UNLOCKING BUSINESS POTENTIAL
“Business Insights 360”

About the Company:

AtliQ Hardware is a leading company in the hardware industry, specializing in providing high-quality products to meet the needs of its customers. The company is dedicated to innovation and delivering reliable solutions that enhance operational efficiency for businesses across various sectors.AtliQ Hardware offers a comprehensive range of hardware products catering to different industries.AtliQ Hardware collaborates with a network of channel partners to extend its reach and provide seamless solutions to its customers. These partners play a crucial role in distribution, support, and customer engagement, enabling the company to maintain strong market presence and deliver superior service to clients worldwide.

Problem Statement:

The sales director faces challenges in tracking sales and understanding the business's performance.This initiative aims to outpace competitors in the market and enable data-driven decision-making. The project is expected to address stakeholders' questions across various aspects and provides insights like sales quantity, revenue, profit, profit margin, top customers, top markets, and revenue trend.

I worked on this project as part of my Power BI course from Codebasics

Tech Stack

- SQL
- Power BI Desktop
- Excel
- DAX
- DAX Studio (For Optimizing Report)

What did I learn?

- Basics of Power Bi
- Questions to be asked before the project
- Stakeholder Management, Stakeholder Mapping Analysis
- Importing data from SQL , Excel
- ETL (Extract,Transform,Load)
- Creating measures using DAX
- Creating Calculated Columns
- Data Modelling [Star Schema, Snowflake Schema]

- Using Bookmarks to switch between visuals
- Creating tooltip
- Page Navigation with buttons
- Creating date table using M language
- Dynamic Titles based on applied filters
- Choosing the right visuals
- Power Bi Services
- Publishing the dashboard to Power Bi Services
- Optimizing Report Using DAX studio
- Query folding
- Data validation techniques
- Supply Chain Basics

Business terms :

- Gross Price
- Pre-invoice deductions
- Net Invoice Sales
- Post-invoice Deductions
- Net Sales
- Cost of Goods Sold (COGS)
- Gross Margin
- YTD (Year To Date)
- YTG (Year To Go)
- Net Error
- Abs Error
- Forecast Accuracy

Knowing The Data :

Understanding the dataset before starting data analysis is extremely important, as it lays the foundation for effective and accurate insights.

Dimension Table : A dimension table contains **descriptive attributes** (also known as metadata) that provide context to the facts in the fact table.

Fact Table : A fact table contains **quantitative data** or **metrics** that can be measured and analyzed. It forms the **core** of a star schema and is often surrounded by dimension tables.

In this project we have 2 databases gdb041,gdb056

gdb041:

dim_customer : This table contains customer_code,customer,platform,(Brick & mortar , online store) , Channel(Retailer,Direct,Distributor)

dim_market : This table contains sub_zone, region(APAC,EU,LATAM,NA),market(ex:India,China,Japan)

dim_product : This table contains product_code,division,segment,category product, variant.

fact_forecast_monthly : This table contains data related to predictions or forecasts for a specific period, broken down by month.

fact_forecast_sales : This table aggregated sales data for analysis on a monthly basis.

gdb056:

freight_cost : This table contains travel cost, other costs for each market within the fiscal year.

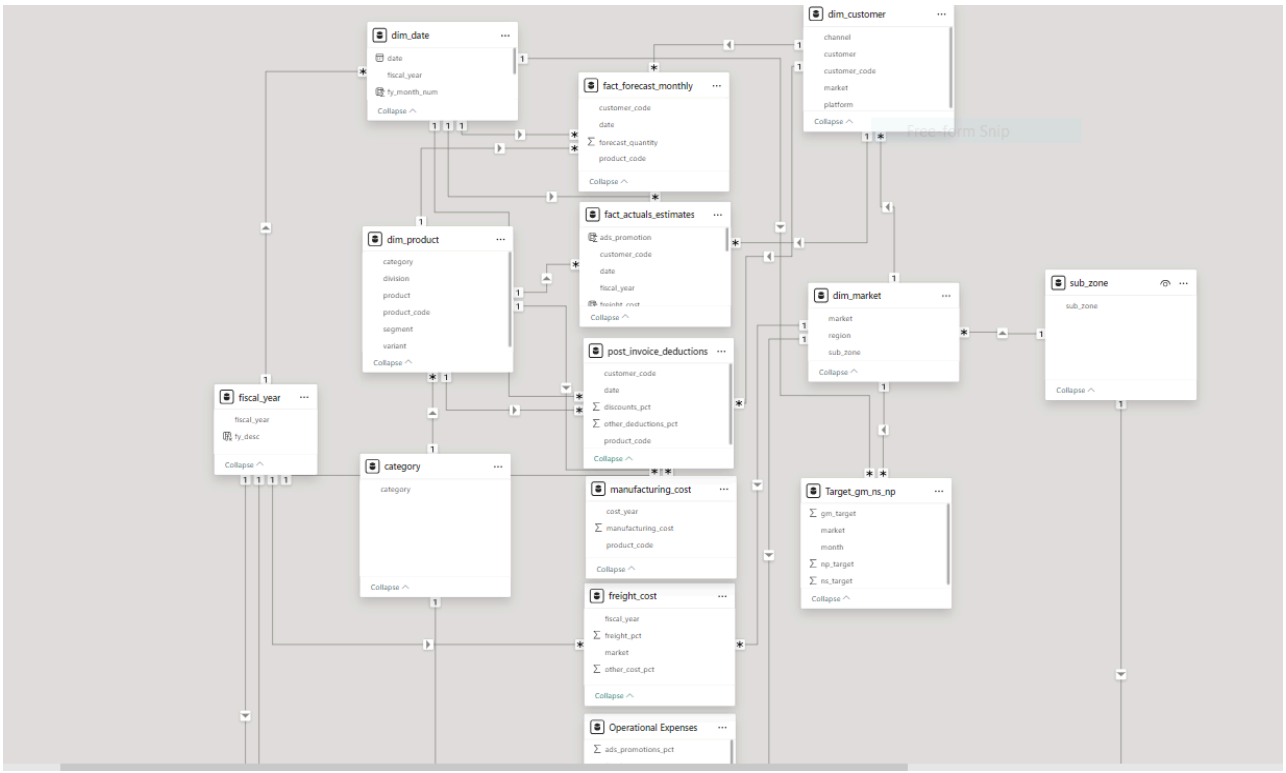
gross_price : This table contains gross_price with fiscal_year and product_code

manufacturing_cost : This table contains manufacturing costs.

post_invoice_deductions : This table contains post invoice deductions and other deductions.

pre_invoice_deductions : This table contains pre invoice deductions for each customer.

Data Modelling:

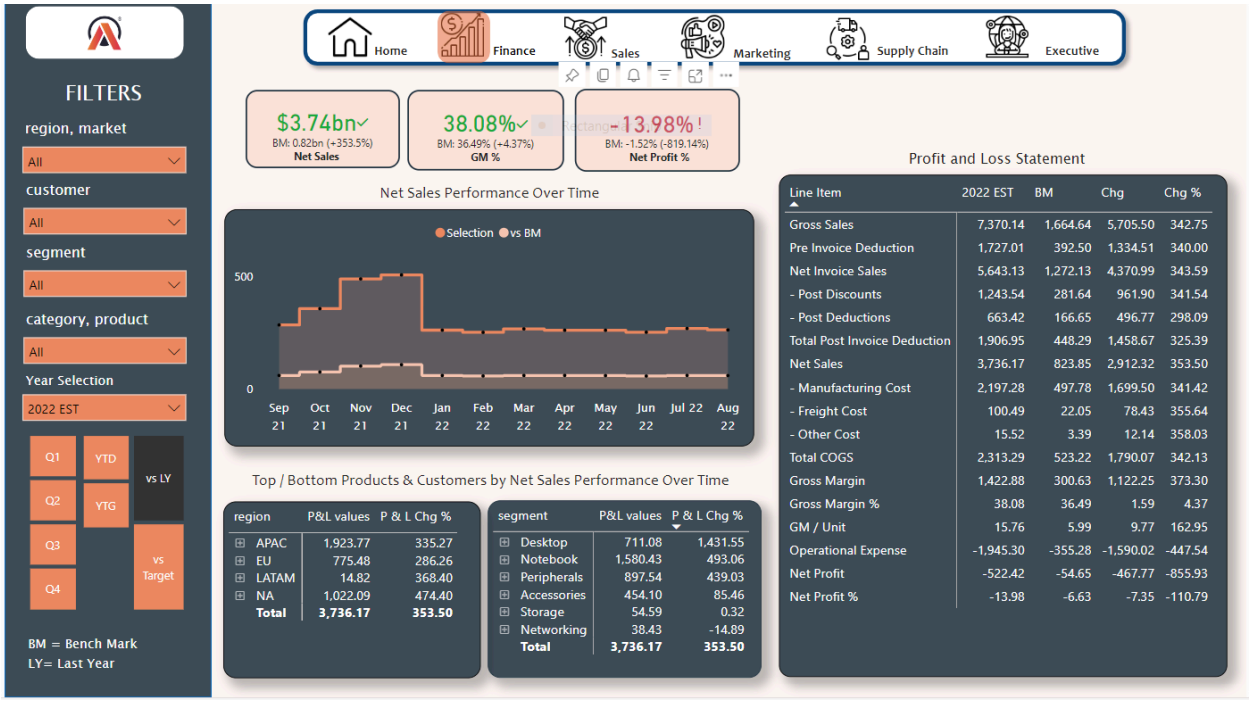


After importing the data from SQL into Power BI, the data modeling process followed the **Star Schema** and the **Snowflake Schema**, depending on the specific needs of the analysis.

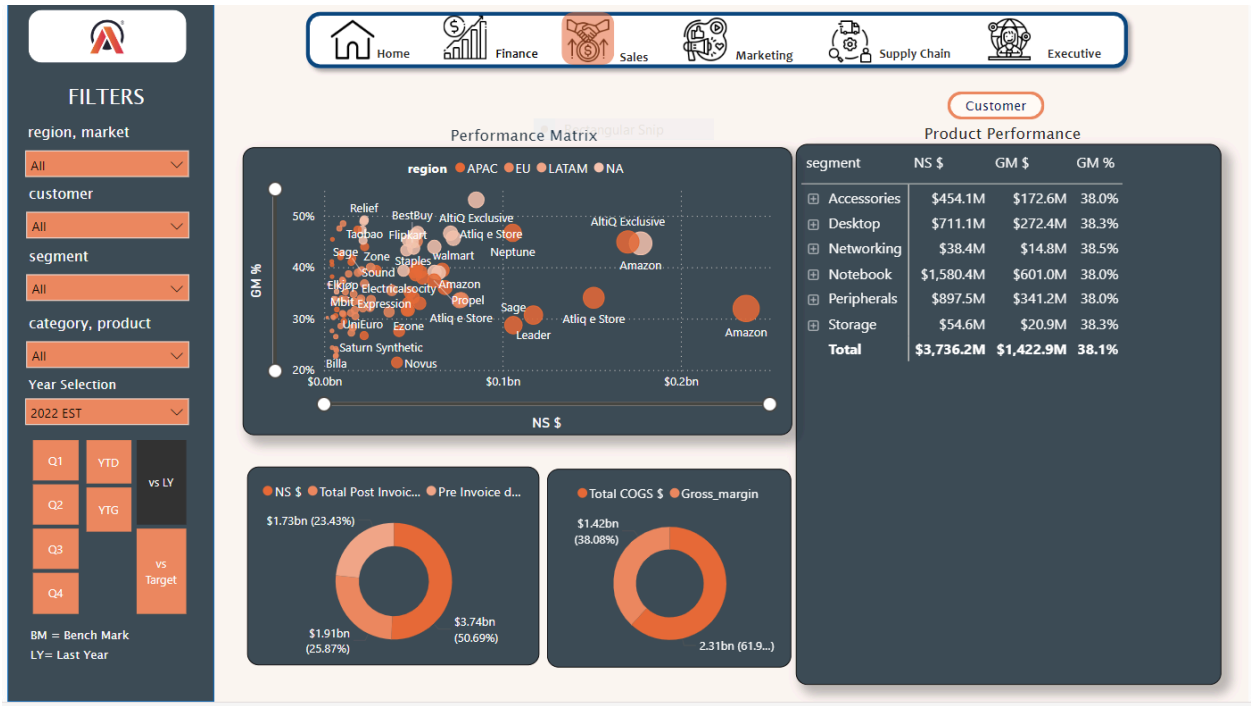
Dashboard Designing:

Home View

Finance View

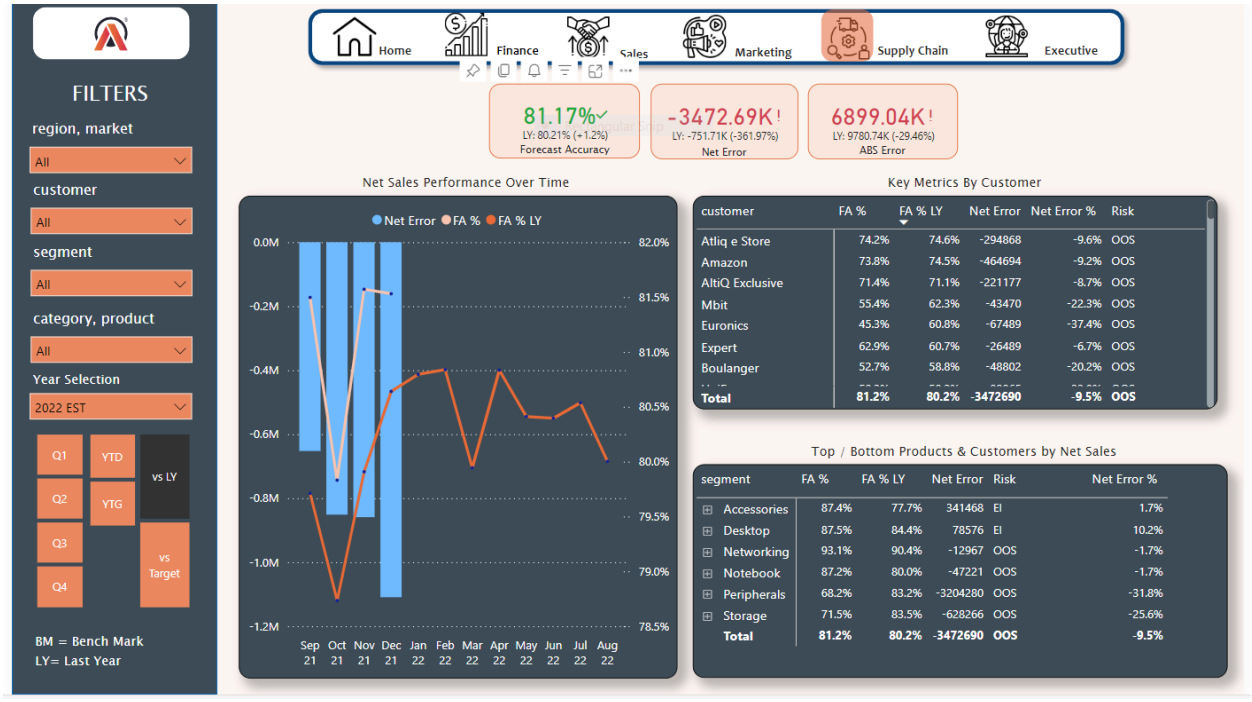
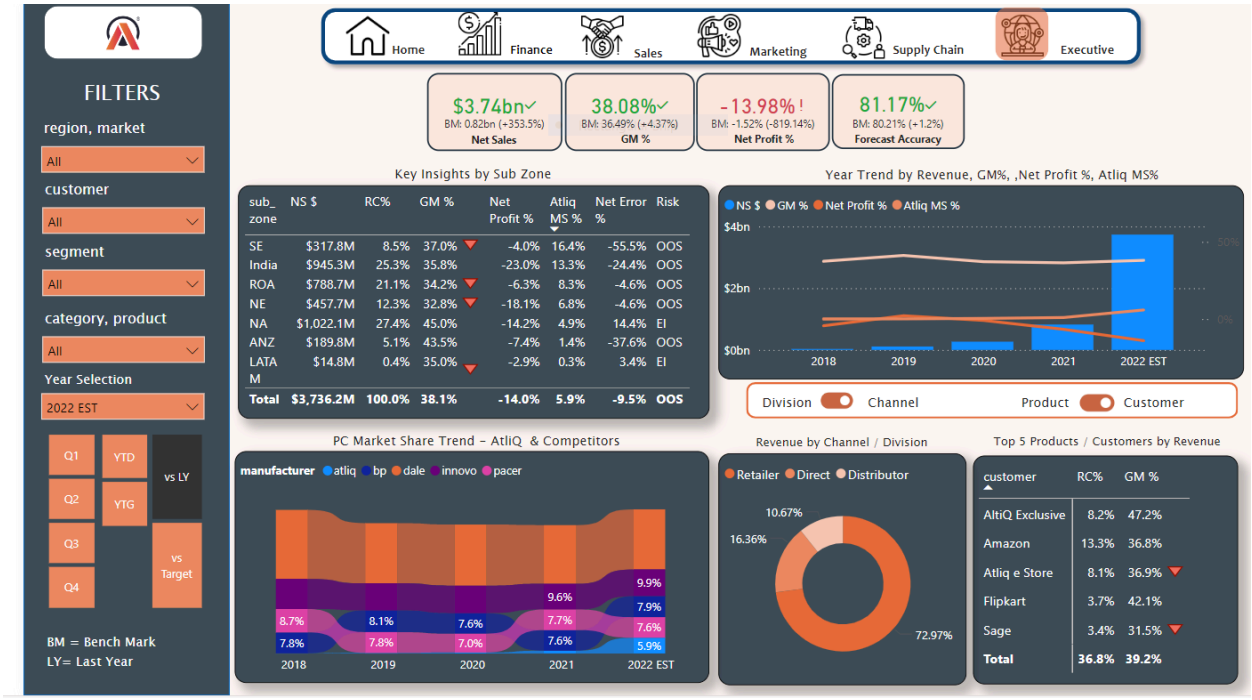


Sales View :



Marketing View :

Supply Chain:



Executive View :