



# Sales Insights – AtliQ Hardware

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# Problem

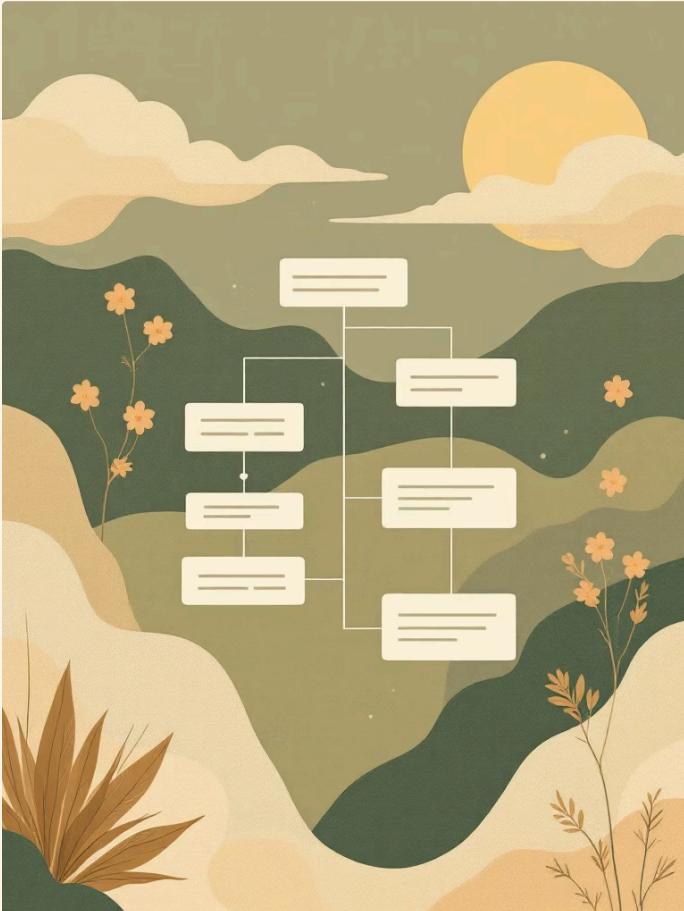
## Fragmented Reporting

Multiple Excel files,  
verbal regional  
updates

Inconsistency  
Biased & hard-to-  
consolidate reports

Need  
Centralized,  
reliable, real-time  
reporting

# Data Sources



## Tables

- transactions
- date
- customers
- products
- markets

Period: 2019–2020

# Data Prep

Invalid  
Transactions

Remove  
`sales_amount ≤ 0`

Currency  
Cleanup

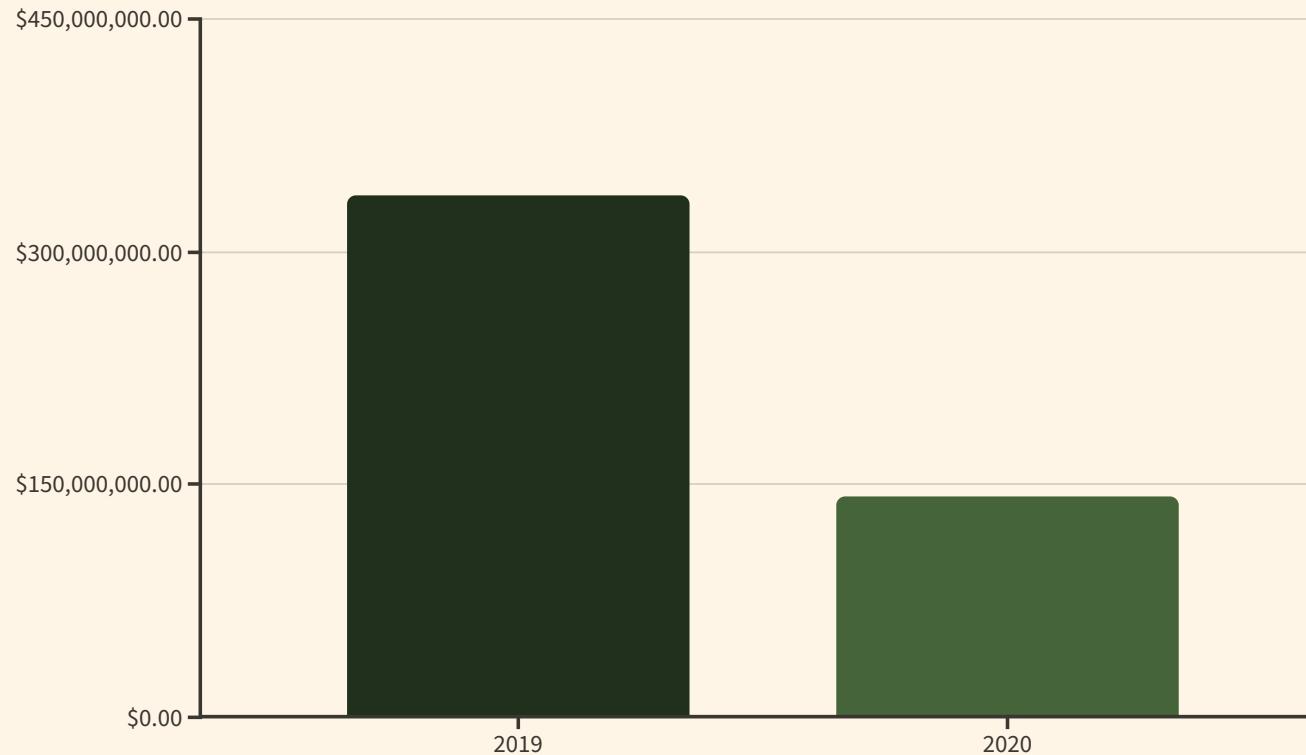
Standardize INR /  
USD (remove  
trailing chars)

Joins

Join transactions  
with date for time  
analysis



# Revenue Comparison



Business purpose: assess growth direction

Insight: 2019 total > 2020 total — informs strategy

# Regional Focus – Chennai (Mark001)



2020 Revenue (Chennai)

2,463,024

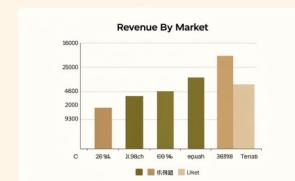
Use: allocate marketing & sales resources

# Power BI Dashboard



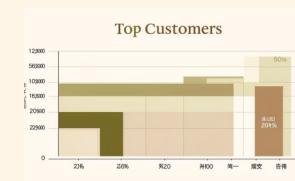
## KPI Cards

Total Revenue: 984.88M • Sales Qty: 2M



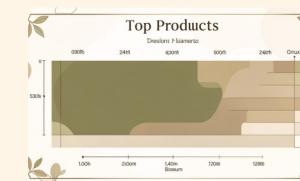
## Revenue by Market

Delhi NCR leading (519.58M)



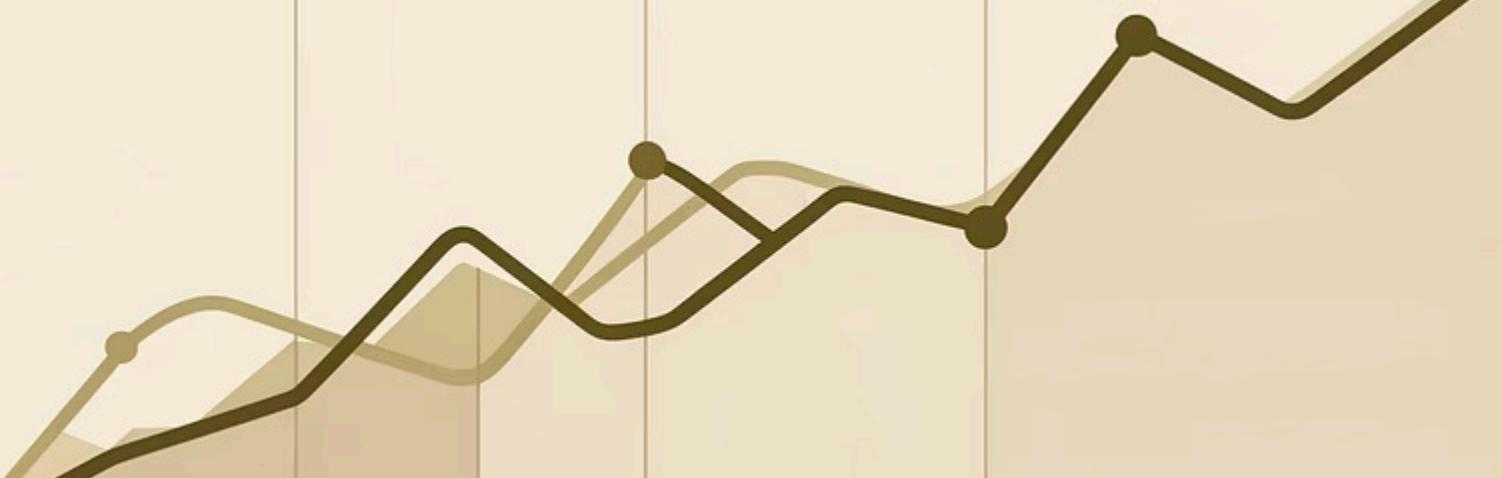
## Top Customers

Electricalsara Stores 613.33M  
(concentrated)



## Top Products

Blank category 465.96M;  
Prod040 23.58M



# Trends & Validation

01

Monthly Validation

Cross-check Power BI vs SQL sums

02

Seasonality

Identify growth/decline months for planning

03

Data Trust

Cleaning + verification = reliable KPIs

# Key Insights

## Concentration

Revenue concentrated in specific markets & customers

## Data Quality

Cleaning essential for accurate reporting

## Strategic Value

Y/Y comparison supports planning

## Centralization

Dashboard enables executive visibility



# Recommendations

## Invest in Top Markets

Focused marketing for high-return regions

## Customer Retention

Programs for high-value customers

## Diversify

Reduce dependency on few customers/products

## Automate Reporting

Monthly automated executive reports

## Use Trends

Forecasting for inventory & campaigns