

Sales Insight Data Analysis for AtliQ Hardware, India

1. Introduction

AtliQ Hardware is a computer hardware company operating across different cities in India. The company generates large volumes of sales data, but analyzing this data manually is difficult and time-consuming. This project focuses on analyzing sales data and building an interactive dashboard using Power BI to understand sales performance, customer contribution, and market trends. The dashboard helps management quickly view sales insights and take informed business decisions.

2. Objective of the Project

The objectives of this project are:

- To analyze sales data of AtliQ Hardware.
 - To identify revenue trends across markets and customers.
 - To reduce manual reporting effort.
 - To create an automated dashboard for sales analysis.
 - To support data-driven decision making.
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3. Problem Statement

Previously, sales analysis was done manually, which caused several problems:

- Reports took time to prepare.
- Sales performance was difficult to monitor.
- Decision making was slow due to lack of insights.
- Data from different sources was not easily usable.

Therefore, the company required an automated dashboard to generate insights quickly.

4. Tools Used

The following tools and technologies were used:

- **Power BI** – Dashboard creation and visualization
- **SQL Workbench** – Data extraction from database

- **Sales Database** – Source of transaction data
 - **Power Query Editor** – Data cleaning and transformation
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5. Methodology

The project was completed using the following steps:

1. Extracted data from the Sales database using SQL.
2. Imported data into Power BI.
3. Cleaned data by removing invalid and duplicate records.
4. Standardized currency and normalized sales amount values.
5. Created relationships between tables such as customers, markets, products, and transactions.
6. Developed measures and calculations for revenue and sales quantity.
7. Designed interactive dashboard visuals.

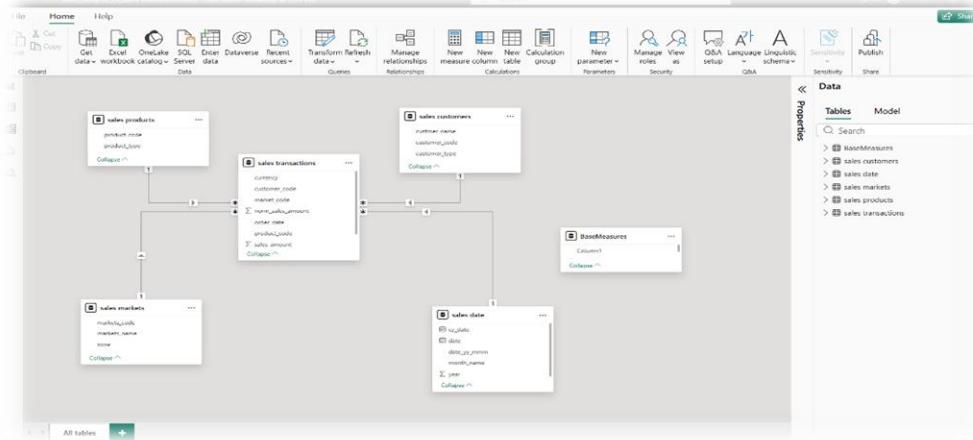


Figure 1: Data model showing relationships between sales tables.

6. Dashboard Insights

The dashboard provides insights such as:

- Total revenue and sales quantity overview.
- Revenue trends over different years and months.
- Market-wise sales performance.
- Top customers contributing to revenue.

- Top products sold.
- Interactive filters for time and markets.

These insights help stakeholders quickly understand sales performance.



Figure 2: Sales Insights Dashboard built in Power BI.

7. Outcome of the Project

The project resulted in:

- Automated and interactive sales dashboard.
- Faster analysis of sales performance.
- Reduced manual reporting effort.
- Better understanding of profitable markets and customers.
- Improved decision-making capability.

8. Conclusion

The Sales Insight Data Analysis project successfully transformed raw sales data into meaningful insights using Power BI dashboards. It enables stakeholders to monitor business performance efficiently and supports data-driven decisions.

The solution improves reporting efficiency and helps in identifying growth opportunities for AtliQ Hardware.