

Atliq Hardware Sales Analytics

Transforming raw APAC sales data into strategic growth insights through SQL-based intelligence.

CASE STUDY: REVENUE & SUPPLY CHAIN OPTIMIZATION

The Strategic Imperative

Navigating visibility gaps in market performance, channel contribution, and operational efficiency.

CORE BUSINESS CHALLENGES



Market Visibility

Leadership lacked clarity on which APAC markets were driving the highest revenue and growth potential.



Profitability Erosion

High pre-invoice discounts for key customers were significantly impacting net margins across product segments.



Supply Chain Gaps

Inconsistent lead times and high logistics costs were creating stockout risks and delivery delays.

SQL ANALYTICS METHODOLOGY

ExplorationSQL Engine

Cleaning
raw sales &
logistic
datasets.

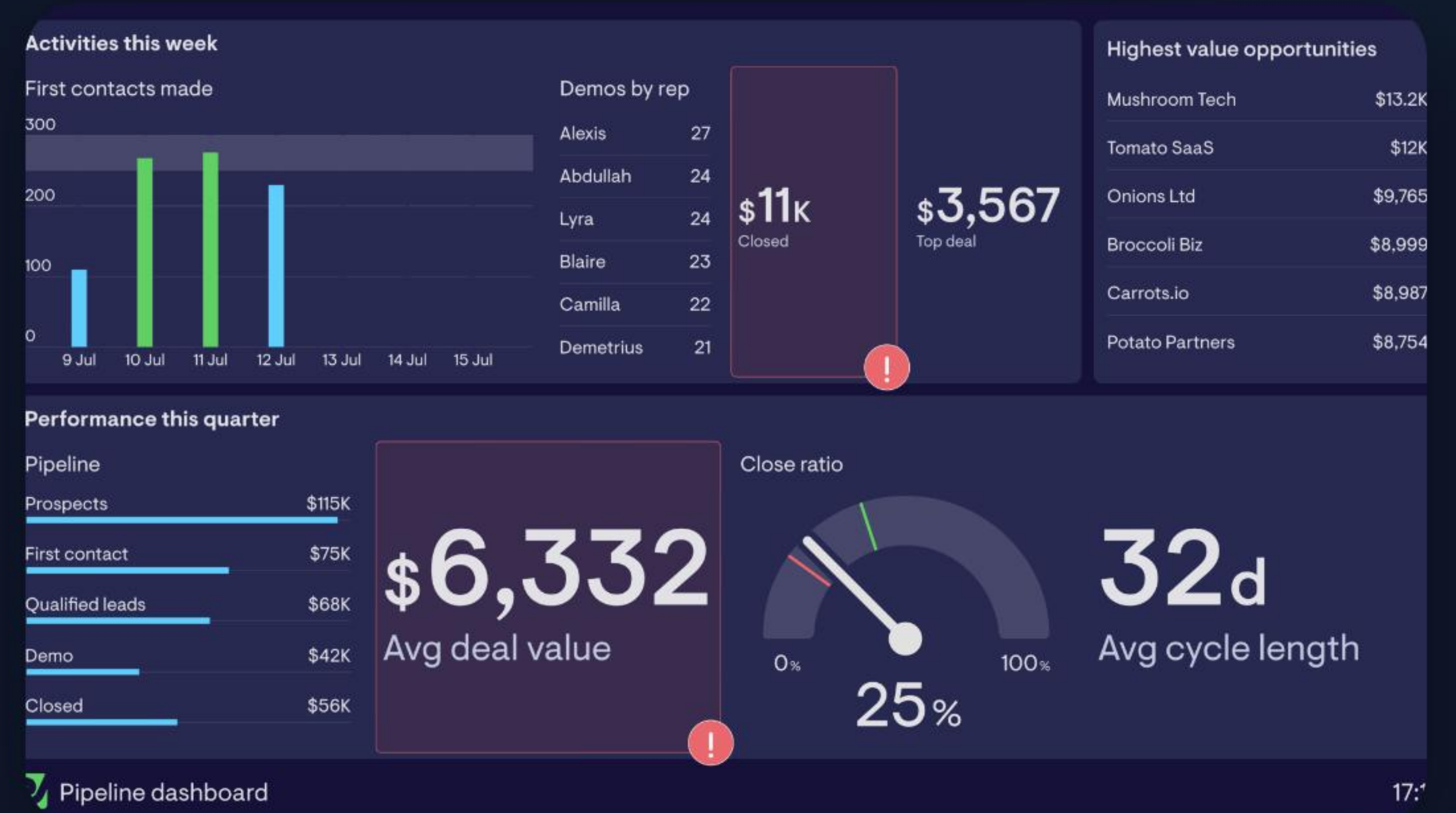
Aggregating
15+ complex
business
KPIs.

Mapping

Linking data
to business
objectives.

Insight

Storytelling
through
dashboards.

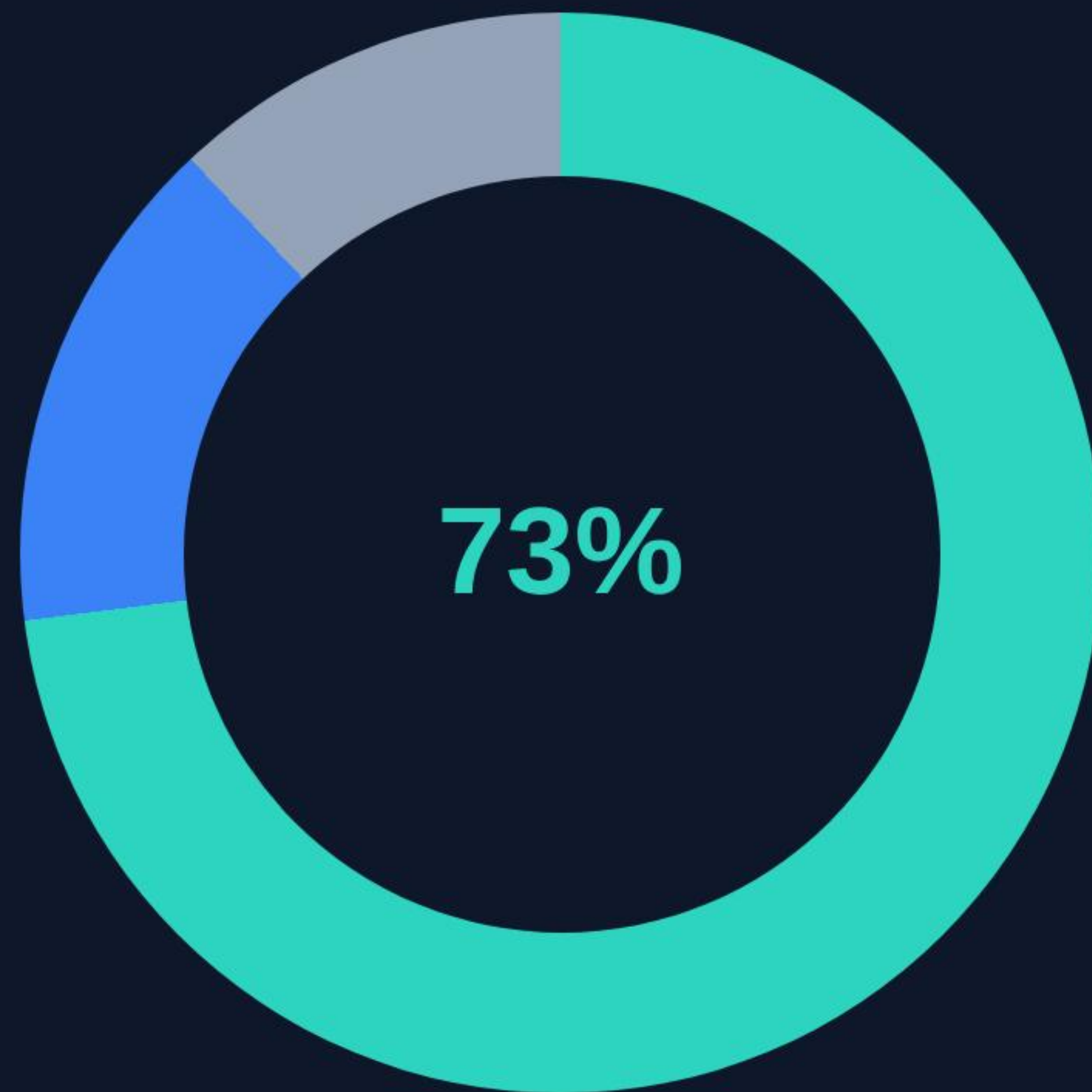


REVENUE GROWTH TREND (2018-2022)



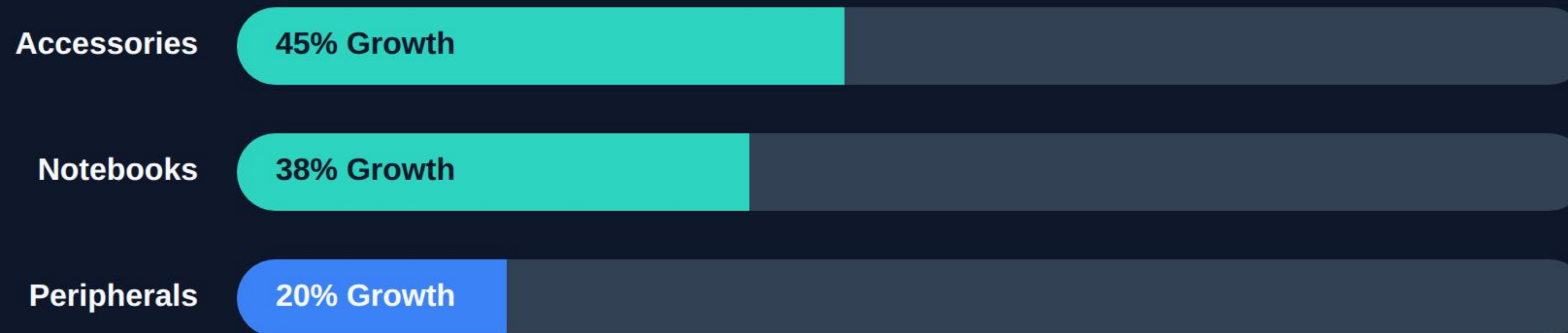
Gross sales grew exponentially, peaking in late 2021 with a sharp \$20M+ monthly surge in November.

SALES CHANNEL DISTRIBUTION (2021)



- Retailers:** Dominant channel contributing majority revenue.
- Distributors:** Secondary market reach.
- Direct-to-Consumer:** Emerging growth opportunity.

HIGH-GROWTH PRODUCT CATEGORIES



New product launches increased by 36% year-on-year, primarily driven by Accessories and Notebook expansions.

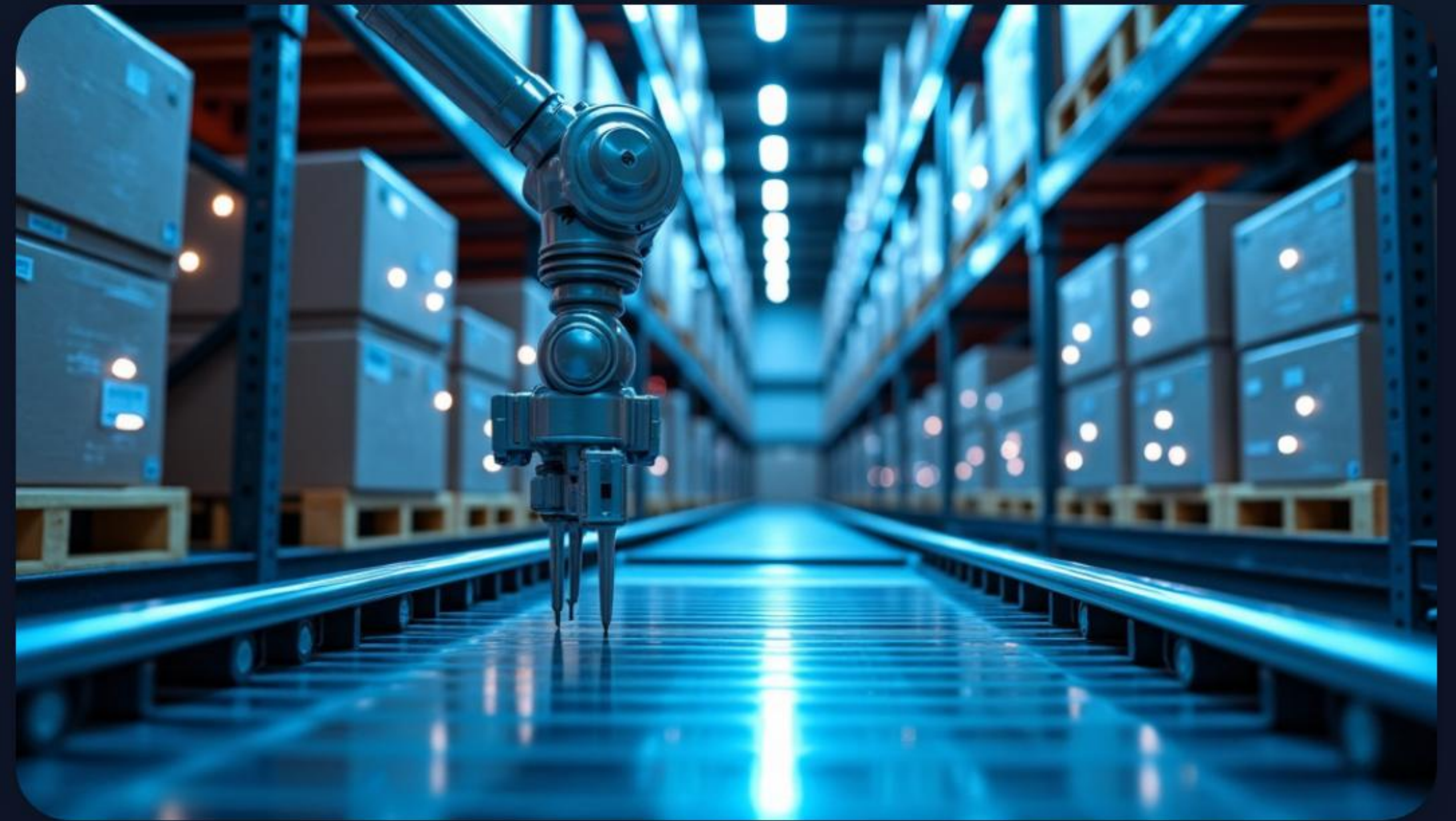
CUSTOMER DISCOUNT IMPACT ANALYSIS

Top Customers	Average Discount	Gross Revenue Impact	Net Profit Margin Status
Flipkart	~30%	High	At-Risk
Viveks	~30%	Medium-High	At-Risk
Amazon	~29%	High	Under Review
Croma	~22%	Medium	Stable

Aggressive discounting for top retailers impacted overall margin control, necessitating a policy review.

STRATEGIC SOLUTIONS IMPLEMENTED

- ✓ **Supplier Strategy:** Diversified sourcing to reduce manufacturing costs of high-revenue items.
- ✓ **Inventory Optimization:** Reduced overstocked SKUs and prioritized high-availability products.
- ✓ **Lead Time Reduction:** Introduced parallel procurement and buffer stocks to cut delivery cycles.



| QUANTIFIABLE BUSINESS IMPACT

15%

Supply Chain Cost
Reduction

20%

Improvement in
Inventory Turnover

25%

Faster Delivery Lead
Times

Moving from reactive to proactive data-driven strategy.

THE POWER OF BUSINESS STORYTELLING WITH SQL ANALYTICS.