The Story of AtliQ Hardware: Harnessing Data to Drive Growth
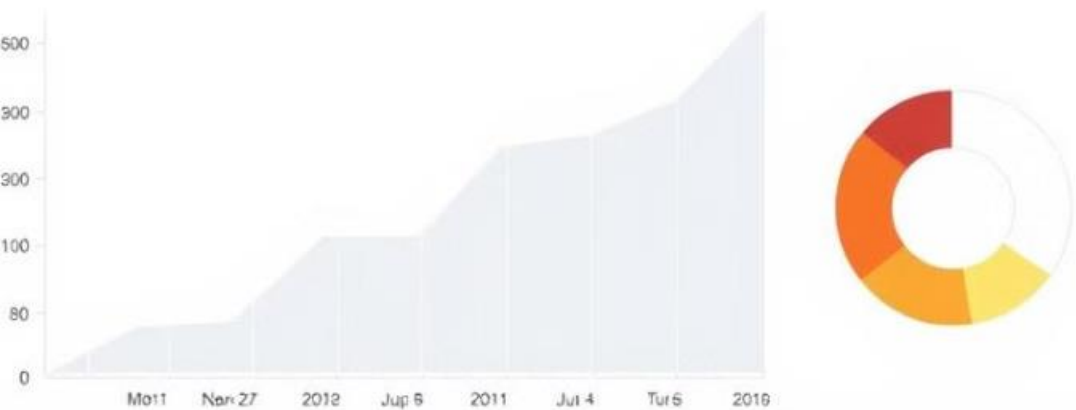
AtliQ Hardware, a rapidly growing electronics company, sought to transform its business operations by leveraging data to make informed decisions. By adopting a data-driven approach, AtliQ aimed to overcome challenges and achieve sustainable growth.

About AtliQ Hardware: A Fast-Growing Electronics Company

AtliQ Hardware is a leading electronics company serving prominent clients like Croma and Amazon, specializing in a diverse range of electronic devices.

1 **Market Presence**

AtliQ has a strong presence in the electronics market, serving a wide customer base.

2 **Product Portfolio**

The company boasts a comprehensive product portfolio, encompassing various electronic devices to cater to diverse needs.

3 **Growth Strategy**

AtliQ has a clear growth strategy, focusing on expanding its market share and product offerings.

Challenges in Latin America: Intuition-Based Decisions Leading to Losses

Despite its success, AtliQ faced significant challenges in its Latin American operations. Reliance on intuition-based decision-making led to losses in this key market.

Intuition-Based Decisions

Decisions were often made based on intuition and gut feeling, leading to inaccurate forecasts and inefficiencies.

Lack of Data Analysis

AtliQ lacked a systematic data analysis process, hindering its ability to identify trends and understand customer behavior.

Competitive Landscape

The Latin American market was highly competitive, with established players leveraging data to gain a competitive edge.

Introducing the Data-Driven Approach: Leveraging Provided Data

To address these challenges, AtliQ embarked on a data-driven transformation journey. The company leveraged provided data to gain valuable insights into its operations and customer behavior.

1 ── Data Collection and Integration

AtliQ implemented robust data collection and integration processes, consolidating information from various sources.

2 ── Data Cleaning and Transformation

Data was cleaned and transformed to ensure accuracy and consistency, preparing it for analysis.

3 ── Data Analysis and Visualization

Advanced analytical techniques were applied to uncover hidden patterns and insights from the data.

Understanding the Data Landscape

1   **Excel File: Outlining the report features**

Contains detailed report features for each of the views, providing a comprehensive overview of the data.

2   **PDF Files: Mock-up/Rough sketch of the dashboard.**

Contains rough sketches for each view, offering a visual representation of the dashboard layout and design.

3   **SQL Files:**

gdb041: Contains tables for customers, markets, products, forecasts, and sales.
gdb056: Contains tables for freight cost, gross price, manufacturing cost, and invoice deductions.

Key Stakeholder Views: Finance, Sales, Marketing, Supply Chain, and Executive

AtliQ recognized the importance of aligning stakeholder perspectives. The company developed tailored dashboards for key stakeholders, providing insights relevant to their respective areas.

Finance	Sales	Marketing	Supply Chain	Executive
Financial performance	Sales performance	Marketing campaign effectiveness	Inventory management and logistics	Overall business performance

Designing the Dashboard: Translating Data into Actionable Insights
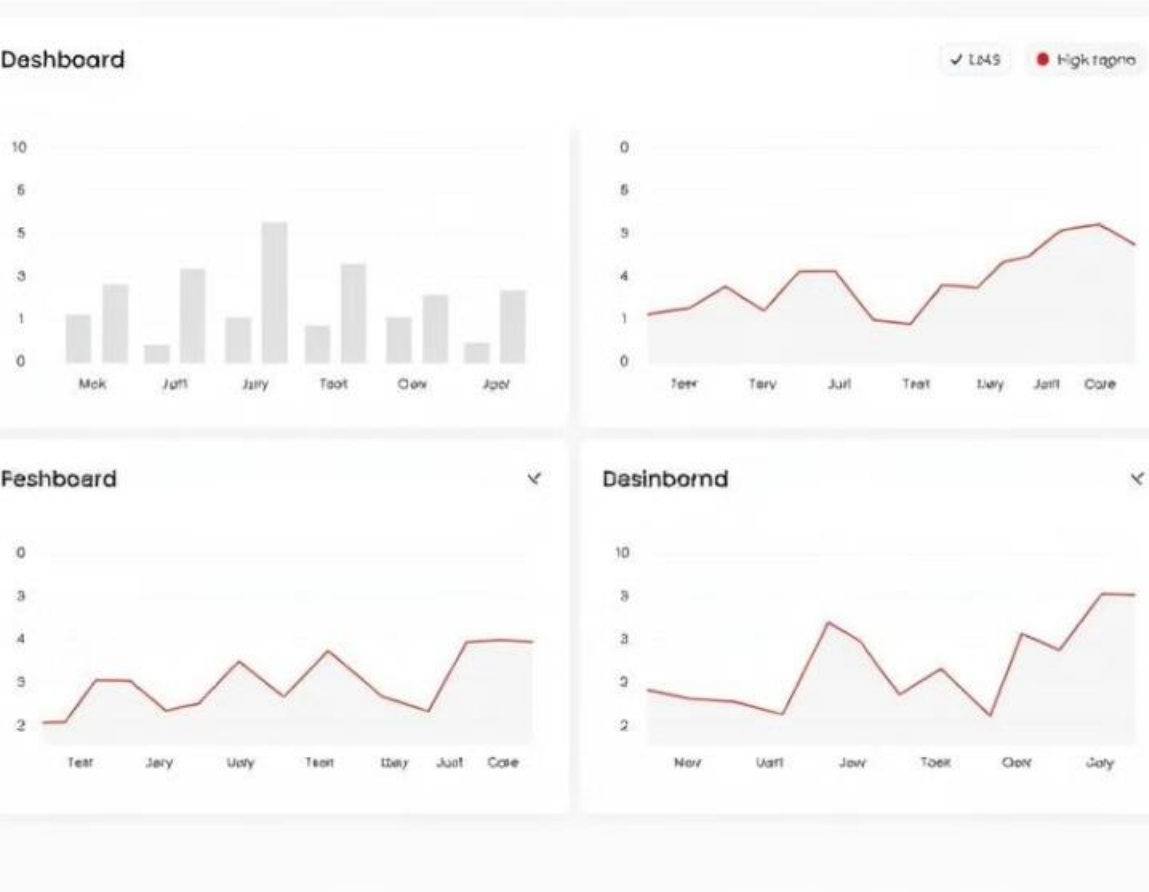
The dashboards were designed to present data in an intuitive and actionable way, enabling stakeholders to make informed decisions.

1

Data Exploration

Users could explore data through interactive filters and drill-down capabilities, gaining granular insights.

2

Key Performance Indicators (KPIs)

Key performance indicators (KPIs) provided a concise view of critical business metrics.

3

Trend Analysis

Dashboards facilitated trend analysis, helping stakeholders identify patterns and forecast future performance.

Home View:

The Home view provides a central navigation facility with buttons to access any view within the dashboard. It serves as the main entry point, allowing users to quickly navigate to different sections such as Finance, Sales, Marketing, Supply Chain, and Executive views.

Finance View:

The Finance view offers a comprehensive analysis of the company's financial performance. It includes:

- **Profit and Loss Statements Matrix:** Detailed breakdown of revenue, expenses, and profit.
- **Net Sales Performance Over Time:** Visual representation of net sales over time in compared with last year and target.
- **Top / Bottom Customers & Product by Net Sales:** Identification of the best and worst-performing customers and products based on net sales.
- **Net Sales, Gross Margin %, Net Profit % KPIs:** Compared with Last Year as well the targets.
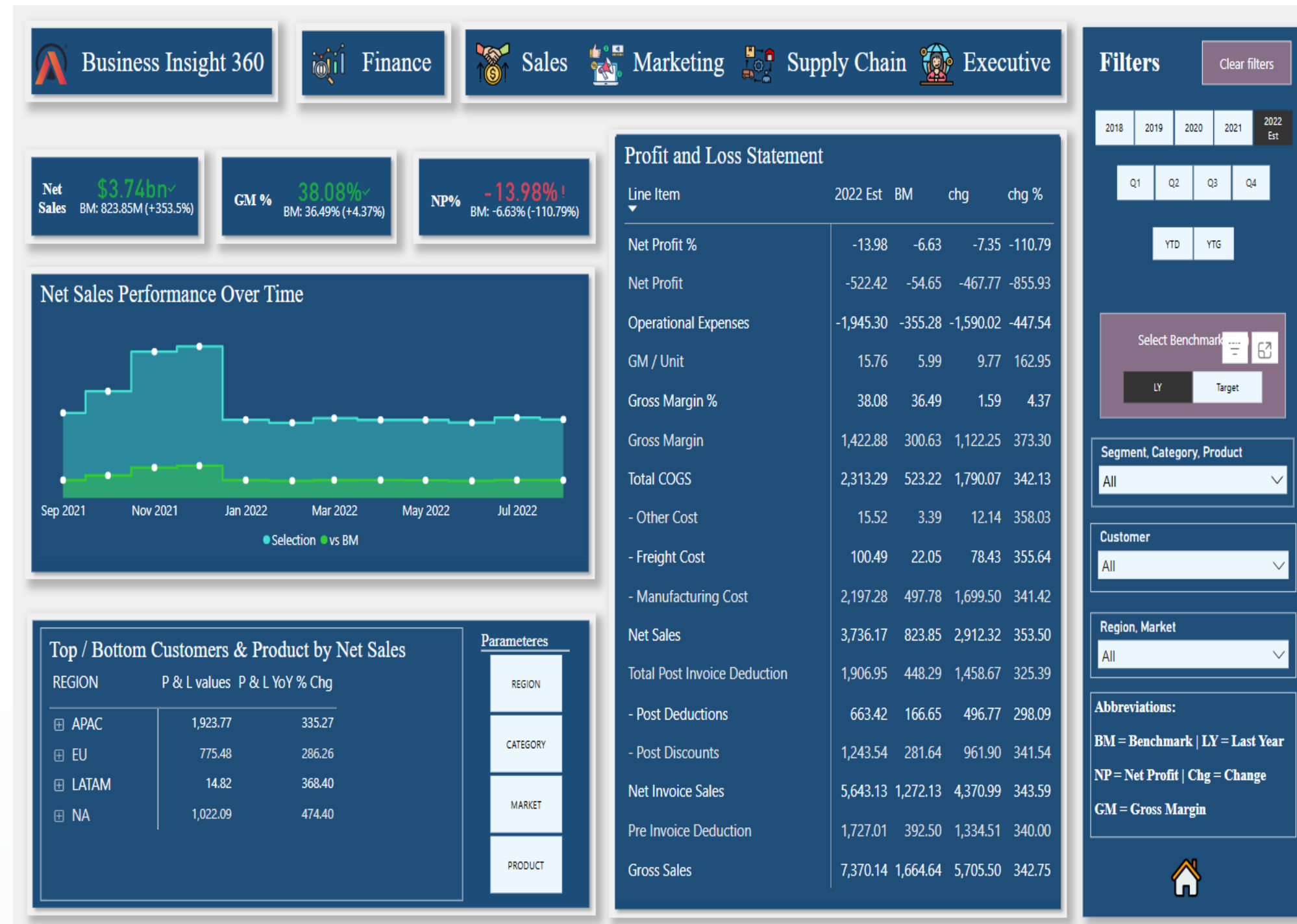
Sales View:

The Sales view focuses on customer and product performance, providing insights into:

- **Customer and Product Performance Matrix:** Analysis of Net Sales, GM, GM% performance for different customers and product.

- **Performance Matrix:** Visual representation of Gross Margin % and Net Sales for customers.

- **Unit Economics:** Breakdown of total Cost of Goods Sold (COGS) and deductions.
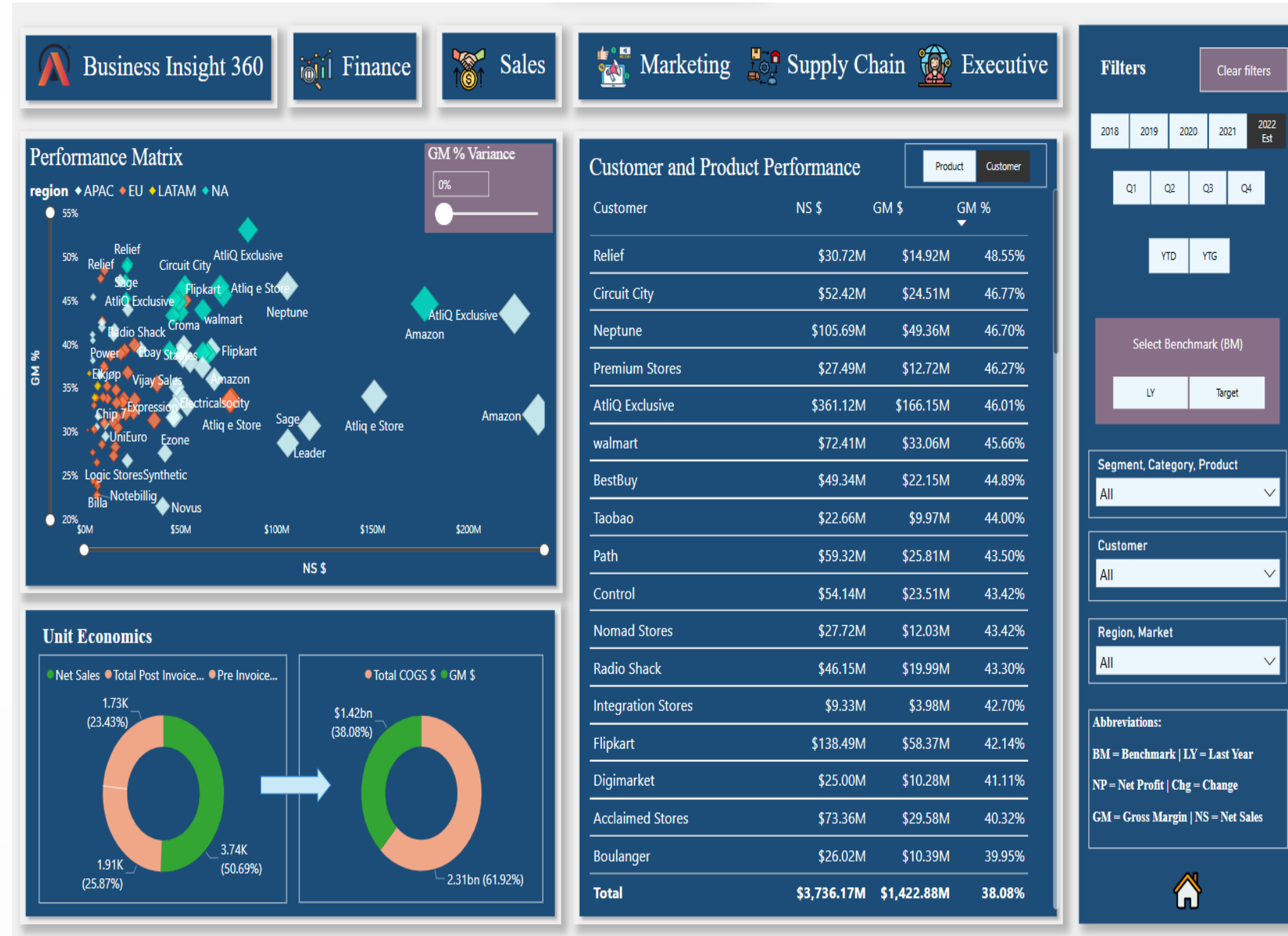
Marketing View:

The Marketing view evaluates the performance of different regions, markets, and customers, including:

- **Region / Market / Customer Performance:** Analysis of performance based on net profit and net profit %.

- **Performance Matrix:** Evaluation of product performance based on net sales, gross margin, gross margin %, net profit and net profit % .

- **Unit Economics:** Breakdown of total Cost of Goods Sold (COGS), gross margin, operational expenses and net profit.

Business Insight 360 | **Finance** | **Sales** | **Marketing** | **Supply Chain** | **Executive**

Performance Matrix

region: ● APAC ● EU ● LATAM ● NA

Show GM %

Performance Matrix

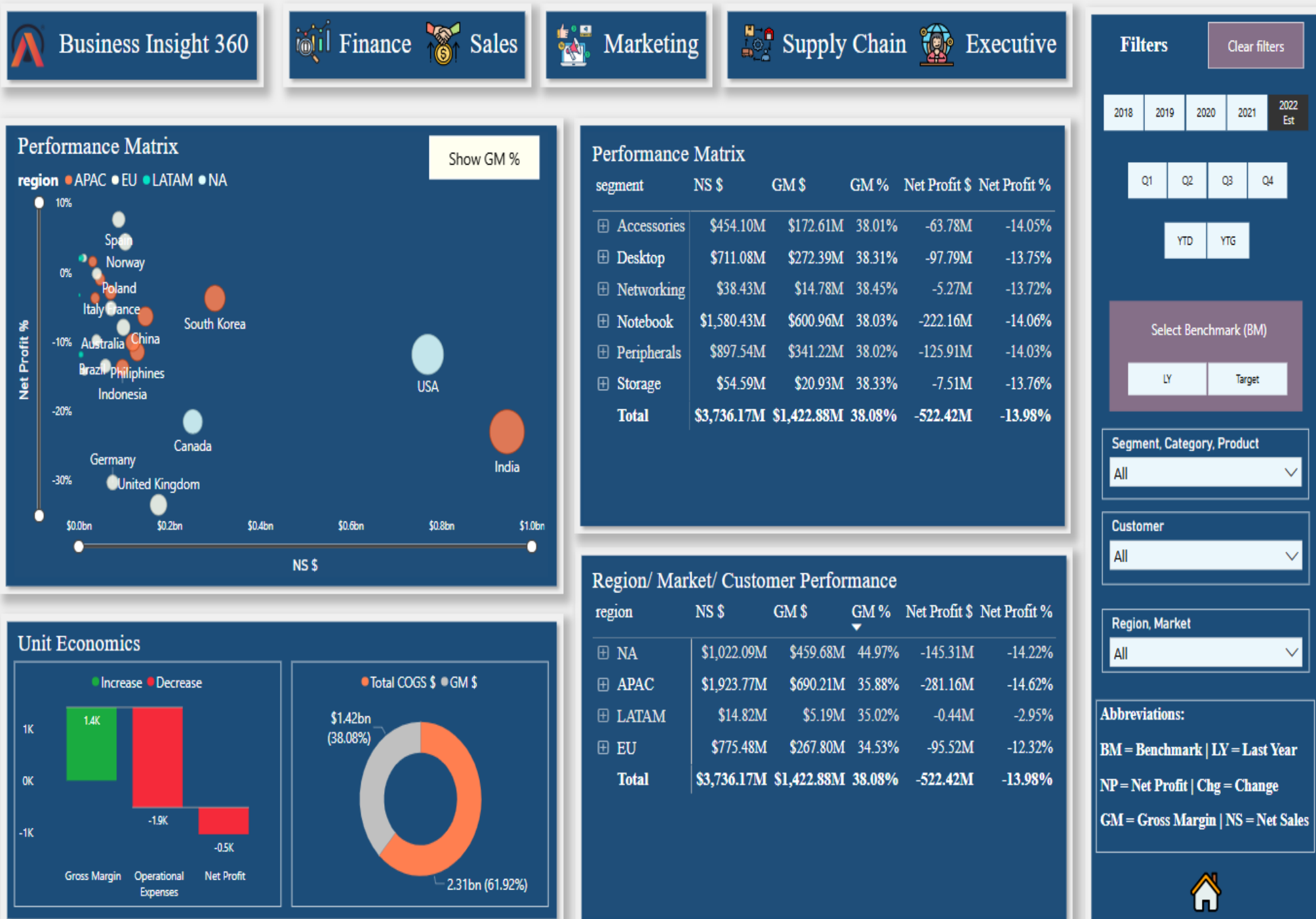| segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Accessories	$454.10M	$172.61M	38.01%	-63.78M	-14.05%
⊞ Desktop	$711.08M	$272.39M	38.31%	-97.79M	-13.75%
⊞ Networking	$38.43M	$14.78M	38.45%	-5.27M	-13.72%
⊞ Notebook	$1,580.43M	$600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	$341.22M	38.02%	-125.91M	-14.03%
⊞ Storage	$54.59M	$20.93M	38.33%	-7.51M	-13.76%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Region/ Market/ Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ NA	$1,022.09M	$459.68M	44.97%	-145.31M	-14.22%
⊞ APAC	$1,923.77M	$690.21M	35.88%	-281.16M	-14.62%
⊞ LATAM	$14.82M	$5.19M	35.02%	-0.44M	-2.95%
⊞ EU	$775.48M	$267.80M	34.53%	-95.52M	-12.32%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Increase ● Decrease
● Total COGS $ ● GM $

$1.42bn (38.08%)
2.31bn (61.92%)

Gross Margin: 1.4K
Operational Expenses: -1.9K
Net Profit: -0.5K

Filters

Clear filters

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Select Benchmark (BM)

LY | Target

Segment, Category, Product: All

Customer: All

Region, Market: All

Abbreviations:

BM = Benchmark | LY = Last Year

NP = Net Profit | Chg = Change

GM = Gross Margin | NS = Net Sales

Supply Chain View:

The Supply Chain view provides key performance indicators (KPIs) and metrics related to supply chain management, such as:

- **Forecast Accuracy:** Measurement of how accurately the company predicts demand.

- **Net Error and Absolute Error:** Calculation of forecast errors.

- **Risks:** Analysis of supply chain metrics for different customers and products.

- **Accuracy and Net Error Trend:** Comparison of forecast accuracy with the previous year, along with net error.
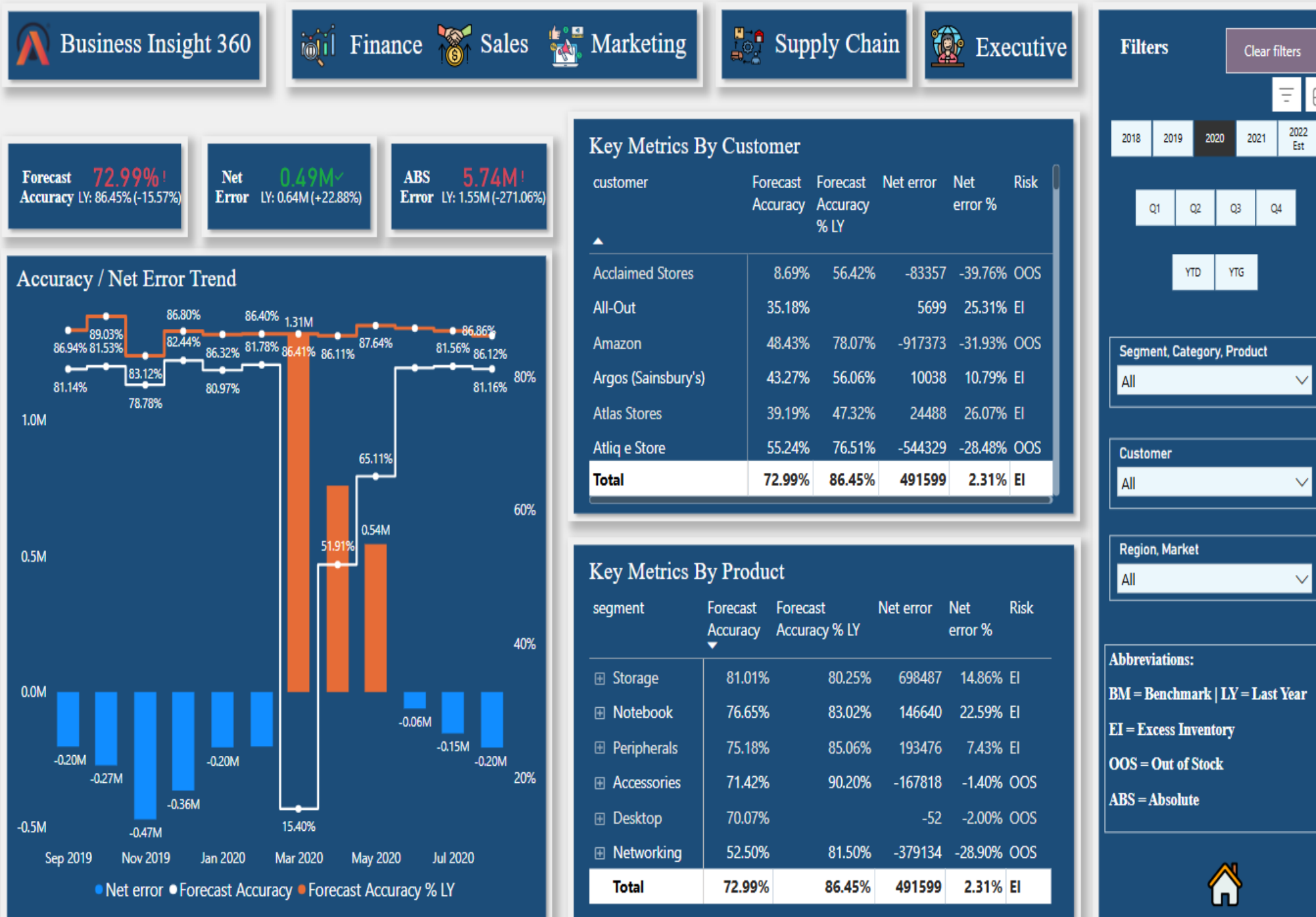
Executive View:

The Executive view offers a high-level summary of key performance indicators (KPIs) across all departments, including:

- **Trends:** Visual representation of trends over time for quick insights.

- **Comparative Analysis:** Comparison of current performance against targets and previous periods.

- **Actionable Insights:** Recommendations based on data analysis to drive strategic decisions.

- **Key Metrics:** Net sales, gross margin, net profit, and other critical financial metrics.

Implementing the Solution: Challenges and Lessons Learned

The implementation of the data-driven approach presented various challenges, but also provided valuable lessons for future initiatives.

User Adoption

Encouraging user adoption of the dashboards was crucial for maximizing their impact.

Data Quality

Maintaining high data quality was essential for the accuracy of insights generated from the dashboards.

Communication and Collaboration

Effective communication and collaboration among stakeholders were critical for success.

Change Management

The transition to a data-driven culture required careful change management to address resistance.

The Road Ahead: Sustaining Data-Driven Decision-Making

AtliQ's journey to data-driven decision-making continues. The company is committed to continually refining its approach to ensure long-term success.

Data Governance

Implementing robust data governance policies to ensure data quality and security.

Data Literacy

Investing in data literacy initiatives to empower employees to leverage data effectively.

Continuous Improvement

Embracing a culture of continuous improvement, iteratively refining data-driven processes.