■ Excel Sales Analytics – Atliq Hardware

■ Project Overview

This project contains two dynamic Excel reports built for the Sales Department at Atliq Hardware, aimed at evaluating: - Customer Performance - Market Performance (vs Targets) These reports provide data-driven insights into sales trends, customer profitability, and market gaps — enabling smarter business decisions.

■ Tools & Techniques Used

1. Microsoft Excel (Advanced)
2. Power Query for ETL (Extract, Transform, Load)
3. Pivot Tables (5+)
4. DAX formulas (e.g., CALCULATE, FILTER, RANKX)
5. Slicers & Interactive Filters

■ Files Included

1. Customer Performance Report.xlsx
2. Market Performance Report.xlsx
3. Raw_Data_Sources/ – Folder containing cleaned and raw datasets
4. Documentation.pdf – Explains KPIs, formulas, filters, and report usage

■ Key Features

1. Customer Insights: Identify top-performing customers, sales trends, and discount effectiveness
2. Market vs Target Analysis: Compare actual sales with targets at multiple levels (region, product, etc.)
3. Interactive Dashboards: Slicers for filtering by product, region, and sales channel
4. Actionable Insights: Highlight underperforming areas and reveal new opportunities

■ Business Impact

1. Informed sales team on effective customer discounts
2. Facilitated negotiation strategies with distributors
3. Identified expansion opportunities in underpenetrated markets

■ How to Use

1. Clone/download the repository
2. Open .xlsx files in Excel
3. Enable editing & allow macros if prompted
4. Use slicers to explore data interactively

■ Future Improvements

1. Automate data refresh using Power Query scripts

2   Integrate with Power BI for cloud-based reporting
3   Add support for monthly trend forecasting