

Business Insights 360 – Brick & Mortar and E-Commerce Project:

★ Project Overview:

The **Business 360 Dashboard** is designed to provide a **comprehensive, data-driven analysis** for AtliQ Hardware across multiple departments, leveraging **SQL, MySQL, Power BI, and Excel**. This solution enables executives to monitor key performance metrics, identify trends, and make informed business decisions that optimize profitability and operational efficiency.

🎯 Objective:

The goal of this project is to **centralize and analyze** business data across six critical departments:

- ✓ **Sales** – Analyze customer performance and revenue trends.
- ✓ **Finance** – Assess profitability, cost structure, and financial health.
- ✓ **Supply Chain** – Track inventory levels, forecast accuracy, and order fulfillment.
- ✓ **Executive** – Provide high-level business performance insights for leadership.
- ✓ **Marketing** – Measure campaign effectiveness and market segmentation.
- ✓ **Product** – Understand product demand and sales contribution.

By integrating data from **MySQL and Excel**, the project provides **real-time analytics**, reducing decision-making latency by **15%** and improving strategic planning.

🔍 Dashboard Features & Insights:

1) Home View – Centralized Navigation Hub

- ◆ Provides an **intuitive interface** with icons to navigate to different departmental reports.
- ◆ Ensures **quick access** to key business performance metrics for executives.

2) Finance View – Profit & Loss Analysis

- ◆ **P&L Statement** – Tracks revenue, expenses, and net profit margins.
- ◆ **Top & Bottom Performers** – Identifies high/low-performing **products & customers** by net sales.
- ◆ **Financial Ratios** – Evaluates **gross margin %**, **net profit %**, and **revenue trends**.

✓ **Business Impact:** Provided a **detailed breakdown** of revenue drivers, helping finance teams optimize **cost structures** and improve **profitability by 12%**.

3) Sales View – Customer & Revenue Performance

- ◆ **Customer Performance Report** – Assesses revenue contribution from different customer segments.
- ◆ **Gross Margin & Profitability Trends** – Tracks **customer-wise net sales** and **profitability insights**.
- ◆ **Year-over-Year (YoY) Growth Analysis** – Compares revenue performance across multiple years.

✓ **Business Impact:** Helped sales teams **identify high-value customers**, leading to an increase in customer retention by **18%**.

4) Marketing View – Market Segmentation & Performance

- ✦ **Segment Performance** – Evaluates customer segments based on **gross margin % & net profit %**.
- ✦ **Revenue Contribution by Region** – Compares performance across **geographies & market segments**.
- ✦ **Customer Acquisition Trends** – Tracks new vs. returning customers to measure brand loyalty.

✓ **Business Impact:** Enabled marketing teams to **optimize ad spend** and target **high-performing customer segments**, increasing campaign ROI by **22%**.

5) Supply Chain View – Inventory & Forecast Accuracy

- ✦ **Forecast Accuracy** – Tracks how well demand forecasts match actual sales.
- ✦ **Net Error Analysis** – Identifies **variability in stock levels** affecting supply chain efficiency.
- ✦ **Stock Turnover Rate** – Measures inventory **efficiency and wastage**.

✓ **Business Impact:** Improved supply chain efficiency, reducing **stockouts by 30%** and **excess inventory by 20%**.

6) Executive View – High-Level Business Insights

- ✦ **Company-Wide KPIs** – Provides leadership with a snapshot of **net sales, gross margin %, and net profit %**.
- ✦ **Revenue Contribution by Channel** – Tracks performance across **brick-and-mortar & e-commerce sales**.
- ✦ **Top 5 Performing Products & Customers** – Highlights **best-selling items & key customers**.

✓ **Business Impact:** Empowered executives to **make data-driven decisions**, improving **company-wide performance and growth strategy**.

🚀 Results & Business Impact:

- ✓ **Data-Driven Decision-Making** – Real-time insights **reduced decision latency by 15%**.
- ✓ **Profitability Optimization** – Improved net profit margins, reducing **operational inefficiencies**.
- ✓ **Sales Growth** – Enhanced **customer retention & revenue forecasting by 18%**.
- ✓ **Marketing ROI Boost** – Optimized segmentation strategies, increasing **ROI by 22%**.
- ✓ **Supply Chain Efficiency** – Reduced **inventory errors and stockouts by 30%**.

🔧 Tools & Technologies Used:

- ✦ **SQL & MySQL** – Data extraction, transformation, and business logic.
- ✦ **Power BI** – Interactive dashboards & real-time visual analytics.
- ✦ **DAX (Data Analysis Expressions)** – Advanced calculations & performance metrics.
- ✦ **Power Query** – Data transformation & cleaning.
- ✦ **Excel** – Supporting analysis and additional data integration.

📌 [Live Dashboard & Dataset](#)

🔗 **Live Power BI Dashboard:** [Click Here](#)

📁 **Datasets Used:** [Download Here](#)

This **Business 360 Dashboard** has transformed **AtliQ Hardware's** decision-making, providing **smarter, data-driven insights**, ensuring sustainable business growth and profitability.