ATLIQUE HARDWARE SALES REVENUE AND PROFIT ANALYSIS CASE STUDY PROJECT

- **BY SURENDHAR R**
- **B.TECH(COMPUTER SCIENCE AND BUSINESS SYSTEMS)**

PROBLEM STATEMENT :

Atlique Hardware is a company which supplies different hardware components to different clients. They have different branches in different cities in India. Mr. Bavin Patel is a Sales Director for the Headquarters of Atlique Hardware. His company sales start declining and he wants to know the answer for why the sales are declining. So he asked his regional managers in different branches regarding this problem. They gave lots of excel files to him and it could not provide any valuable insights.

SOLUTION :

In order to overcome this problem, we use **Tableau** to get valuable insights from the data and to take effective decisions by creating realtime and interactive dashboards.

BRAINSTORMING WITH STAKEHOLDERS USING AIMS GRID :

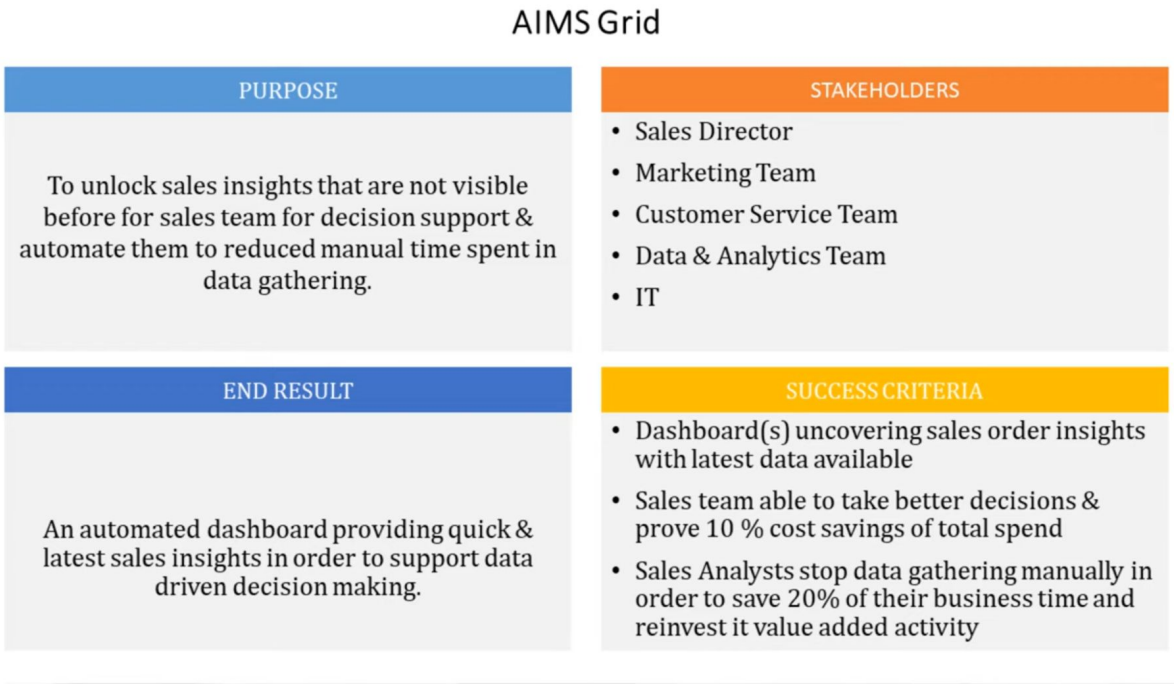
AIMS GRID :

AIMS Grid is a tool which helps you to collect the most important information about your project on one simple page and hence lay the foundation for a successful implementation.

Four components involved in AIMS Grid :

1. Purpose - What is the purpose of doing this project?
2. Clients - Who are the Stakeholders involved in this project?
3. End result - What is the outcome of the project?

4. Success Criteria - What are the success measures after completing this project?



TECH STACK OF THIS PROJECT :

- MySQL Database
- Tableau

WHAT IS MYSQL DATABASE ?

MySQL is an open-source relational database management system A relational database organizes data into one or more data tables in which data types may be related to each other; these relations help structure the data. SQL is a language

programmers use to create, modify and extract data from the relational database, as well as control user access to the database. In addition to relational databases and SQL, an RDBMS like MySQL works with an operating system to implement a relational database in a computer's storage system, manages users, allows for network access and facilitates testing database integrity and creation of backups.

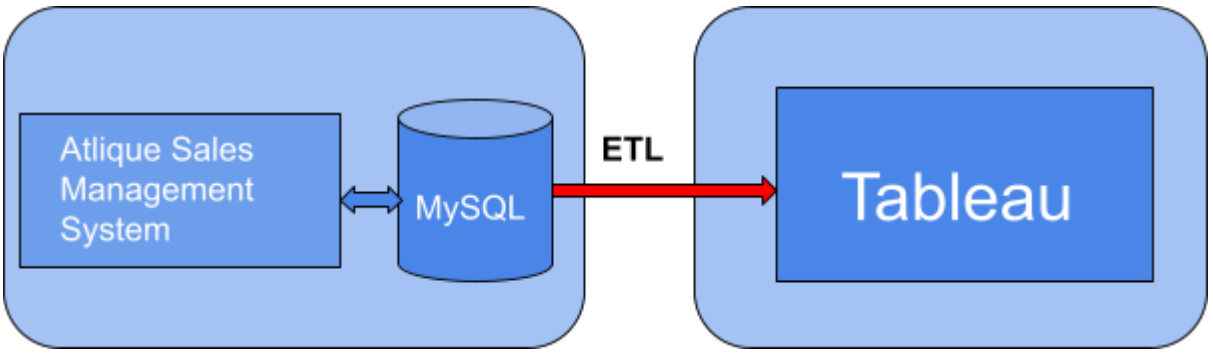
WHAT IS TABLEAU ?

Tableau is a powerful and fastest growing data visualization tool used in the Business Intelligence Industry. It helps in simplifying raw data in a very easily understandable format. Tableau helps create the data that can be understood by professionals at any level in an organization. It also allows non-technical users to create customized dashboards. Data analysis is very fast with Tableau tool and the visualizations created are in the form of dashboards and worksheets.

The best features of Tableau software are

- Data Blending
- Real time analysis
- Collaboration of data

STRUCTURE OF THE PROJECT :



PROCESS AND IMPLEMENTATION OF THE PROJECT :

1. **DATA COLLECTION AND STORAGE :**

Data could be collected from the Atlique Hardware Database and stored into MySQL database for getting analysis and insights.

2. **DATA CLEANING AND TRANSFORMATION :**

Since the data we collected is a raw data i.e it cannot be used for analysis directly because it contains

- Null values
- Duplicate values
- Inappropriate values
- Contains some outliers

So we use Tableau Data Source interface to clean, filter and pre-process data for analysis and visualization.

3. **ANALYZING AND CREATING VISUALIZATIONS USING TABLEAU :**

After pre-processing the raw data into usable data, the next is to start analyzing and create visualization dashboard using Tableau. In this project, we create two dashboards

1. Atlique Hardware Sales Revenue Analysis Dashboard.
2. Atlique Hardware Sales Profit Analysis Dashboard.

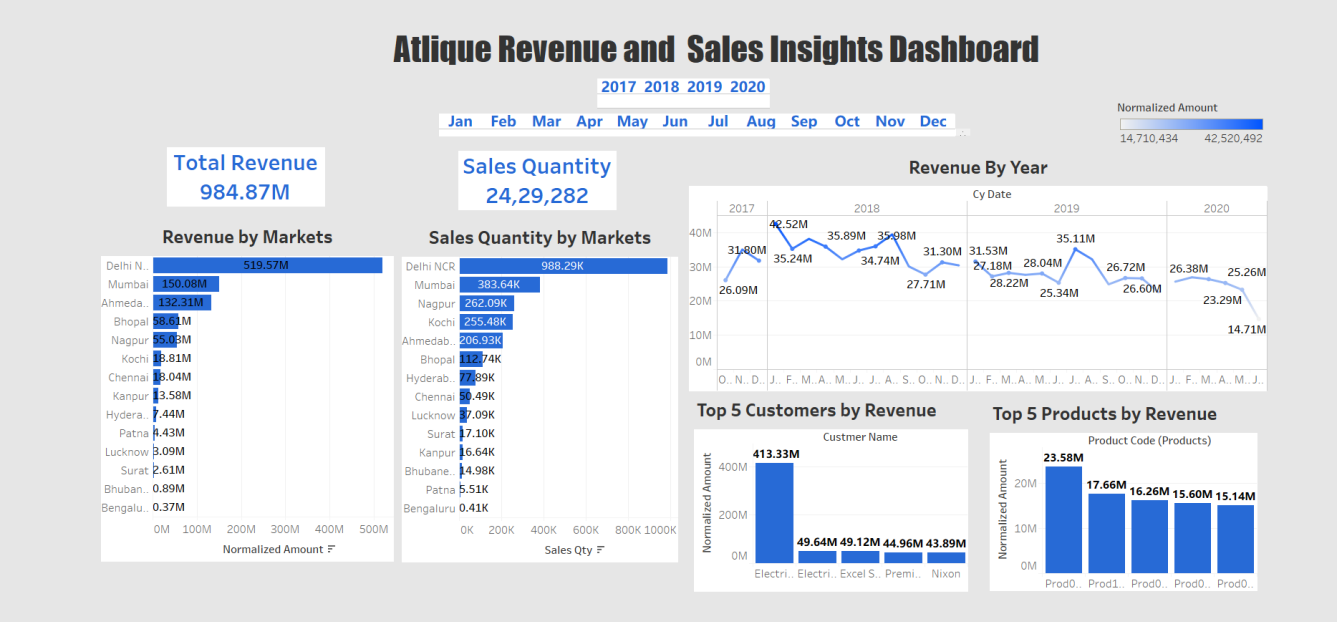
Both of the dashboards are realtime and interactive dashboards.

4. GETTING INSIGHTS AND MAKE EFFECTIVE DECISIONS USING TABLEAU:

After created the dashboards, we can get valuable insights from the data that we couldn't get from the excel sheets. We can make effective business decisions regarding sales declining using the dashboards.

RESULTS :

1. **Atlique Hardware Sales Revenue Analysis Dashboard.**



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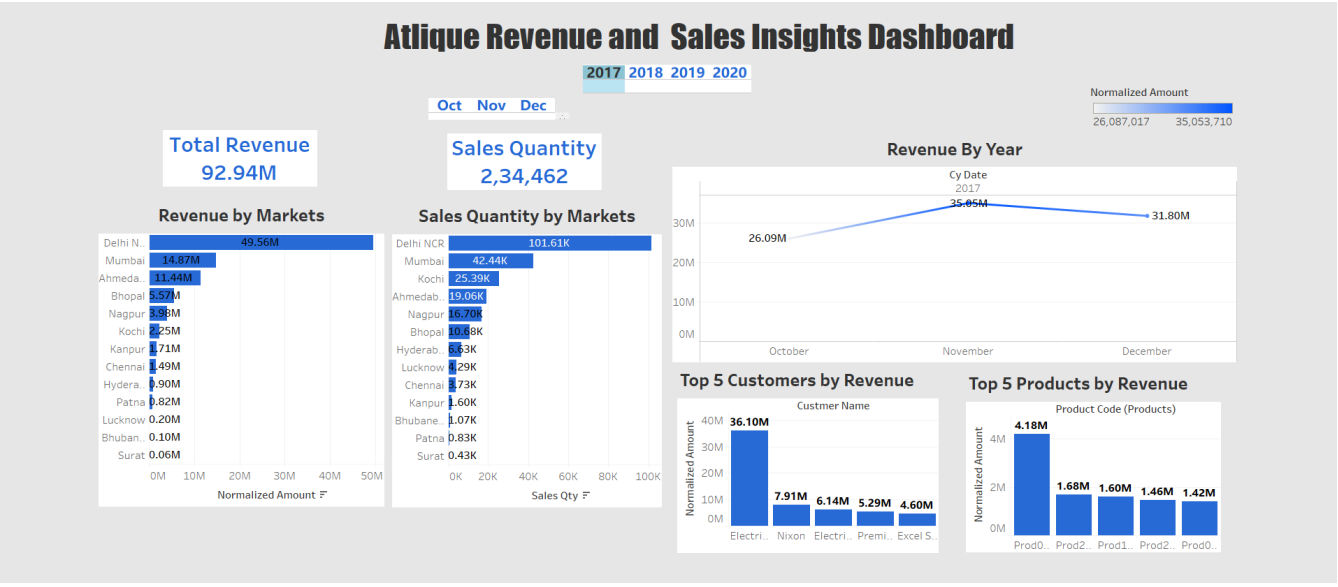

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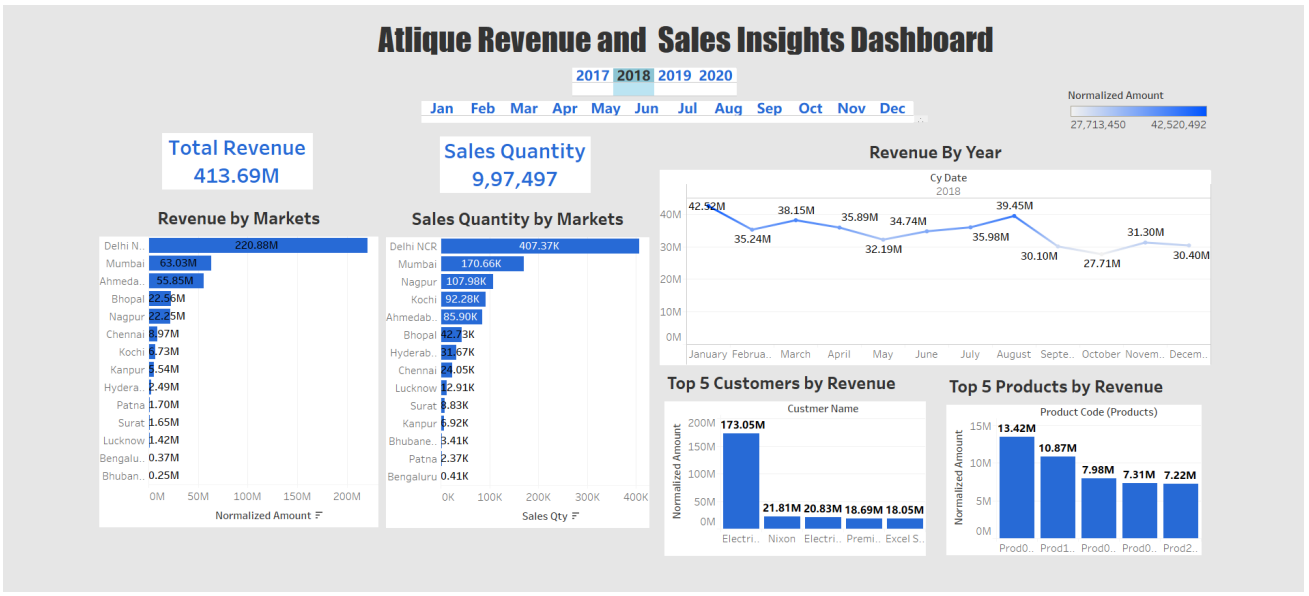

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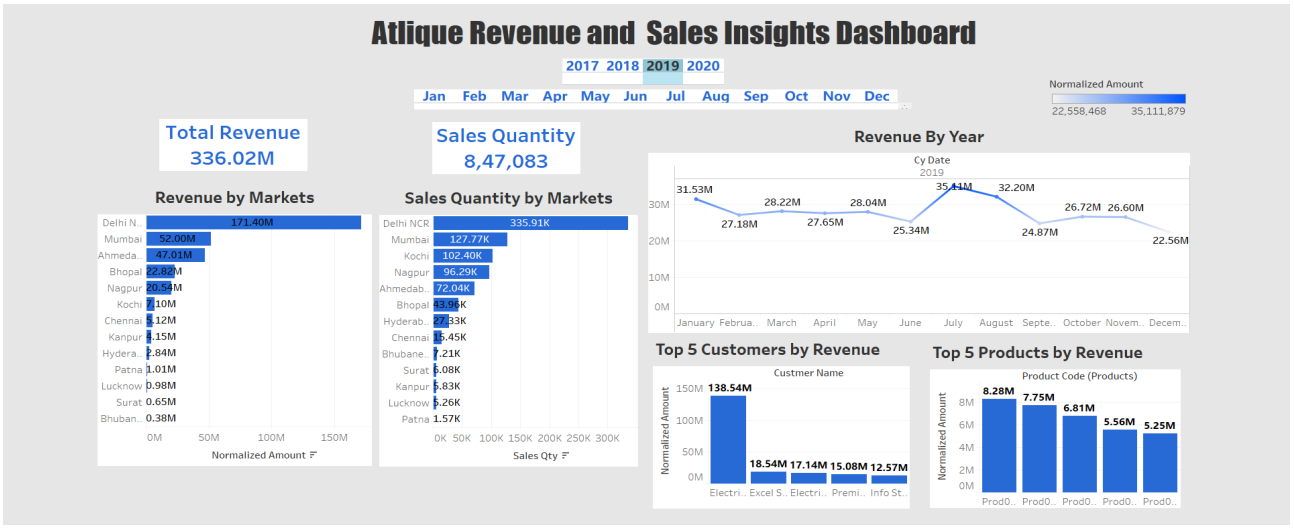
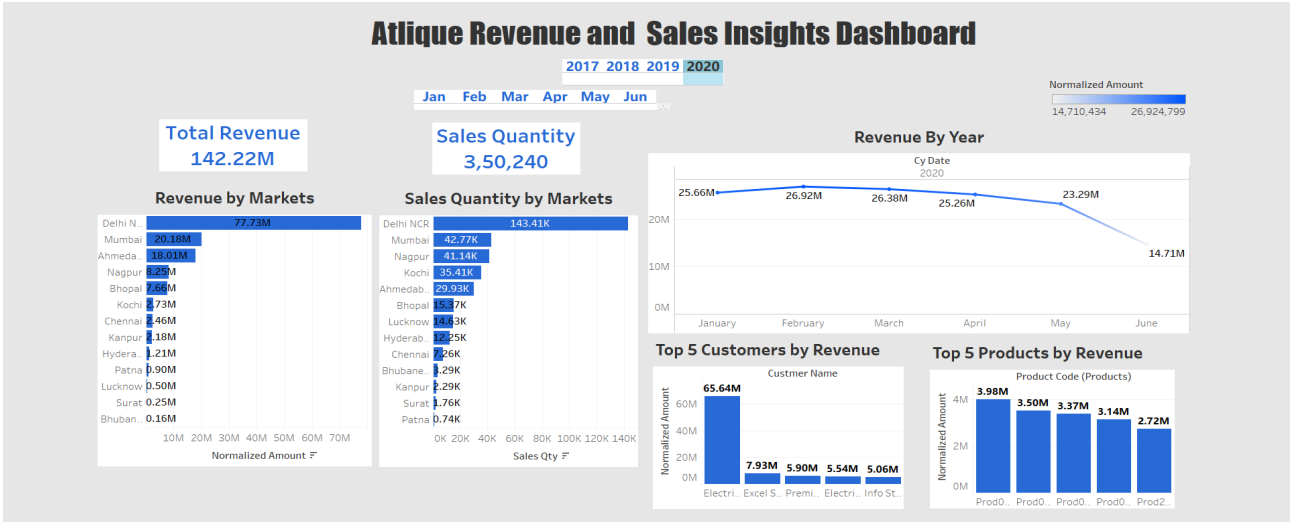
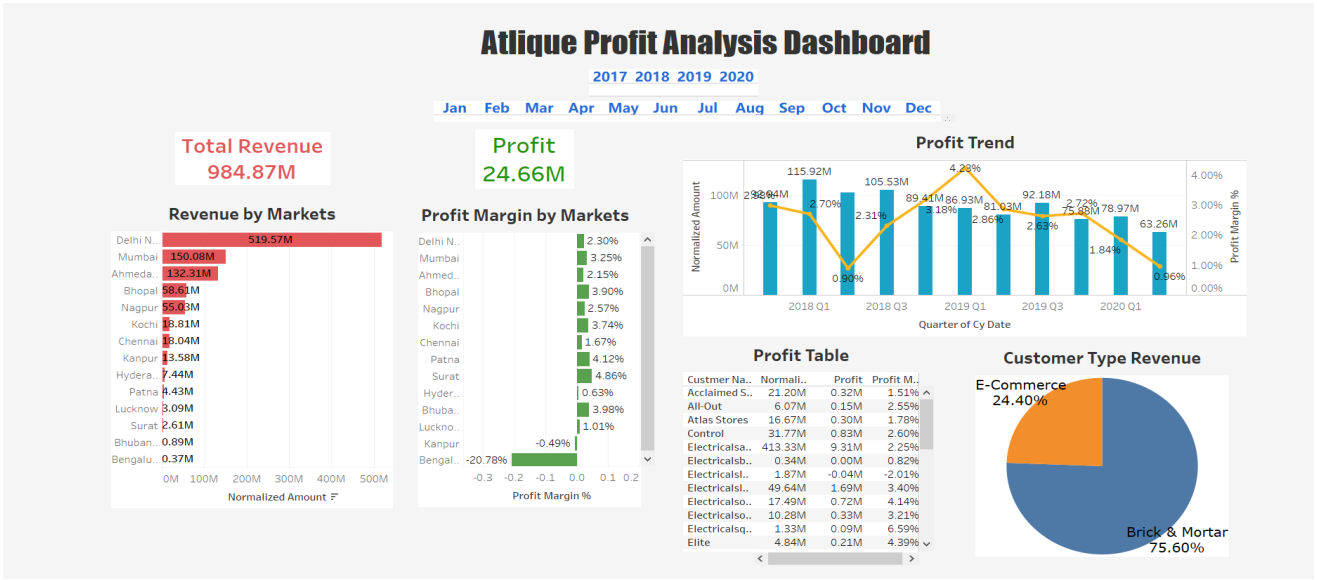


For the year 2020 :



2. Atlique Hardware Sales Profit Analysis Dashboard.



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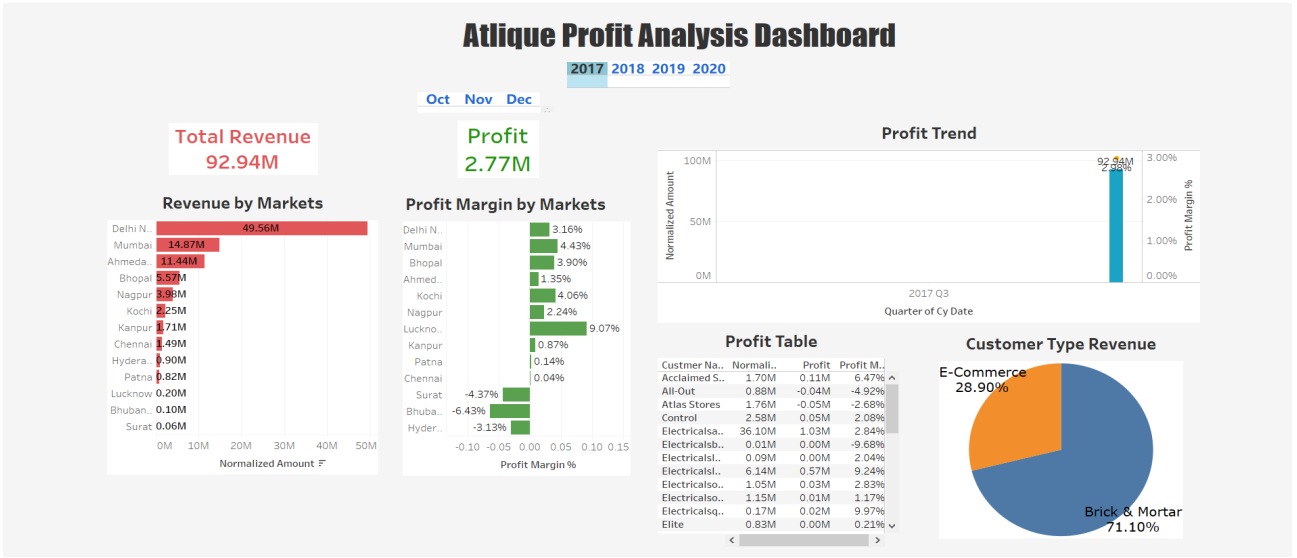

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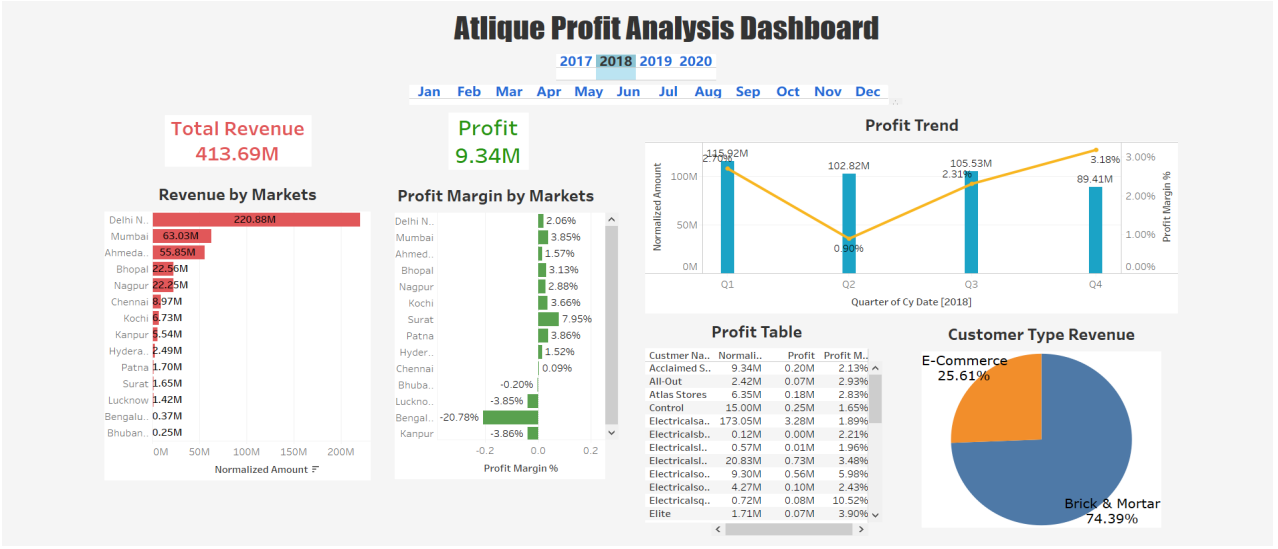

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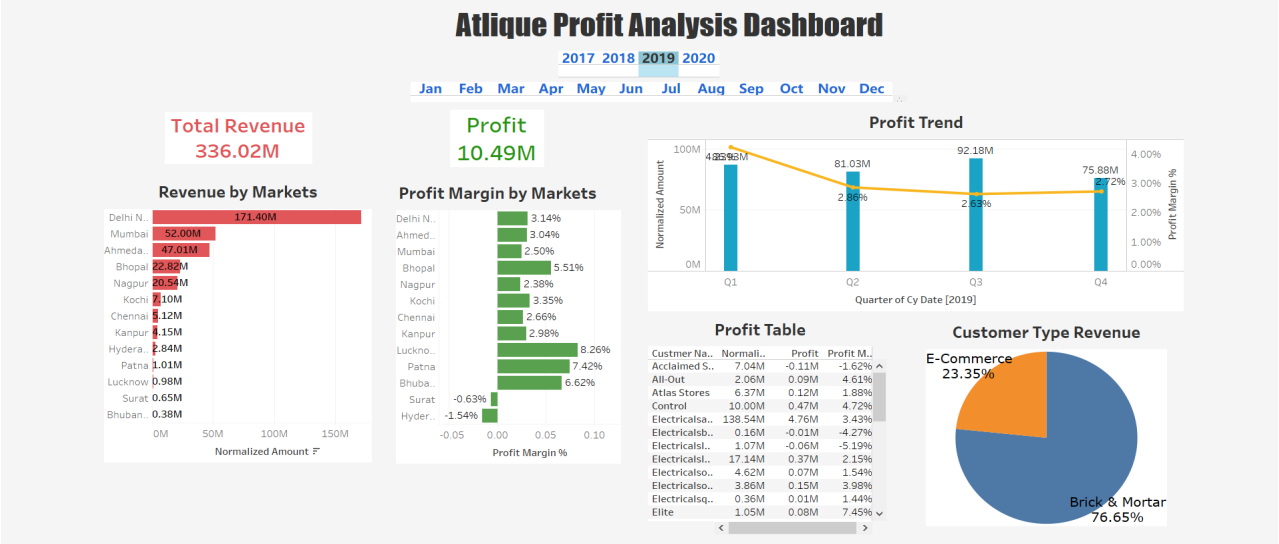

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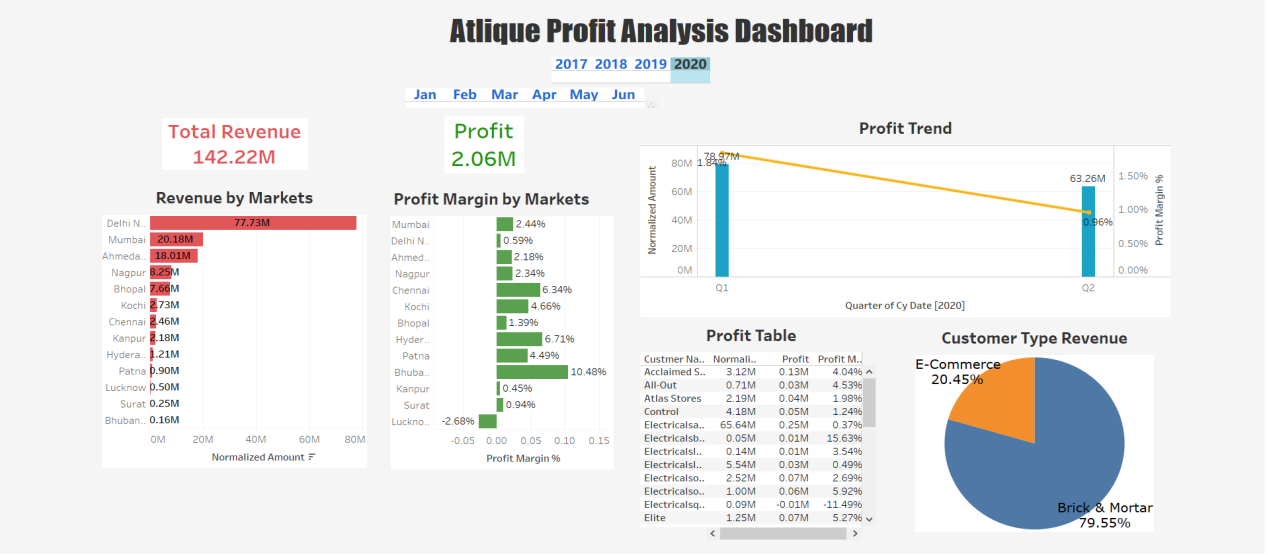

DASHBOARD LINKS :

1.Atlique Hardware Sales Revenue Analysis Dashboard.
Link :
https://public.tableau.com/views/AtliqueSalesInsightsDashboard/AtliqueSalesInsightsDashboard?:language=en&:display_count=y&:origin=viz_share_link

2.Atlique Hardware Sales Profit Analysis Dashboard.
Link :
https://public.tableau.com/views/AtliqueSalesRevenueandProfitAnalysisDashboard/AtliqueProfitAnalysisDashboard?:language=en&:display_count=y&:origin=viz_share_link