

AtliQ Hardware



Sales Analytics Report

1) Customer Net Sales Performance

- The customer net sales report for AtliQ Hardware outlines revenue data for 2019, 2020, and 2021, offering a comprehensive view of financial performance. It compares 2021 and 2020 sales, gauges success against the 2021 target, and calculates the percentage achieved.

2) Market Performance vs Target

- This analysis delves into how AtliQ Hardware's sales performance aligns with market expectations, considering industry trends and competitor dynamics, offering insights into the company's market positioning relative to its set target.

3) Top 10 Products (as per % increase in sales)

- Comparing 2021 and the preceding year, analyzing the top 10 products with the highest sales increase provides valuable insights into which products drove significant growth.

4) Division Level Report

- Analyzing division-level sales data between 2021 and the previous year (2020) provides insights into the performance of different divisions.

5) Top 5 and Bottom 5 Products as per the quantity

- Analyzing the top 5 and bottom 5 products based on quantity sold offers insights into the best and least-performing items.

6) New Products launched in 2021

- The launch of new products in AtliQ Hardware's portfolio in 2021 for expansion provides insights into the company's strategic growth initiatives. It indicates a focus on diversification and meeting market demands, potentially attracting new customers.

7) Top 5 Country By Net Sales

- Spotting the top 5 countries with the most sales in 2021 is like finding the gold mines for AtliQ Hardware. It helps the company know where its products are a big hit and where they might need a bit more love.

AutoSave On sales analytics project • Saved Search

File Home Insert Page Layout Formulas Data Review View Developer Help Power Pivot PivotTable Analyze Design

Comments Share

Get From Text/CSV Recent Sources
 Get From Web Existing Connections
 Data From Table/Range

Get & Transform Data

F7 : X ✓ fx 21 vs 20

A B C D

Filters

region	All
division	PC
country	2019 2020
Australia	0.8 M 2.2 M
Austria	0.1 M 0.4 M
Bangladesh	1.0 M 2.5 M
Canada	0.3 M 1.1 M
China	0.8 M 1.5 M
France	0.5 M 0.9 M
Germany	6.3 M 10.4 M
India	0.5 M 1.3 M
Indonesia	0.5 M 0.9 M
Italy	0.3 M 0.6 M
Japan	0.0 M 0.4 M
Netherlands	0.1 M 1.0 M
Newzealand	0.2 M 2.8 M
Norway	0.0 M 0.5 M
Pakistan	0.1 M 1.0 M
Philippines	0.0 M 0.5 M
Poland	0.0 M 0.5 M

The data in the preview has been truncated due to size limits.

Data Analysis

Analysis

PivotTable Fields

Active All

Choose fields to add to report:

Relationships between tables may be needed.

Auto-Detect... CREATE...

Search

dim_customer

Drag fields between areas below:

Filters Columns
 region Values
 division Values

Rows Values
 market 2019
 2020

Load Transform Data Cancel

Step 1 - ETL Process

Queries [7]

- sales
- dim_customer
- dim_market
- dim_product
- fact_sales-monthly
- dim_date
- ns_targets_2021

= Table.TransformColumnTypes(#"Promoted Headers",{{"market", type text}, {"date", type date}, {"ns_target", type number}})

	market	date	ns_target
1	Australia	01-11-2020	421010.57
2	Australia	01-12-2020	456420.18
3	Australia	01-01-2021	266314.68
4	Australia	01-02-2021	214366.25
5	Australia	01-03-2021	229551.54
6	Australia	01-04-2021	207847.65
7	Australia		
8	Australia		
9	Australia		
10	Australia		
11	Australia		
12	Australia		
13	Austria		
14	Austria		
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16	Austria		
17	Austria		
18	Austria		
19	Austria		
20	Austria		

Replace Values

Replace one value with another in the selected columns.

Value To Find: Australia

Replace With:

OK Cancel

Query Settings

PROPERTIES

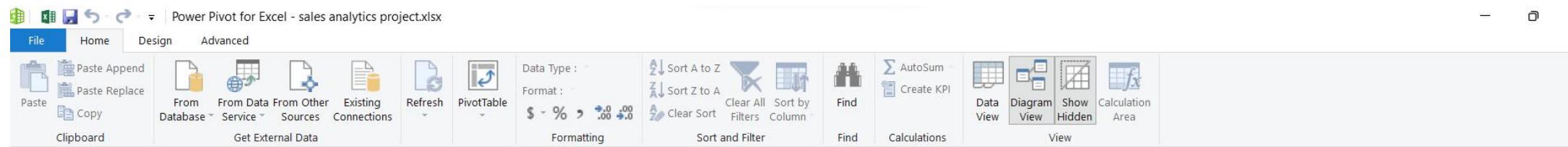
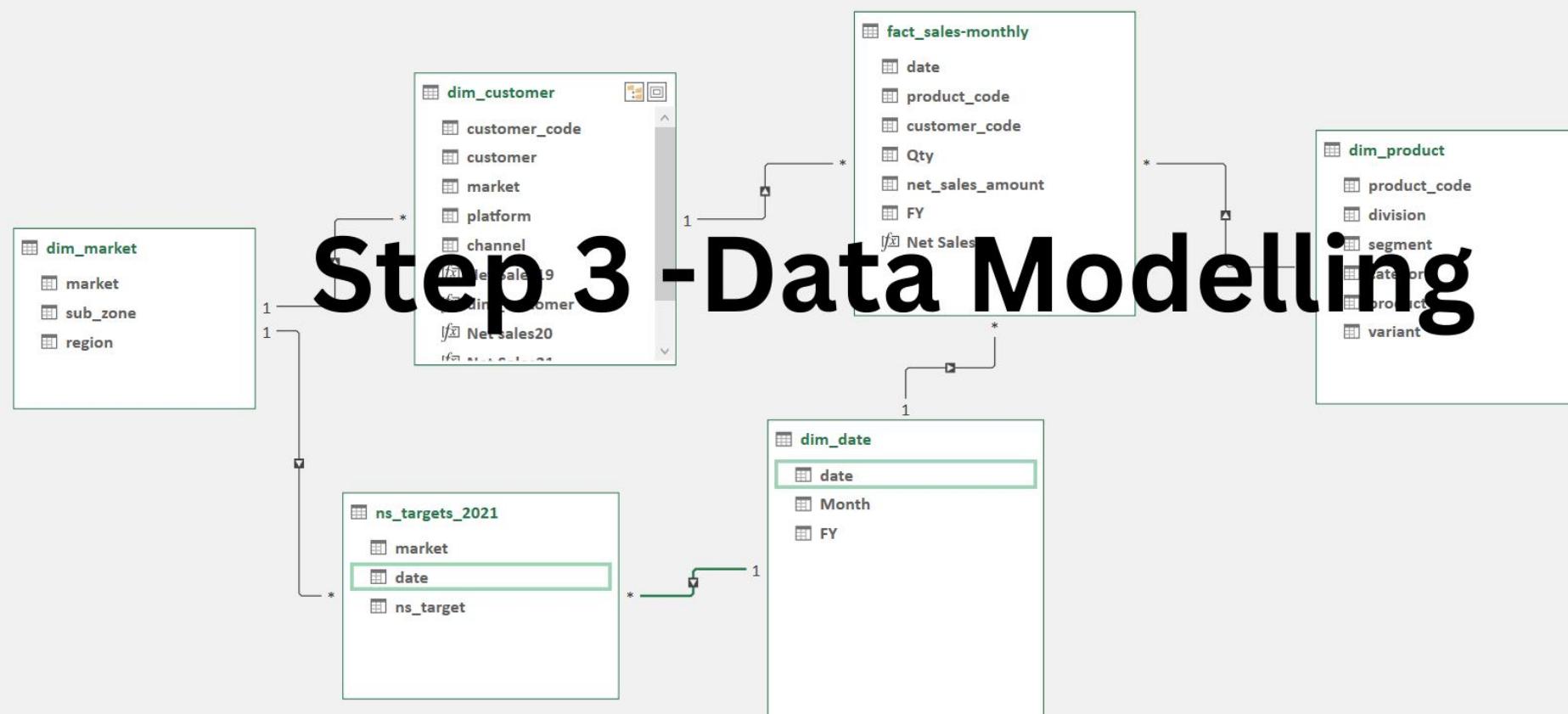
Name: ns_targets_2021

All Properties

APPLIED STEPS

Source	Changed Type
Promoted Headers	
Changed Type	

Step 3 - Data Modelling



AUTOSAVE TURNED OFF This workbook contains features that prevent it from using AutoSave

Manage Measures

Measure

Table name: dim_customer

Measure name: 2019

Description:

Formula: `=CALCULATE([Net Sales],dim_date[FY]="2019")`

Formatting Options

Category: General

Symbol: \$ English (United States)

Decimal places: 2

OK Cancel Close

PivotTable Fields

Active All

Choose fields to add to report:

Search

fx %
 fx 2019

Hidden dim_date
 date
 Month

Drag fields between areas below:

Filters

region
division

Columns

Σ Values

Rows

market

Σ Values
2021
2021-target
%

Step 4 - Adding New Measures Using DAX Formula

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Step 5 - Conditional Formatting

The screenshot shows a Microsoft Excel interface with a PivotTable Fields pane on the right and a New Formatting Rule dialog box in the center. The PivotTable Fields pane displays fields like Active, All, Choose fields to add to report, Search, and various filters and columns. The New Formatting Rule dialog box shows the rule being applied to cells F8:F30, selected cells, and includes options for rule type (Format all cells based on their values), format style (2-Color Scale, 3-Color Scale selected), and preview.

PivotTable Fields

- Active
- All
- Choose fields to add to report
- Search
- 2021-target
- dim_date
- date
- Month

Drag fields between areas below:

- Filters
- Columns
- region
- division
- Rows
- Values
- market

New Formatting Rule

Apply Rule To: =\$F\$8:\$F\$30

Selected cells

Select a Rule Type:

- Format all cells based on their values
- Format only cells that contain
- Format only top or bottom ranked values
- Format only values that are above or below average
- Use a formula to determine which cells to format

Edit the Rule Description:

Format all cells based on their values:

Format Style: 2-Color Scale (selected)

Type: 3-Color Scale

Minimum: Lowest Data Bar

Value: (Lowest value)

Maximum: Highest Value (Highest value)

Color: Red (Orange)

Preview:

OK Cancel

Customer Performance report market performance

F8 : fx -2212702.55

country	2019	2020	2021	2021-target	%
Australia	3.9M	10.7 M	21.0 M	-2.2M	-10.5%
Austria		0.1 M	2.8 M	-0.3M	-1.7%
Bangladesh	0.5M	2.3 M	7.0 M		
Canada	4.8M	12.2 M	35.1 M		
China	1.4M	5.4 M	22.9 M		
France	4.0M	7.5 M	25.9 M		
Germany	2.6M	4.7 M	12.0 M		
India	30.8M	49.8 M	103 M		
Indonesia	2.5M	5.2 M	18.4 M		
Italy	2.9M	4.5 M	11.7 M		
Japan		1.9 M	7.9 M		
Netherlands	0.2M	3.4 M	8.0 M		
Newzealand		2.0 M	11.4 M		
Norway		2.5 M	13.7 M		
Pakistan	0.6M	4.7 M	5.7 M		
Philippines	5.7M	13.4 M	31.9 M		
Poland	0.4M	2.8 M	5.2 M		
Portugal	0.7M	3.6 M	11.8 M		
South Korea	12.8M	17.3 M	49.0 M		
Spain		1.8 M	12.6 M		
Sweden	0.1M	0.2 M	1.8 M		
United Kingdom	2.0M	8.1 M	34.2 M		
USA	11.5M	31.9 M	87.8 M		
Grand Total	87.5M	196.7 M	598.9 M		

Atliq Hardware

Filters

region	All
division	All

Market Performance vs Target



country	2019	2020	2021	21 vs 20	2021-target	%
Australia	3.9 M	10.7 M	21.0 M	196.22%	-2.2M	-10.5%
Austria		0.1 M	2.8 M	2401.31%	-0.3M	-11.7%
Bangladesh	0.5 M	2.3 M	7.0 M	307.70%	-0.7M	-10.3%
Canada	4.8 M	12.2 M	35.1 M	288.06%	-5.1M	-14.5%
China	1.4 M	5.4 M	22.9 M	421.98%	-2.1M	-9.0%
France	4.0 M	7.5 M	25.9 M	347.23%	-2.2M	-8.4%
Germany	2.6 M	4.7 M	12.0 M	256.22%	-1.5M	-12.7%
India	30.8 M	49.8 M	161.3 M	324.02%	-9.6M	-5.9%
Indonesia	2.5 M	6.2 M	18.4 M	296.69%	-2.4M	-12.9%
Italy	2.9 M	4.5 M	11.7 M	262.53%	-1.0M	-9.0%
Japan		1.9 M	7.9 M	421.11%	-0.3M	-4.1%
Netherlands	0.2 M	3.4 M	8.0 M	237.91%	-0.7M	-8.2%
Newzealand		2.0 M	11.4 M	574.29%	-1.4M	-12.3%
Norway		2.5 M	13.7 M	551.83%	-1.4M	-10.5%
Pakistan	0.6 M	4.7 M	5.7 M	120.51%	-0.5M	-9.3%
Philippines	5.7 M	13.4 M	31.9 M	238.36%	-2.5M	-7.8%
Poland	0.4 M	2.8 M	5.2 M	185.81%	-0.9M	-18.1%
Portugal	0.7 M	3.6 M	11.8 M	329.81%	-0.5M	-4.3%
South Korea	12.8 M	17.3 M	49.0 M	283.31%	-4.4M	-8.9%
Spain		1.8 M	12.6 M	711.42%	-1.8M	-14.1%
Sweden	0.1 M	0.2 M	1.8 M	781.92%	-0.2M	-11.1%
United Kingdom	2.0 M	8.1 M	34.2 M	422.73%	-3.0M	-8.7%
USA	11.5 M	31.9 M	87.8 M	274.99%	-10.2M	-11.7%
Grand Total	87.5 M	196.7 M	598.9 M	304.48%	-54.9M	-9.2%

Atliq Hardware

Filters

region	All
division	All

Customers
Net Sales
Report



country	2019	2020	2021	21 vs 20	2021-target	%
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United Kingdom	2.0 M	8.1 M	34.2 M	422.73%	-3.0M	-8.7%
USA	11.5 M	31.9 M	87.8 M	274.99%	-10.2M	-11.7%
Grand Total	87.5 M	196.7 M	598.9 M	304.48%	-54.9M	-9.2%

From the report we can observe that **USA has -10.2%** is lagging more from the target second is **India -9.6M**. If we consider according to percentage wise **poland has -18.1%** is the highest lagging from the target compared to other countries.

AtliQ Hardware



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5) Top 5 and Bottom 5 Products as per the quantity

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7) Top 5 Country By Net Sales

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Atliq Hardware

- Q . Generate a "Division" report to present the net sales data for 2020 and 2021, along with the growth percentage?

Filters

		Division value Report			 AtliQ TM technologies
region	All	2020	2021	21 vs 20	
All values in USD					
division	2020	2021	21 vs 20		
N & S	51.4 M	94.7 M	184.38%		
P & A	105.2 M	338.4 M	321.53%		
PC	40.1 M	165.8 M	413.70%		
Grand Total	196.7 M	598.9 M	304.48%		

Atliq Hardware

Q .What are the new products that Atliq began selling in 2021?

Filters

region
division
customer

All
All
All

New
Product
Report



All value in USD

product	2020	2021
AQ Clx3		4.4 M
AQ Electron 3 3600 Desktop Processor		14.2 M
AQ Gen Y		19.5 M
AQ GEN Z		11.7 M
AQ HOME Allin1 Gen 2		3.5 M
AQ Lumina Ms		4.2 M
AQ Marquee P3		4.9 M
AQ Marquee P4		1.7 M
AQ Maxima Ms		13.7 M
AQ MB Lito		2.8 M
AQ MB Lito 2		2.3 M
AQ Qwerty		22.0 M
AQ Qwerty Ms		15.4 M
AQ Trigger		20.7 M
AQ Trigger Ms		17.9 M
AQ Wi Power Dx3		17.2 M
Grand Total		176.2 M

In the new product report we can observe that highest sales of the the product is **AQ Qwerty 22.0M** and the least product is **AQ Marquee 1.7M**

Atliq Hardware

Q. Which products are ranked in the top 5 and bottom 5 in terms of quantity sold?

Filters

region	All
division	All
customer	All

All value in USD

Division
value
Report



product	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 M	4.1M
Grand Total	19.0M

Top 5 Products

region	All
division	All
customer	All

product	Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
Grand Total	0.2M

Bottom 5 Products

Atliq Hardware

Q..What are the top 5 countries in terms of net sales in 2021?



Filters

Top 5 countries- 2021

region	All	All values in USD
customer	All	

country	2021
Canada	35.1 M
India	161.3 M
South Korea	49.0 M
United Kingdom	34.2 M
USA	87.8 M
Grand Total	367.2 M