

Atliq Hardware Sales Insights (Power BI Project)

◆ Project Overview

This project focuses on analyzing sales performance for Atliq Hardware, a regional hardware supplier. The goal was to transform raw sales data into an interactive dashboard that provides clear insights into revenue trends, profit margins, product categories, and regional performance.

◆ Objectives

- Clean and transform raw datasets for accurate reporting.
- Build an interactive Power BI dashboard with filters for region, product, and month.
- Use DAX measures to calculate key business metrics.
- Deliver actionable insights to support inventory management and sales decisions.

◆ Tools & Skills Used

- **Power BI** – Dashboard creation, data modeling, DAX
- **Data Cleaning & Transformation** – Power Query
- **DAX (Data Analysis Expressions)** – Custom KPIs and measures
- **Excel** – Initial review of raw data

◆ Key Features

- **Interactive Dashboard** with slicers for Region, Month, and Product.
- **KPIs tracked:**
 - Total Revenue
 - Profit Margin
 - Year-over-Year (YoY) Growth
- **Visuals:** Line charts, bar charts, KPI cards, and regional maps.
- **Data model optimized** for faster refresh and usability.

◆ Insights & Outcomes

- Identified top-performing regions and product categories driving revenue growth.
- Highlighted areas with declining margins, supporting decisions on pricing and inventory strategy.
- Enabled management to compare YoY growth and plan for future sales cycles.

◆ **Deliverables**

- Power BI Dashboard (.pbix file)
- Dashboard screenshots for portfolio/demo purposes