

# Executive Insights for Atliq Hardware using SQL & Tableau

A BUSINESS INTELLIGENCE CASE STUDY ON AD-HOC  
REQUEST ANALYSIS



# About Atliq Hardwares

- Leading computer hardware company in India  
Management needs data-informed decision-making support.
- Expanding operations across APAC, EMEA, and North America
- Focus on innovation and customer experience



# Business Challenge

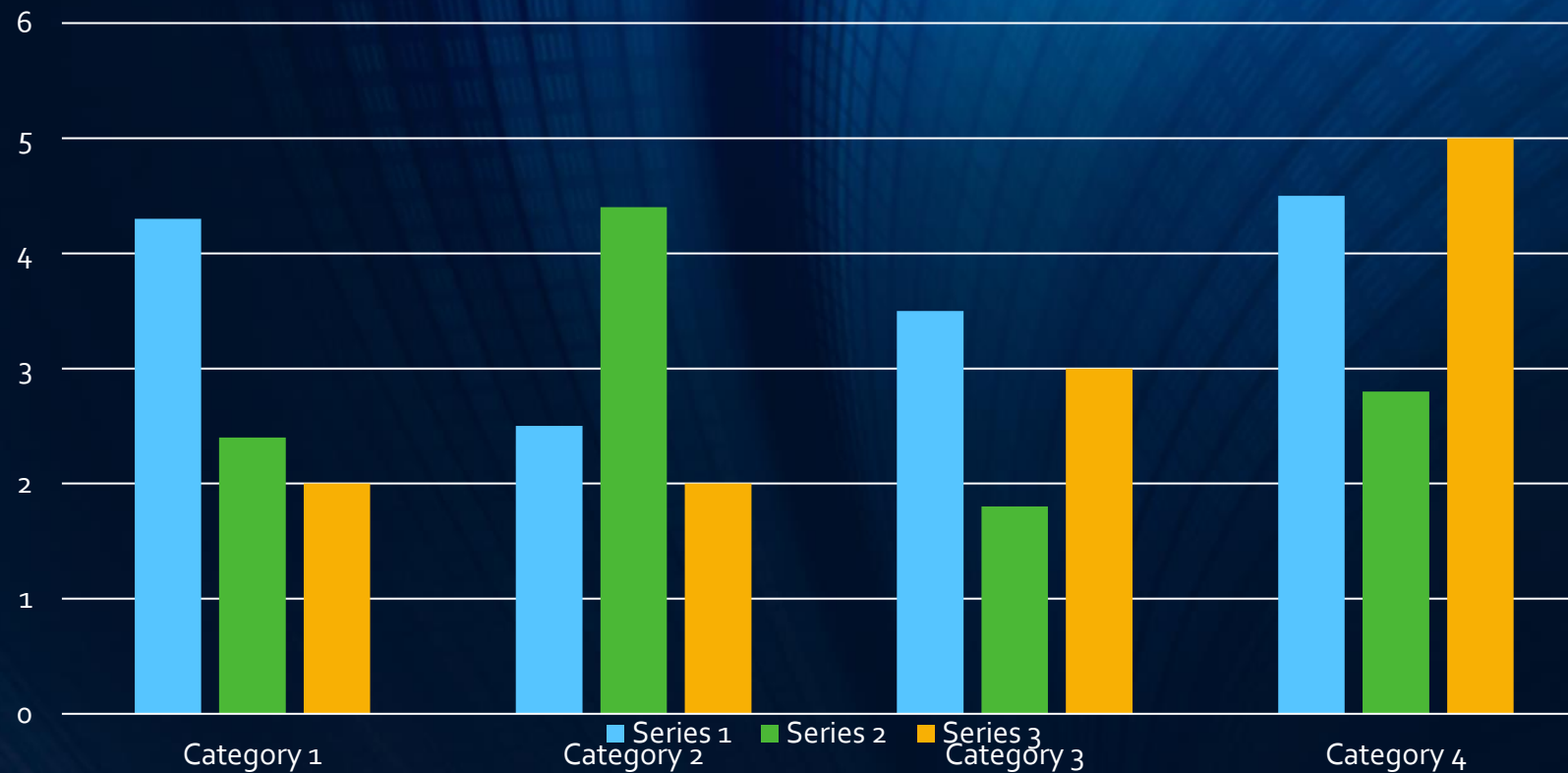
- Management lacks timely insights for data-driven decisions.

- **Solution:**

- Hire analysts who can:
- Handle complex SQL tasks
- Communicate data insights clearly
- Create executive-level dashboards



# Insights from Ad-Hoc Requests



1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

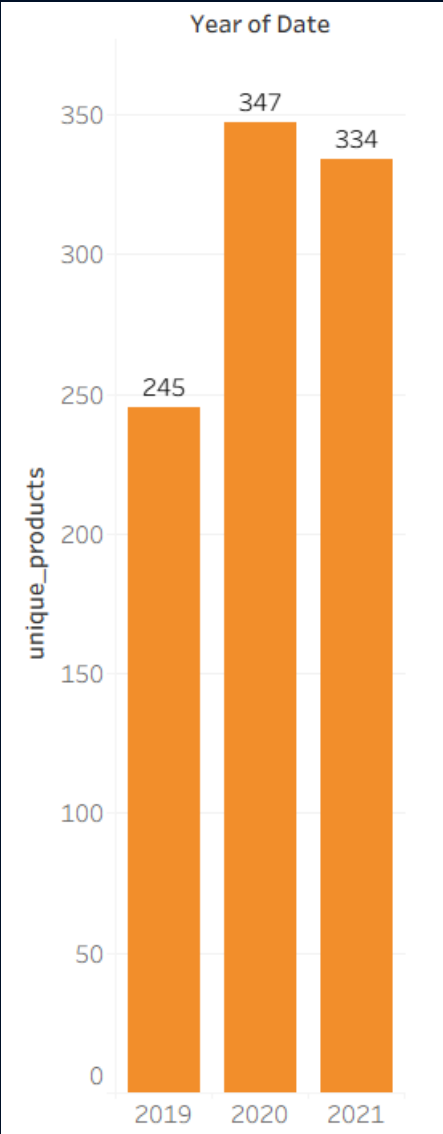


market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh
India

Atliq Hardwares has a well-established presence in key Asia-Pacific markets, including India, Japan, Indonesia, and more. India stands out as a core market, consistently driving performance.

2.What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields, unique\_products\_2020 unique\_products\_2021 percentage\_chg

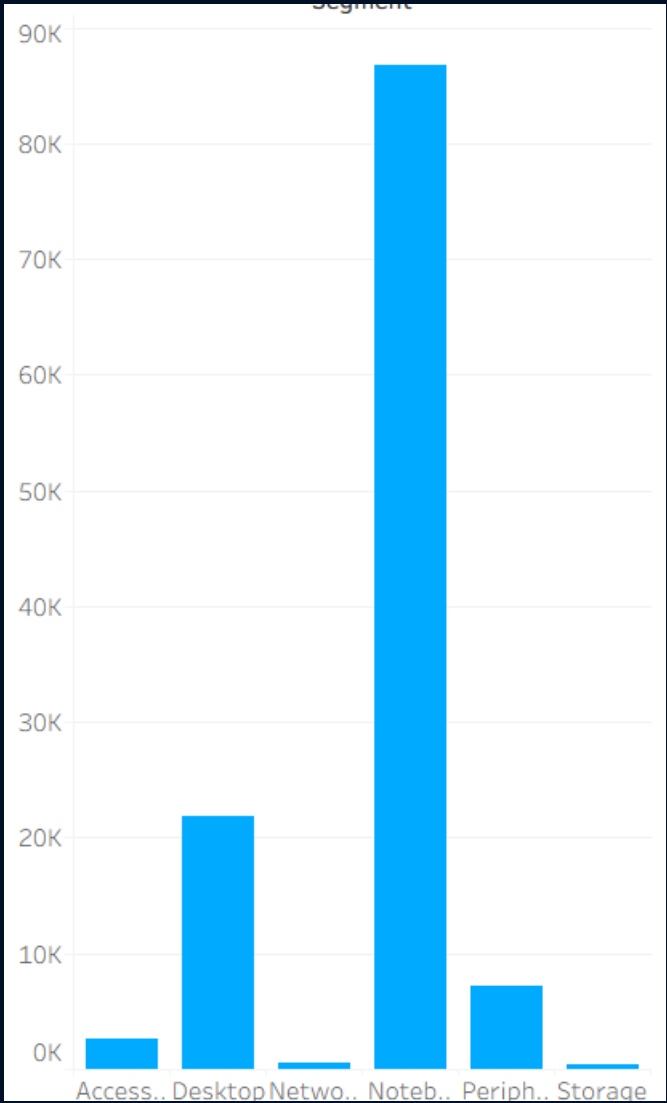
	unique_products_2020	unique_products_2021	$((\text{unique\_products\_2021}-\text{unique\_products\_2020})^*$
▶	245	334	36.3265



The company's overall business performance and activity grew significantly from 2020 to 2021, indicating healthy progress and market expansion.

3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields, segment product\_count

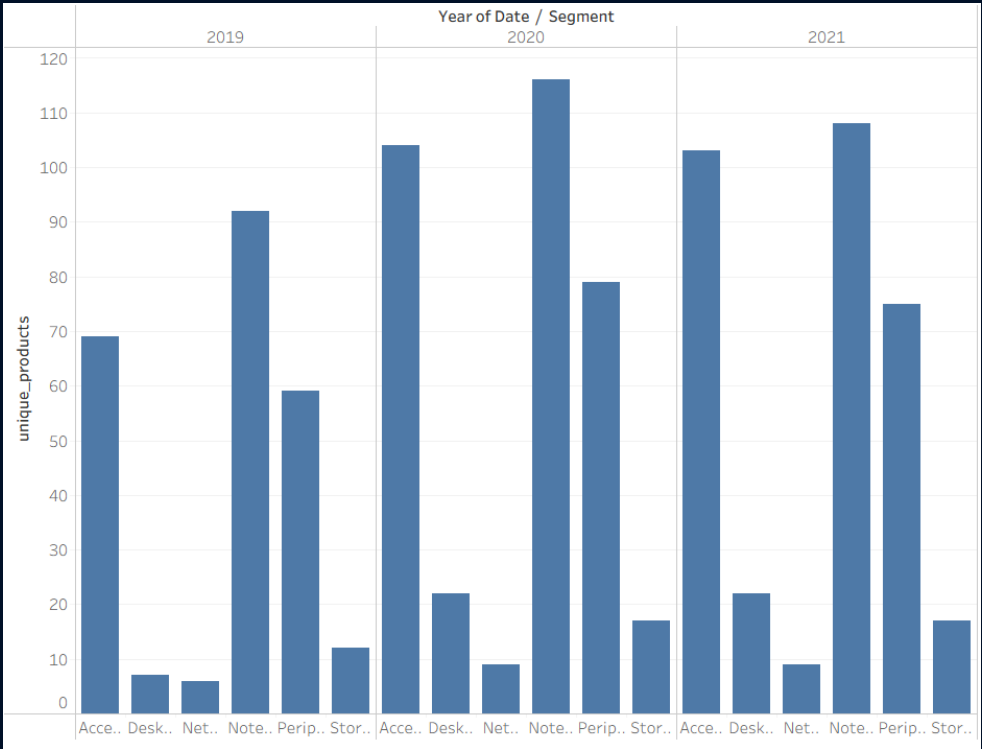
SEGMENT	PRODUCT_COUNT
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



The company's overall business performance and activity grew significantly from 2020 to 2021, indicating healthy progress and market expansion.

4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment product\_count\_2020 product\_count\_2021 difference

segment	count(case when fiscal_year=2020 then fiscal_year end)	count(case when fiscal_year=2021 then fiscal_year end)
Peripherals	59	75
Accessories	69	103
Notebook	92	108
Desktop	7	22
Storage	12	17
Networking	6	9

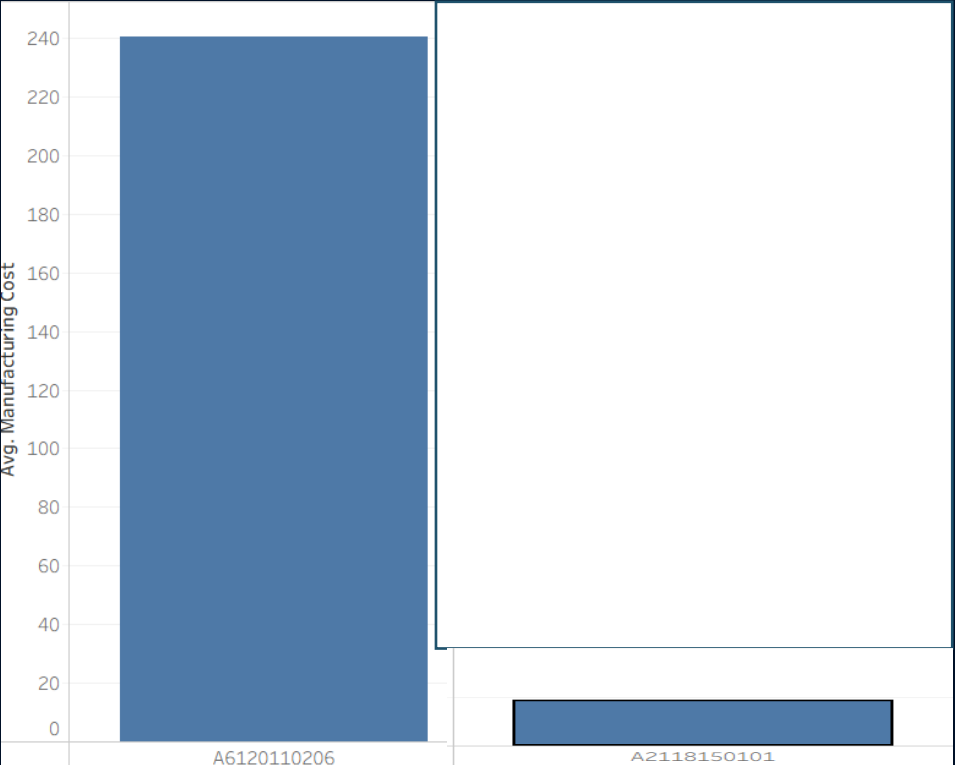


Every major product category—like accessories, desktops, and storage—saw an increase in sales. Notably, desktops had the highest growth rate, suggesting a shift in customer preference or improved product demand.



5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product\_code product manufacturing\_cost

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364



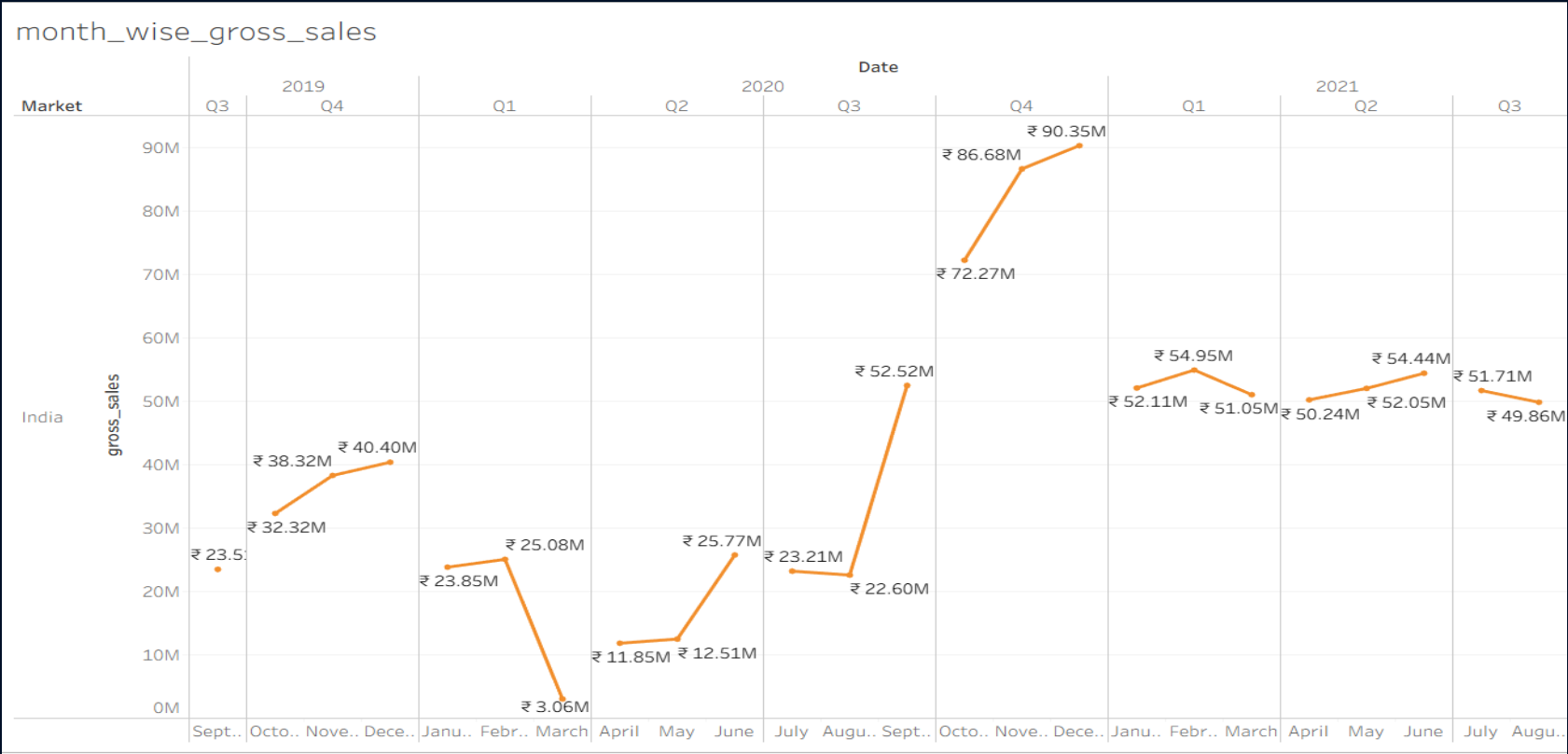
Certain products and manufacturing units stand out for their efficiency and volume. These should be prioritized for scaling, bundling, or further innovation.

6. Generate a report which contains the top 5 customers who received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields, customer\_code customer average\_discount\_percentage

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.30830000
90002006	Viveks	0.30380000
90002003	Ezone	0.30280000
90002002	Croma	0.30250000
90002016	Amazon	0.29330000

Some brands offer deeper discounts, while premium ones like Atliq Exclusive give very minimal discounts. This indicates different positioning strategies across product lines.

7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount

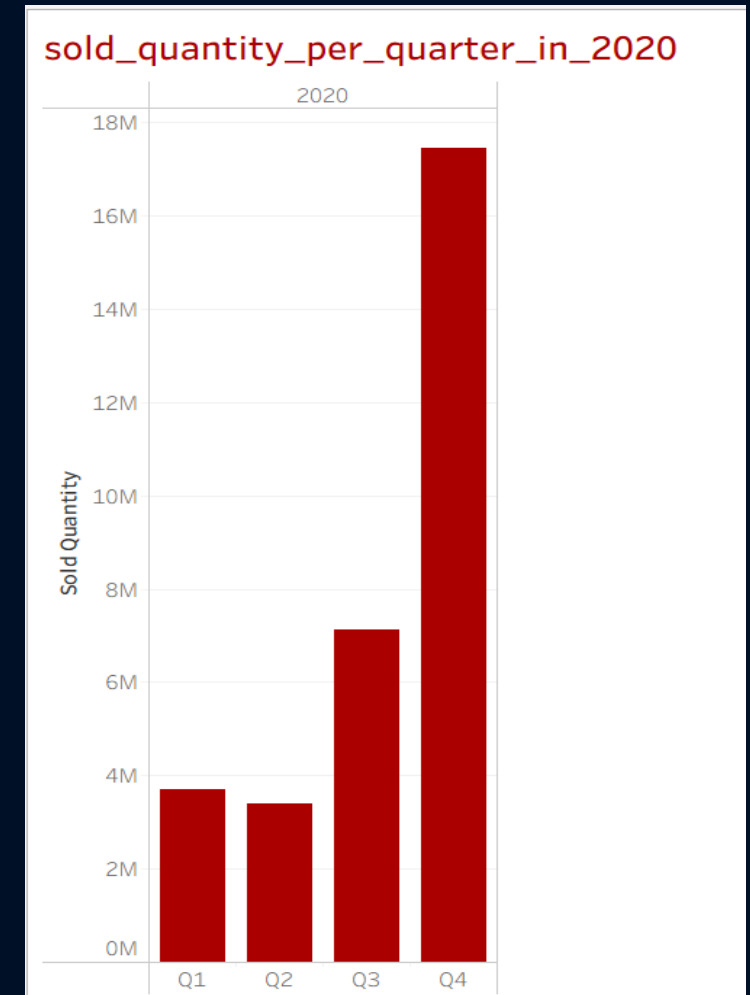


month(date)	fiscal_year	gross_sales
11	2020	7522892.5608
10	2020	5135902.3467
12	2020	4830404.7285
1	2020	4740600.1605
9	2020	4496259.6724
2	2020	3996227.7661
8	2020	2786648.2601
7	2020	2551159.1584
6	2020	1695216.6008
5	2020	783813.4238
4	2020	395035.3535
3	2020	378770.9700
11	2021	20464999.0997
10	2021	13218636.1966
12	2021	12944659.6509
1	2021	12399392.9788
9	2021	12353509.7938
5	2021	12150225.0139
3	2021	12144061.2501
7	2021	12092346.3245
2	2021	10129735.5675
6	2021	9824521.0110
4	2021	7311999.9547
8	2021	7178707.5902

Sales consistently rise during certain months—especially around September–October, December, and April–June. This pattern should be used to plan future campaigns and product launches.

8. In which quarter of 2020, got the maximum total\_sold\_quantity? The final output contains these fields sorted by the total\_sold\_quantity, Quarter  
total\_sold\_quantity

quarter	total_sold_quantity
q1	14565784
q2	14227176
q3	16271564
q4	25872947

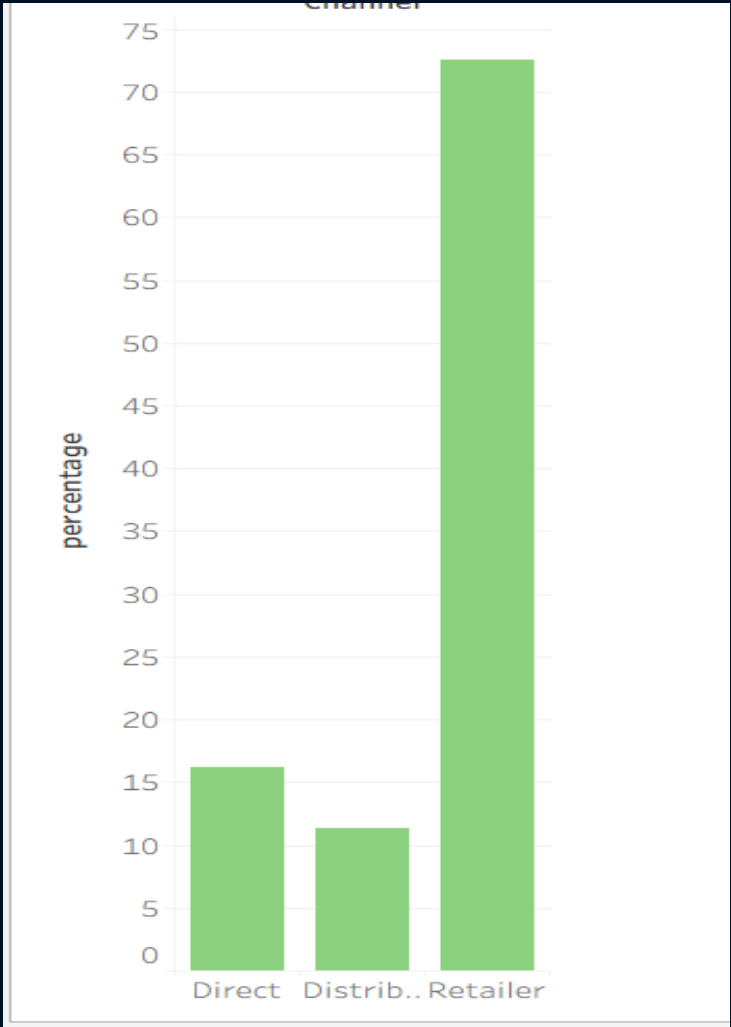


Quarterly data shows that the first quarter performs best in terms of average sales, while the third quarter tends to be slower. A targeted strategy is needed to lift Q3 performance.



9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields, channel gross\_sales\_mln percentage

channel	gross_sales_mln	percentage
Direct	356123812.9028	16.10
Distributor	249859245.9931	11.29
Retailer	1606393221.5361	72.61

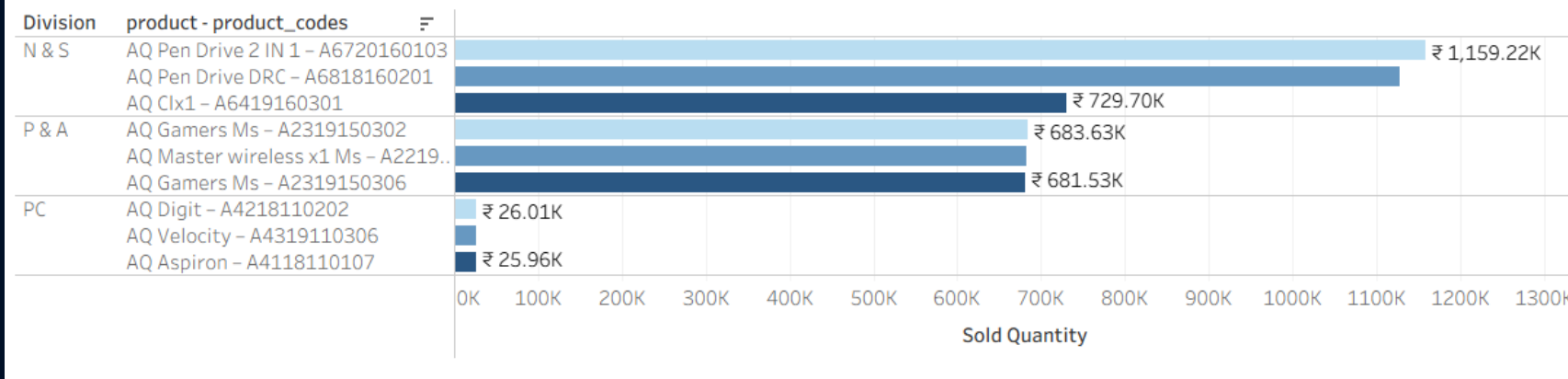


The retailer channel is the company’s biggest contributor to sales by far. However, reliance on a single channel suggests a need to strengthen direct and distributor channels too.

10. Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021? The final output contains these fields, division product\_code product total\_sold\_quantity rank\_order

division	product_code	product	sum(sold_quantity)	ranke
N & S	A6720160103	AQ Pen Drive 2 IN 1	1159222	1
N & S	A6818160201	AQ Pen Drive DRC	1128104	2
N & S	A6419160301	AQ Clx1	729696	3
P & A	A2319150302	AQ Gamers Ms	683634	1
P & A	A2219150204	AQ Master wireless x1 Ms	682321	2
P & A	A2319150306	AQ Gamers Ms	681531	3
PC	A4218110202	AQ Digit	26012	1
PC	A4319110306	AQ Velocity	25978	2
PC	A4118110107	AQ Aspiron	25963	3

#### division wise top 3 products



In both tech and accessories, a few key products consistently perform best. These should be highlighted in marketing and stock planning.

# Overall Summary of Insights

The background of the slide is a deep blue with a complex, abstract pattern. It features several curved, flowing lines that create a sense of movement and depth. Overlaid on these curves is a fine, light blue grid pattern, reminiscent of a digital or data visualization theme. The overall effect is modern and technological.

- India is the strongest and most consistent market in APAC.
- Business performance improved significantly from 2020 to 2021.
- All product segments saw growth — especially desktops and accessories.
- Premium brands offer lower discounts; mass-market brands offer higher.
- Sales peak during festive and summer months (Sept–Oct, Apr–Jun).
- Q1 is the best-performing quarter; Q3 shows the lowest sales.
- AQ Pendrive and AQ Gamer are top-performing products.
- Gaming and digital accessories are rising in popularity.

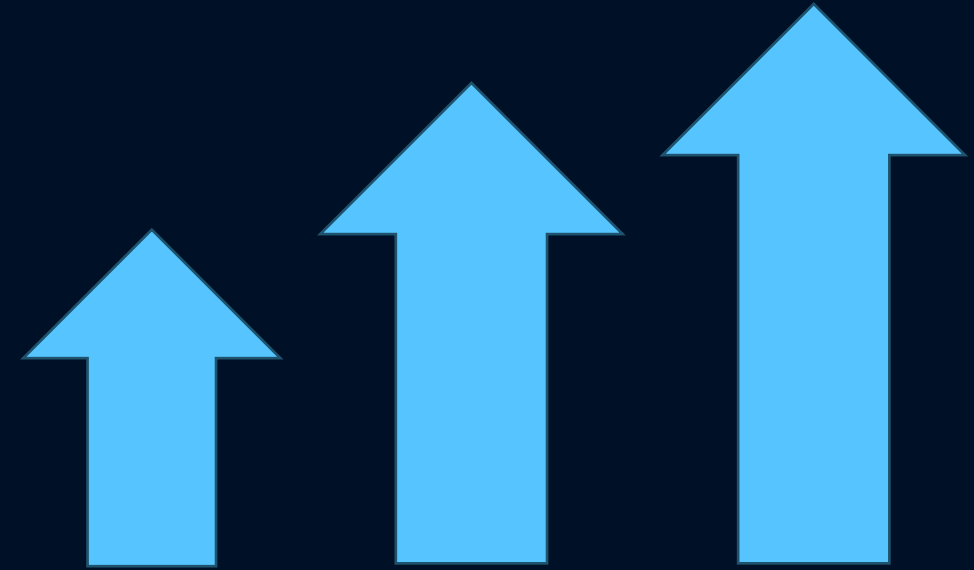




# RECOMMENDATIONS TO THE MANAGEMENT

# 1. Focus on High-Growth Segments

- Increase investment in **Desktops and Accessories**, which show **over 30%+ growth**.
- Enhance production and distribution of high-demand products like **DCF-2 Home Layer**



## 2. Strengthen Retail Strategy

Maintain and enhance support for **retail partners**, your primary sales channel.

Use loyalty programs or exclusive deals to retain and grow retailer engagement.



### 3. Optimize Discounting

- Reassess high-discount brands (e.g., Electric E-Store) to balance volume with profitability.
- Use **tiered discount strategies** based on market performance.





## 4. Time Marketing with Sales Seasons

Launch key campaigns in **April–June** and **September–December**.

Introduce product launches or bundling offers aligned with sales peaks.



## 5. Expand Data Analytics Team

Hire data analysts to **automate reporting, forecast trends,** and support **faster decisions.**

Equip team with tools like Tableau and SQL for scalable insights delivery.



# Technical Skills

**SQL:** Joins, Aggregations, Window Functions, Subqueries

**Tableau:** Dashboards, Charts

**Data Analysis:** Trend comparison, segmentation, product/customer insights



# THANK YOU

I APPRECIATE YOUR TIME REVIEWING THIS CASE STUDY.

I'M EXCITED ABOUT THE OPPORTUNITY TO CONTRIBUTE TO DATA-DRIVEN DECISION-MAKING AT ATLIQ HARDWARE.



## CONTACT INFO:



[MAIL@GMAIL.COM](mailto:MAIL@GMAIL.COM)



[LINKEDIN](#)



[GITHUB](#)

