**PROBLEM STATEMENT**

Atliq Hardware is a company which supplies hardware and peripherals to many of their clients. Some of these clients across India are;

* Surge Stores
* Nomad Stores
* Excel Stores
* Electricalsara Stores

Bhavel Patel is the sales director for Atliq Hardware

**ISSSUES FACED**

The market is growing dynamically and the manager is having issues tracking the sales.

He is having issues with the insights of his business.

Overall, his sales are declining and he cannot determine what is causing it.

Whenever he requests for numbers, large files are sent to him that compounds the issue.

The business is a big one with many clients and the files gathered are very large.

He is interested in a getting a simple, understandable and digestible insight.

He wants a dashboard where he can look out and get a real data.

With this he can make data driven decisions which will help him increase the sales.

**PROJECT PLANNING USING AIMS GRID**

The manager calls his colleague for a project planning using AIMS Grid.

AIMS Grid is a project management tool and it has 4 components;

* **PURPOSE**

To unlock sales insights that are not visible before for sales team for decision support and automate them to reduced manual time spent in data gathering.

* **STAKEHOLDERS**
* Sales Director
* Marketing Team
* Customer Service Team
* Data Analytics Team
* IT

For our project we assume that all these teams are available within Atliq hardware.

* **END RESULT**

An automated dashboard providing quick and latest sales insights in order to support data driven decision making.

* **SUCCESS CRITERIA**
* Dashboard(s) uncovering sales order insights with latest data available
* Sales team able to take better decisions and prove 10% cost savings of total spend
* Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity

**TOOLS REQUIRED FOR THE PROJECT**

* MYSQL
* POWER BI
* AIMS Grid

**ORDER OF PROJECT DELIVERY (CASE SCENARIO)**

* The Software Engineers are called Falcons and they keep track of the sales number whenever sales are made. They have a database where they are stored.
* The data Analyst team are called Data Masters. They will reach out to the Falcons team to get the sales data from their SQL database. The data Analysts will do some transformation and use MYSQL as a source in building a dashboard with Power BI.

When the data is very large, you want to make sure that your MYSQL database is not affected by the queries that you do in your Power BI.

It is advisable to design a data warehouse. Take the data from MYSQL (known as OLTP – Online Transition Processing System), do all the transformation (Known as ETL – Extract, Transform and Load). They now store the data in a data warehouse such as Terra Data, Snow Flag e.t.c.

For doing this transformation you can use APACHE, NIFEE, TELEN, Python and Pandas.

By transforming the data, you are reformatting the data to way that is best for running analytical queries. If you perform the queries directly on an SQL database, there are two like problems;

1. It would cause the database to slow down and the main stream database might be affected.
2. Data stored in OLTP is not always in a ready to use format (like a raw data). You would need to do some transformation such as currency conversion, columns not needed e.t.c.

* The Data Engineers are called Data Miners. Their job is to perform data transformation on the raw data provided by Falcons.
* After the transformation, the Data Masters step in and pull the data from the data warehouse and they will build a Power BI dashboard.

Sometimes the data you need for analytics might not be available, you have to work to capture the data. Most times data analyst spend their time to capture this data before performing the required analysis.

**ANALYSIS**

**POWER POINT**

<https://app.powerbi.com/groups/me/reports/9b774aa7-ff8d-4df4-8643-861ad46a89ca/ReportSection?bookmarkGuid=79032060-527d-41f0-90e5-a4613b8f0f2e&bookmarkUsage=1&ctid=e5e62e49-9909-41fa-8b81-fb4c4abc4412&fromEntryPoint=export>

**PUBLISHED WEBSITE**

<https://app.powerbi.com/groups/me/reports/9b774aa7-ff8d-4df4-8643-861ad46a89ca/ReportSection?redirectedFromSignup=1&bookmarkGuid=1891b2e1-2756-4bb3-ae34-de3e46625e58>