**Summary of Excel Report Project for Atliq Hardware**

🔍 𝗣𝗿𝗼𝗷𝗲𝗰𝘁 𝗢𝘃𝗲𝗿𝘃𝗶𝗲𝘄: The Excel Report project for AtliQ Hardware aims to provide comprehensive sales and finance analytics to support strategic decision-making. AtliQ Hardware, a company specializing in hardware products such as PCs, mice, printers, and keyboards, sells through various channels, including retailers, direct stores, and distributors. The company operates both offline (brick-and-mortar) and online (e-commerce), serving a broad customer base that includes major stores like CROMA, FLIPKART, BEST BUY, and VIJAY SALES.

🚀 𝗥𝗲𝗽𝗼𝗿𝘁 𝗗𝗲𝘁𝗮𝗶𝗹𝘀:

𝟭. 𝗦𝗮𝗹𝗲𝘀 𝗥𝗲𝗽𝗼𝗿𝘁:

📜 𝗖𝘂𝘀𝘁𝗼𝗺𝗲𝗿 𝗣𝗲𝗿𝗳𝗼𝗿𝗺𝗮𝗻𝗰𝗲 𝗥𝗲𝗽𝗼𝗿𝘁: Analyzed and presented net sales for individual customers across 2019, 2020, and 2021. The report includes a comparative analysis of performance between the last 2 years highlighting trends and variations.

📜 𝗠𝗮𝗿𝗸𝗲𝘁 𝗣𝗲𝗿𝗳𝗼𝗿𝗺𝗮𝗻𝗰𝗲 𝗥𝗲𝗽𝗼𝗿𝘁: Evaluated net sales by country for the years 2019 to 2021, compared actual sales against targets for 2021, and illustrated discrepancies between the actual and target net sales.

📜 𝗔𝗱𝗱𝗶𝘁𝗶𝗼𝗻𝗮𝗹 𝗜𝗻𝘀𝗶𝗴𝗵𝘁𝘀:

• Identified top 10 products based on the percentage increase in net sales from 2020 to 2021.

• Presented net sales data for 2020 and 2021, including growth percentages across different divisions.

• Ranked products by quantity sold, identifying the top and bottom 5 in terms of sales volume.

• Listed new products introduced by AtliQ in 2021.

• Highlighted the top 5 countries by net sales in 2021.

𝟮. 𝗙𝗶𝗻𝗮𝗻𝗰𝗲 𝗥𝗲𝗽𝗼𝗿𝘁:

📜 𝗣𝗿𝗼𝗳𝗶𝘁 𝗮𝗻𝗱 𝗟𝗼𝘀𝘀 𝗦𝘁𝗮𝘁𝗲𝗺𝗲𝗻𝘁𝘀: Provided detailed profit and loss statements by market, fiscal year, quarter, and month. The report included net sales, total Cost of Goods Sold, gross margin, and gross margin%. The report includes a comparative analysis of performance between the last 2 years, highlighting the increase or decrease in net sales in %.

🎯 What I learned in this Project:

🚀 **Advanced Data Analysis Techniques:**

* **ETL (Extract, Transform, Load):** Gained experience in the ETL process, learning how to extract data from various sources, transform it into a usable format, and load it into Excel for analysis.
* **Power Query:** Developed skills in using Power Query for data transformation, including filtering, merging, and shaping data to meet specific reporting needs.
* **Power Pivot and Data Modeling:** Learned to use Power Pivot for creating complex data models and establishing relationships between different data tables, which enhances the accuracy and depth of analysis.
* **DAX (Data Analysis Expressions):** Acquired proficiency in DAX for creating calculated columns, measures, and advanced aggregations to perform sophisticated data analysis.

🚀 **Reporting and Visualization:**

* **Sales Analytics**: Mastered the creation of detailed sales reports, including customer performance, market performance, and product-specific insights. This involved analyzing net sales data, comparing performance over multiple years, and identifying trends and key performance indicators.
* **Finance Analytics**: Developed expertise in generating financial reports, including profit and loss statements, which cover various fiscal periods and provide insights into net sales, COGS, gross margin, and profitability.
* **Pivot Tables:** Enhanced skills in using pivot tables for dynamic data analysis and summarization, allowing for flexible and interactive reporting.

🚀 **Practical Business Insights:**

* **Customer and Market Analysis**: Learned how to evaluate customer performance and market trends, providing actionable insights into sales patterns and market opportunities.
* **Product Performance**: Gained the ability to identify top-performing and underperforming products, assess growth trends, and track new product introductions.
* **Geographic Insights**: Developed an understanding of how to analyze sales by country and assess performance against targets, providing valuable insights into regional market dynamics.

🚀 **Project Management and Application:**

* **Real-world Application**: Applied theoretical knowledge to a real-world scenario, demonstrating the ability to deliver actionable insights through data analysis and reporting.
* **Problem-Solving**: Enhanced problem-solving skills by addressing challenges related to data quality, transformation, and reporting accuracy.

🚀 **Tools and Technologies:**

* **Excel Proficiency:** Improved overall proficiency in Excel, including advanced functions and features, contributing to more effective data analysis and reporting.

This project has significantly enhanced your data analysis capabilities, provided practical experience in advanced Excel techniques, and equipped you with valuable skills for making data-driven decisions in a business context.

🚀 𝗜𝗺𝗽𝗮𝗰𝘁:

These reports provide AtliQ Hardware with crucial insights into their sales and financial performance, enabling the company to track performance effectively, identify trends, and make data-driven decisions. The use of advanced Excel tools and techniques ensures accuracy and depth in analysis, supporting strategic planning and operational improvements.