


Sales & Finance Analysis

 **Tools Used:** Microsoft Excel

★ Project Introduction

AtliQ Hardware, a global supplier of computer hardware, leveraged **Excel-based financial and sales analysis** to gain insights into market trends, revenue streams, and business performance from **2019 to 2021**.

🎯 Project Objectives

- ✓ **Analyze Sales & Financial Performance** – Evaluate revenue trends over multiple years.
- ✓ **Identify Top Customers & Revenue Streams** – Recognize key contributors to business growth.
- ✓ **Assess Regional Market Performance** – Compare sales distribution across different geographies.
- ✓ **Track Product Performance** – Identify top-performing products and emerging trends.
- ✓ **Optimize Business Strategies** – Provide actionable insights for pricing, inventory, and marketing decisions.

Key Business Insights

- ◆ **Amazon** ranked as the top customer in **2021**, generating **\$82.1M** in net sales.
- ◆ **India** was the highest-performing region, with **\$161.3M** in net sales.
- ◆ **AQ Mx NB Product** experienced the **largest sales growth** from **2020 to 2021**.
- ◆ Seasonal **sales surges** were observed between **October and December**.
- ◆ **16 new products** were launched in **2021**, with **AQ Qwerty** leading at **\$22M** in sales.
- ◆ The **P&A division** contributed the highest net sales of **\$338.4M** in **2021**.

Reports Created

The analysis was conducted using **Excel-based reports** with **PivotTables, Charts, and Conditional Formatting** to visualize financial performance. Reports are accessible via the links below:

- 1) [Market Performance vs. Target Report](#) – Analyzed actual vs. expected sales performance.
- 2) [Sales Report Without Target](#) – Provided insights into total sales volume across different categories.
- 3) [Profit & Loss \(P&L\) Report \(Year-wise\)](#) – Summarized revenue, costs, and profit across multiple years.
- 4) [Profit & Loss \(P&L\) Report \(Monthly\)](#) – Identified revenue fluctuations and seasonal trends.
- 5) [Profit & Loss \(P&L\) Report \(Country-wise\)](#) – Compared sales and profit distribution across different geographies.
- 6) [Profit & Loss \(P&L\) Report \(Division-wise\)](#) – Evaluated department-wise revenue and profitability.

Dataset Access

- ★ [Dataset Download](#) – Contains all raw and cleaned data used for the analysis.