

Surya Prakash Bhoi

Data Driven | Data Science | Data Quality

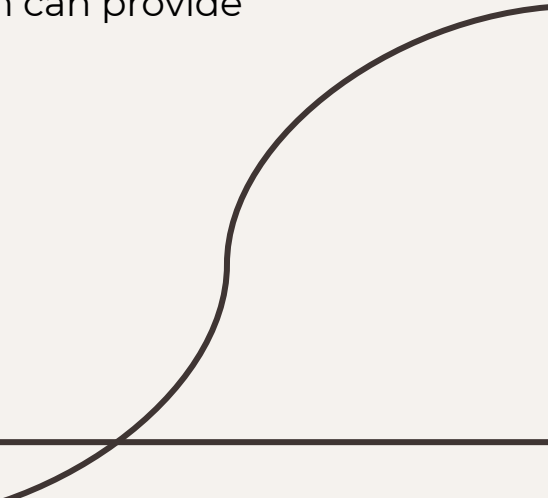
LinkedIn: <https://www.linkedin.com/in/suryapbhoi/>

GitHub: <https://github.com/suryapbhoi>



Sales Insights for AtliQ Hardware Corp

The Problem

- AtliQ Hardware Corp, head quartered in New Delhi, India, is witnessing decline in revenue from last 6 quarters
 - The Sales Director of the company is currently relying on excel files (output data from SQL queries run on the MySQL database) to find the reasoning in the decline in sales and revenue
 - Deriving potential insights and issues from static data files is very challenging
 - Unable to make quick decision about promotional offers, marketing campaigns etc. due to the absence of a functional tool which can provide ample reporting of the data
- 

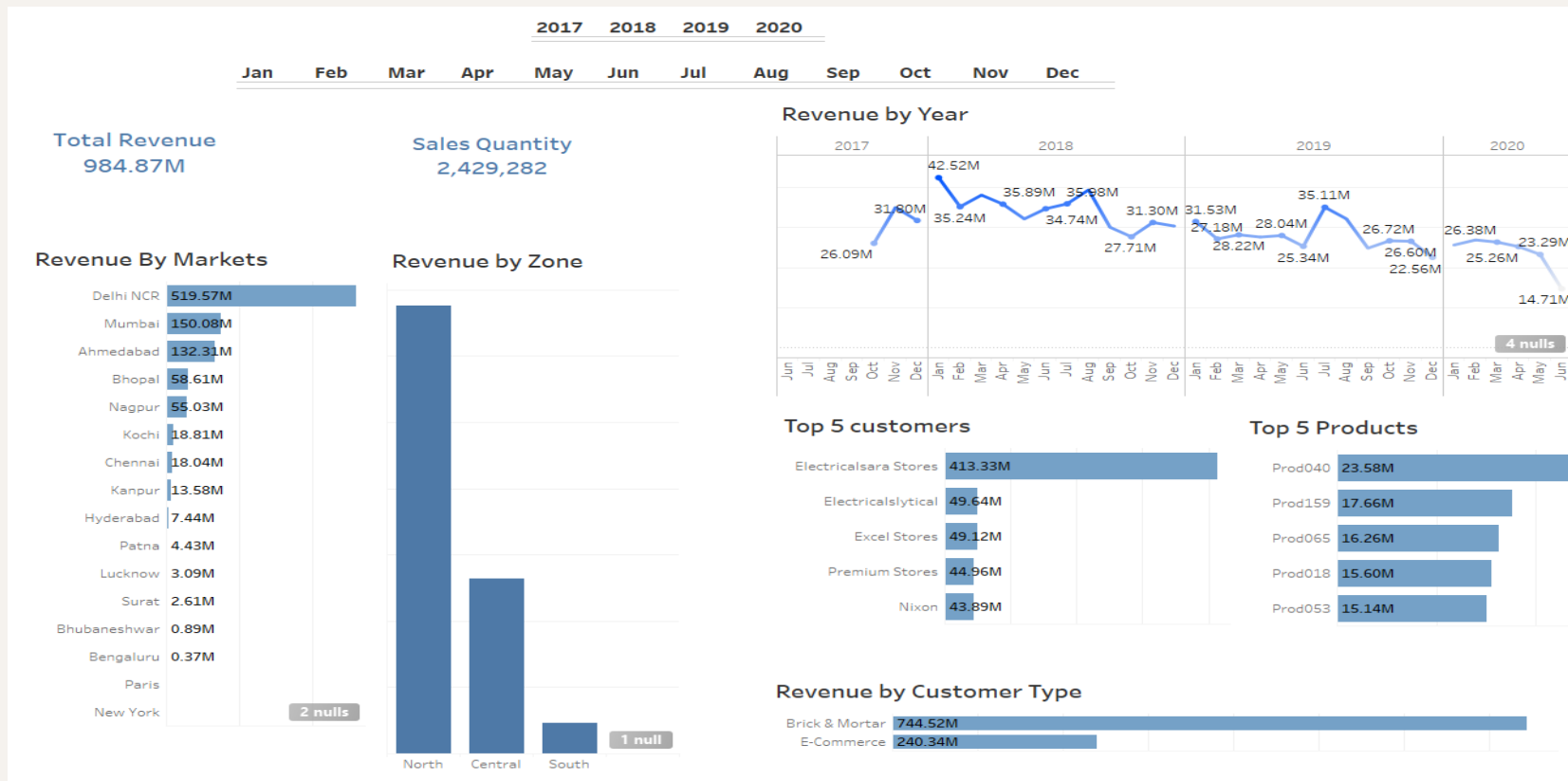
The Solution

- The objective was to leverage the data and create a functional and interactive dashboard about the company's revenue and sales
- The dashboard enabled management to take data-driven decisions to announce promotional offers, discounts, marketing or advertising campaigns
- The solution was achieved by the Visualisation/BI tool (Tableau) which leveraged the existing sales and revenue data to build the dashboard
- The visualisation was shared across stakeholders using URL and opened in any browsers


“A picture is worth a thousand words”



The Dashboard Delivered



The Insights

- Sales declined more in the North and Central zones, as compared to the South zone
 - North zone: Acquire more e-commerce stores as customers
 - Promotional Offers
 - Attractive invoice discounts
 - Central zone: Introduce more products from our existing line of products
 - Marketing Campaigns
 - South zone:
 - Expand the e-commerce customers
 - Most focus on the IT Hub city(Bangalore), as sale is dismal
- 

Thanks

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**