



# Executive Summary: Atliq Hardwares SQL Insights Dashboard



## Problem Statement

Atliq Hardwares, a market leader in computer hardware across India and other regions, lacks timely access to data insights required for agile executive decision-making. To address this gap, the analytics director, Tony Sharma, initiated a hiring challenge to identify junior analysts proficient in SQL and capable of communicating insights effectively.

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## Ad-hoc Requests & Key Business Insights

### 1. Markets of Operation for "Atliq Exclusive" in APAC

- **Insight:** "Atliq Exclusive" operates in the following APAC markets: *[List as per query]*
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### 2. Product Growth Percentage (2020 vs 2021)

- **2020:**  unique products
  - **2021:**  unique products
  - **Growth:**  increase
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### 3. Top Segments by Product Variety

- Segments ranked by unique product count:
  - Segment A – 120 products
  - Segment B – 110 products
  - Segment C – 95 products
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### 4. Segment with Highest Product Growth (2021 vs 2020)

- **Top Segment:** *[Segment Name]*
  - **Increase:** +XX unique products
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### 5. Products with Extreme Manufacturing Costs

- **Highest Cost:** Product A – ₹X
- **Lowest Cost:** Product B – ₹Y

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## 6. Top 5 Customers by Average Discount in India (2021)

Customer	Avg Discount %
Customer A	XX.X%
Customer B	XX.X%

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## 7. Monthly Gross Sales – Atliq Exclusive

- **Trend:** Highest sales in , lowest in
- **Insight:** Seasonality affects monthly performance; useful for supply planning

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## 8. Best Quarter by Sales Volume (2020)

- **Top Quarter:**
- **Total Units Sold:** X,XX,XXX

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## 9. Top Sales Channel by Gross Revenue (2021)

- **Leading Channel:** *Channel X*
- **Revenue:** ₹X million
- **Contribution:** XX.X%

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## 10. Top 3 Products by Sales per Division (2021)

Division	Product	Units Sold	Rank
Division A	Product X	XXXX	1
Division A	Product Y	XXX	2
Division A	Product Z	XXX	3

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## Business Impact

These insights enable the management to: - Optimize marketing and distribution by channel and region - Prioritize high-performing segments and products - Target discounts and offers to strategic customers - Adjust manufacturing focus based on product trends

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## Presentation Format

- PowerPoint Deck: *Visually represents each insight with charts and tables*
  - Video Walkthrough: *Optional narrated tour of findings and business recommendations*
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## Analyst Info

**Name:** [Your Name]

**Position:** Junior Data Analyst Applicant

**GitHub:** [github.com/yourprofile](https://github.com/yourprofile)

**LinkedIn:** [linkedin.com/in/yourprofile](https://linkedin.com/in/yourprofile)

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*Prepared for Atliq Hardwares Executive Analytics Hiring Challenge 2025*