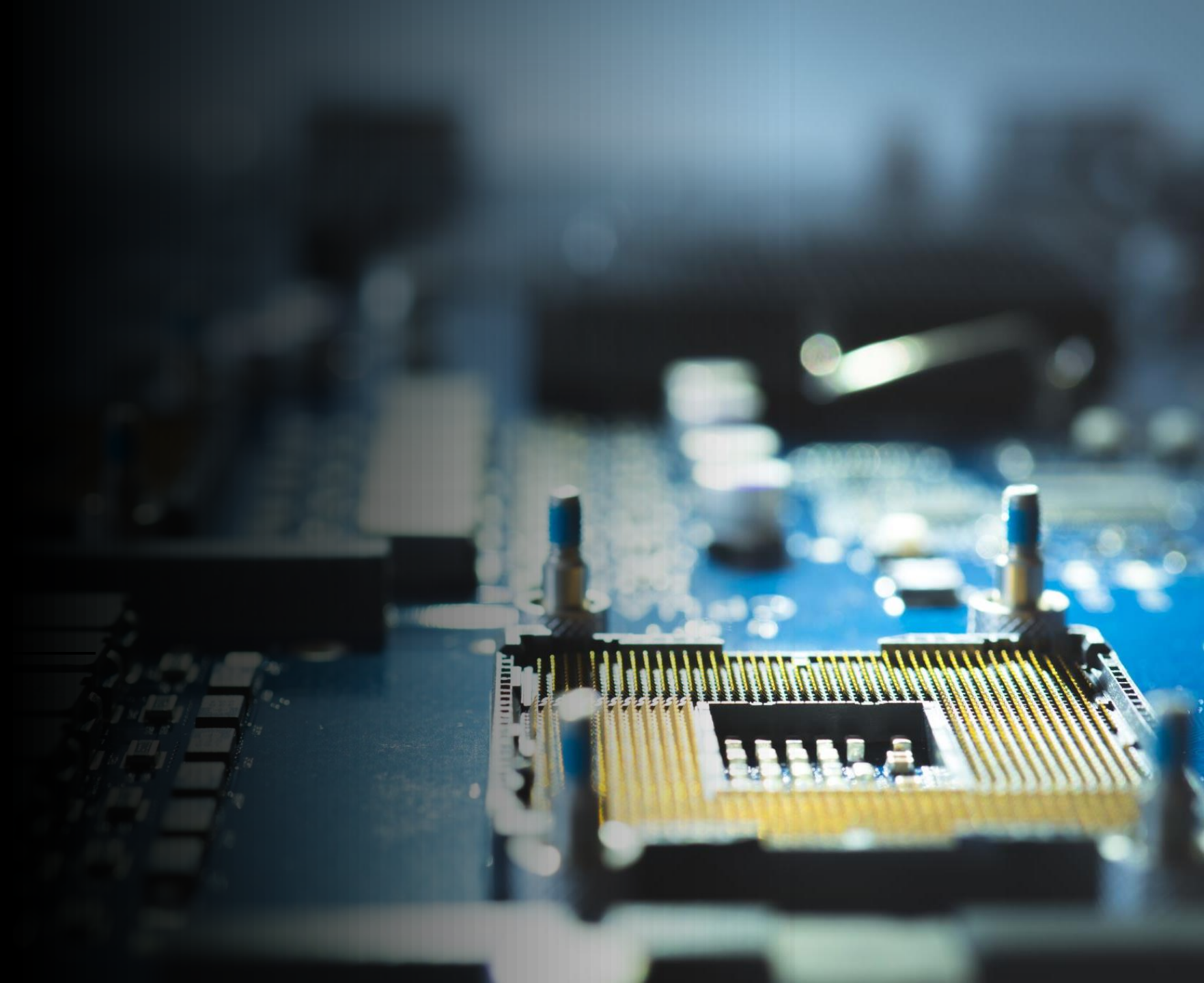




ATLIQ HARDWARE REPORT





INTRODUCTION

- AtliQ Hardware is a computer peripherals and hardware manufacturer in India like PCs, mice, printers, etc.
- It has head office in Delhi and many regional offices across India.
- They have many clients and stores throughout India.



PROBLEM STATEMENT

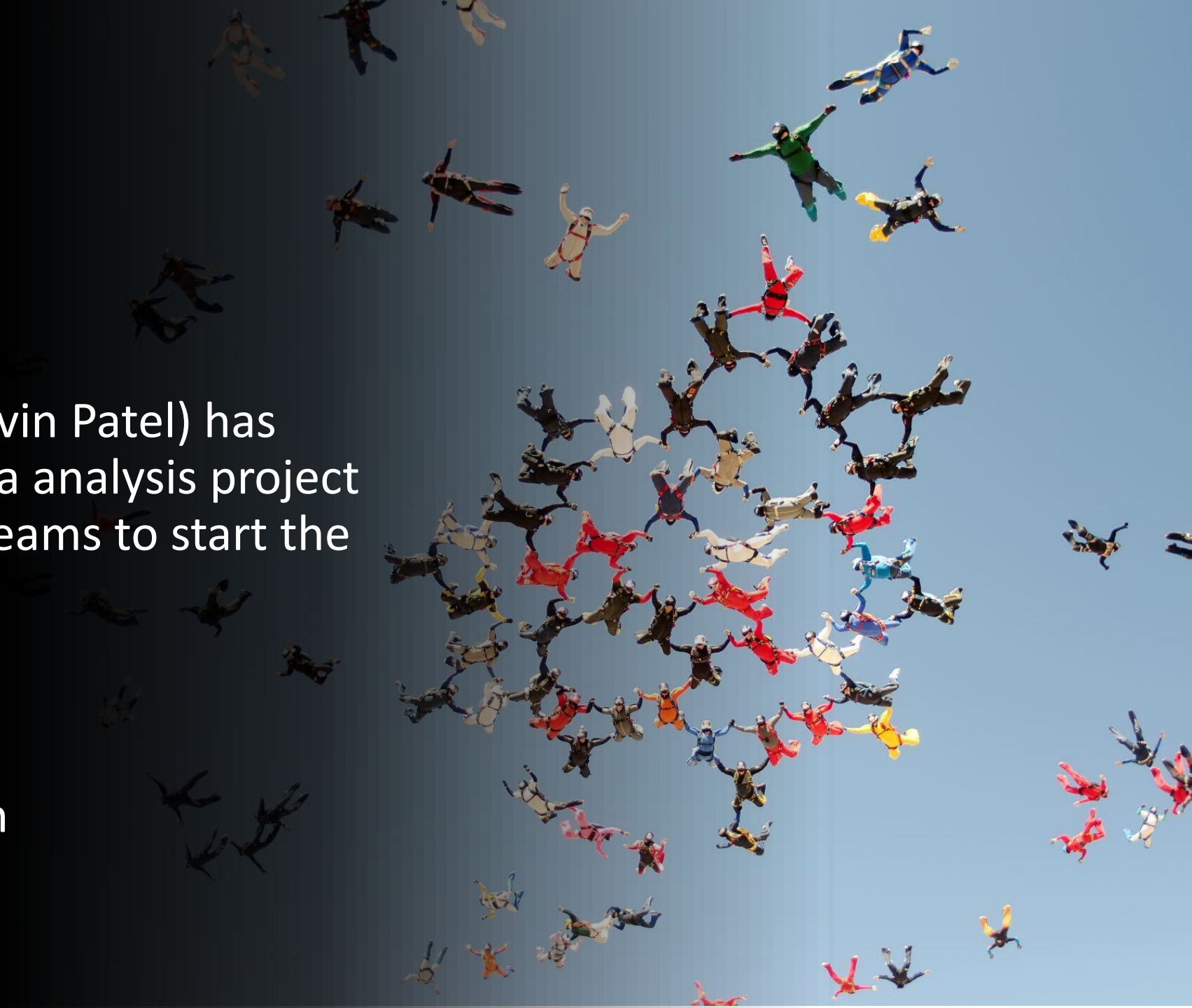
- Mr. Bhavin Patel is sales director of AtliQ Hardware and he is facing a lot of problems in business.
- Due to dynamically growing market ,he is lacking in tracking the sales and insights of business.





ACTIONS

- Sales Director (Mr. Bhavin Patel) has decided to invest in data analysis project and meet up with the teams to start the project.
- Sales Director
- Marketing Team
- Customer Service Team
- IT team
- Data analytics team





AIIMS GRID



Purpose



Stakeholders



End result



Success Criterion

SALES DATASETS

- Data consists of five tables
 - Sales customers
 - Sales date
 - Sales Markets
 - Sales Products
 - Sales transactions



₹985M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

Feb 18

Mar 18

Revenue by Markets

Delhi NCR	₹520M
Mumbai	₹150M
Ahmeda...	₹132M
Bhopal	₹59M
Nagpur	₹55M
Kochi	₹19M
Chennai	₹18M
Kanpur	₹14M
Hyderab...	₹7M
Patna	₹4M
Lucknow	₹3M
Surat	₹3M
Bhuban...	₹1M
Bengaluru	₹0M

₹0.0bn

₹0.5bn

Sales Qty by Markets

Delhi NCR	1M
Mumbai	0M
Nagpur	0M
Kochi	0M
Ahmeda...	0M
Bhopal	0M
Hyderabad	0M
Chennai	0M
Lucknow	0M
Surat	0M
Kanpur	0M
Bhubane...	0M
Patna	0M
Bengaluru	0M

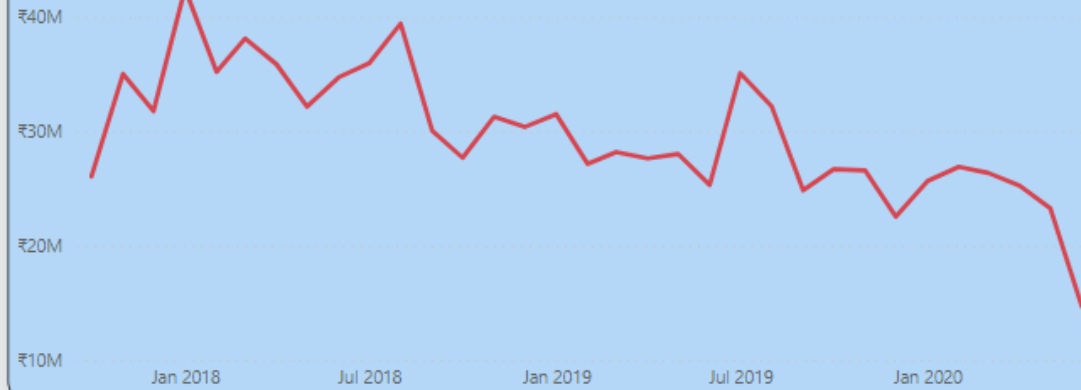
markets_name

0.0M

0.5M

1.0M

Revenue Trend



Top 5 Customers

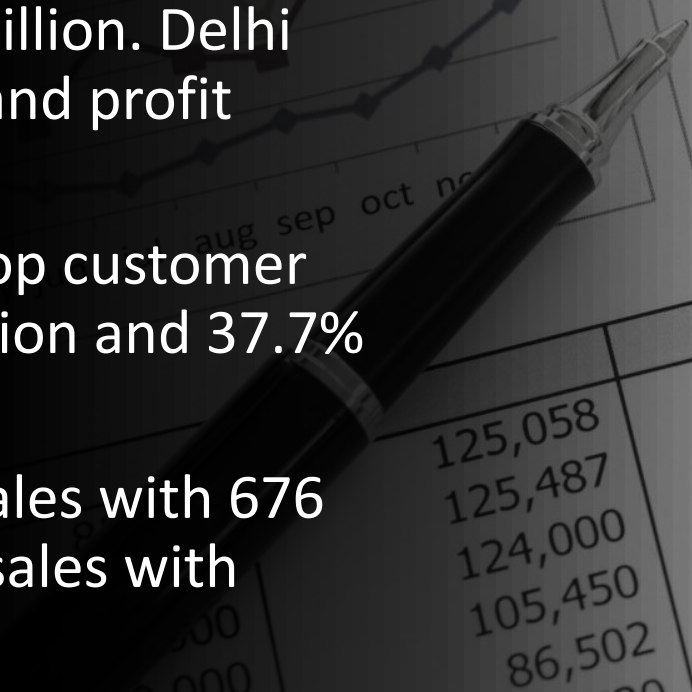
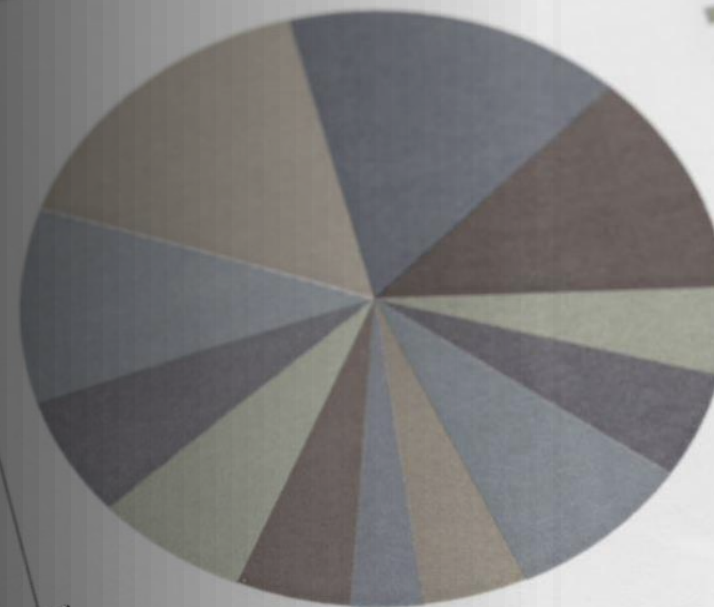
Electricalsara Stores	₹413M
Electricalslytical	₹50M
Excel Stores	₹49M
Premium Stores	₹45M
Nixon	₹44M

Top 5 Products

(Blank)	₹469M
Prod040	₹24M
Prod159	₹18M
Prod065	₹16M
Prod018	₹16M

KEY INSIGHTS

- Total revenue generated 985 million and total sales quantity is 2 million.
- Total profit margin is 24.7 million. Delhi NCR is topmost in revenue and profit contribution with 54.7%
- Electricalsara stores is the top customer with 42% revenue contribution and 37.7% profit contribution
- North zone has maximum sales with 676 million and south has least sales with 46millions



may	jun	jul	aug	sep	oct
125,058	125,487	124,000	105,450	86,502	45,000
154,568	56,845	110,000	150,000	35,000	83,000
95,054	97,511	99,011	99,216	101,090	101,684
124,500	125,000	154,000	90,000	101,962	102,747
125,000	154,000	90,000	101,962	102,747	102,747

THANK YOU

