

## Hardware Company Sales Analysis

### Project Description:

In this project we have to perform Data analysis on Sales data of a Hardware company. This company has world wide presence. There are in total 5 datasets: dim\_customers, dim\_market, dim\_product, fact\_sales and ns\_targets\_2021. Sales data of the company has approximately 8 lakh records.

### Tech-Stack Used:

MS-Excel, Power Query, Pivot table and Power Pivot

### Approach:

Datasets in CSV format were imported to MS Excel and Data Cleaning was performed in Power Query. New dim\_date table was created to make systematic analysis. Power Pivot is used to create relationships between the tables and to add calculated measures into it. Finally, pivot table is used to perform and report analysis. Summary of it is presented below.

\* All currency values are in dollar (\$)

**Ques\_1: What are the top 5 countries on sales performance in 2021.**

country	2021
USA	87.8M
United Kingdom	34.2M
South Korea	49.0M
India	161.3M
Canada	35.1M
<b>Grand Total</b>	<b>367.2M</b>

**Ques\_2: What are the top 10 products in 2020 and 2021 w.r.t sales ?**

product	2020	2021	21 vs 20
AQ Electron 4 3600	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.0%</b>

**Ques\_3: What are the New Products added in 2021 ?**

product	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop P		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M

**Ques\_4: What are the Top 5 and Bottom 5 products based on Quantity ?**

Top 5 Products	
product	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired :	4.2M
AQ Master wirele:	3.4M
AQ Master wirele:	4.1M
<b>Grand Total</b>	<b>19.0M</b>

Bottom 5 Products	
product	Qty
AQ Gamer 1	0.05M
AQ GEN Z	0.06M
AQ Home Allin1	0.02M
AQ HOME Allin1 G	0.01M
AQ Smash 2	0.04M
<b>Grand Total</b>	<b>0.17M</b>

**Ques\_5: What is the performance of company in Market and how much target it achieved ?**

country	2019	2020	2021	target 21	2021-target	target achieved
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.54%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.96%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.30%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.91%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.66%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-54.9M</b>	<b>-9.17%</b>

**Ques\_6: What is the performance of the customers all these years ?**

customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Car	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Store	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance St	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo St	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkj�p	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%

Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>









