**AtliQ Hardwares SQL Business Analysis**

**🚀 Project Overview**

This project is part of the [Codebasics Resume Project Challenge #7](https://codebasics.io/challenges/codebasics-resume-project-challenge/7), where I analyzed real-world business problems for an imaginary company, **AtliQ Hardwares**, using SQL.

**🏢 About the Company**

AtliQ Hardwares is a leading computer hardware producer in India, with a global presence in over 27 countries. To strengthen their analytics capabilities, the company launched a **SQL challenge** to evaluate potential hires based on both technical and soft skills.

**💼 Business Domain**

**Industry**: Consumer Goods  
**Challenge**: Address 10 ad-hoc business requests from the Analytics Director to support data-driven decision-making.

**🧰 Tools & Skills Used**

* **MySQL** – Joins, Subqueries, CTEs, Window Functions, Date-Time Functions
* **Power BI Desktop** All **charts, visuals, and matrix tables** used in the presentation were created using **Power BI**
* **Canva** – Designed presentation slides for stakeholder communication

**📌 What I Did**

* Imported and explored the provided SQL database
* Wrote optimized queries to solve 10 specific business requests
* Created a Power BI dashboard to visualize the findings
* Designed a storytelling-based presentation to explain the insights

**📈 Key Business Insights Delivered**

* Performance metrics by region and product
* Inventory and sales trends
* Top-selling products and customers
* Country-wise revenue breakdown
* Sales rep performance and customer segmentation

**🎯 Key Learnings**

* Turning raw data into clear, actionable insights
* Structuring SQL logic to solve real-world business problems
* Visual storytelling for executive-level presentation
* Domain understanding of the consumer goods industry

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