

Case Study: Atliq Hardware Sales Analysis

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Introduction:

Our case study is based on a computer hardware business Atliq Hardware which is facing challenges in a dynamically changing market.

The sales director decides to invest in a data analysis project and he would like to build a powerBI dashboard that can give him real-time sales insights

PHASE 1: Asking the right question and Identifying business task

Stakeholders:

Sales Director

Goal:

The Goal of this analysis is to finding answers that helps to give real time sales insights to take better decisions.

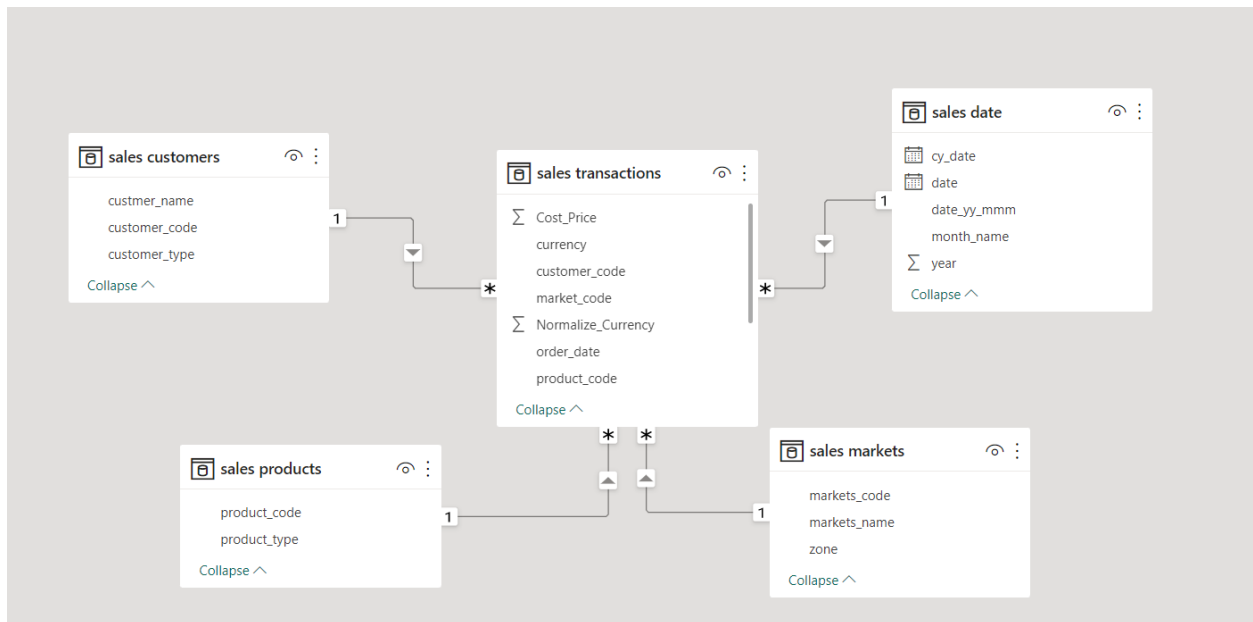
PHASE 2: Preparing the Data

Data source:

Data is given by CodeBasic.

Data details:

The copy of database (includes only required data) is given by CodeBasic. There are 5 required table which are used in our analysis. Data modelling has shown below.



PHASE 3 & 4: Process and Analyzing the Data

Here we will use AIMS grid to define purpose and success criteria of this project. Once AIMS grid is defined, next step is data discovery. In this step, data analyst team approaches IT team within an organization who owns software system that keep track of sales records.

These records are stored in mysql database. Power BI can be plugged to this database to pull necessary information required for data analysis.

PHASE 5 & 6: Visualizations and Act

I used PowerBI to run further analysis and generate visualizations that support the key findings in the analysis.

For full visualization and key findings follow the link:

<https://www.novypro.com/project/sales-analysis-atliq-hardware>