

The CLINTIX logo consists of a green arrow pointing to the right, with the word "CLINTIX" written in white capital letters inside it.

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# Executive Insights on Atliq Hardwares BY CLINTIX

By CLINTIX

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Abstract line art consisting of several thin, curved lines in dark grey and light grey, originating from the bottom left and extending upwards and to the right.

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## Executive Insights on Atliq Hardware

### 1. Business Problem

Atliq Hardware lacked structured reporting for executives, leading to delays in identifying sales opportunities, profit trends, and operational inefficiencies. Leadership decisions were slowed by reliance on static reports and manual effort.

### 2. Objective

To design an executive-level analytics solution that enables Atliq Hardware to:

- Answer critical business questions with data.
- Monitor KPIs across regions and customers.
- Improve decision-making with real-time insights.

### 3. Technology Stack & Skills Applied

- **Tools & Platforms:** Power BI, MySQL
- **Skills:** SQL Queries, Data Modeling, Dashboard Development, KPI Analysis
- **Methodology:** Agile for iterative dashboard delivery

### 4. Solution Approach

1. **Data Preparation** - Cleaned and structured sales and customer data for reporting.
2. **Business Questions** - Designed SQL queries to answer 10 critical business questions.

3. **Dashboard Development** - Built executive dashboards in Power BI with drill-through features.
4. **KPI Tracking** - Incorporated revenue, profit, and customer performance KPIs.

## 5. Key Insights & Business Impact

- Reduced manual reporting by **20%**.
- Provided leadership with **actionable insights** into sales and customer profitability.
- Improved **alignment between sales strategy and data-driven decisions**.

## 6. Visuals / Screenshots

*Placeholders for executive dashboard visuals (Revenue KPIs, Profit Trends, Sales by Region, Top Customers).*

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

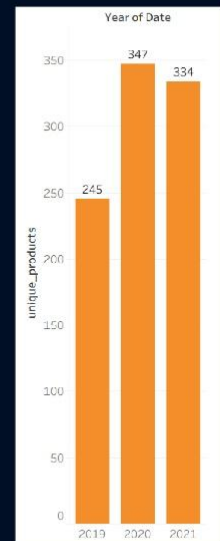


market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh
India

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

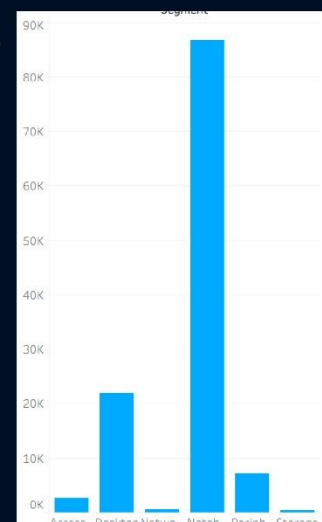
	unique_products_2020	unique_products_2021	((unique_products_2021-unique_products_2020)*
▶	245	334	36.3265



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

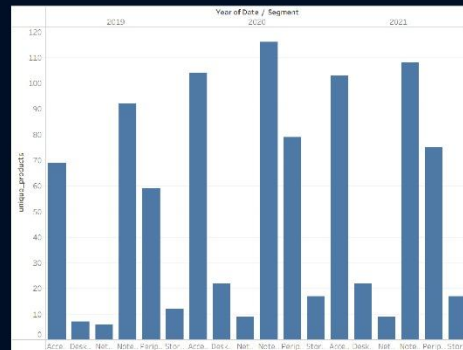
SEGMENT	PRODUCT_COUNT
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



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

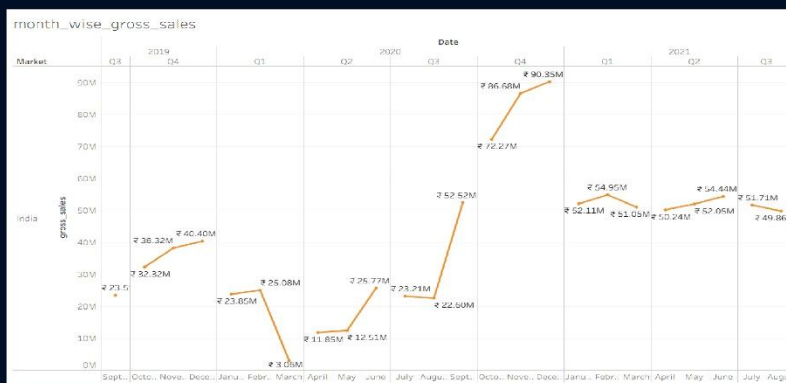
4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment product\_count\_2020 product\_count\_2021 difference

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.

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

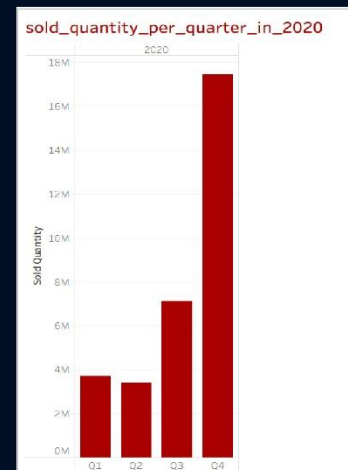


month(date)	fiscal_year	gross_sales
11	2020	7522892.5608
10	2020	5135902.3467
12	2020	4830404.7285
1	2020	4740600.1605
9	2020	4496259.6724
2	2020	3996227.7661
8	2020	2786648.2601
7	2020	2551159.1584
6	2020	1695216.6008
5	2020	783813.4238
4	2020	395035.3535
3	2020	378770.9700
11	2021	20464999.0997
10	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

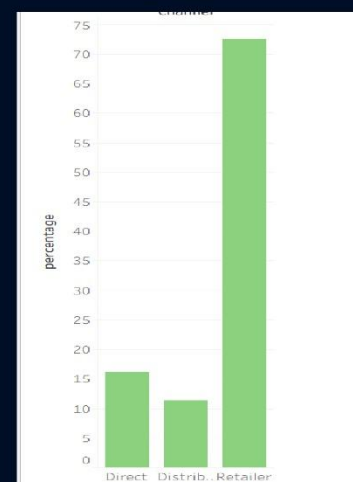
quarter	total_sold_quantity
q1	14565784
q2	14227176
q3	16271564
q4	25872947



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.

## 7. Reference Links

- GitHub: [Repo](#)

## 8. Conclusion

The Atliq Hardware case study demonstrated how structured executive dashboards can empower leadership to make **faster, more effective strategic decisions**.