



Business Insight 360: Transforming Data into Actionable Insights

ATLIQ HARDWARE'S JOURNEY TO
DATA-DRIVEN DECISION MAKING

Problem Statement:

AtliQ Hardware, a rapidly growing company in the electronic goods market, specializes in products such as printers, mice, PCs, and keyboards. They serve prominent customers like Croma, Flipkart, and Amazon across various locations. Despite their growth, AtliQ faced significant losses during their expansion into Latin America due to decisions made based on surveys and intuition.

To overcome this challenge and compete effectively with major players like Dell, AtliQ has decided to hire a data analytics team to drive data-driven decision-making. The existing reliance on Excel for data analysis is inadequate for their growing needs, prompting the need for a more robust solution

Key Challenges:

EXPANSION LOSSES	COMPETITOR PRESSURE	CURRENT LIMITATIONS
Financial losses in the Latin American market.	Competitors like Dell have advanced data analytics teams.	Reliance on Excel for data analysis.
Decisions based on surveys and intuition.	Need to analyze customer demographics and market trends.	Inability to handle large datasets and complex analytics.

Project Goals:

IMPLEMENT POWER BI	DATA-DRIVEN DECISION MAKING	COMPETITIVE ADVANTAGE	QUANTITATIVE BENEFIT
Transition from Excel to Power BI for advanced analytics.	Enable informed strategic decisions based on data.	Equip AtliQ to compete with industry leaders.	Deliver a 10% incremental profit.
Create comprehensive dashboards and reports.	Improve decision accuracy and reliability.	Provide insights into customer demographics and sales trends.	

Expected Outcomes:

STRATEGIC GROWTH	ENHANCED BUSINESS INSIGHTS	COMPETITIVE EDGE	IMPROVED TRANSPARENCY
Improved understanding of market trends and customer behavior.	Data-driven strategies to support expansion and mitigate risks.	Strengthened market position against competitors.	Enable data-driven decision-making across markets and functions.
Identification of profitable opportunities and potential risks.	Increased efficiency in decision-making processes.	Advanced analytical capabilities to drive business growth.	

Dataset Details:

Excel file: Outlining the report features.

Features	Description
Finance View	Show Profit and loss statement to understand financial performance across Markets, Products, Customers etc.
Sales View	Show Top / Bottom Customers along with Key Metrics. A matrix would be preferable to understand their performance
Marketing View	Same as Sales view but for Products
Supply Chain	Reliability, Forecast Accuracy in a view to understand SC Performance
Executive View	Integrated view of key insights for executives. (More details TBD)

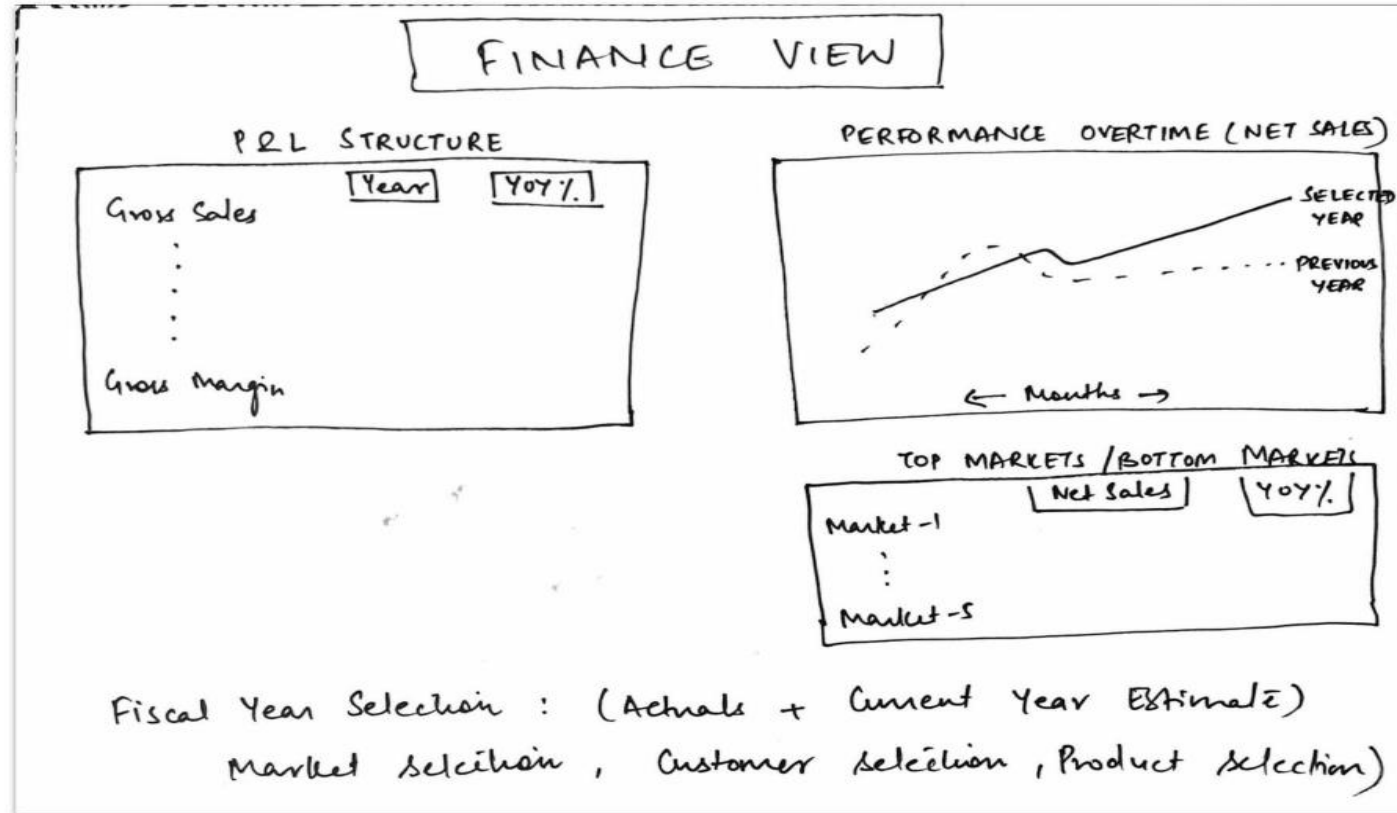
PDF Files: Mockup/Rough Sketch of Dashboard.

SQL dump files: Provides the

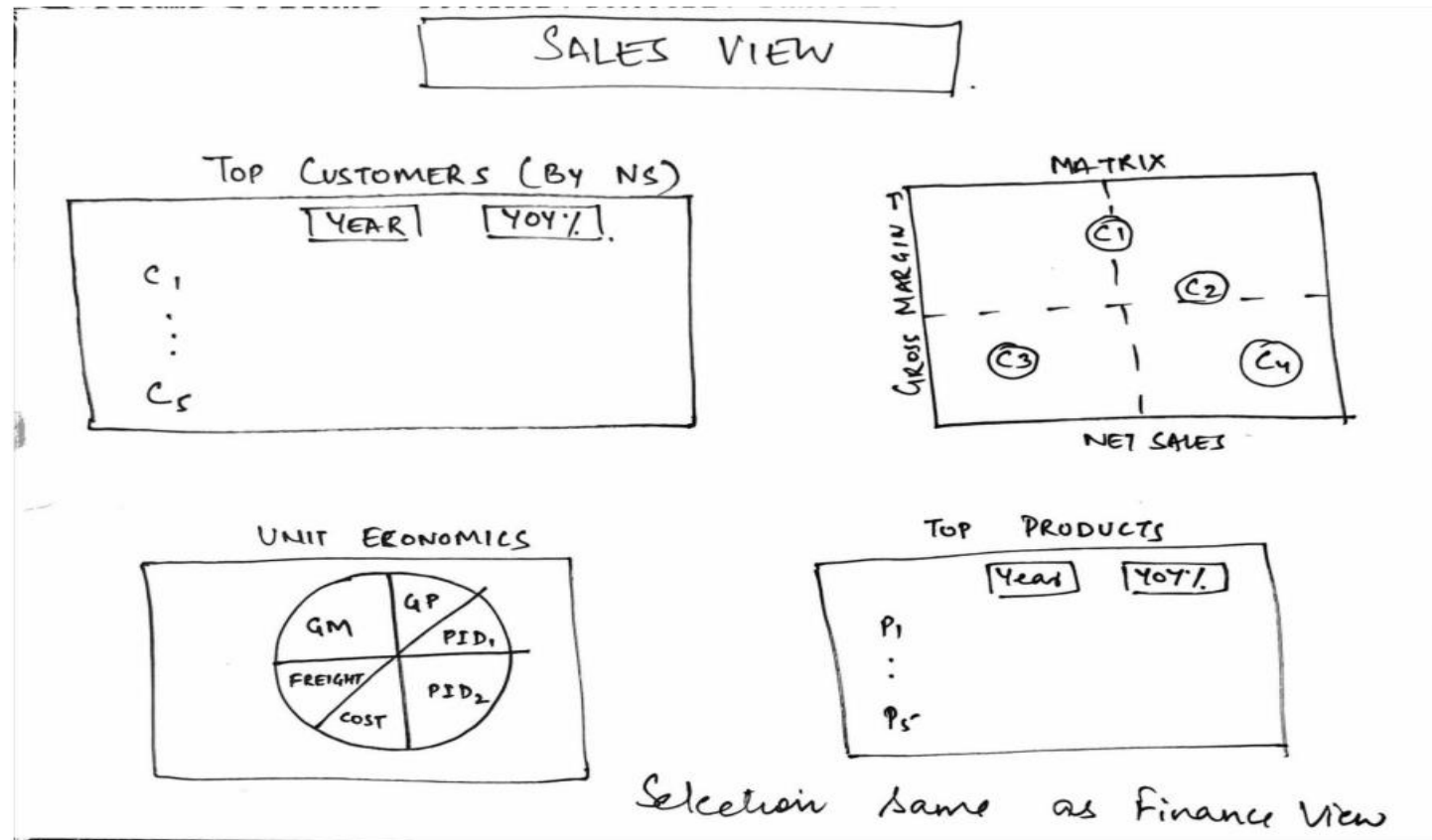
gdb041: Contains tables for customers, markets, products, forecasts, and sales.

gdb056: Contains tables for freight cost, gross price, manufacturing cost, and invoice deductions.

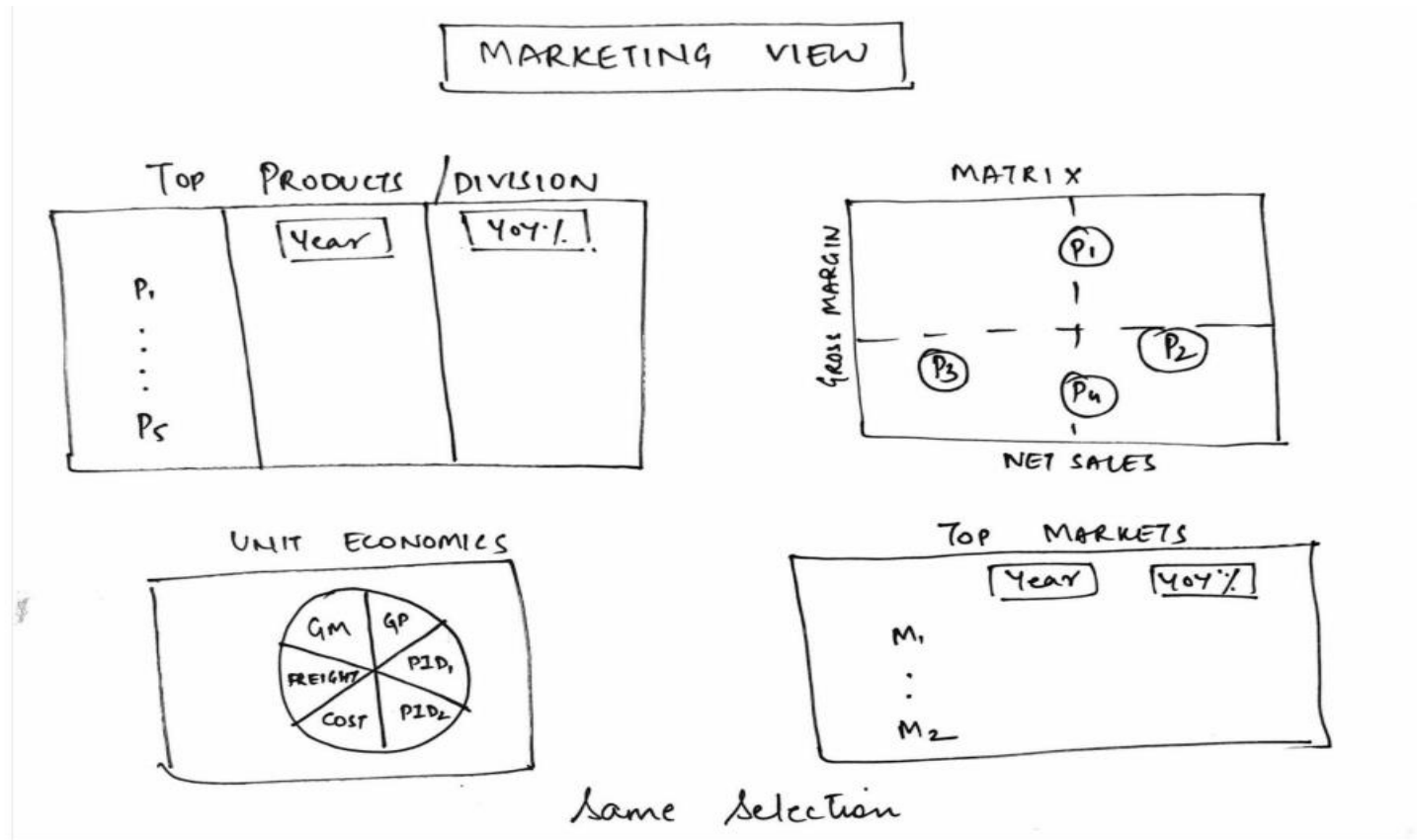
Finance View Mock-up Dashboard:



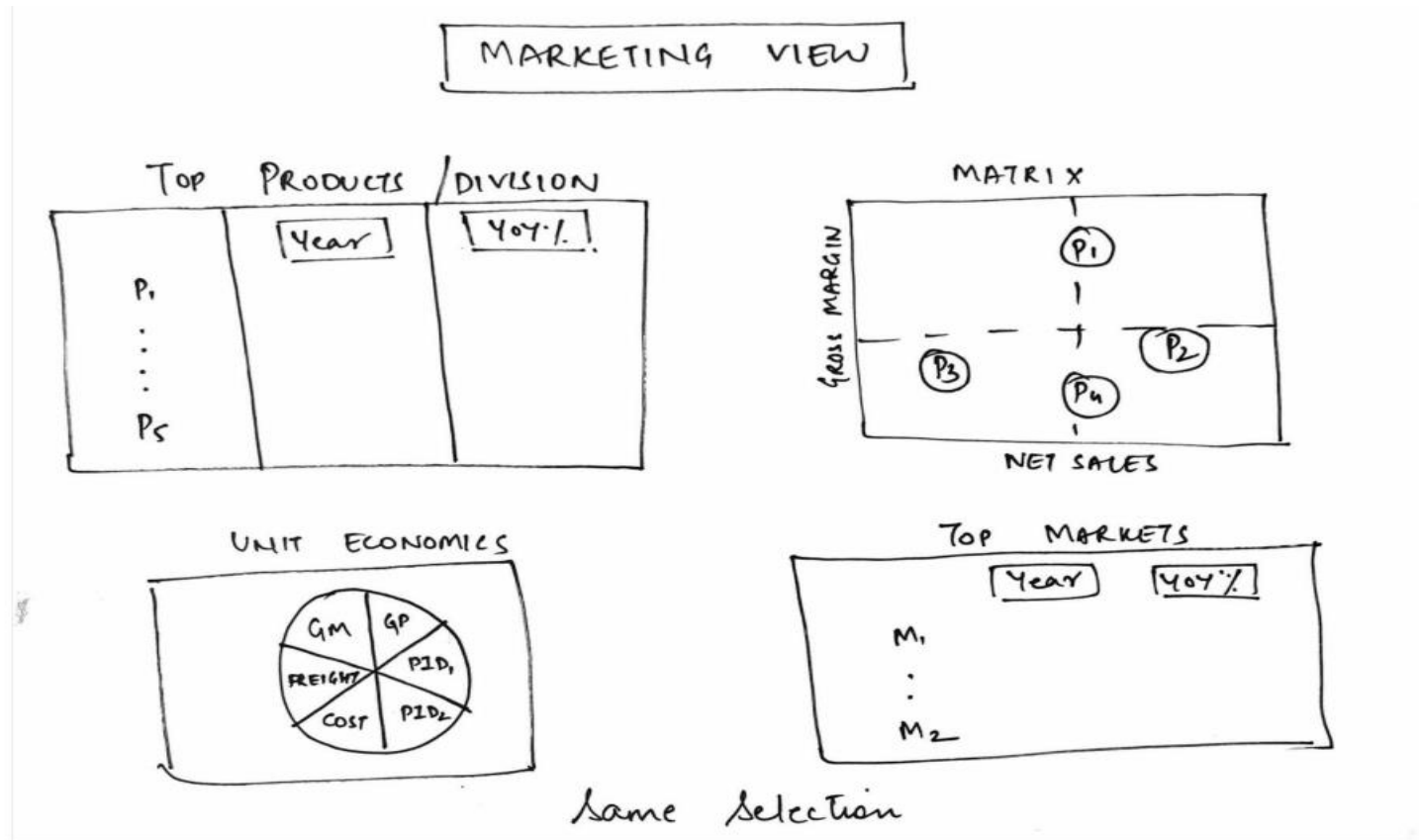
Sales View Mock-up Dashboard:



Marketing View Mock-up Dashboard:



Marketing View Mock-up Dashboard:



Supply Chain View Mock-up Dashboard:

