1 | A real valued matrix

Let
$$A = \begin{pmatrix} 2 & 1 \\ 3 & 2 \end{pmatrix}$$

$$AA^{T} = \begin{pmatrix} 2 & 1 \\ 3 & 2 \end{pmatrix} \begin{pmatrix} 2 & 3 \\ 1 & 2 \end{pmatrix} = \begin{pmatrix} 5 & 8 \\ 8 & 13 \end{pmatrix}$$

$$A^{T}A = \begin{pmatrix} 2 & 3 \\ 1 & 2 \end{pmatrix} \begin{pmatrix} 2 & 1 \\ 3 & 2 \end{pmatrix} = \begin{pmatrix} 13 & 8 \\ 8 & 5 \end{pmatrix}$$

$$\begin{pmatrix} a & b \\ c & d \end{pmatrix} \begin{pmatrix} a & c \\ b & d \end{pmatrix} = \begin{pmatrix} a^{2} + b^{2} & ac + bd \\ ac + bd & c^{2} + d^{2} \end{pmatrix}$$

Then, A^TA is the same thing, but with b,c swapped.

2 | For complex matrices

$$\begin{pmatrix} a+bi & c+di \\ f+gi & j+ki \end{pmatrix} \begin{pmatrix} a+bi & f+gi \\ c+di & j+ki \end{pmatrix} = \begin{pmatrix} a^2-b^2+2abi & \\ & j^2-k^2+2jki \end{pmatrix}$$