**SALES INSIGHTS PROJECT - QUICK REFERENCE GUIDE**

**Project:** Power BI Sales Dashboard for AtliQ Hardware  
**Analyst:** Data Analyst  
**Date:** October 2025

**1. PROJECT OVERVIEW**

**What is AtliQ Hardware?**

* Hardware distribution company based in Delhi, India
* Supplies computer hardware across India
* Two channels: Brick & Mortar stores + E-Commerce

**The Problem**

* Sales directors couldn't track sales performance easily
* Data scattered across regions
* Manual Excel reports took hours
* No real-time insights

**The Solution**

Built a Power BI dashboard showing:

* Total revenue and sales
* Market performance
* Customer insights
* Product analysis
* Revenue trends

**2. DATABASE STRUCTURE**

**Database: sales (MySQL 8.0)**

**5 Tables:**

**1. transactions (Fact Table) - ~150,000 records**

* product\_code - Which product sold
* customer\_code - Which customer bought
* market\_code - Which city/market
* order\_date - When (2017-2020)
* sales\_qty - How many units
* sales\_amount - Revenue
* currency - INR or USD

**2. customers (38 customers)**

* customer\_code - Unique ID (Cus001, Cus002...)
* custmer\_name - Customer name
* customer\_type - "Brick & Mortar" or "E-Commerce"

**3. markets (17 markets)**

* markets\_code - Unique ID (Mark001, Mark002...)
* markets\_name - City (Delhi NCR, Mumbai, etc.)
* zone - Region (North, South, Central)

**4. products (279 products)**

* product\_code - Unique ID (Prod001, Prod002...)
* product\_type - "Own Brand" or "Distribution"

**5. date (1,126 dates)**

* date - Calendar date
* year - 2017, 2018, 2019, 2020
* month\_name - January, February, etc.

**3. DATA CLEANING (Power Query)**

**Problems Fixed:**

1. **Currency Issue**
   * Problem: Mix of INR and USD transactions
   * Solution: Converted all USD to INR (1 USD = 83 INR)
2. **Invalid Data**
   * Removed sales with -1 or 0 amounts
   * Filtered out New York & Paris transactions (kept India only)
3. **Text Cleanup**
   * Removed '\r' characters from product types and dates
   * Trimmed extra spaces
4. **Data Types**
   * Set correct types: dates as Date, amounts as Number, etc.

**4. DATA MODEL (Star Schema)**

customers ──→ transactions ←── markets

↓

date

↑

products

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\*\*Relationships:\*\*

- All tables connect to `transactions` (fact table)

- One-to-Many relationships

- Enables filtering across all visuals

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## \*\*5. KEY DASHBOARD METRICS\*\*

### \*\*Top KPIs:\*\*

- \*\*Total Revenue:\*\* ₹984.87M

- \*\*Sales Quantity:\*\* 2M units

- \*\*Time Period:\*\* June 2017 - June 2020

### \*\*Top Markets:\*\*

1. Delhi NCR - ₹519.57M (53%)

2. Mumbai - ₹150.08M

3. Ahmedabad - ₹132.31M

### \*\*Top Customers:\*\*

1. Electricalsara Stores - ₹413.33M

2. Electricalslytical - ₹49.64M

3. Excel Stores - ₹49.12M

### \*\*Top Products:\*\*

1. Prod243 - ₹4.67M

2. Prod047 - ₹4.45M

3. Prod165 - ₹4.22M

### \*\*Key Trend:\*\*

- Revenue peaked at ~₹40M in 2018-2019

- \*\*Sharp decline\*\* from mid-2019 to 2020

- January 2020: dropped to ~₹15M

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## \*\*6. DASHBOARD FEATURES\*\*

### \*\*5 Main Visualizations:\*\*

1. \*\*Revenue by Markets\*\* (Bar Chart)

- Shows which cities perform best

- Delhi NCR dominates with 53%

2. \*\*Sales Qty by Markets\*\* (Bar Chart)

- Shows units sold by city

- Delhi NCR leads with 1M units

3. \*\*Revenue Trend\*\* (Line Chart)

- Shows revenue over time

- Reveals declining trend in 2019-2020

4. \*\*Top 5 Customers\*\* (Bar Chart)

- Identifies most valuable customers

- Electricalsara Stores is #1

5. \*\*Top 5 Products\*\* (Bar Chart)

- Shows best-selling products

### \*\*Interactive Filters:\*\*

- Year (2017, 2018, 2019, 2020)

- Month (Dynamic selection)

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## \*\*7. KEY INSIGHTS\*\*

### \*\*What We Found:\*\*

✅ \*\*Market Concentration Risk\*\*

- Delhi NCR = 53% of total revenue

- Top 3 markets = 81% of revenue

- Too dependent on few markets

✅ \*\*Customer Concentration Risk\*\*

- Single customer (Electricalsara) = 42% of revenue

- Top 5 customers = 61% of revenue

✅ \*\*Declining Performance\*\*

- Revenue dropped sharply in 2019-2020

- Need urgent investigation

✅ \*\*Balanced Product Portfolio\*\*

- No single product dominates

- Good diversification

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## \*\*8. RECOMMENDATIONS\*\*

### \*\*Immediate Actions:\*\*

1. \*\*Investigate 2019-2020 decline\*\* - Find root cause

2. \*\*Reduce customer dependency\*\* - Get more customers

3. \*\*Expand to underperforming markets\*\* - Grow sales in smaller cities

### \*\*Strategic Actions:\*\*

1. Develop retention strategy for top customers

2. Create market-specific sales plans

3. Focus on underperforming zones (South, Central)

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## \*\*9. TECHNICAL SUMMARY\*\*

### \*\*Tools Used:\*\*

- \*\*Database:\*\* MySQL 8.0

- \*\*ETL:\*\* Power Query

- \*\*Visualization:\*\* Power BI Desktop

- \*\*Data Model:\*\* Star Schema

### \*\*Data Flow:\*\*

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MySQL DB → Power BI → Clean Data → Create Model → Build Dashboard

**Key Transformations:**

1. Currency normalization (USD → INR)
2. Invalid data removal
3. Text cleaning
4. Data type corrections

**10. PROJECT DELIVERABLES**

✅ **Power BI Dashboard** (.pbix file)

* Interactive visuals
* Real-time filtering
* Drill-down capabilities

✅ **SQL Database Dump**

* Complete schema
* Sample data
* 150K+ transactions

✅ **Documentation**

* Technical specs
* Data dictionary
* User guide

**QUICK REFERENCE: DAX MEASURES**

dax

Total Revenue = SUM(transactions[sales\_amount])

Total Sales Qty = SUM(transactions[sales\_qty])

YoY Growth % =

DIVIDE([Total Revenue] - [Revenue LY], [Revenue LY], 0)

**CONCLUSION**

**Success Metrics:**

✅ Centralized sales data access  
✅ Real-time insights for leadership  
✅ Reduced reporting time (hours → seconds)  
✅ Identified critical business trends  
✅ Enabled data-driven decisions

**Business Impact:**

* Sales directors can now monitor performance from anywhere
* Early warning system for revenue decline
* Better resource allocation based on market performance
* Foundation for predictive analytics

**End of Report**