

AtliQ Hardware

SALES AND FINANCE ANALYTICS

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Overview

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About AtIQ
Hardware

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Steps Taken

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Sales Analytics

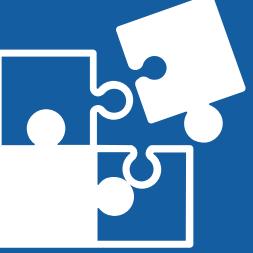
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Finance Analytics

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Thank You





BUSINESS MODEL

AtliQ hardware is a global hardware supplier of electronic hardware items such as keyboard , mouse ,printer etc.

AtliQ Hardware → Customers → consumers



OBJECTIVE

To Analyse the sales data and provide the sales and analytics report to drive business decisions.

01 Sales Performance Report

This Report will help to understand the Net sales performance across different customers over the period of time.

02 Finance Report or P&L Statement

It is the Fundamental insights of the company which helps to understand the important KPI parameters like Profit, Net sales, Cost of Goods sold (COGS), Gross margin.

STEPS TAKEN

- 01** Understanding the Business requirement from AtIQ hardware and then understanding the fundamental business concepts related to it.
- 02** Extracting the data to the power query and then cleaning the data such as renaming the columns, removing the extra spaces , handling the missing values, column quality, Handling the duplicates, etc.
- 03** Once done with data transformation , working on data model using the power pivot tool available in the excel.
- 04** Building the relationships between fact and dimension tables to build a robust data model and enriched the model with DAX formulas and functions.
- 05** Started building the reports and also added the custom columns and summarising the data in pivot table.
- 06** apply the formatting and also conditional formatting to the important KPI parametes to highlight the business key metrics.
- 07** i) Sales Performance Report a. Customer Net Sales Performace b. Market Performance vs Target ii) Profit and Loss statement. a. P&L by Fiscal Years b. P&L by Fiscal Year and Months.

CUSTOMER NET SALES PERFORMANCE

AtliQ Hardware



FILTERS

market	India
region	All
division	All

Customer Net Sales Performance

All Values are in USD

Customer	2019	2020	2021	21 vs 20
Amazon	4.6M	9.8M	23.0M	235%
Atliq e Store	1.6M	3.5M	8.7M	249%
AtliQ Exclusive	3.4M	4.7M	18.4M	393%
Croma	1.7M	2.5M	7.5M	305%
Ebay	1.7M	3.6M	8.5M	236%
Electricalslytical	1.6M	2.0M	8.4M	431%
Electricalsocity	1.8M	2.3M	9.4M	415%
Expression	1.5M	2.2M	8.8M	391%
Ezone	1.5M	2.0M	7.9M	392%
Flipkart	1.9M	4.3M	9.9M	232%
Girias	1.5M	2.1M	8.7M	419%
Lotus	1.5M	2.1M	8.1M	383%
Propel	1.6M	2.2M	9.1M	414%
Reliance Digital	1.6M	2.2M	8.5M	387%
Vijay Sales	1.7M	2.1M	8.5M	398%
Viveks	1.6M	2.2M	7.8M	348%
Grand Total	30.8M	49.8M	161.3M	324%

MARKET PERFORMANCE VS TARGET

AtliQ Hardware



FILTERS

region	All
division	All

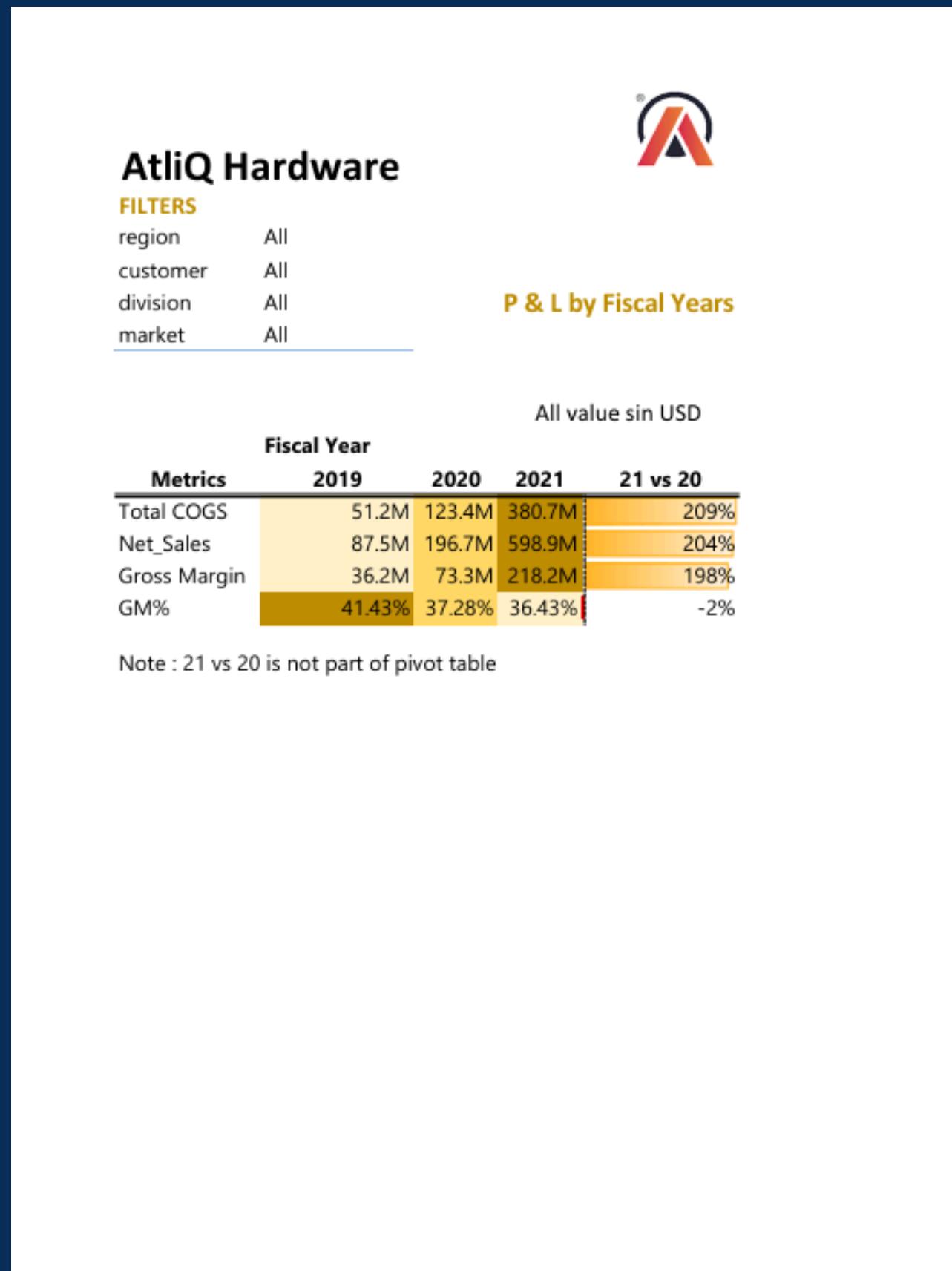
Market Performance vs Target

All Values are in USD

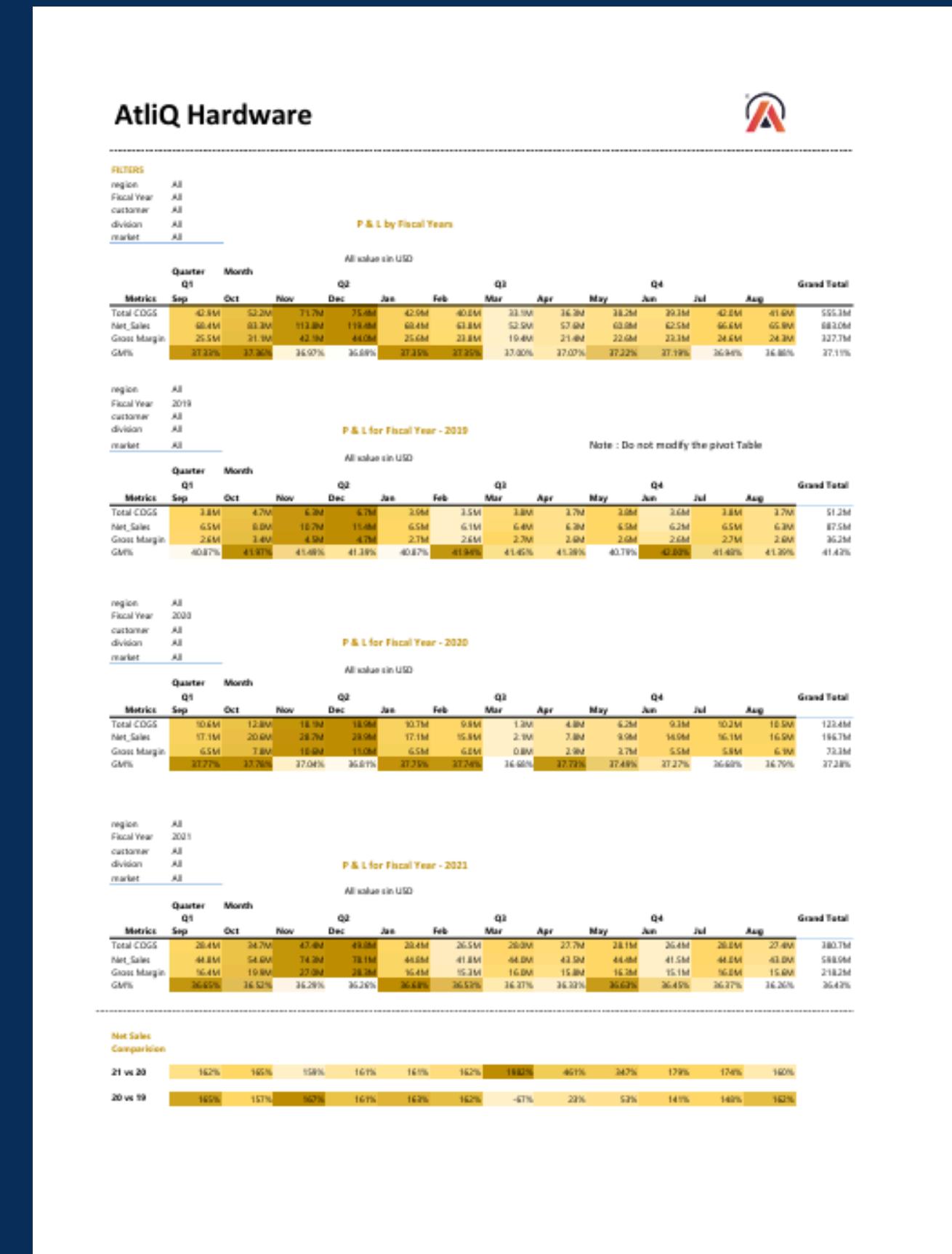
Country	2019	2020	2021	21 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.54%
Austria		0.1M	2.8M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.22%
Japan		1.9M	7.9M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.59%
New Zealand		2.0M	11.4M	-1.4M	-10.95%
Norway		2.5M	13.7M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.48%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.18%
Spain		1.8M	12.6M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	-10.2M	-10.44%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.40%

SALES ANALYTICS

P&L REPORT BY FISCAL YEARS



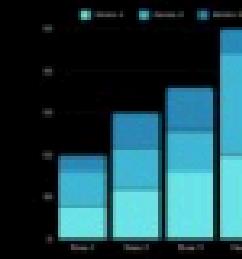
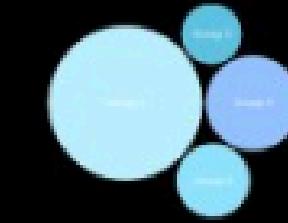
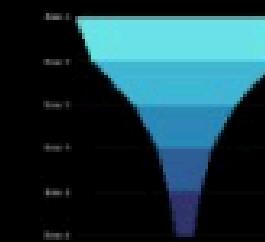
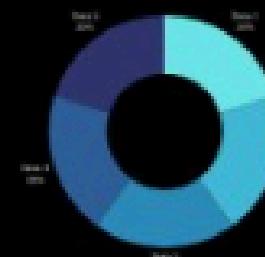
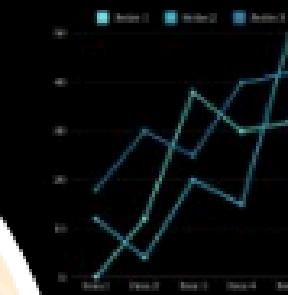
P&L REPORT BY FISCAL YEARS & MONTHS



FINANCE ANALYTICS



Thank You



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Unlocking the Power of data to derive Meaningful insights