

**Problem Statement:** Atliq Hardware is a consumer goods electronics company having operations in various countries. Their business is growing rapidly and they still rely on excel files for data analytics. Excel files are hard to consume and not effective in generating insights. Also due to the lack of effective analytics, the company faced a major loss in some countries and majorly in Latin America, So company wanted a finance view so they can know about the overall year over year profit and loss in company. They also want to know in which market which segments are not performing well and are declining year over year, So they can make data driven decision which will support the organization in gross margin improvement.



# Finance View Dashboard

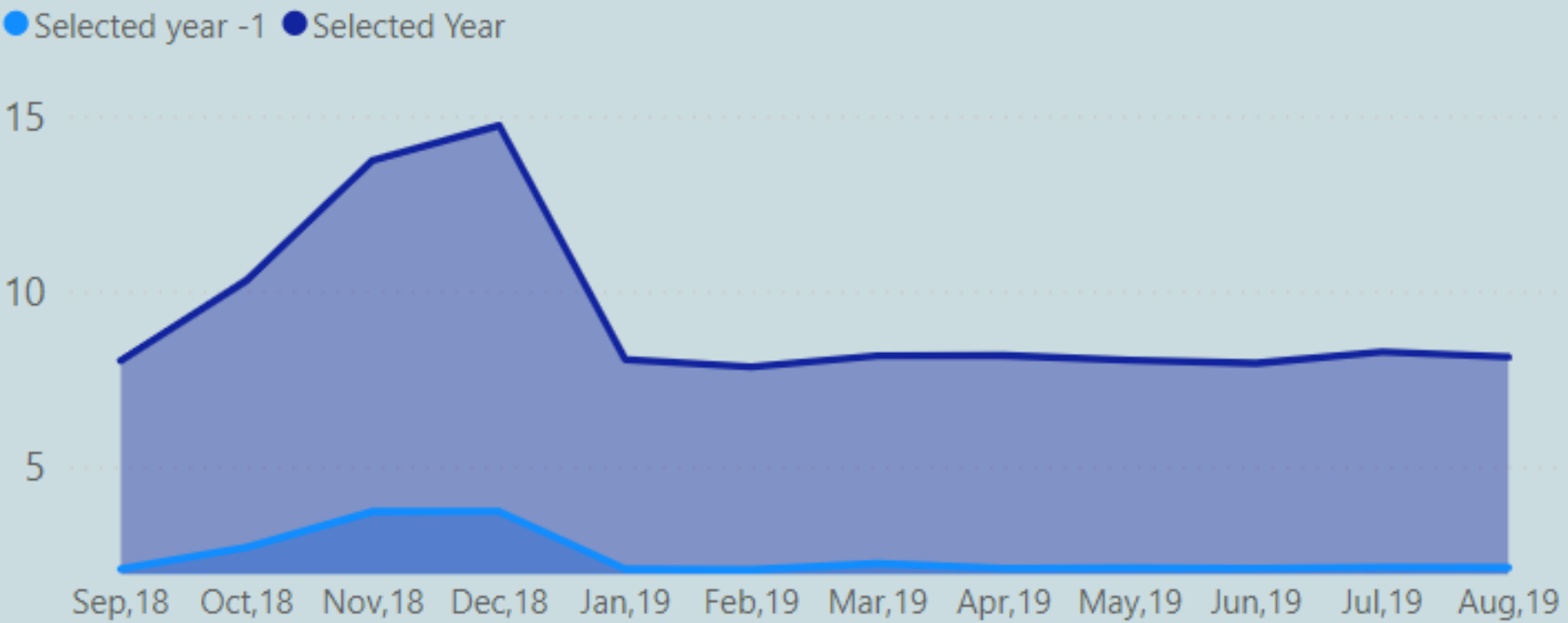
2018	2019	2020	2021	2022 EST
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Q1	Q2	Q3	Q4
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YTD	YTG
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Line Item	2019	LY	YOY Chg	YOY Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	0.00	0.00	0.00	10.08
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	43.43	12.17	31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit%	2.21	-4.38	6.59	-150.38

## Net Sales Performance over Time



market	P & L Values	P & L YOY Chg %
Australia	4.74	233.62
Bangladesh	0.59	0.00
Brazil	0.52	165.99
Canada	5.85	958.40
China	1.74	793.75
France	5.44	291.83
Germany	3.49	0.00
India	37.77	196.89
Indonesia	3.09	251.84
Italy	3.90	1,299.07
Mexico	0.30	0.00

segment	P & L LY	P & L YOY Chg %
Accessories	8.96	213.09
Desktop	0.00	0.00
Networking	3.23	436.97
Notebook	7.43	336.01
Peripherals	7.61	159.47
Storage	1.89	633.77