

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

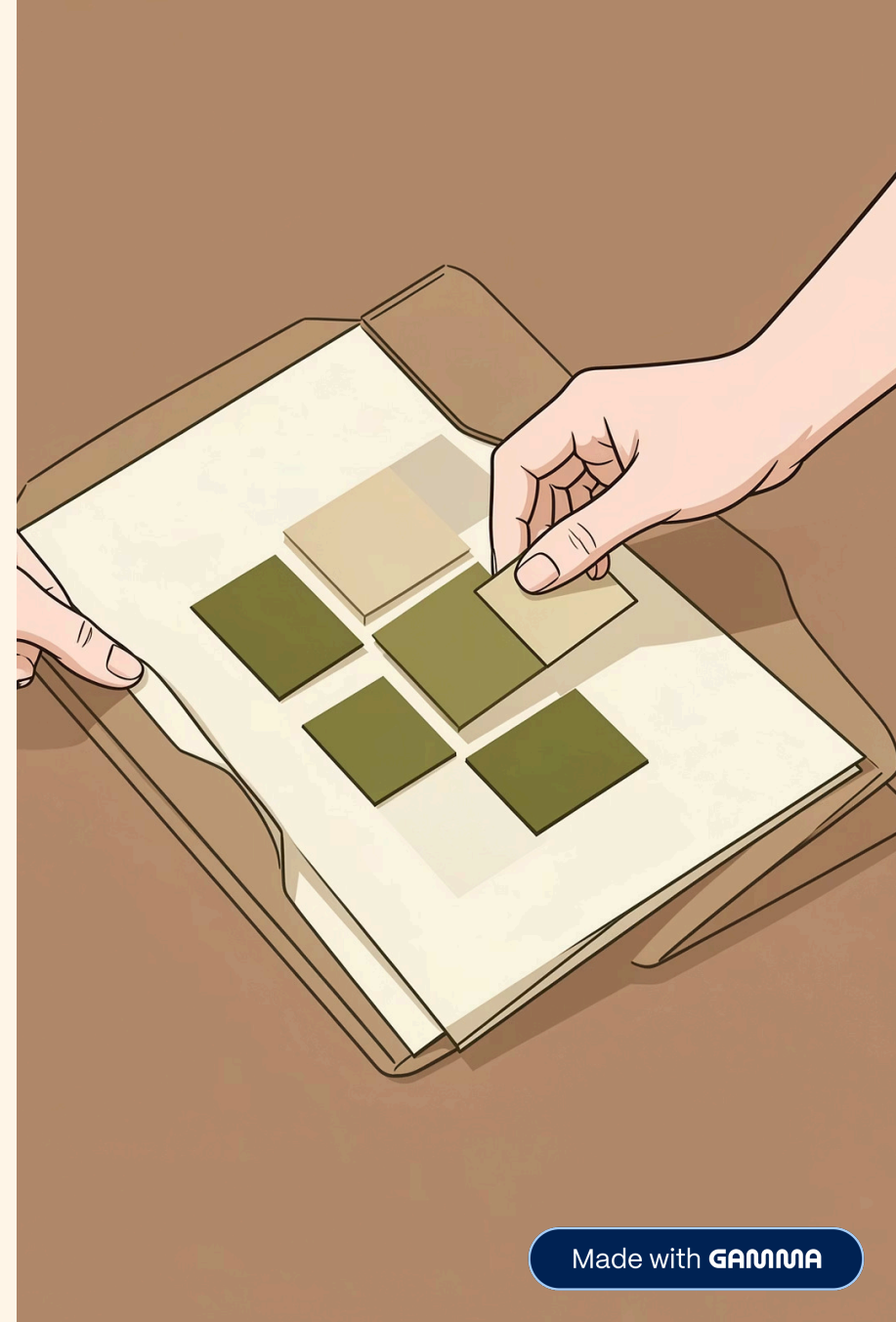
Remove
 $\text{sales_amount} \leq 0$

Currency Cleanup

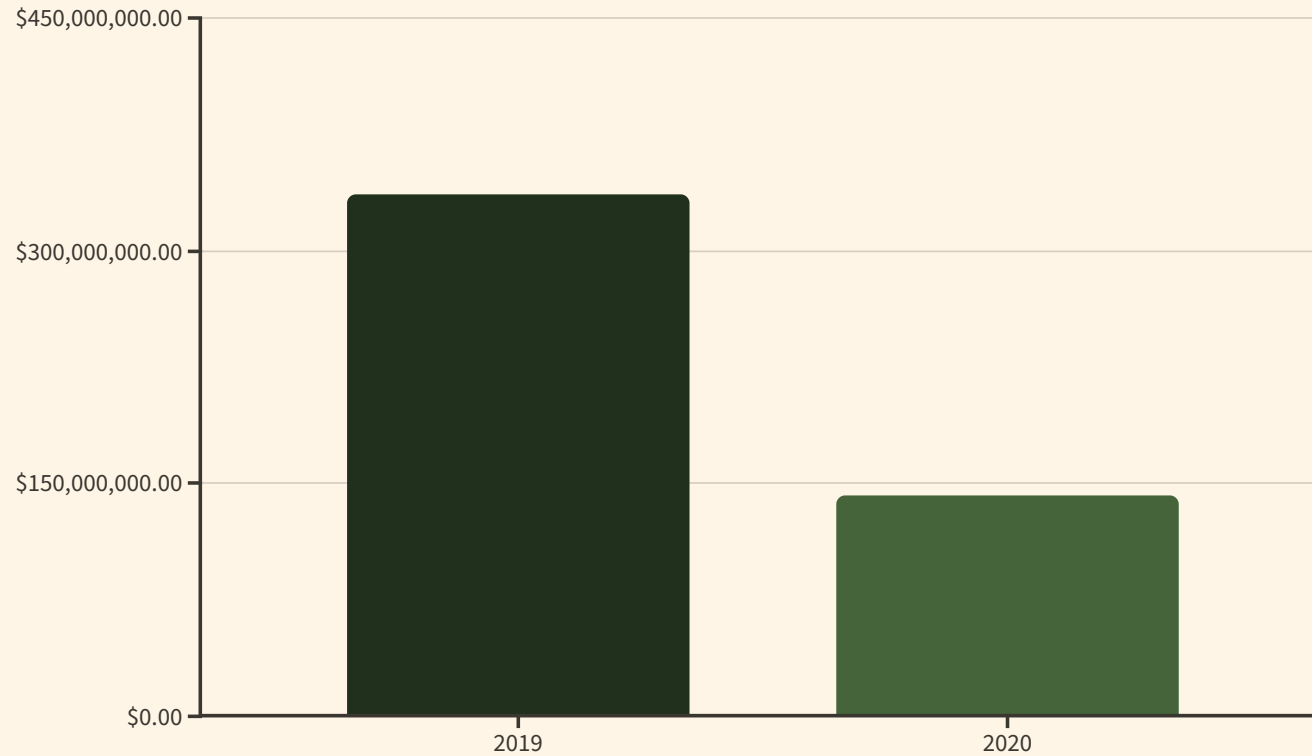
Standardize INR /
USD (remove
trailing chars)

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

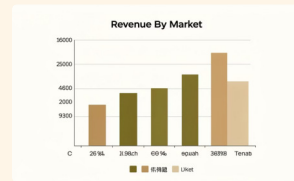
Use: allocate marketing & sales resources

Power BI Dashboard



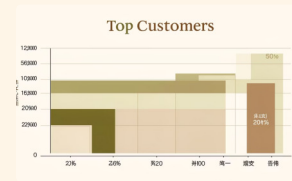
KPI Cards

Total Revenue: 984.88M • Sales Qty: 2M



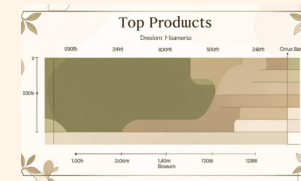
Revenue by Market

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

Strategic Value

Y/Y comparison supports planning

Data Quality

Cleaning essential for accurate reporting

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