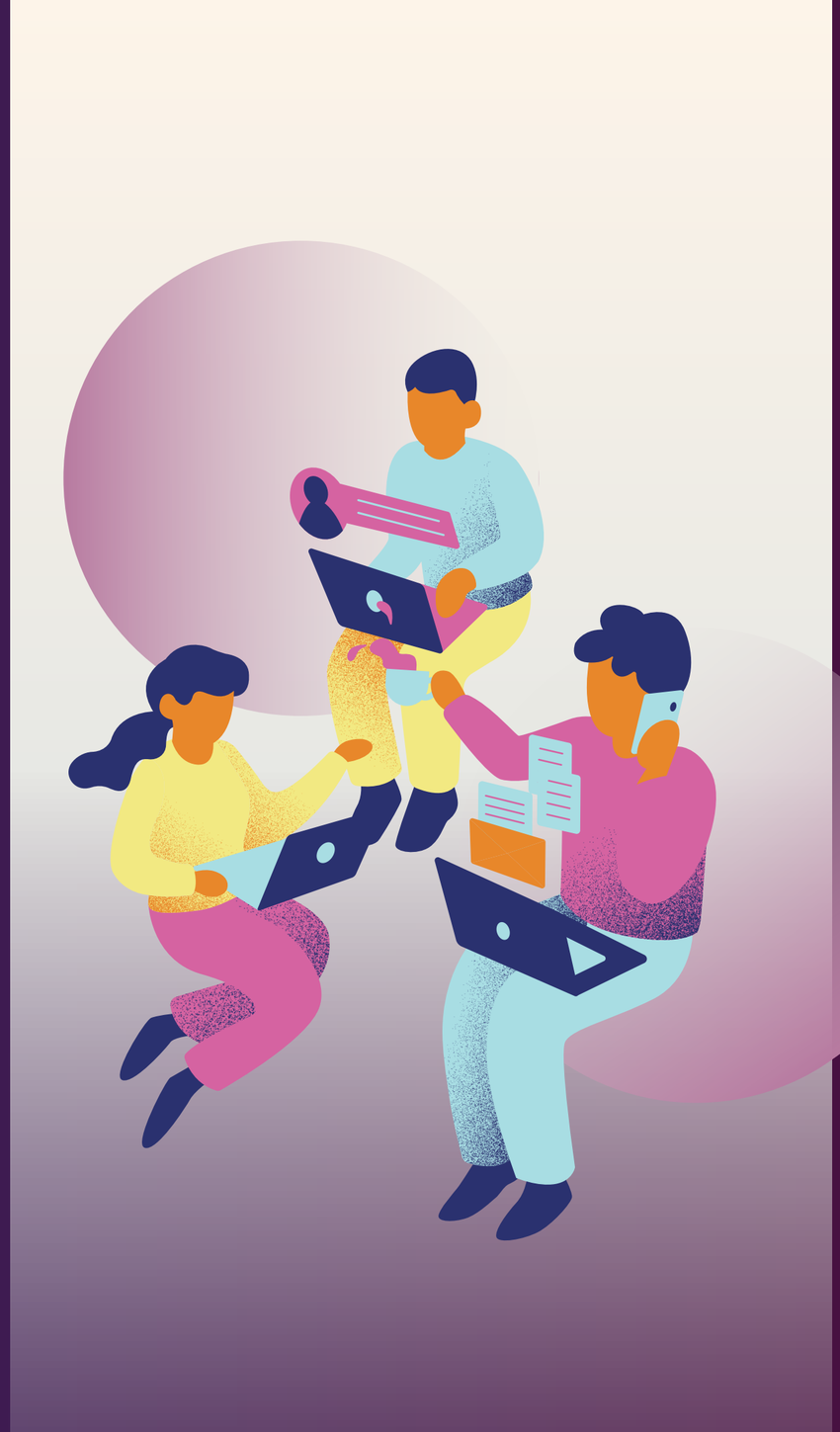
ATLIQ HARDWARE COMPANY

HTTPS://WWW.ATLIQ.COM/

COMPANY OVERVIEW

AtliQ Hardware is a company which supplies computer hardware and peripherals to many of clients such as surge stores, Nomad stores etc. across India. AtliQ Hardware head office is situated in Delhi, India and they have many regional office through out the India.



DATA DISCOVERY :

PROJECT PLANNING USING AIMS GRID -

- It is a project management tool which consists of four components
-
-
  - Purpose - (What to do exactly)
  - Stackholder - (Who will be involved)
  - End result - (What do you want to achieve)
  - Success Criteria - (Cost optimization and time save)
-

AIMS GRID -

- 1. Purpose :- To unlock sales insights that are not visible before for the sales them for decision support and automate them to reduced manual time spent in data gathering.
- 2. Stakeholders :-
- Sales Director
  - Marketing Team
  - Customer Service Team
  - Data and Analytics Team
  - IT
- 3. End result :- An automated dashboard providing quick and latest sights in order to support Data driven decision making
- 4. Success Criteria :-
  - Dahboard uncovering sales order insights with latest data available
  - Sales team able to take better decisions and prove 10% cost saving of total spend.
  - Sales analysis stop data gathering manually in order to save 20% business time andreinvest it value added activity.
-

TOOLS FOR DATA ANALYSIS

MySQL

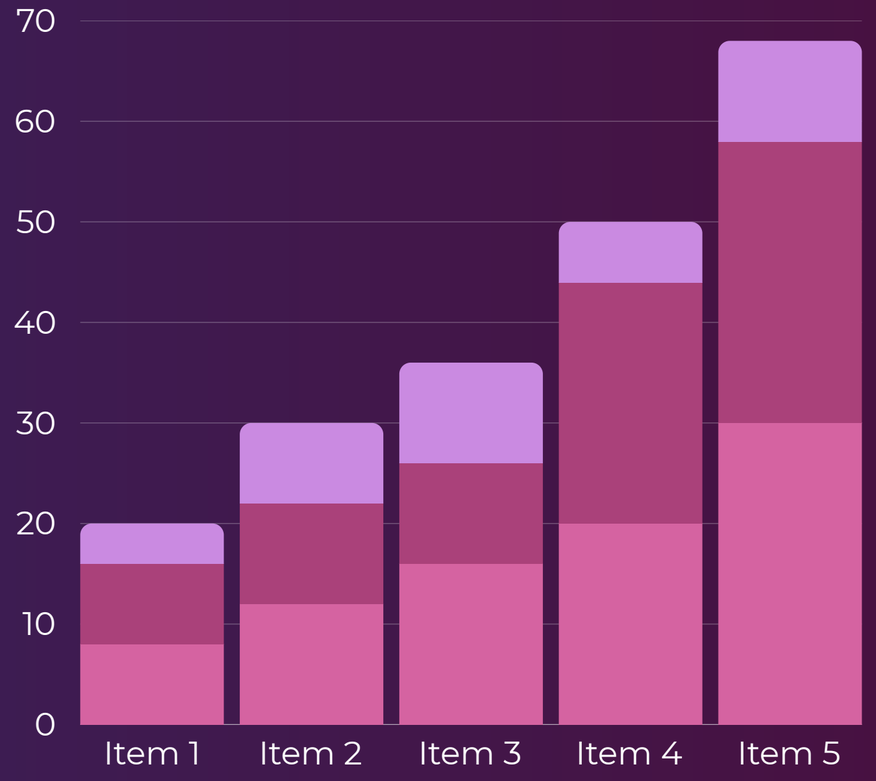
Microsoft Power BI

Power Query Editor

DAX Language

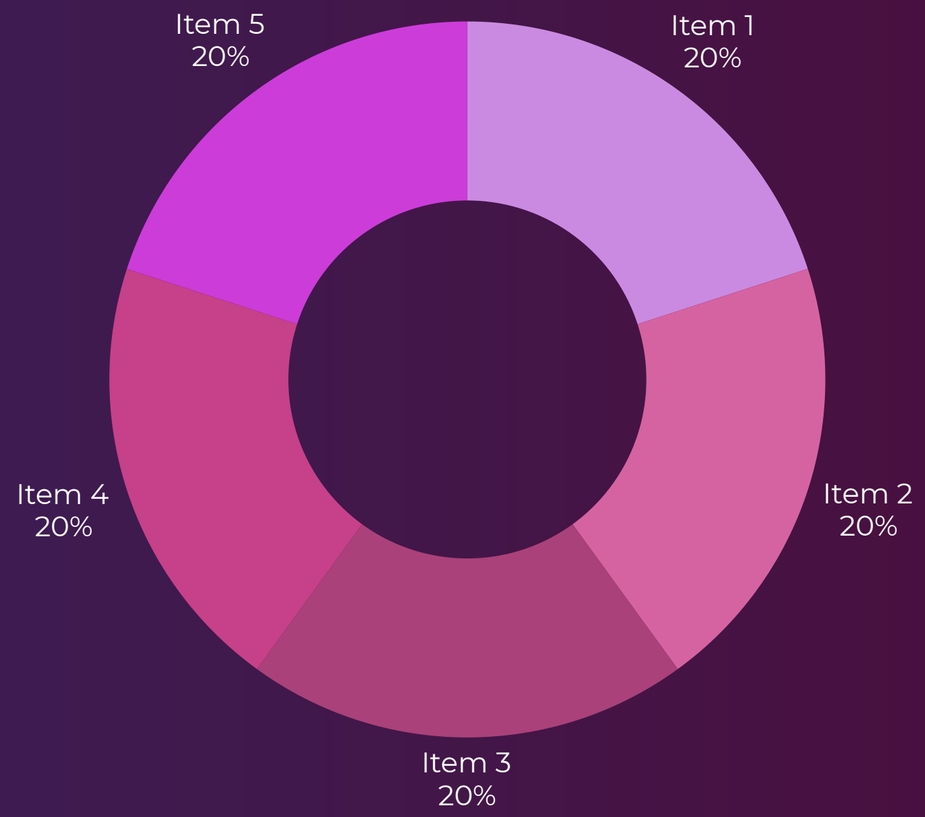
BUILDING DASHBOARDS OR REPORTS

we leverage the power of Power BI Desktop to craft comprehensive dashboards and reports. Utilizing a range of Data Analysis Expressions (DAX) measures, we delve deep into data visualization, transforming raw data into actionable insights. DAX, a powerful formula language, enables us to create calculated columns, tables, and advanced measures, enhancing the granularity of our analysis.

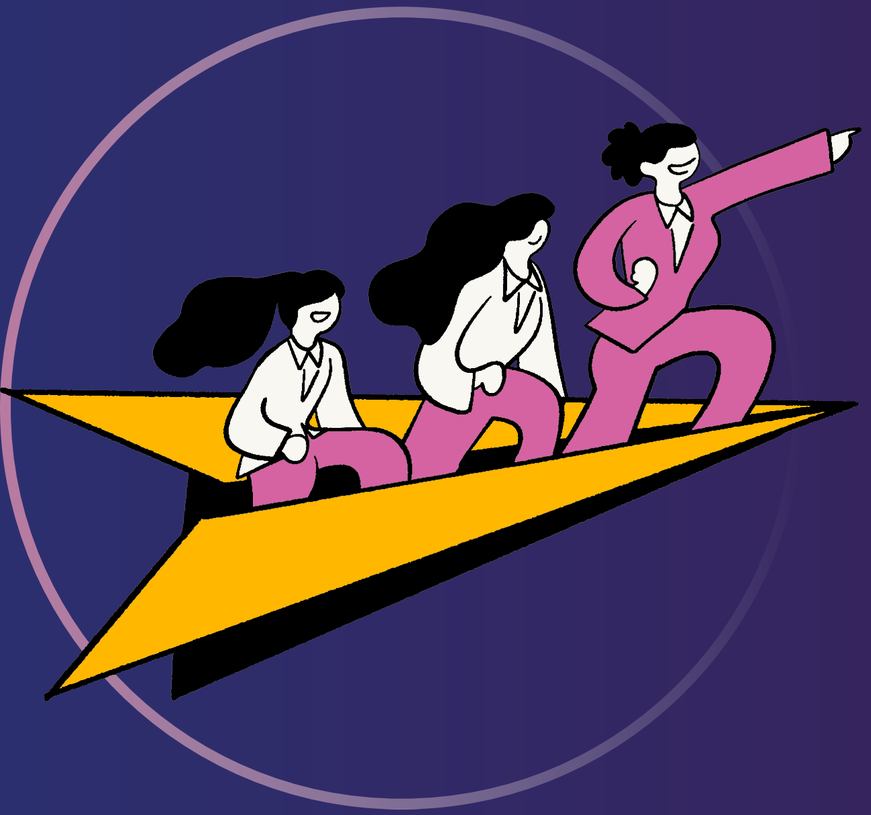


OUTCOME & INSIGHTS

- created a clean, structured dataset ready for advanced analytics
- enabled real-time data exploration via power bi
- delivered interactive dashboards supporting business decisions
- improved data quality and reporting accuracy



KEY LEARNINGS



1. Learned about what real business data sets look like.
2. Learned about how to write some major analysis queries in MySQL.
3. how to connect the database's tables to Power Bi and how to clean & modify the unwanted data in Power Query.
4. Learned about some major practical DAX functions and measures.
5. Learned about some major analytical visuals and reports.

DATA ANALYSIS DAX:

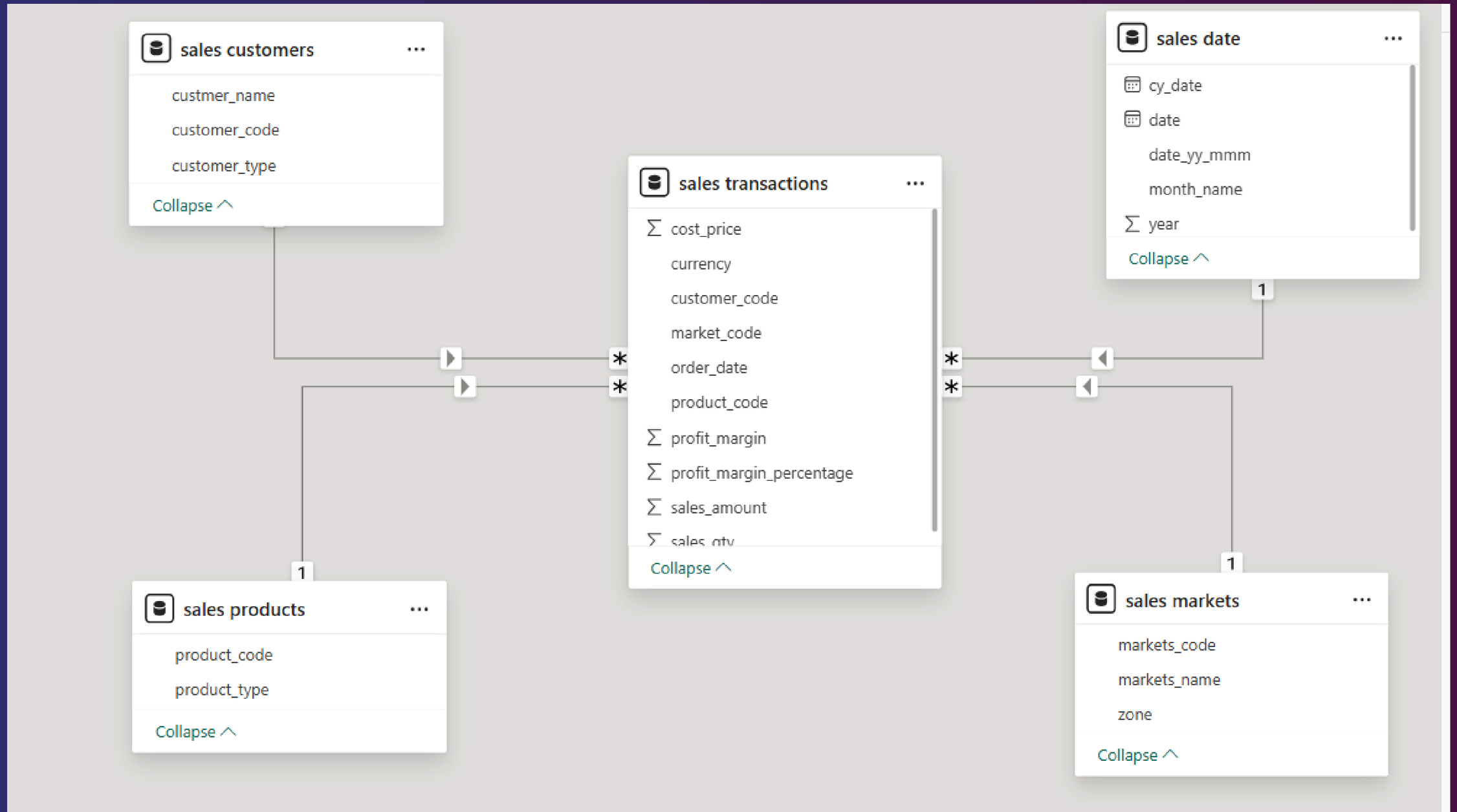
Measures used in all visualization are:
Key Measures:

- Profit Margin % = DIVIDE([Total Profit Margin],[Revenue],0)
- Profit Margin Contribution % = DIVIDE([Total Profit Margin],CALCULATE([Total Profit Margin],ALL('sales products'),ALL('sales customers'),ALL('sales markets')))
- Revenue = SUM('sales transactions'[sales_amount])
- Revenue Contribution % = DIVIDE([Revenue],CALCULATE([Revenue],ALL('sales products'),ALL('sales customers'),ALL('sales markets')))
- Revenue LY = CALCULATE([Revenue],SAMEPERIODLASTYEAR('sales date'[date]))
- sales quntity = SUM('sales transactions'[sales_qty])
- Total Profit Margin = SUM('Sales transactions'[Profit_Margin])

Profit Target:

- Profit Target1 = GENERATESERIES(-0.05, 0.15, 0.01)
- Profit Target Value = SELECTEDVALUE('Profit Target1'[Profit Target])
- Target Diff = [Profit Margin %]-'Profit Target1'[Profit Target Value]

DATA CLEANING AND ETL (EXTRACT, TRANSFORM, LOAD):

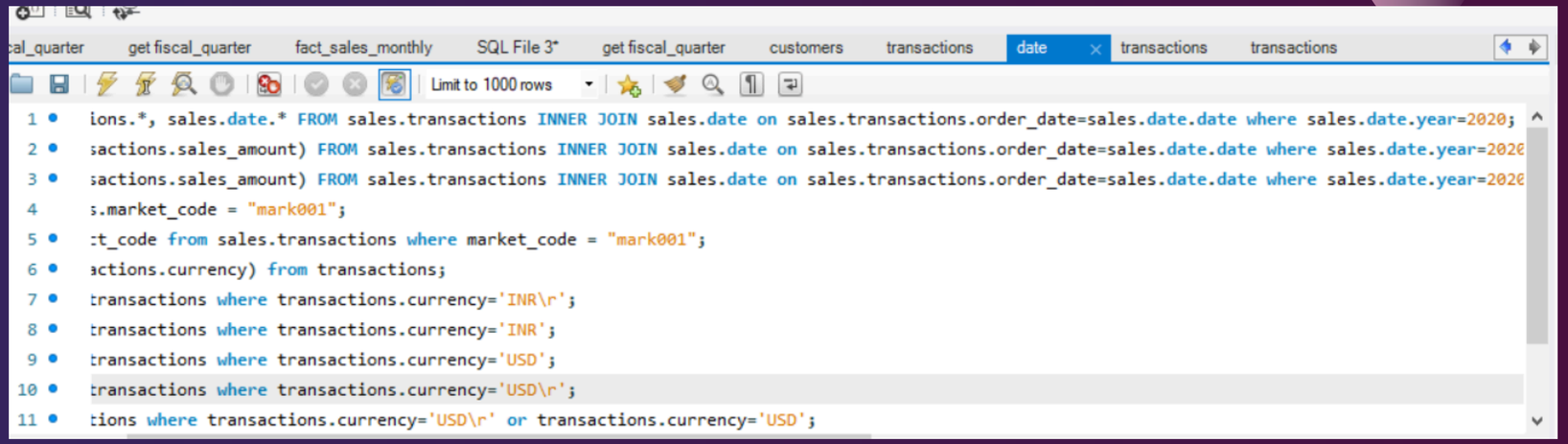


DATA ANALYSIS USING MYSQL :

COMPLETED THE DATA DISCOVERY AND THEN USED MYSQL FOR DATA ANALYSIS.
SQL DATABASE DUMP IS IN DB_DUMP.SQL FILE ABOVE.
DOWNLOAD DB_DUMP.SQL FILE TO YOUR LOCAL COMPUTER

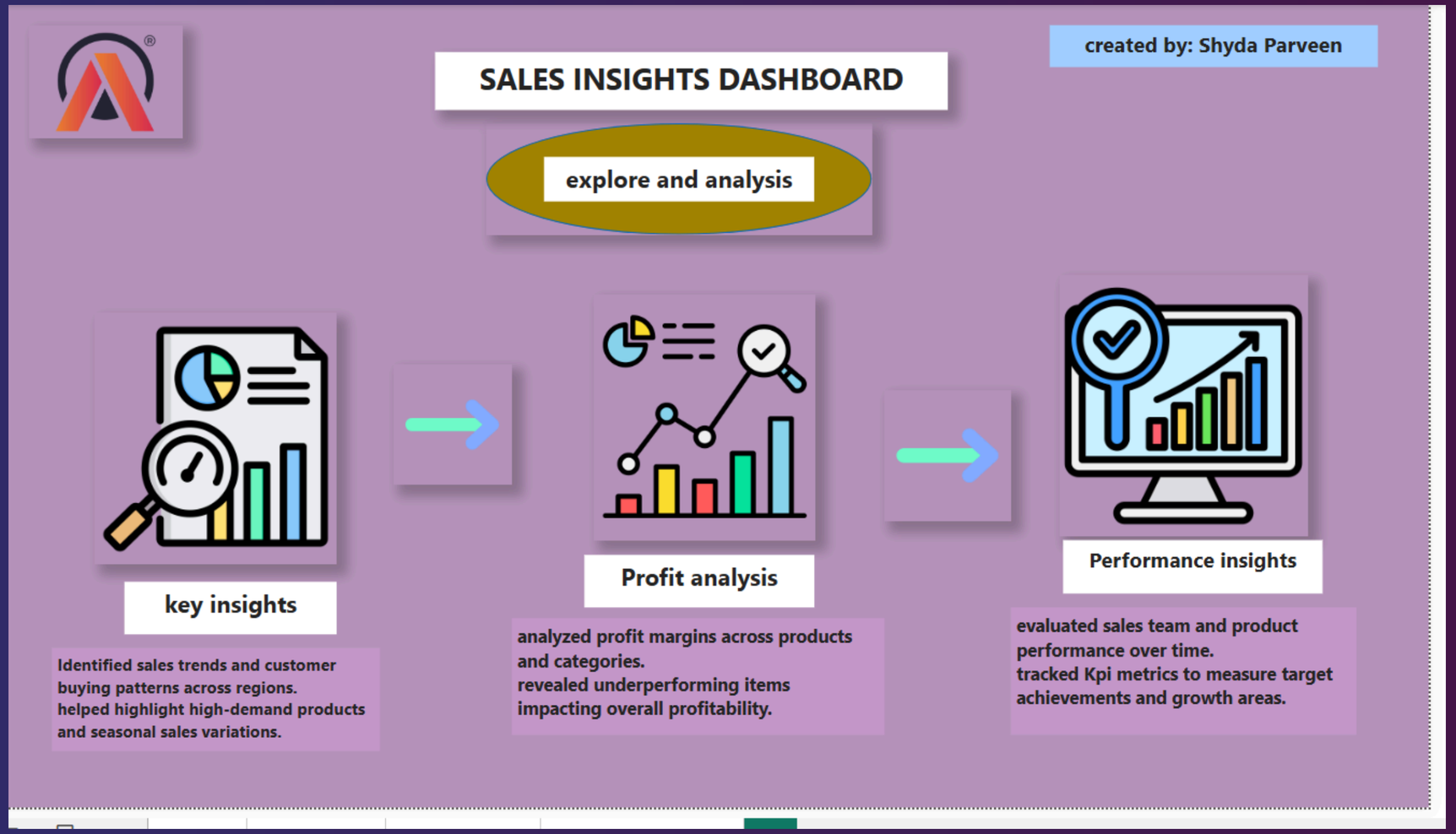
- IMPORTING DATA TO MYSQL WORKBENCH

THE IMPORT OF DATA IS DONE FROM AN ALREADY EXISTING MYSQL FILE. THIS FILE HAS TO BE LOADED INTO MYSQL WORKBENCH FOR FURTHER DATA ANALYSIS.

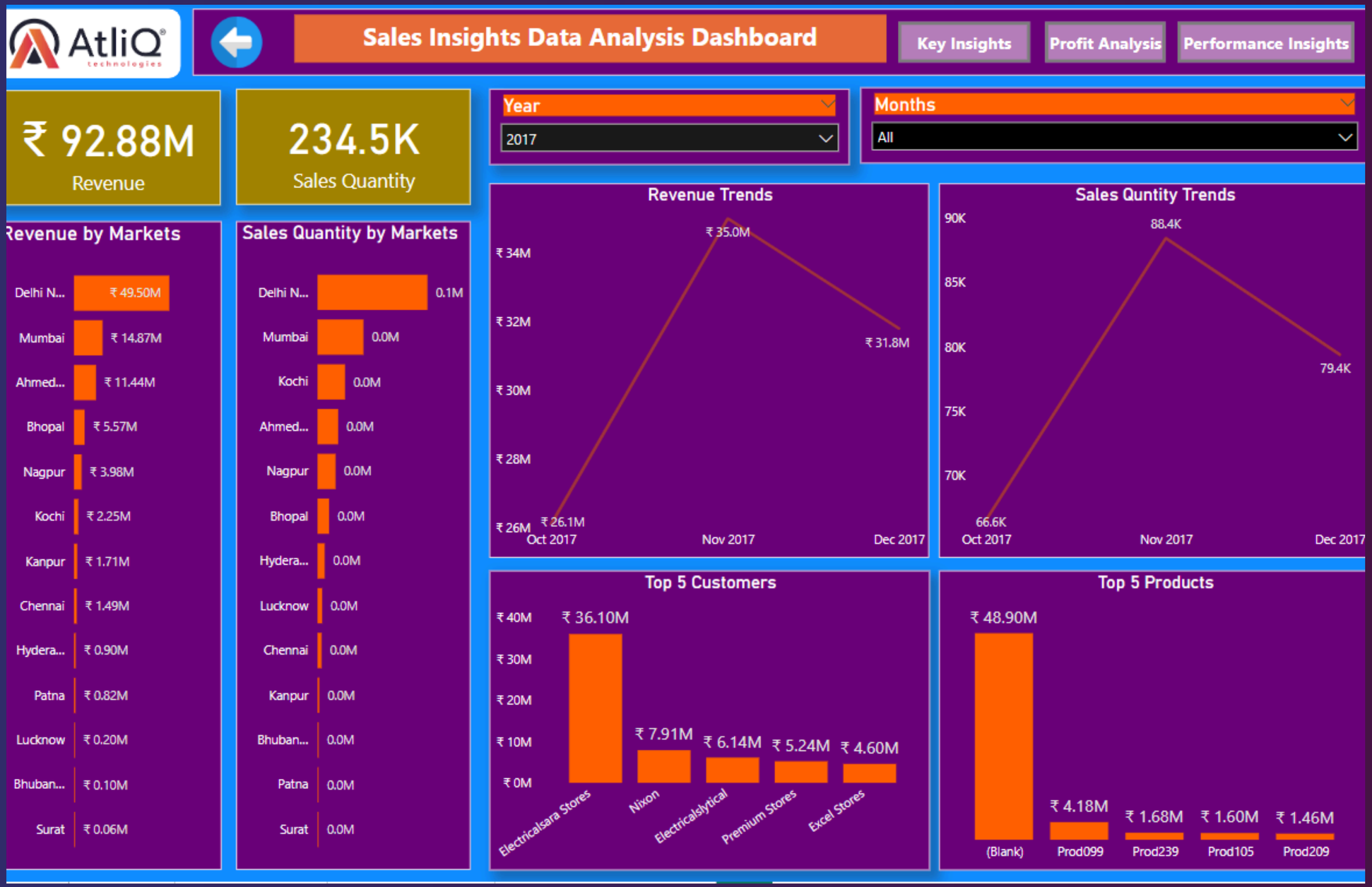


Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

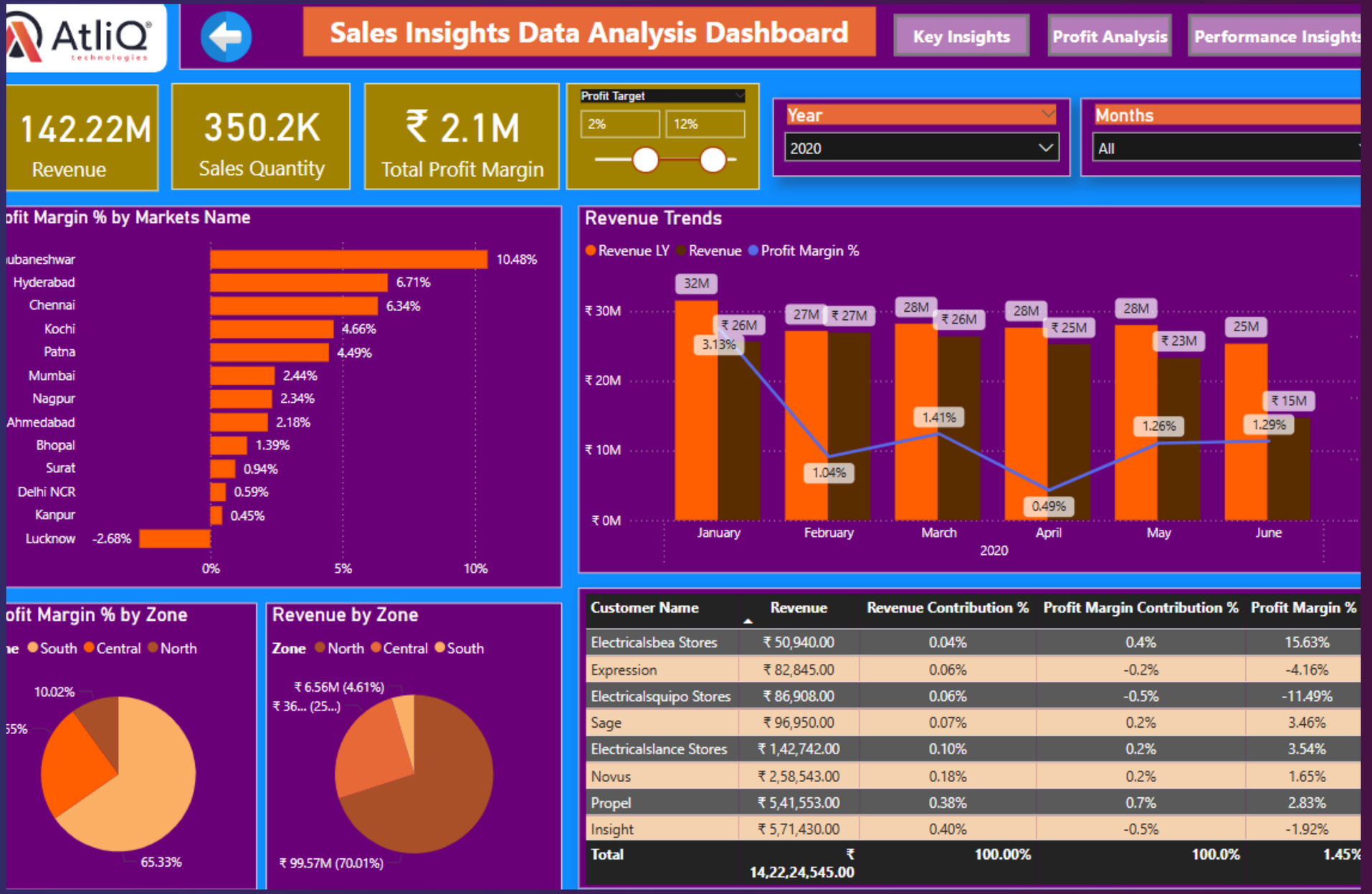
product_code	customer_code	market_code	order_date	sales_qty	sales_amount	currency	profit_margin_percentage	profit_margin	cost_price	date	cy_date	yea
Prod279	Cus020	Mark011	2020-01-02	1	102	INR	0.14	14.28	87.72	2020-01-02	2020-01-01	2020
Prod279	Cus020	Mark011	2020-01-08	1	102	INR	0.34	34.68	67.32	2020-01-08	2020-01-01	2020
Prod279	Cus020	Mark011	2020-01-09	1	102	INR	-0.16	-16.32	118.32	2020-01-09	2020-01-01	2020
Prod279	Cus020	Mark011	2020-01-10	1	102	INR	0.02	2.04	99.96	2020-01-10	2020-01-01	2020
Prod279	Cus020	Mark011	2020-01-20	1	102	INR	-0.1	-10.2	112.2	2020-01-20	2020-01-01	2020
Prod278	Cus020	Mark011	2020-01-03	1	102	INR	-0.05	-5.1	107.1	2020-01-03	2020-01-01	2020
Prod294	Cus020	Mark011	2020-01-08	1	102	INR	0.32	32.64	69.36	2020-01-08	2020-01-01	2020
Prod294	Cus020	Mark011	2020-01-17	1	102	INR	0.17	17.34	84.66	2020-01-17	2020-01-01	2020
Prod131	Cus020	Mark011	2020-01-15	1	102	INR	-0.29	-29.58	131.58	2020-01-15	2020-01-01	2020
Prod290	Cus020	Mark011	2020-01-15	1	102	INR	0.17	17.34	84.66	2020-01-15	2020-01-01	2020
Prod292	Cus020	Mark011	2020-01-15	1	102	INR	-0.19	-19.38	121.38	2020-01-15	2020-01-01	2020
Prod056	Cus020	Mark011	2020-01-16	1	102	INR	0.17	17.34	84.66	2020-01-16	2020-01-01	2020
Prod295	Cus020	Mark011	2020-01-17	1	102	INR	-0.13	-13.26	115.26	2020-01-17	2020-01-01	2020
Prod292	Cus020	Mark011	2020-01-21	1	102	INR	-0.18	-18.36	120.36	2020-01-21	2020-01-01	2020
Prod056	Cus020	Mark011	2020-01-27	1	102	INR	-0.16	-16.32	118.32	2020-01-27	2020-01-01	2020
Prod056	Cus020	Mark011	2020-01-31	1	102	INR	-0.13	-13.26	115.26	2020-01-31	2020-01-01	2020
Prod292	Cus020	Mark011	2020-02-02	1	102	INR	0	0	102	2020-02-02	2020-02-01	2020


created by: Shyda Parveen
SALES INSIGHTS DASHBOARD
explore and analysis
key insights
Identified sales trends and customer buying patterns across regions.
helped highlight high-demand products and seasonal sales variations.
Profit analysis
analyzed profit margins across products and categories.
revealed underperforming items impacting overall profitability.
Performance insights
evaluated sales team and product performance over time.
tracked Kpi metrics to measure target achievements and growth areas.

HOME PAGE


AtliQ technologies
Sales Insights Data Analysis Dashboard
Key Insights
Profit Analysis
Performance Insights
₹ 92.88M
Revenue
234.5K
Sales Quantity
Year
2017
Months
All
Revenue by Markets
Delhi N... ₹ 49.50M
Mumbai ₹ 14.87M
Ahmed... ₹ 11.44M
Bhopal ₹ 5.57M
Nagpur ₹ 3.98M
Kochi ₹ 2.25M
Kanpur ₹ 1.71M
Chennai ₹ 1.49M
Hydera... ₹ 0.90M
Patna ₹ 0.82M
Lucknow ₹ 0.20M
Bhuban... ₹ 0.10M
Surat ₹ 0.06M
Sales Quantity by Markets
Delhi N... 0.1M
Mumbai 0.0M
Kochi 0.0M
Ahmed... 0.0M
Nagpur 0.0M
Bhopal 0.0M
Hydera... 0.0M
Lucknow 0.0M
Chennai 0.0M
Kanpur 0.0M
Bhuban... 0.0M
Patna 0.0M
Surat 0.0M
Revenue Trends
₹ 34M
₹ 32M
₹ 30M
₹ 28M
₹ 26M
₹ 35.0M
₹ 31.8M
₹ 26.1M
Oct 2017
Nov 2017
Dec 2017
Sales Quntity Trends
90K
85K
80K
75K
70K
88.4K
79.4K
66.6K
Oct 2017
Nov 2017
Dec 2017
Top 5 Customers
₹ 40M
₹ 30M
₹ 20M
₹ 10M
₹ 0M
₹ 36.10M
₹ 7.91M
₹ 6.14M
₹ 5.24M
₹ 4.60M
Electricalsara Stores
Nixon
Electricalslytical
Premium Stores
Excel Stores
Top 5 Products
₹ 48.90M
₹ 4.18M
₹ 1.68M
₹ 1.60M
₹ 1.46M
(Blank)
Prod099
Prod239
Prod105
Prod209

KEY INSIGHT



Customer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹ 50,940.00	0.04%	0.4%	15.63%
Expression	₹ 82,845.00	0.06%	-0.2%	-4.16%
Electricalsquipo Stores	₹ 86,908.00	0.06%	-0.5%	-11.49%
Sage	₹ 96,950.00	0.07%	0.2%	3.46%
Electricalslance Stores	₹ 1,42,742.00	0.10%	0.2%	3.54%
Novus	₹ 2,58,543.00	0.18%	0.2%	1.65%
Propel	₹ 5,41,553.00	0.38%	0.7%	2.83%
Insight	₹ 5,71,430.00	0.40%	-0.5%	-1.92%
Total	**₹ 14,22,24,545.00**	**100.00%**	**100.0%**	**1.45%**

PROFIT ANALYSIS

Sales Insights Data Analysis Dashboard

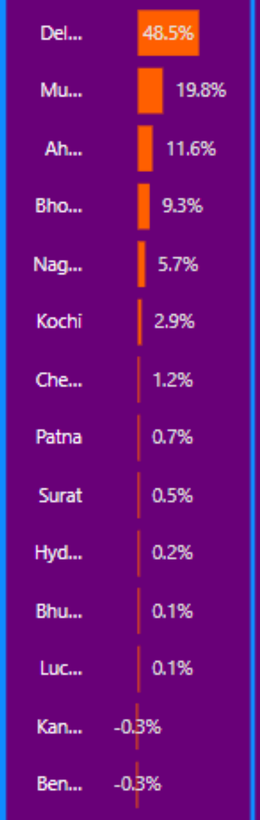
Key Insights | Profit Analysis | Performance Insights

₹ 984.8...	2.4M	₹ 24.7M
Revenue	Sales Quantity	Total Profit Margin

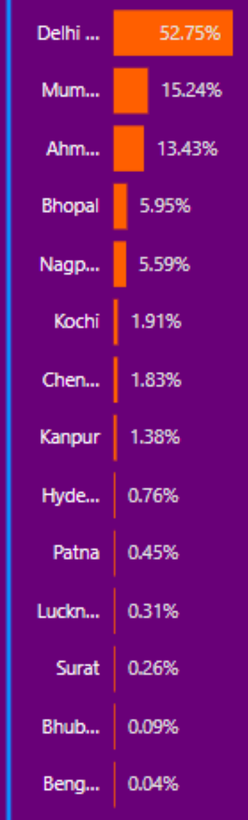
Year: All

Months: All

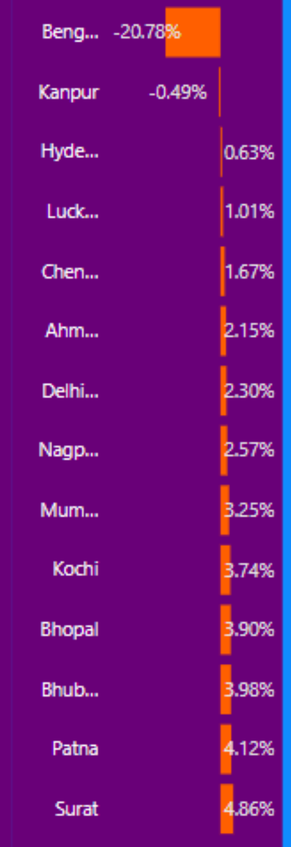
Profit Contribution % by Markets



Revenue Contribution % by Markets



Profit % by Markets



Revenue Trends

Customer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹ 41,33,33,588.00	41.97%	37.7%	2.25%
Electricalslytical	₹ 4,96,44,189.00	5.04%	6.8%	3.40%
Excel Stores	₹ 4,91,15,620.00	4.99%	2.8%	1.38%
Premium Stores	₹ 4,49,06,666.00	4.56%	4.3%	2.35%
Nixon	₹ 4,38,93,083.00	4.46%	7.2%	4.07%
Info Stores	₹ 3,51,00,033.00	3.56%	1.3%	0.90%
Control	₹ 3,17,71,997.00	3.23%	3.3%	2.60%
Surge Stores	₹ 2,86,48,916.00	2.91%	2.7%	2.29%
Acclaimed Stores	₹ 2,11,96,727.00	2.15%	1.3%	1.51%
Total	**₹ 98,48,13,463.00**	**100.00%**	**100.0%**	**2.50%**

PERFORMANCE INSIGHT:

THANK YOU!

DATA ANALYSIS IS KEY TO BUSINESS GROWTH AND SUCCESS!

VIEW LIVE DASHBOARD

HTTPS://APP.POWERBI.COM/LINKS/QEUG-A_BPW?CTID=C6E549B3-5F45-4032-AAE9-D4244DC5B2C4&PBI_SOURCE=LINKSHARE