



AtliQ Hardware

About Me



Yogesh Kurane

An aspiring data analyst. I have recently completed a project called Business Insights 360 to help AtliQ make data driven decisions by applying data analytics in the decision-making process.

About AtliQ Hardware

AtliQ Hardware is a computer hardware company. It sells computer hardware like keyboard, mouse, printer, personal computers (PCs) etc.

Business

Channels

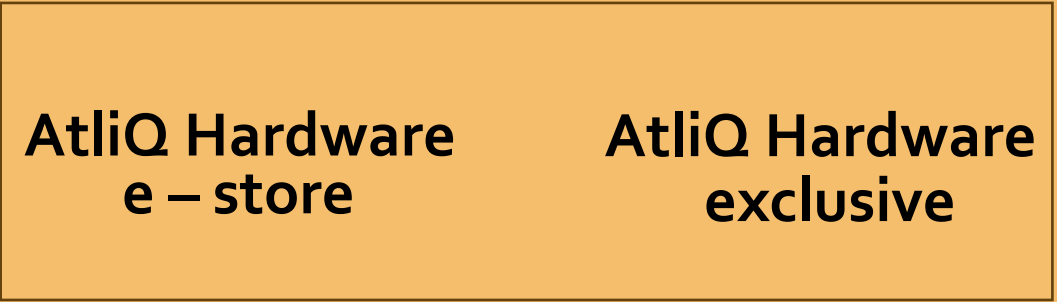
Consumer



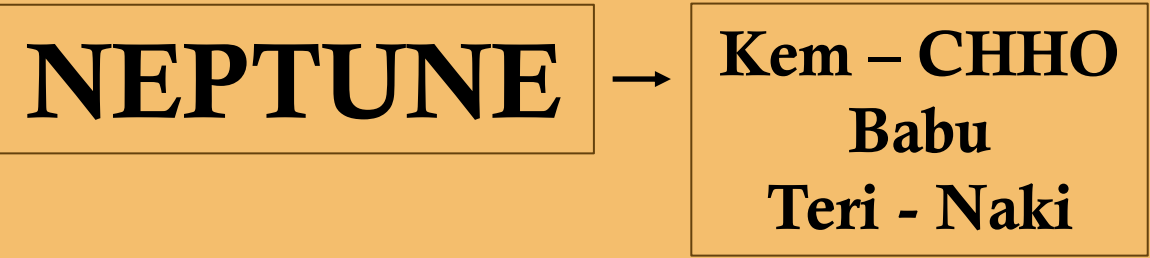
Retailer



Direct



Distributor



Problem Statement

AtliQ Hardware established their new stores in Latin America but that was a bitter experience for the company. The company faced huge losses due to the decisions that were taken based on few surveys and intuitions.





Actions

In the Annual General meeting, one of their key discussions was to onboard data analytics for data driven decision making.

Actions

They decided to onboard a data analytics team to help them with keeping the data transparent and clean for driving insights and decision making. One of their key competitors is Dell.





Competition

Dell has a bigger advantage as it has a powerful data analytics team that provides it with all the necessary aspects for decision making and growth. Therefore, they have no other option but to face the competition and improve their strengths.