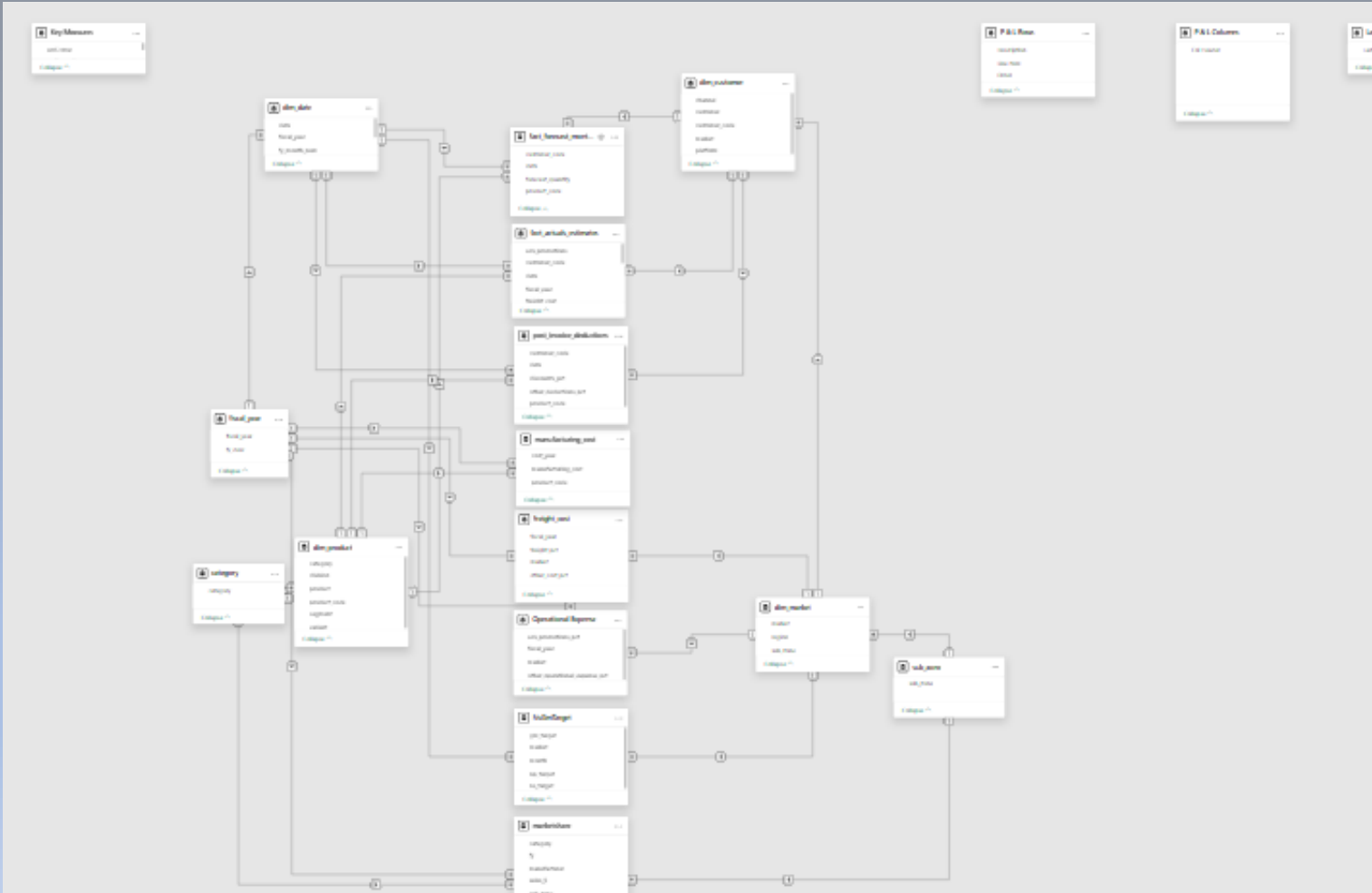
Business Insights 360

Project Objectives

- **Develop Interactive Dashboards**: Create comprehensive dashboards for Finance, Sales, Marketing, Supply Chain, Sales Trend and Executive Views.
- **Enable Data-Driven Decisions**: Provide stakeholders with actionable insights to inform strategic planning.
- **Enhance Operational Efficiency**: Identify areas of improvement and optimize business processes through data analysis.

| Info	Sales View	Marketing View	Finance View	Supply Chain View	Executive View	SUPPORT
Download user manual and get to know the key information of this tool.	Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..	Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**	Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**	Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.	A **top level dashboard** for executives consolidating top insights from all dimensions of business.	Get your **issues resolved** by connecting to our support specialist.

ALL FILTERS

region, market

All ▾

customer

All ▾
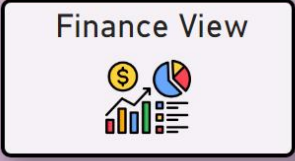
segment, category, produ...

All ▾

| 2019 | 2020 | ❯ |

| Q1 | Q2 |

YTD

vs LY ❯

BM = Benchmark, LY=Last Year

113.45bn%✓
BM: 0.24bn (+375.85%)
Net Sales

38.09%✓
BM: 36.52% (+4.32%)
GM %

-13.91%!
BM: -6.80% (-104.7%)
Net Profit %

Top / Bottom Products & Customers by Net Sales

segment ▾	P & L values	P & L Chg %
⊞ **Storage**	18.57	18.90
⊞ **Peripherals**	306.27	536.79
⊞ **Notebook**	472.97	512.72
⊞ **Networking**	11.38	-13.20
⊞ **Desktop**	193.70	1,323.89
⊟		
Total	**1,134.47**	**375.85**

region ▲	P & L values	P & L Chg %
⊞ **APAC**	607.53	374.70
⊞ **EU**	249.57	332.57
⊞ **LATAM**	4.19	340.71
⊞ **NA**	273.19	427.59
Total	**1,134.47**	**375.85**

Profit and Loss Statement

Line Item ▾	2022 Est	BM	Chg
Net Profit %	-13.91	-6.80	-7.11
Net Profit	-157.81	-16.20	-141.61
Operational Expense	-589.95	-103.26	-486.69
GM / Unit	15.71	6.01	9.70
Gross Margin %	38.09	36.52	1.58
Gross Margin	432.14	87.06	345.09
Total COGS	702.33	151.35	550.98
- Other Cost	4.65	0.98	3.67
- Freight Cost	30.63	6.39	24.24
- Manufacturing Cost	667.05	143.98	523.07
Net Sales	1,134.47	238.41	896.07
Total	**1,134.47**	**238.41**	**896.07**

Net Sales Performace Over Time

▲ Selection △ vs BM

	Sep 21	Oct 21	Nov 21
Selection	60	78	491
vs BM	286	358	
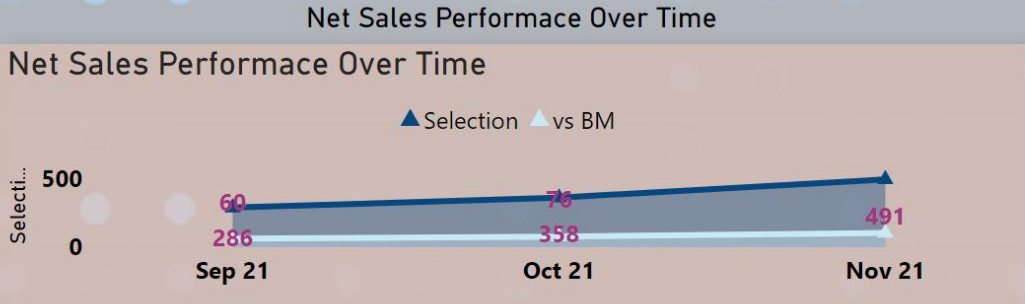
Map Chart For Global Demand
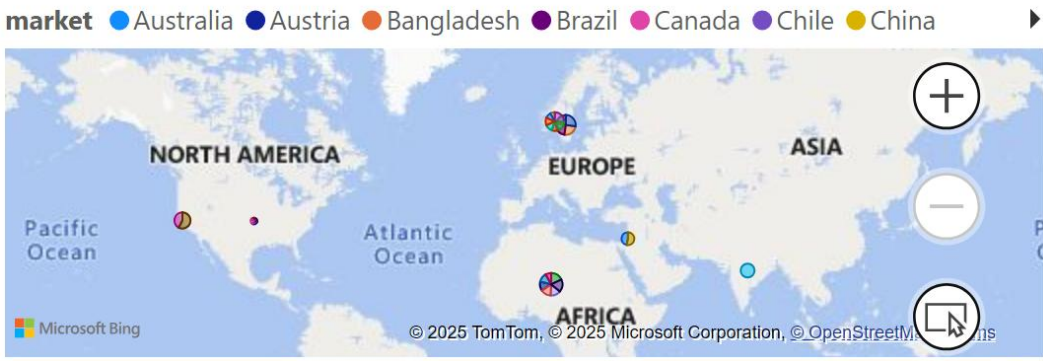
market ● Australia ● Austria ● Bangladesh ● Brazil ● Canada ● Chile ● China ▶

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ALL FILTERS

region, market
All

customer
All

segment, category, pr...
All

fy_desc
2019 | 2020

Q1 | Q2

YTD

vs LY

Customer Performance

customer	NS $	GM
Acclaimed Stores	$18.11M	
All-Out	$1.23M	
Amazon	$149.26M	5
Argos (Sainsbury's)	$3.95M	
Atlas Stores	$6.91M	
Atliq e Store	$84.88M	3
AtliQ Exclusive	$124.30M	5
BestBuy	$11.27M	
Billa	$1.86M	
Boulanger	$8.83M	
Chip 7	$9.69M	
Total	**$1,134.47M**	**43**

Product Performance

segment	NS $	GM $
⊞ Storage	$18.57M	7.12M
⊞ Peripherals	$306.27M	116.43M
⊞ Notebook	$472.97M	179.86M
⊞ Networking	$11.38M	4.38M
⊞ Desktop	$193.70M	74.32M
⊞ Accessories	$131.58M	50.04M
Total	**$1,134.47M**	**432.14M**

Top 10 country by revenue

market	
India	$314,343K
USA	$204,422K
South ...	$77,206K
Canada	$68,770K
United ...	$48,821K
Australia	$47,410K
Philiphi...	$42,593K
China	$42,484K
France	$41,153K

$0K $20... $40...
Thousands

Top 10 Customer by revenue
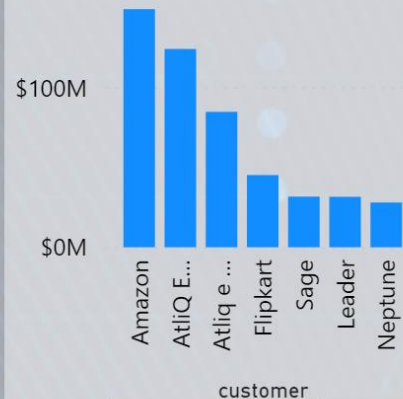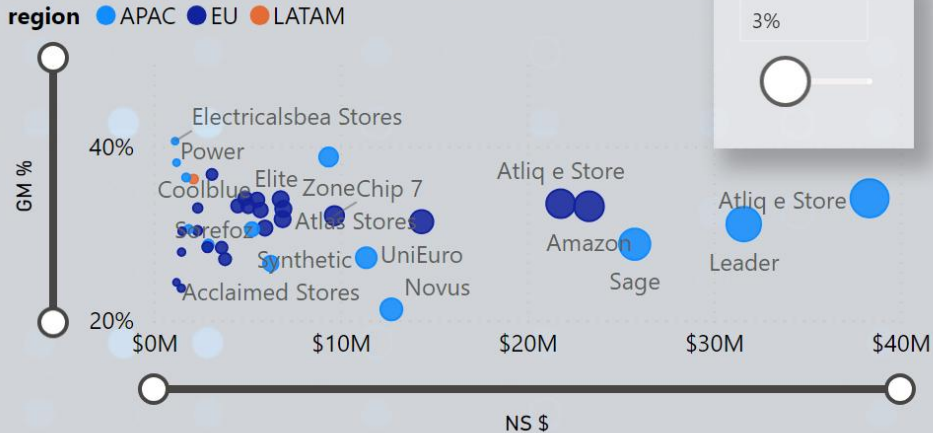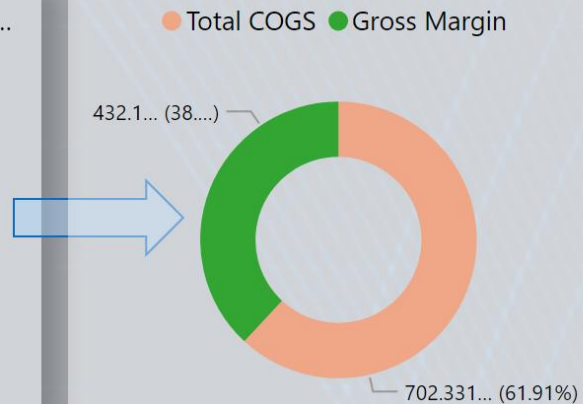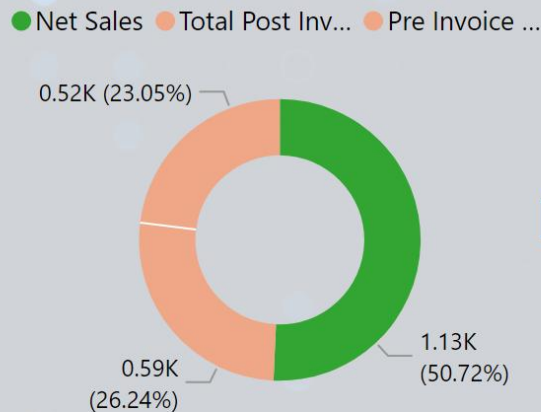
$100M

$0M

Amazon | AtliQ E... | Atliq e ... | Flipkart | Sage | Leader | Neptune

customer

Performance Matrix

region: ● APAC ● EU ● LATAM

3%

GM %: 40%, 20%

Electricalsbea Stores
Power
Coolblue Elite ZoneChip 7
Storefo2 Atlas Stores
Synthetic UniEuro
Acclaimed Stores Novus
Atliq e Store
Amazon
Sage
Atliq e Store
Leader

$0M $10M $20M $30M $40M
NS $

Unit Economics

● Net Sales ● Total Post Inv... ● Pre Invoice ...

0.52K (23.05%)
1.13K (50.72%)
0.59K (26.24%)

● Total COGS ● Gross Margin

432.1... (38....)
702.331... (61.91%)

ALL FILTERS

region, market
All ▾

customer
All ▾

segment, category, pr...
All ▾

fy_desc
2019 | 2020 ›

quarters
Q1 | Q2

ytd_ytg
YTD

Product Performance

segment ▲	NS $	GM $	GM %	Net Profit $
⊞ Accessories	$131.58M	50.04M	38.03%	-18.38M
⊞ Desktop	$193.70M	74.32M	38.37%	-26.30M
⊞ Networking	$11.38M	4.38M	38.45%	-1.56M
⊞ Notebook	$472.97M	179.86M	38.03%	-66.23M
⊞ Peripherals	$306.27M	116.43M	38.01%	-42.81M
⊞ Storage	$18.57M	7.12M	38.36%	-2.53M
Total	**$1,134.47M**	**432.14M**	**38.09%**	**-157.81M**

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

GM %
- 38.5%
- Networking
- Storage
- Desktop
- 38.0%
- Accessories
- Peripherals
- Notebook

$0.0bn | $0.1bn | $0.2bn | $0.3bn | $0.4bn | $0.5bn

NS $
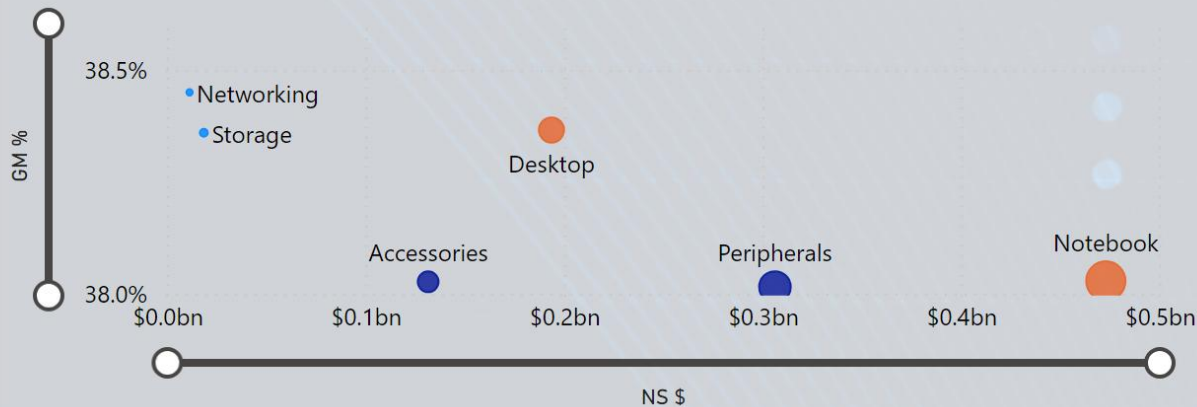
Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	N
⊞ APAC	$607.53M	221.21M	36.41%	-90.27M	
⊞ EU	$249.57M	86.49M	34.66%	-28.53M	
⊞ LATAM	$4.19M	1.48M	35.41%	-0.10M	
⊞ NA	$273.19M	122.96M	45.01%	-38.91M	
Total	**$1,134.47M**	**432.14M**	**38.09%**	**-157.81M**	

Unit Economics

● Gross Margin ● Total COGS
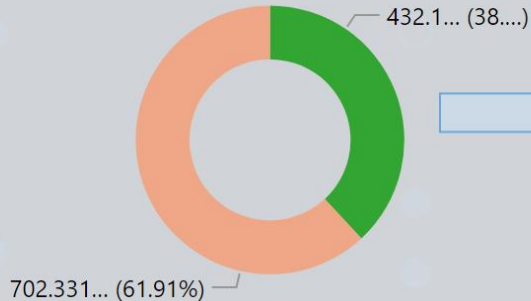
432.1... (38....)

702.331... (61.91%)

● Increase ● Decrease
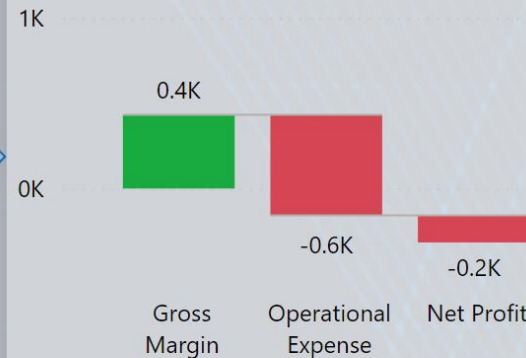
1K
0.4K
0K
-0.6K
-0.2K

Gross Margin | Operational Expense | Net Profit

Navigation tabs: Home Page | Finance View | Sales View | Marketing View | Supply Chain View | Executive View

Filters:
- region, market: All
- segment, category, …: All
- customer: All
- fy_desc: 2019 | 2021 | 2020 | 2022 Est
- quarters: Q4 | Q1 | Q2
- YTG

KPI Cards:

86.73% ✓	111.8K ✓	328.8K !
LY: 81.06% (+7%)	LY: 143.2K (-21.94%)	LY: 169.5K (+93.98%)
Forecast Accuracy	Net Error	ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	51.57%	54.34%	-7372	-23.8%	OOS
Amazon	77.55%	76.07%	18461	4.9%	EI
Argos (Sainsbury's)	48.87%	54.69%	355	4.2%	EI
Atlas Stores	51.87%		-39	-0.8%	OOS
Atliq e Store	75.24%	67.79%	-381	-0.2%	OOS
AtliQ Exclusive	76.19%	67.97%	13809	6.3%	EI
BestBuy	30.74%	25.93%	-6080	-39.1%	OOS
Billa	42.21%		-1479	-17.8%	OOS
Boulanger	46.67%	41.34%	87	1.4%	EI
Chip 7	31.37%	46.12%	-4122	-40.2%	OOS
Circuit City	25.05%	21.86%	-9209	-38.6%	OOS
Control	32.45%	35.54%	-7930	-44.9%	OOS
Coolblue	54.90%	39.79%	-60	-0.4%	OOS
Costco	34.97%	2.37%	-9138	-40.1%	OOS
Croma	44.18%	44.42%	8720	20.2%	EI
Currys (Dixons Carphone)	43.06%	35.02%	-855	-10.9%	OOS
Digimarket	54.92%	44.84%	4643	16.0%	EI
Total	**86.73%**	**81.06%**	**111783**	**4.5%**	**EI**

Accuracy / Net Error Trend

Legend: ● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

(Chart over Jun 19, Jul 19, Aug 19; axis 0K–50K and 80%–90%)
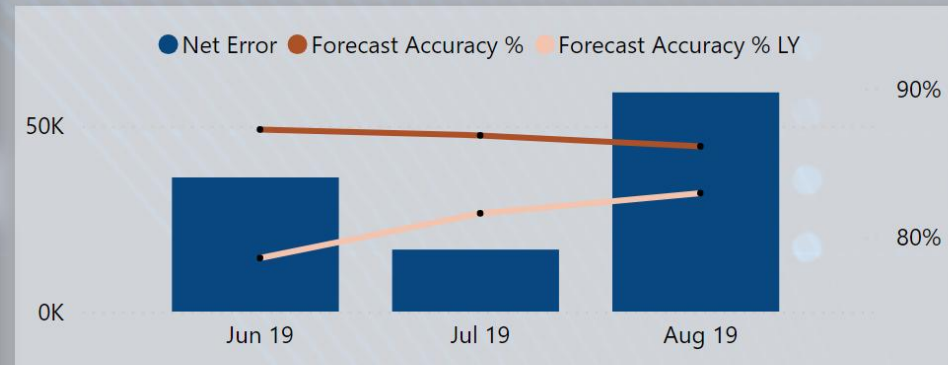
Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Storage	80.82%	92.64%	93978	2.31%	EI
⊞ Networking	82.19%	89.12%	62952	1.07%	EI
⊞ Peripherals	84.45%	78.97%	-2825	3.16%	OOS
⊞ Notebook	84.02%	85.90%	-6064	2.35%	OOS
⊞ Accessories	90.43%	79.37%	-36258	2.52%	OOS
Total	**86.73%**	**81.06%**	**111783**	**2.34%**	**EI**

ALL FILTERS

region, market
All

customer
All

segment, category, produ...
All

fy_desc
2019 | 2020

quarters
Q1 | Q2

YTD

Benchmarks
vs LY | vs Target

$1.13bn ✓	**38.09%** ✓
BM: 238.41M (+375.85%)	BM: 36.52% (+4.22%)
Net Sales	**GM %**

-13.91% !	**81.01%** ✓
BM: -6.80% (-104.7%)	BM: 79.48% (+1.92%)
Net Profit %	**Forecast Accuracy**

Revenue by Division
● PC ● P & A ● N & S
38.6% — 58.76%

Revenue by Channel
● Retailer ● Direct ● Distributor
18.44% — 72.35%
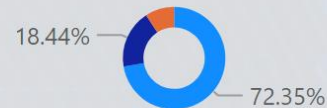
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %		Net Profit %	AtliQ MS %
SE	$116.7M	10.3%	37.0%	⇓	-4.2%	16.4%
ROA	$226.6M	20.0%	34.3%	⇓	-6.5%	8.3%
NE	$132.9M	11.7%	32.6%	⇓	-17.8%	6.8%
NA	$273.2M	24.1%	45.0%		-14.2%	4.9%
LATAM	$4.2M	0.4%	35.4%	⇓	-2.4%	0.3%
Total	**$1,134.5M**	**100.0%**	**38.1%**		**-13.9%**	**5.9%**

Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %
● NS $ ● GM % ● Net Profit % ● AtliQ MS %
$2bn / 100%
$1bn
$0bn / 0%
2018 | 2019 | 2020 | 2021 | 2022 Est

PC Market Share Trend - AtliQ & Competitors
manufacturer ● atliq ● bp ● dale ● innovo ● pacer
2018 | 2019 | 2020 | 2021 | 2022 Est
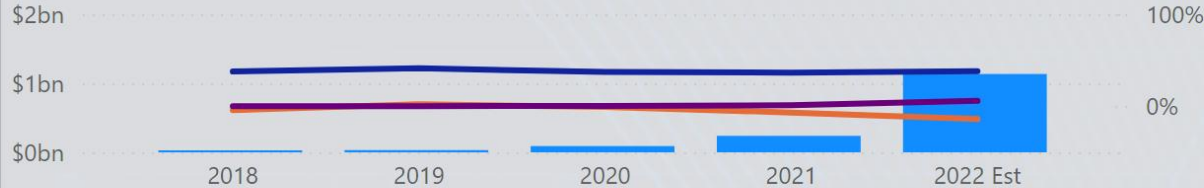
Top 5 Customers by Revenue

customer	RC %	GM %	
Sage	2.8%	31.86%	⇓
Flipkart	4.0%	41.37%	
AtliQ Exclusive	11.0%	45.88%	
Atliq e Store	7.5%	37.39%	⇓
Amazon	13.2%	36.30%	
Total	**38.4%**	**39.45%**	

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.2%	38.60%
AQ Gamer 2	4.0%	37.96%
AQ HOME Allin1 Gen 2	4.8%	38.19%
AQ Smash 1	4.2%	37.56%
AQ Smash 2	4.5%	37.47%
Total	**22.6%**	**37.99%**

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

Home Page

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

NS & GM % For
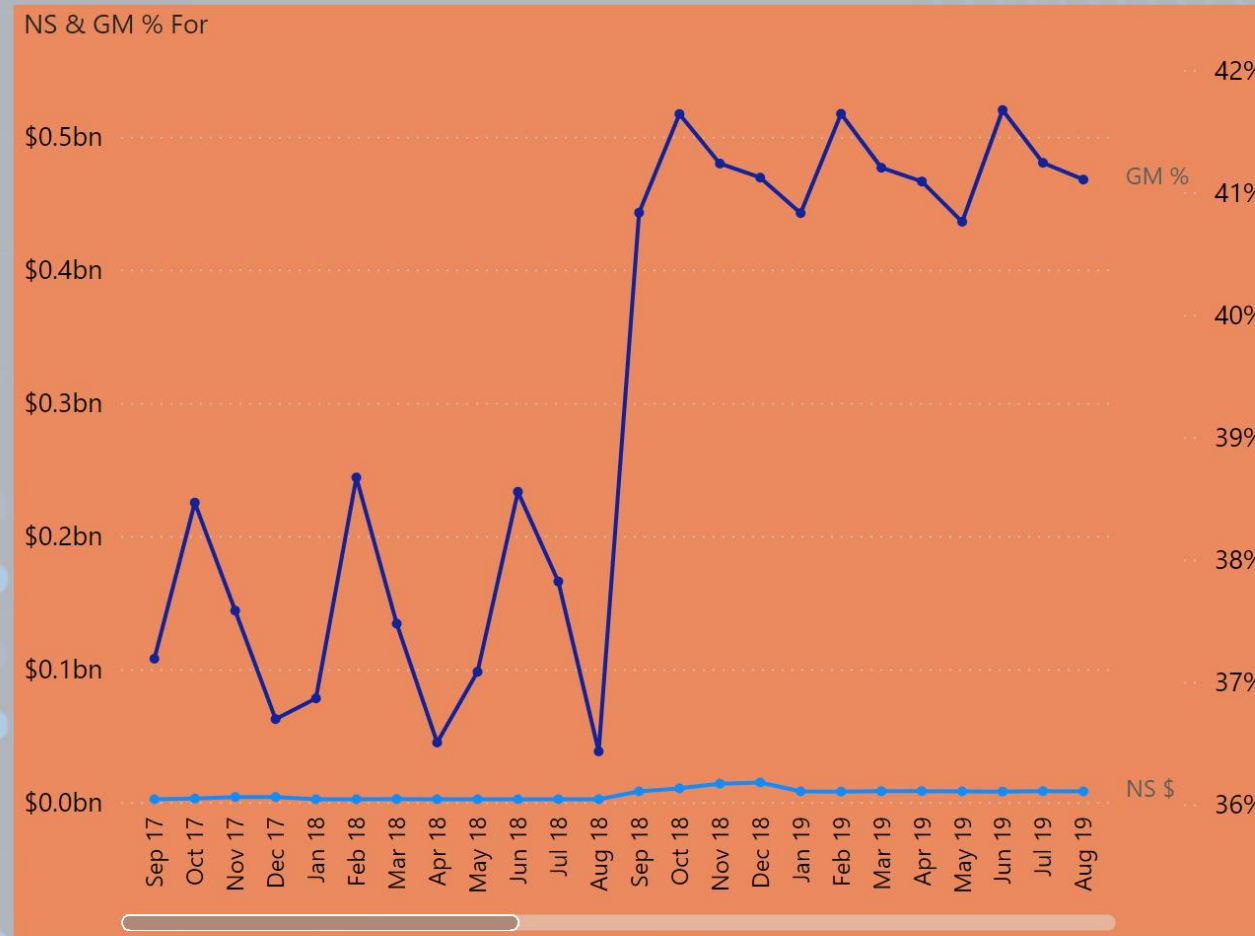
Sales Trend

P & L Check

	2018	2019	2020	2021	2022	Total
gross_sales_amount	$58.32M	$209.06M	$535.95M	$1,664.64M	$7,370.14M	**$9,838.11M**
net_invoice_sales_amount	$44.40M	$161.62M	$411.25M	$1,272.13M	$5,643.13M	**$7,532.54M**
post_invoice_deductions_amount	$10.66M	$29.72M	$95.85M	$281.64M	$1,243.54M	**$1,661.40M**
post_invoice_other_deductions_amount	$4.63M	$20.53M	$47.43M	$166.65M	$663.42M	**$902.65M**
net_sales_amount	$29.11M	$111.37M	$267.98M	$823.85M	$3,736.17M	**$4,968.48M**

Home Page

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

SUPPORT

Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?

ℹ Info

1. All the system data in tool is refreshed every month on 5th working day.

2. System data such as Forecast, Actuals and Historical forecast are received from Global database.

3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.

4. For FAQs click here.

5. Download live excel version here.

Learning Outcomes

Data Modeling: Understanding star and snowflake schemas to structure data effectively.

DAX Proficiency: Crafting complex measures and calculated columns to derive insights.

Dashboard Design: Creating user-friendly and interactive dashboards tailored to stakeholder needs.

Performance Optimization: Enhancing dashboard responsiveness and efficiency.

- **Stakeholder Communication**: Translating data findings into actionable business strategies.

Thank YOU