

Business Insights 360

Problem Statement:

"Atliq Hardware, encountered challenges driven by outdated Excel-based analytics. In response, the company's visionary leadership opted for a strategic decision to embark on a data analytics initiative.

Project Goal:

"The primary mission of this project was to craft a holistic report that offers an insightful overview of Atliq Hardware's performance, all powered by the capabilities of Power BI.

Data Collection:

We have been provided two SQL datasets comprising a total of ten tables. The names of these tables are as follows:

From the first dataset gdb041:

dim_customer

dim_market dim_product

fact_forecast_monthly

fact_sales_monthly

From the second dataset gdb056:

freight_cost gross_price

manufacturing_cost

post_invoice_deductions

pre_invoice_deductions

Later we got 2 excel files containing market share, and target.

ETL:-

Power BI was connected to an SQL Server to import data for analysis.

Subsequently, data cleansing procedures were conducted on all tables to identify and remove duplicates, correct naming errors, and address outliers.

Data Modeling:-

Relationships:-

extra_expense[fiscal_year] to dim_date[fiscal_year] extra_expense[market] to
gdb041_dim_market[market] factacf[customer_code] to
gdb041_dim_customer[customer_code] factacf[date] to dim_date[date] factacf[market] to
gdb041_dim_market[market] factacf[product_code] to gdb041_dim_product[product_code]
gdb041_fact_forecast_monthly[date] to dim_date[date]
gdb041_fact_forecast_monthly[market] to gdb041_dim_market[market]
gdb041_fact_sales_monthly[customer_code] to gdb041_dim_customer[customer_code]
gdb041_fact_sales_monthly[date] to dim_date[date] gdb041_fact_sales_monthly[market] to
gdb041_dim_market[market] gdb041_fact_sales_monthly[product_code] to
gdb041_dim_product[product_code] gdb056_freight_cost[market] to
gdb041_dim_market[market] gdb056_gross_price[product_code] to
gdb041_dim_product[product_code] gdb056_manufacturing_cost[product_code] to
gdb041_dim_product[product_code] gdb056_post_invoice_deductions[customer_code] to
gdb041_dim_customer[customer_code] gdb056_post_invoice_deductions[product_code] to
gdb041_dim_product[product_code] marketshare[category] to DIM_CAT[category]
marketshare[fy_desc] to dim_date[fiscal_year] marketshare[market] to
gdb041_dim_market[market] marketshare[sub_zone] to SUB_Z[sub_zone]
NgSmTarget[market] to gdb041_dim_market[market]
NgSmTarget[month] to dim_date[month]

Data Exploration:-

Calculating Dax measures and charts in power bi Dashboards.

Project Features:-

 Home Page:

An interactive landing page with buttons for easy navigation to each department.
Stay updated with the latest insights using the Refresh button.

Finance Page:

Dive into financial insights, compare metrics with the previous year or target using the benchmark filter.

Trend analysis for selected indicators in comparison to the benchmark.

Switch between hierarchies with one click.

Sales Page:

Table showcasing net sales, gross margin, and gross margin % for each customer or product.

Scatter chart to identify high-performing customers based on net sales and gross margin %.

Pie chart breaking down gross sales and net sales into categories.

Marketing Page:

Scatter chart to identify product performance.

Switch between NP% or GM% with a click to identify high and low-performing products.

Breakdown of net sales and net profit with a table showing key metrics.

Supply Chain Page:

KPIs for the supply chain.

Trend charts for net error and forecast accuracy.

A versatile table displaying all supply chain indicators for all products and customers. Switch between product or customer view with a click.

Executive View page:

Trend analysis of Gross Margin %, Net Profit %, and Market Share.

Comparison chart of Atliq's Market Share against other industry players.

Insights:

INDIA emerges as the flagship contributor, commanding a substantial 25% of the revenue.

Atliq's market share witnessed a commendable ascent, marking a notable increase to 5.9%.

Amazon, stands as a formidable force, contributing a noteworthy 13% to the overall revenue portfolio.

The revenue landscape is predominantly shaped by the Retailer channel, acting as the primary revenue generator for Atliq.

Recommendations:-

The APAC region is identified as having the lowest Gross Margin (GM%) variance, notably in November 2021, with the gaming laptop category underperforming. Marketing strategies should aim to bridge the gap between actual GM% and target GM%.

There's an emphasis on maintaining operational expenses to prevent a decline in net profit percentage.

It's recommended that senior executives engage with sales executives from Distributor and Direct channels to increase revenue contribution.

The supply chain management is advised to maintain an excess inventory for the PC division, including gaming and personal laptops, due to their high revenue and stock-out issues.

Senior executives should also meet with sales executives from Flipkart and Sage to discuss increasing revenue contribution percentages.

Link of Dashboard-[[Buisness Insights #60](#)]