

# BUSINESS INSIGHT 360





AtliQ<sup>®</sup>  
technologies

**PRESENTED BY -MD UMAR**

# THANKS TO AtliQ TECHNOLOGIES & CODEBASICS TEAM



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# INTRODUCTION

**AtliQ Hardware, a successful consumer electronics company, has a great chance to boost its competitive edge by improving how it uses data. Right now, the company mainly uses Excel for reports, which limits deeper analysis. By setting up a powerful Power BI analytics system, we can gain valuable insights to make better decisions. This new system will also make data management easier, provide real-time data updates, and offer interactive dashboards to track important metrics effectively, helping AtliQ Hardware continue to grow and succeed.**

# PROJECT DETAILS

In this project, the main goal was to create a unified report for stakeholders in sales, marketing, finance, and the executive team. The key focus areas included:

1. Creating a strong data model.
2. Designing easy-to-use reports.
3. Offering detailed, drill-down insights.

During this project, I developed several important skills and gained valuable knowledge:

1. Learned Power Query, including both simple and advanced tasks.
2. Became skilled in basic and complex DAX formulas.
3. Gained expertise in data modeling with over 10 interconnected tables.
4. Learned how to choose the right visuals and formatting techniques.
5. Developed skills in using bookmarks for a better user experience.
6. Successfully deployed reports on the Power BI service platform.
7. Actively used feedback from stakeholders to improve reports.
8. Analyzed and reported on metrics across sales, marketing, finance, and supply chain areas.
9. Improved data visualization to make information clearer and more accessible.
10. Ensured data accuracy and consistency across all reports.

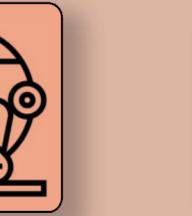
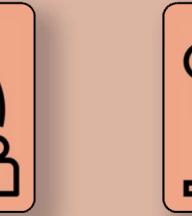
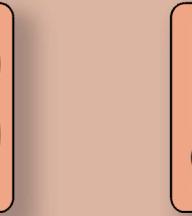
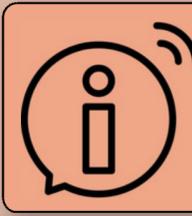
Overall, this project enhanced my ability to create comprehensive, user-friendly reports that meet the needs of different stakeholders.



## Business Insights 360



### Business Insights 360



Info	Finance View	Sales View	Marketing	Supply Chain View	Executive View	Support
Download <b>user manual</b> and get to know the key information of this tool.	Get <b>P &amp; L statement</b> for any customer / product / country or aggregation of the above over any time period and More..	Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in <b>profitability / Growth matrix</b> .	Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in <b>profitability / Growth matrix</b> .	Get <b>Forecast Accuracy</b> , Net Error and risk profile for product, segment, category, customer etc.	A <b>top level dashboard</b> for executives consolidating top insights from all dimensions of business.	Get your <b>issues resolved</b> by connecting to our support specialist.

Report Refresh Date : Tuesday, April 12, 2022

Values are in Dollars & Millions

Sales data loaded until : Dec 21

region, market ▾ customer ▾ segment, category, pr... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

**\$3.74bn✓**  
BM: 823.85M (+353.5%)  
**Net Sales**

**-13.98%!**  
BM: -6.63% (-110.79%)  
**Net Profit %**

**Profit and Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79

**Net Sales Performance Over Time**

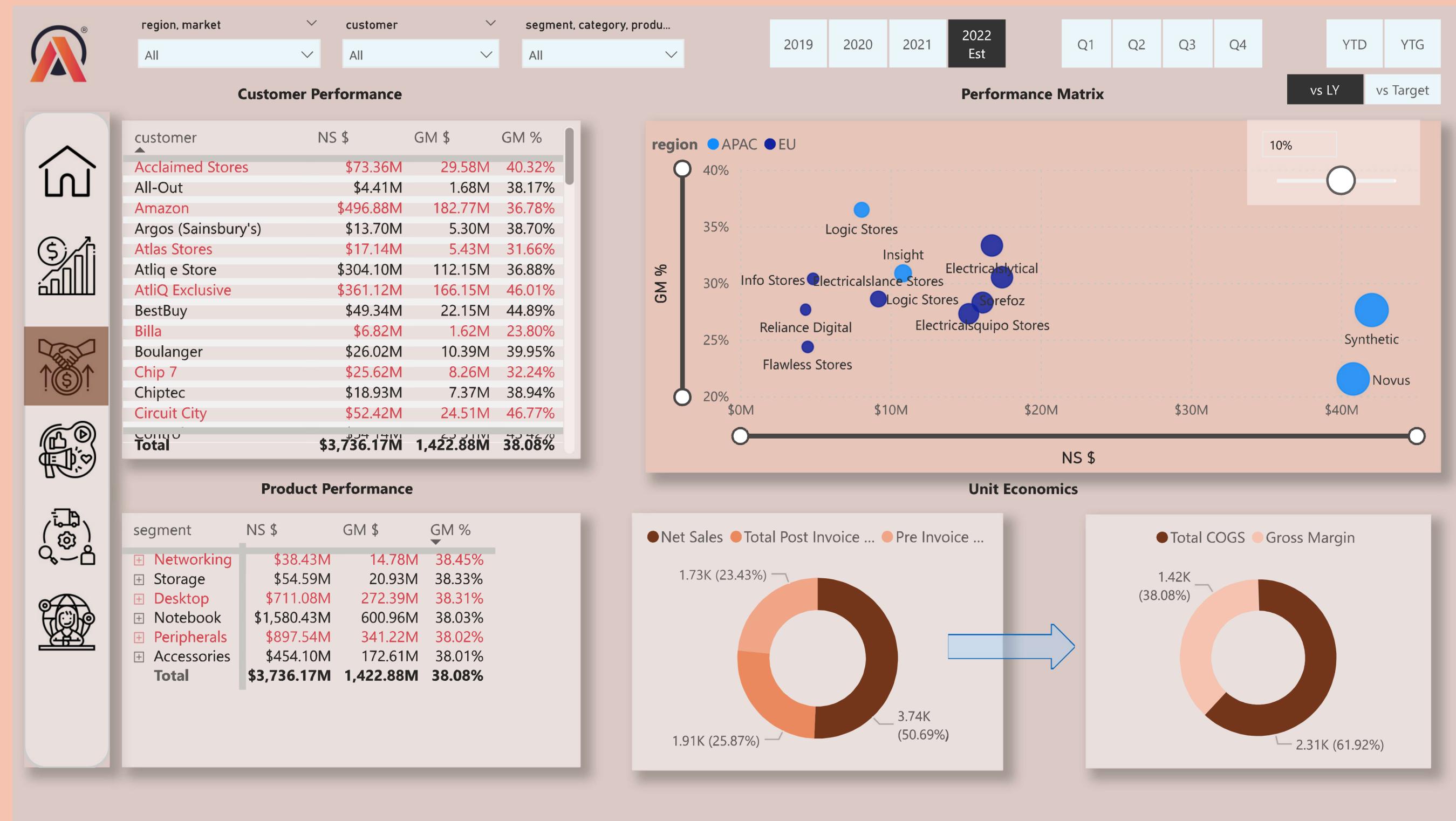
vs LY vs Target

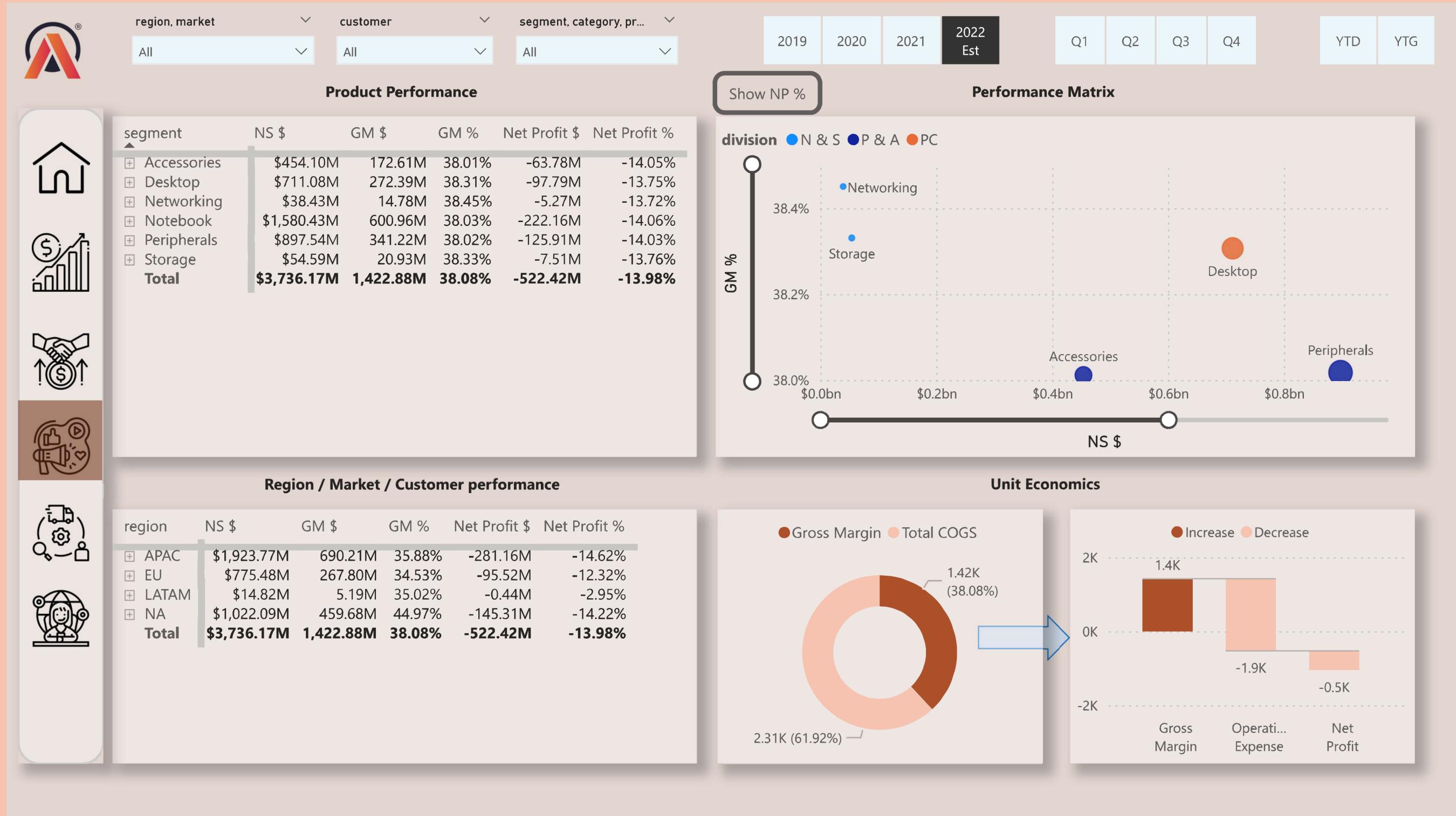
**Top / Bottom Products & Customers by Net Sales**

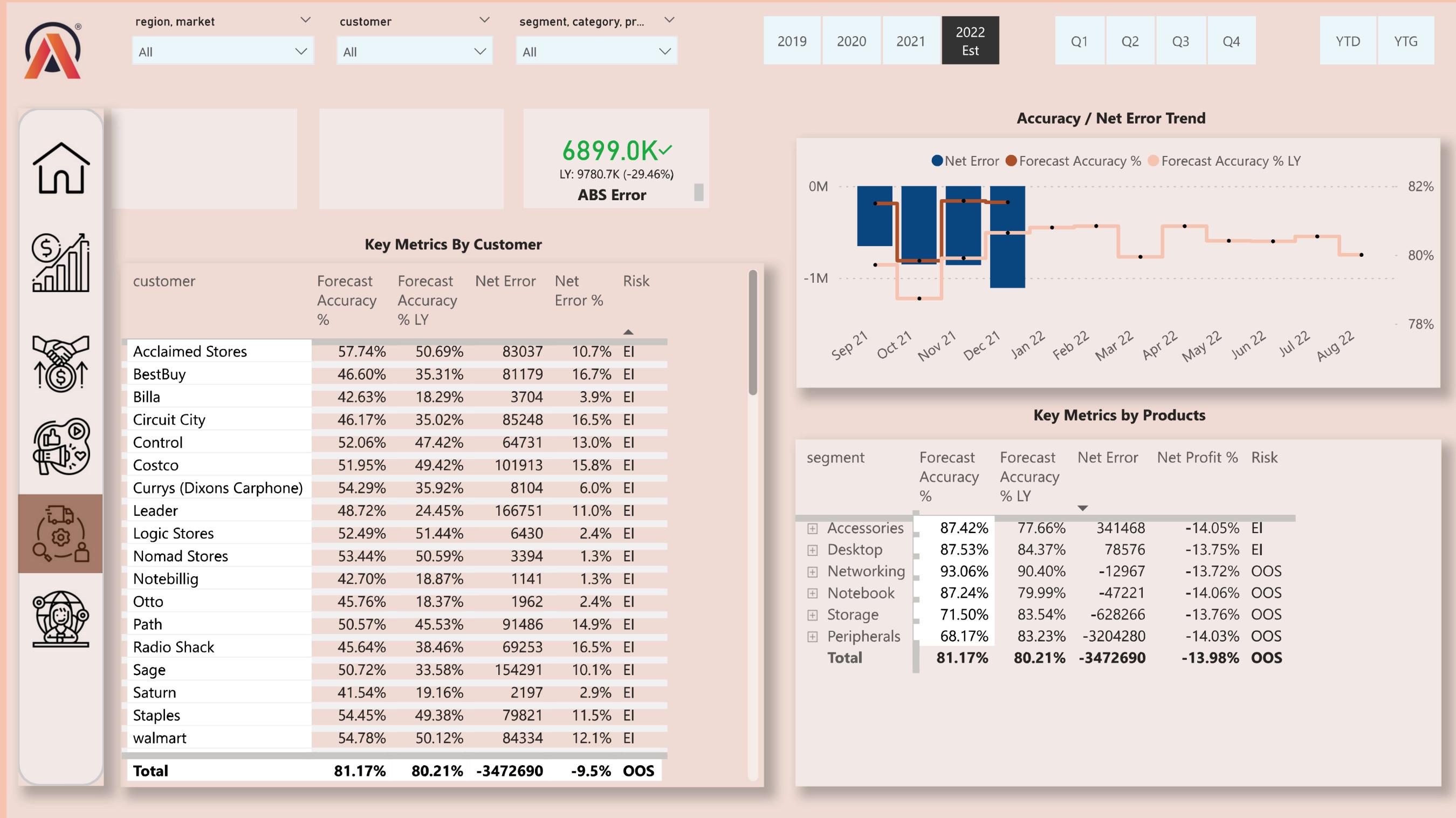
region	P & L values	P & L Chg %
+ APAC	1,923.77	335.27
+ EU	775.48	286.26
+ LATAM	14.82	368.40
+ NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

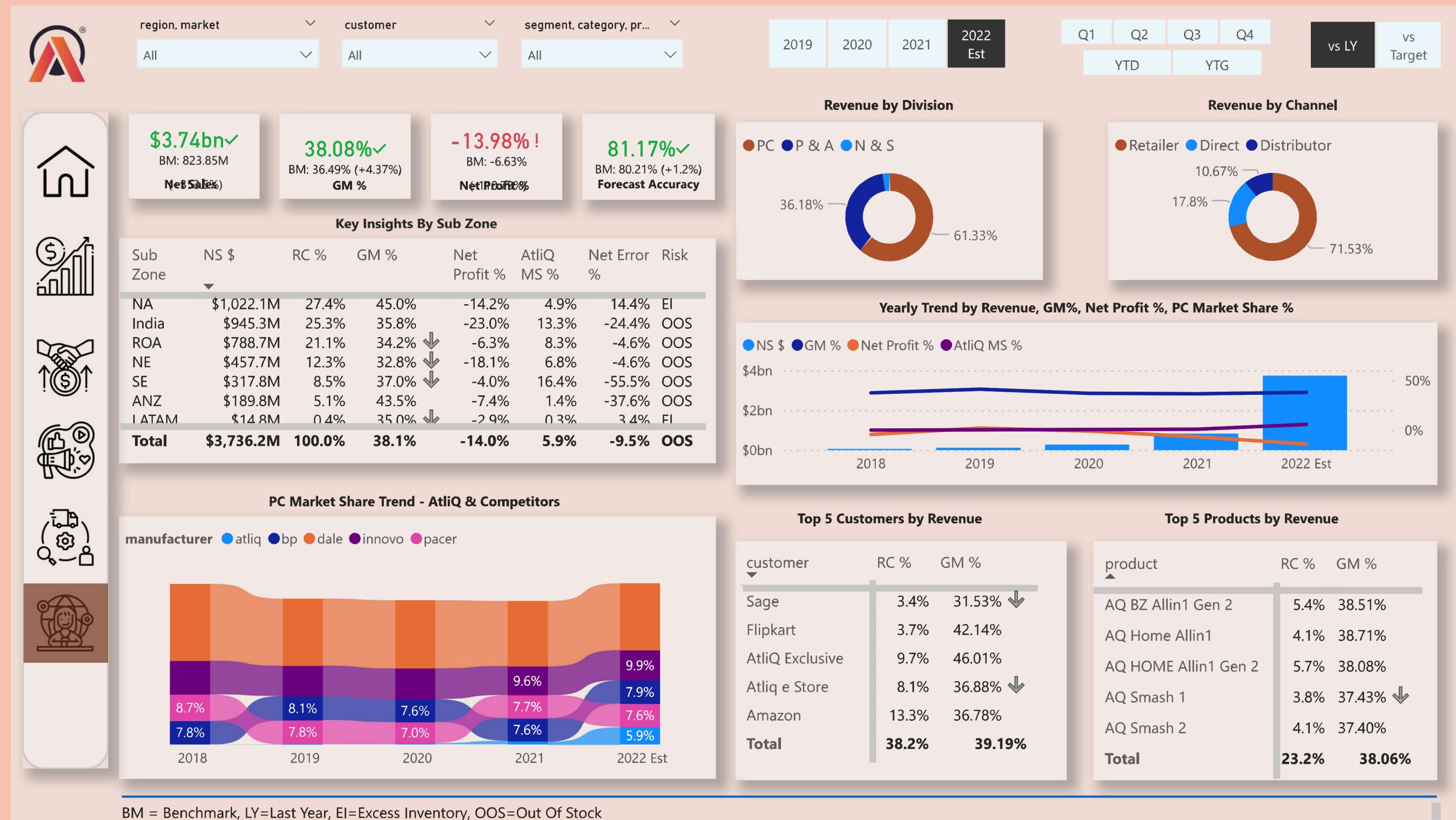
segment	P & L values	P & L Chg %
+ Accessories	454.10	85.46
+ Desktop	711.08	1,431.55
+ Networking	38.43	-14.89
+ Notebook	1,580.43	493.06
+ Peripherals	897.54	439.03
+ Storage	54.59	0.32
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM = Benchmark, LY=Last Year











# **Thank You**

**For Your Attention**