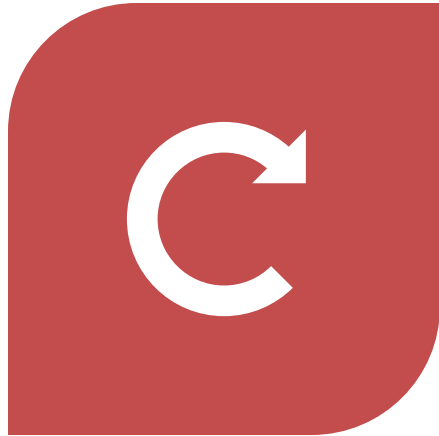


NORTHWIND STORE PERFORMANCE

By Minh — 04-01-2023

In the Northwind store, we're selling foods and other revealment products.



IT'S ALREADY END OF QTR2.2016, SO WE FINALITY
NEED A LOOK BACK TO SEE WHAT WE'VE DONE –
OR – HOW MUCH WE'VE GAINED.



WE WILL MAKE A DASHBOARD TO SEE THAT.

NORTHWIND PERFORMANCE DASHBOARD

Select all

2014

2015

2016

Revenue KPIs

440.88K

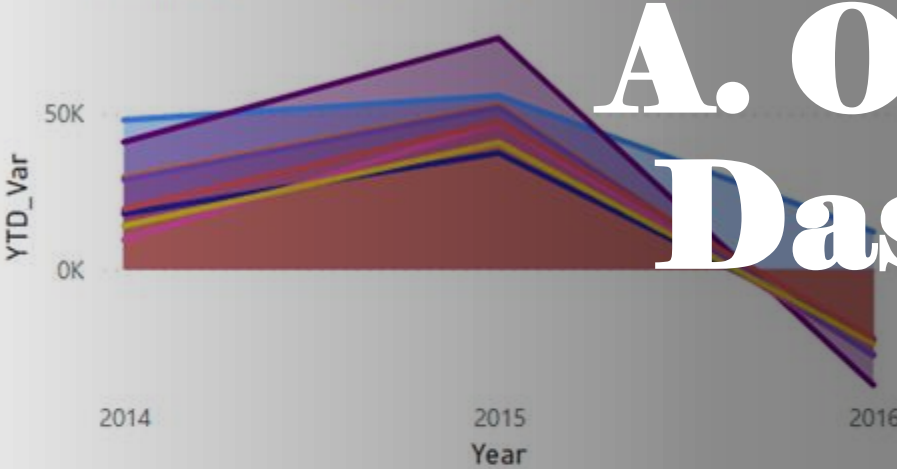
Goal: 617.09K (-28.55%)

Revenue

Year	Revenue	%GT Revenue
2014	208,391.17	16.46%
2015	617,085.20	48.73%
2016	440,877.49	34.81%
Total	1,266,353.86	100.00%

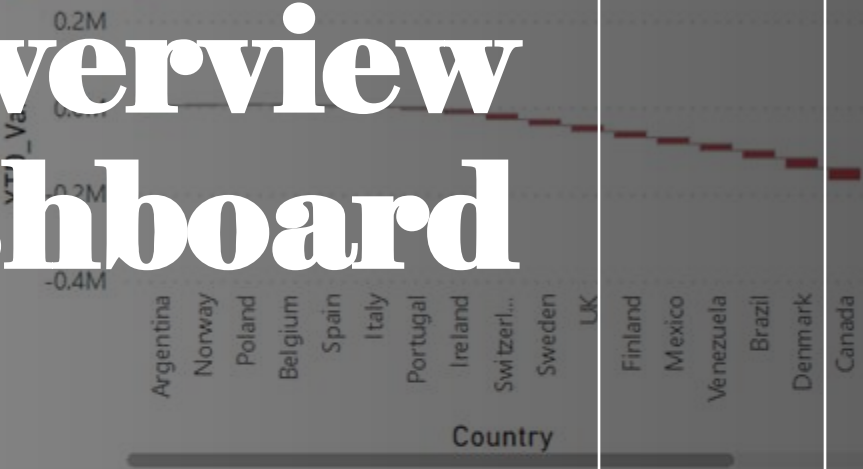
YTD Var by quarter and Year

CategoryName Beverages Condim... Confecti... Dairy Pr...



YTD_Var by Country

Increase Decrease



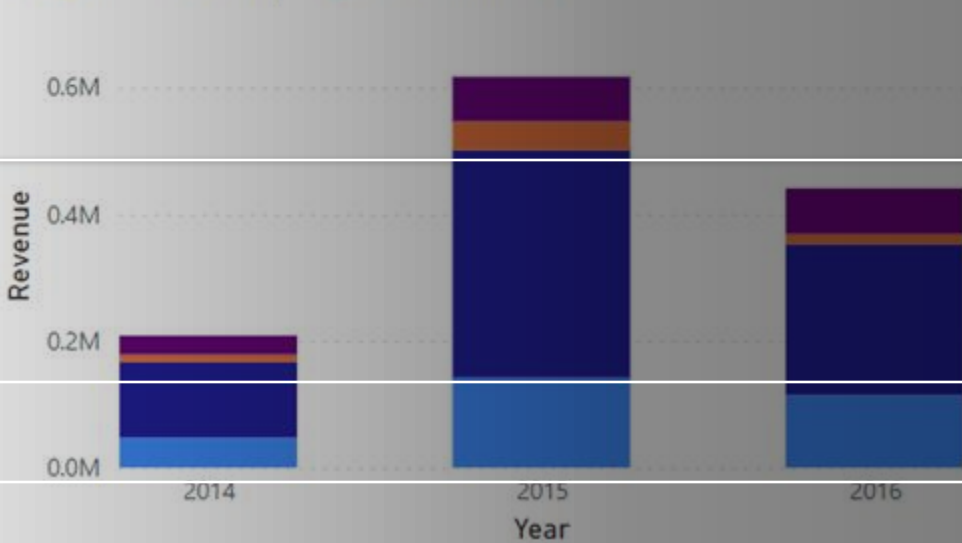
A. Overview Dashboard

Revenue by Country



Revenue of Country group

I/F Americas Europes North America Sourh America

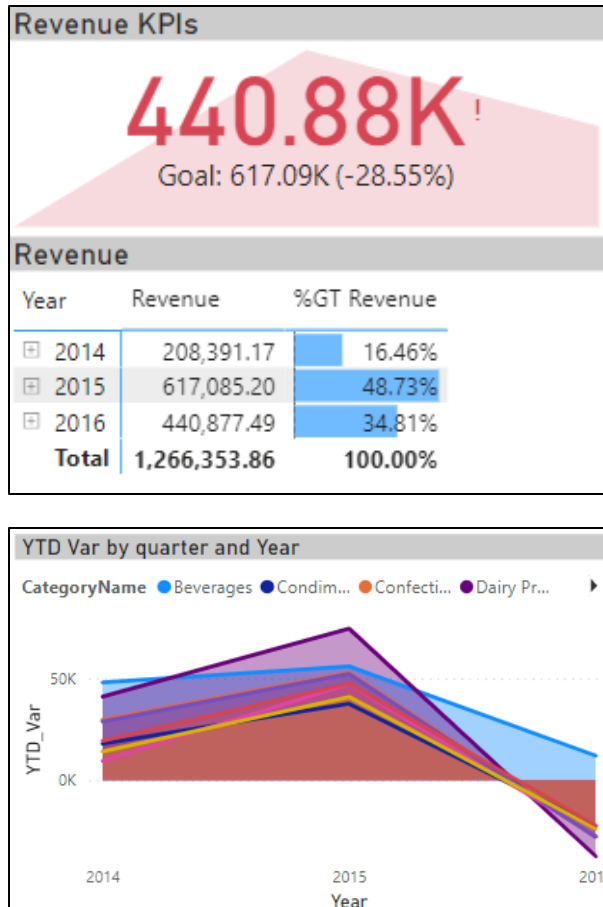


Revenue by CategoryName

CategoryNa... Beverages Dairy Produ... Confections



1. Overview dashboard

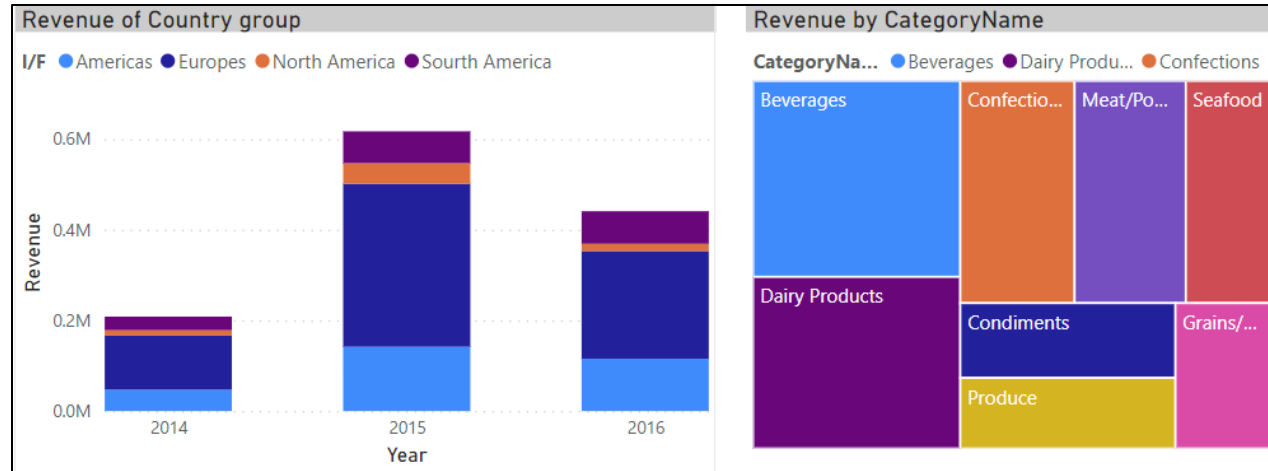


Overview Revenue:

- Total: ~ \$1.3 million
- 2016: ~ \$441K, less than 2015 - \$617K
- Revenue of almost product's categories went down

Pic.1. Overview Revenue (KPIs, YTD...)

1. Overview dashboard



Pic.2. Overview Revenue (by Country, categories..)

By Categories: The most revenue gather in Beverages and Dairy Products.

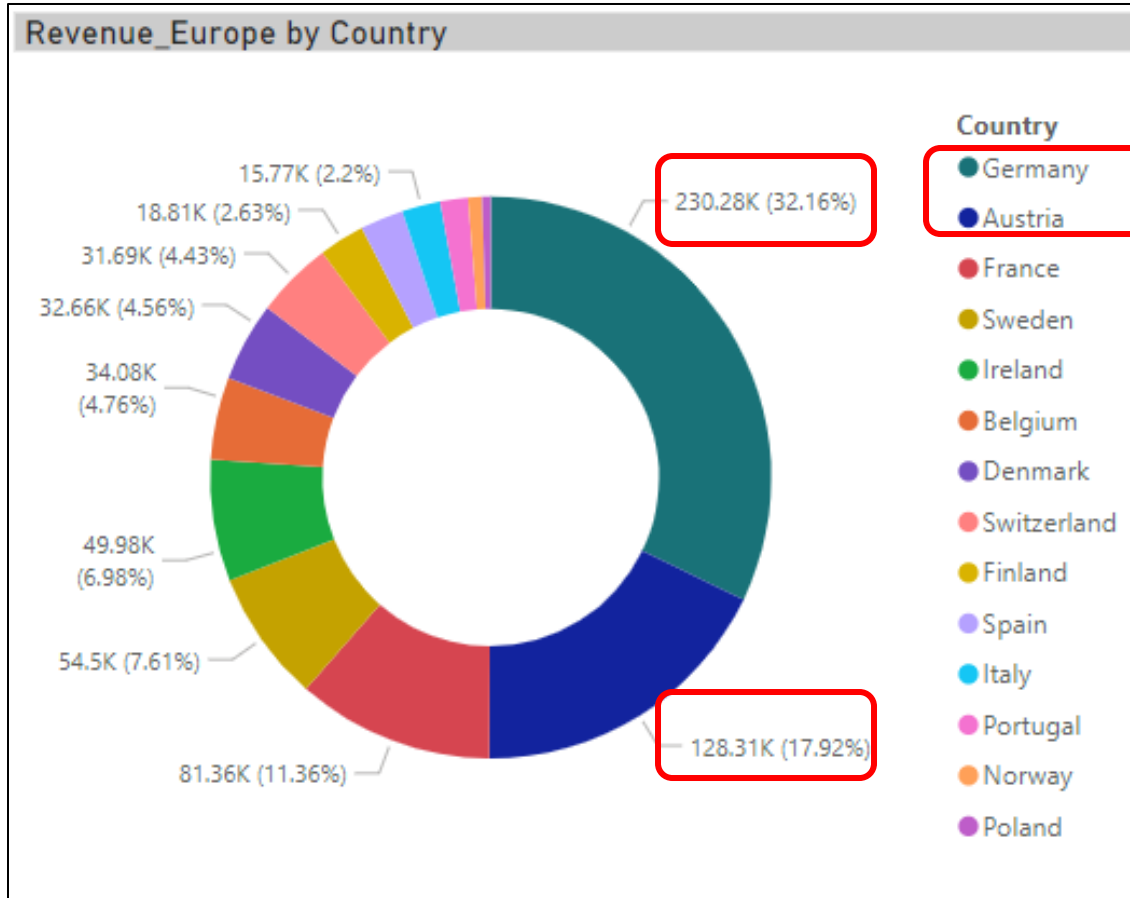
By Country:

- *We can see the significant drop of revenue in Europe in 2016*

Let's see:

1. % revenue of each country in Europe
2. The factors could be there to low down revenue (the revenue different between 2015 – 2016 in categories, country...)

2. Europe's Revenue attribution



Comment:

- Austria & Germany is the top 2 countries in Europe's overview revenue

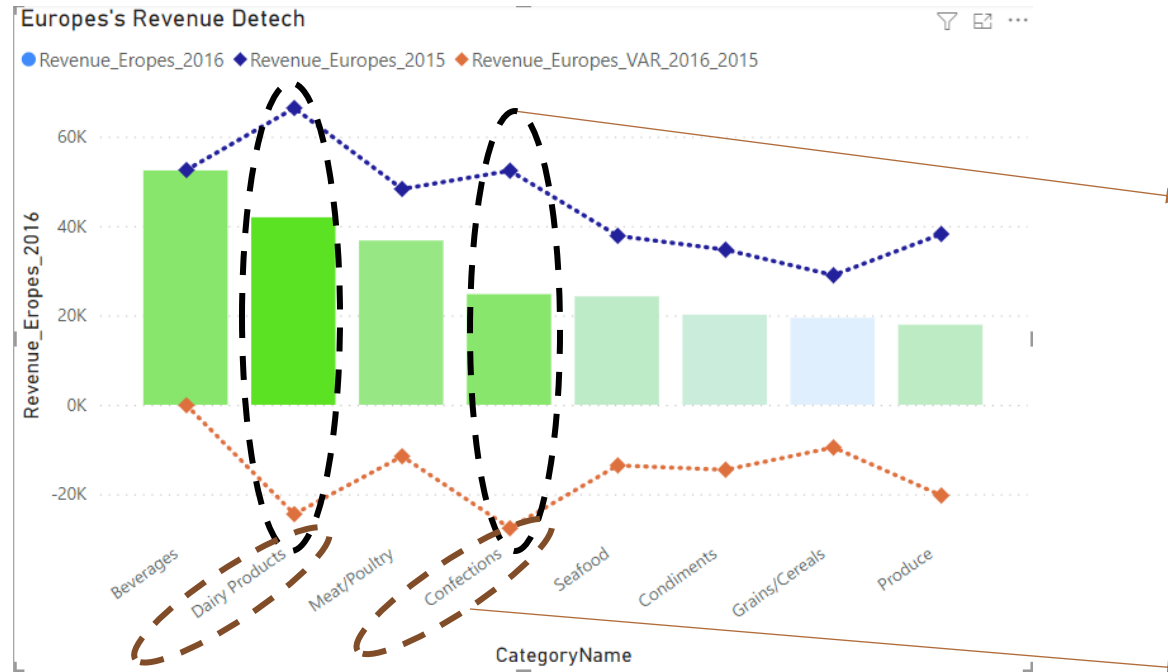
=> If we can find some special pattern in these two countries, it could give us the answer

Pic.2.1. Europe's revenue attribute by Country

3. Europe's revenue drop

Why Europe's revenue have been dropped in 2016?

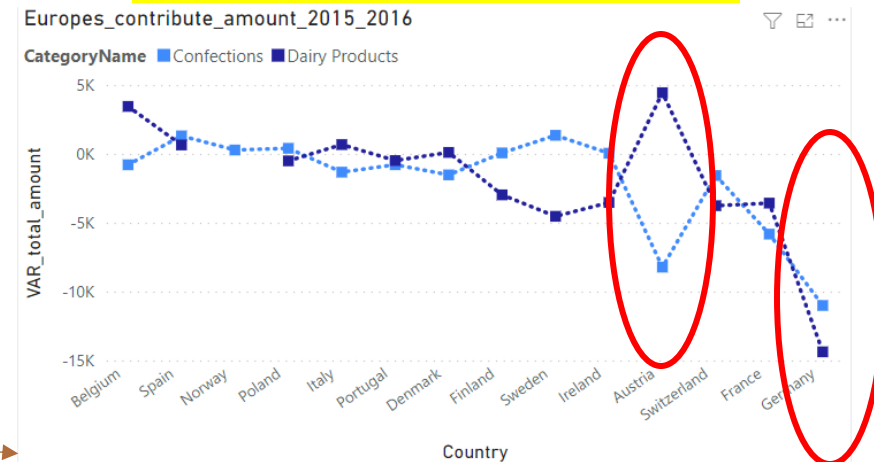
Pic.3. Europe's revenue in 2015 - 2016



There's are negative growth in Dairy Products and Confections

We can see some specifical trend in Austria and Germany, we will talk about it next..

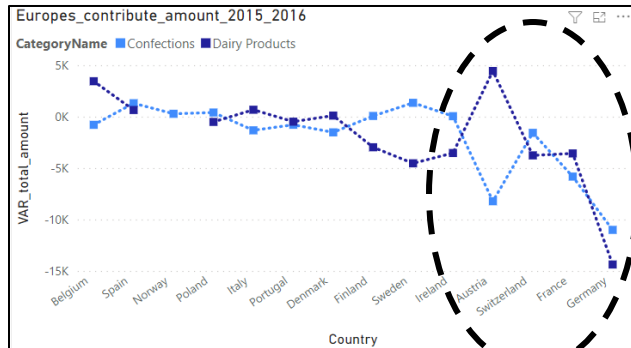
Pic.4. Europe's revenue attribution by Country - categories



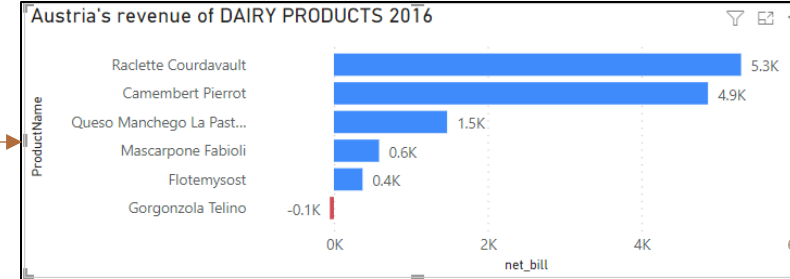
2. Europe's revenue drop

Why Europe's revenue have been dropped in 2016?

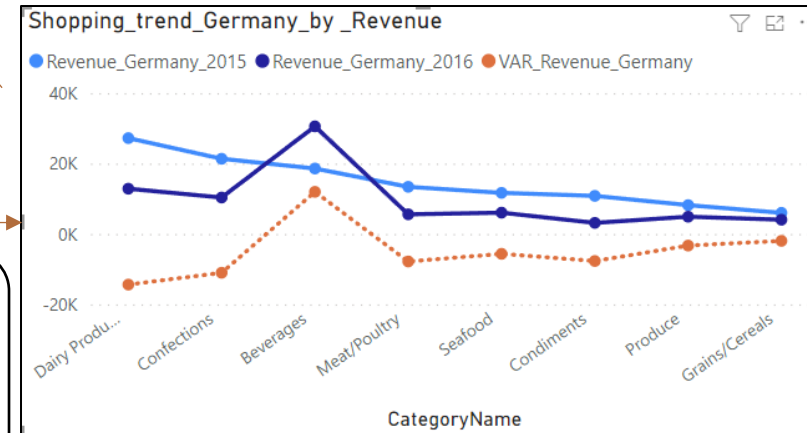
In Austria, customer's bill almost in some products of DAIRY PRODUCTS category => Customer's shopping trend is on DAIRY PRODUCTS, but the amount is less than 2015



Pic.4. Europe's revenue attribution by Country - categories



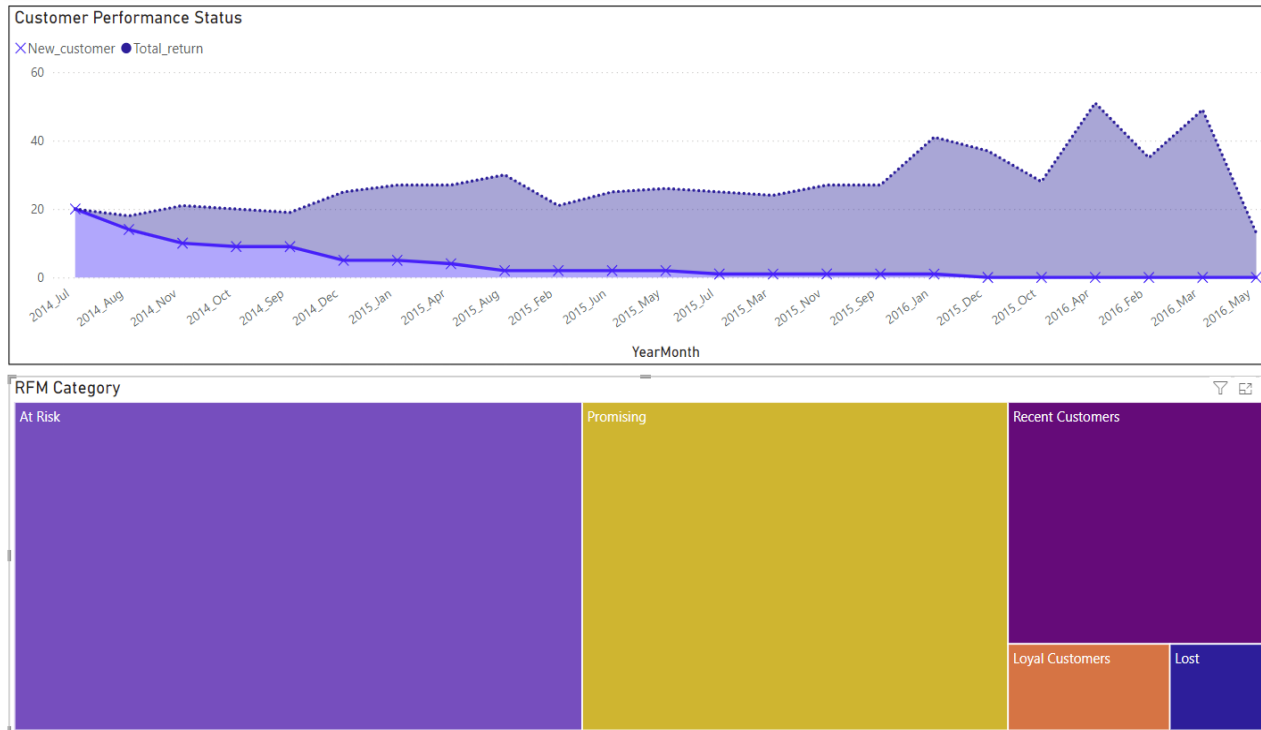
Pic.5. Austria's revenue distribution by Dairy Product's line



Pic.6. Germany's revenue trend over 2015 - 2016

Customer's shopping trend in Germany strongly increased on Beverages on 2016 => Beverages' growth line is up higher than other

3. Customer's Status

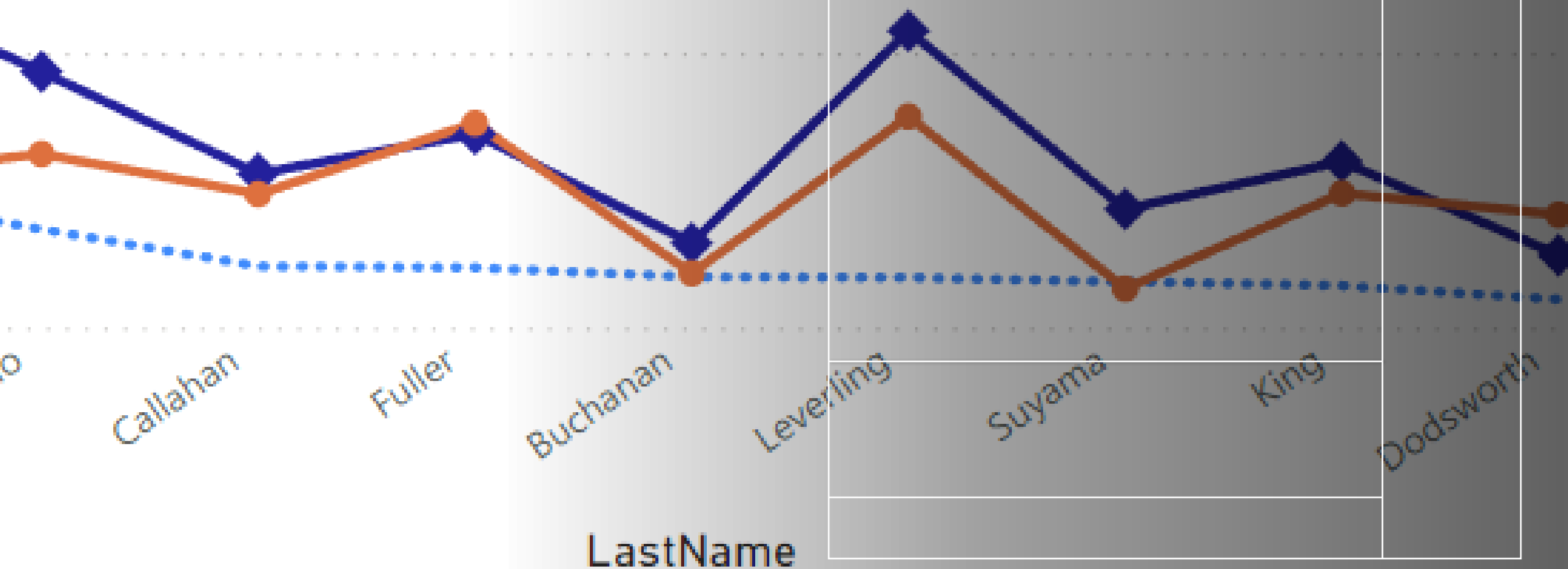


Pic.7. Overview Customer Status in all period

- Overall, customer variation is normal (New customer mainly from 2014/Jul -> 2015/Jan, return amount is not bad)
- By RFM model, our customer's segment fair enough (mainly Promising & At Risk, amount of Recent & Loyal Customers)
- We have small amount of those tagged as Lost => Focus not make At Risk group become Hibernating - > finally Lost

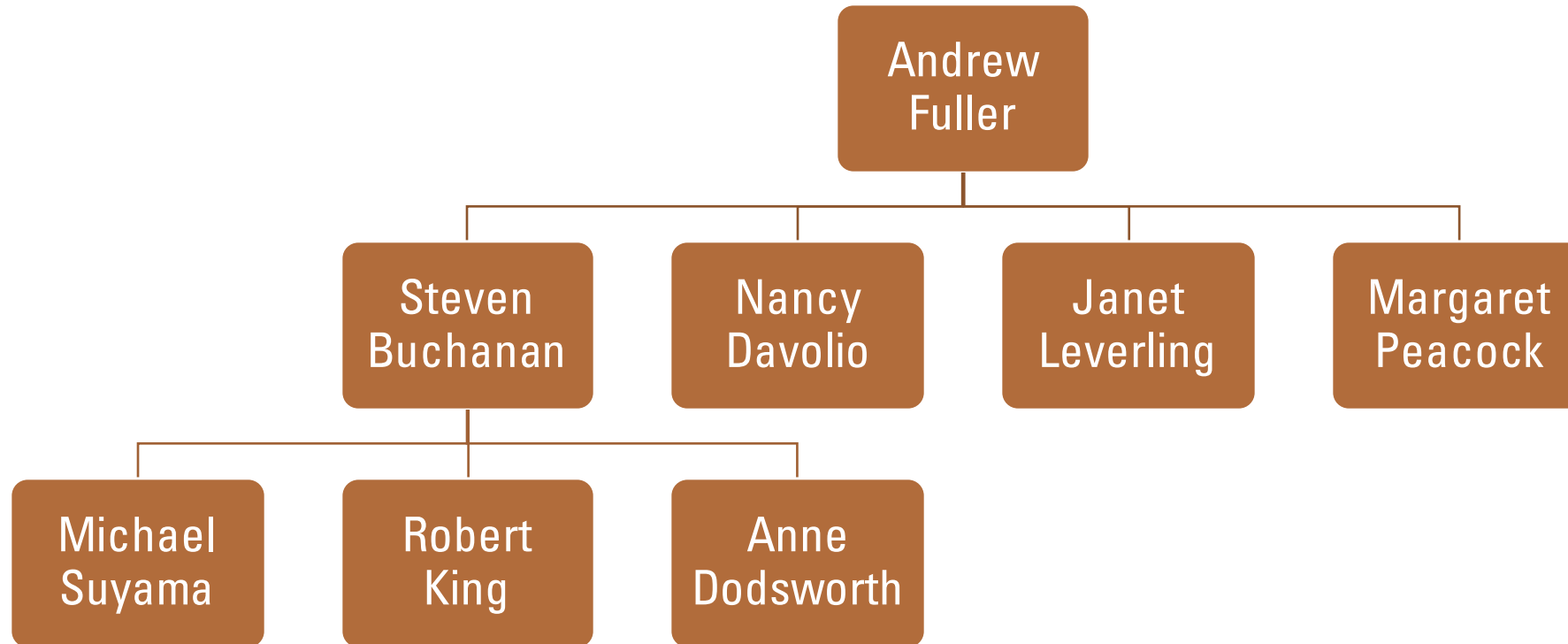
Employee performance

revenue_2015 ● revenue_2016

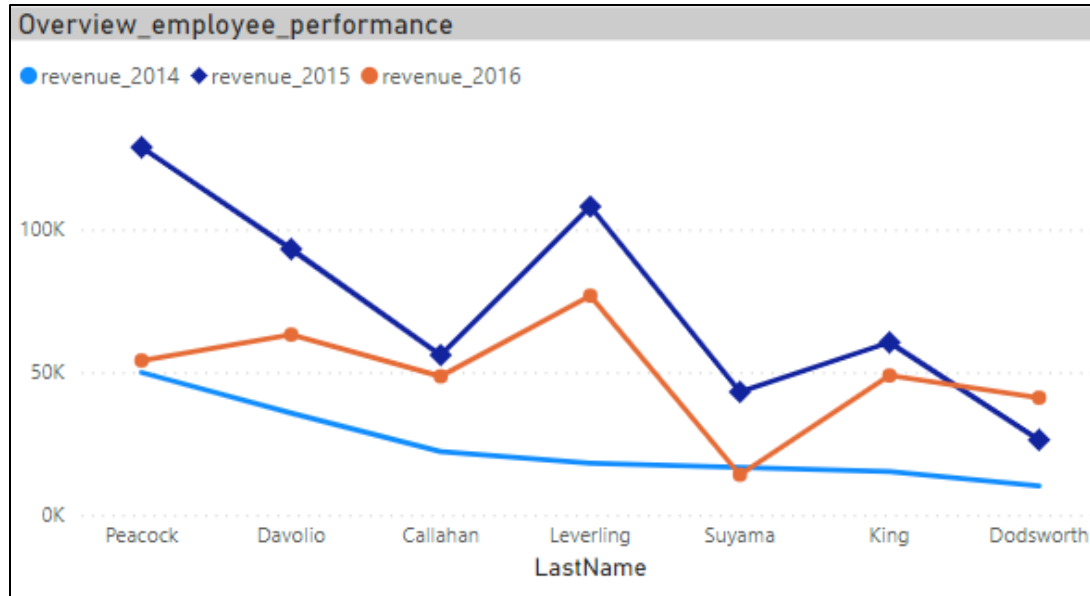


B. Overview Employee's Performance

1. Employee's organization tree



2. Employee's overview performance



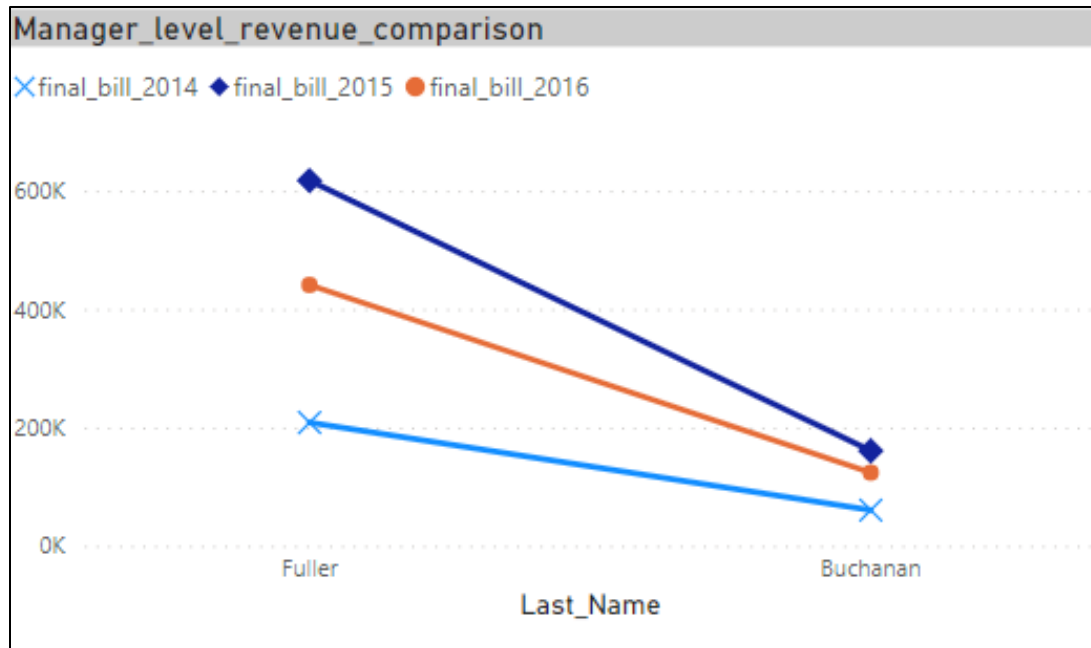
Pic.8. Overview Employee's performance



Overview Employee's Performance:

- Overall, 2015s' is the great year for sale => almost have KPIs revenue strongly higher than 2014
- In 2016, due to consumer decreased => overall KPIs revenue decreased.

2. Manager line performance

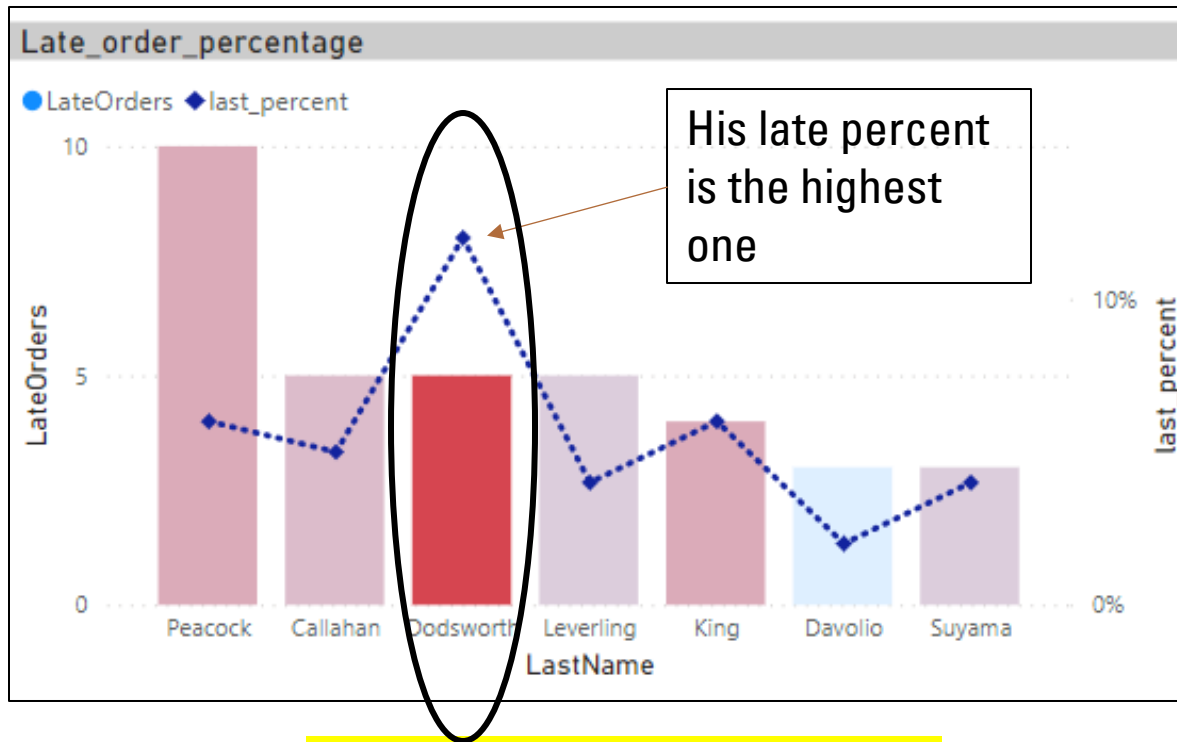


Pic.8. Overview Employee's performance

Overview Manager Line Performance:

- Overall, due to the common trend in 2016, the total revenue is decreased accordingly
- Because Andrew Fuller is the boss of Steven Buchanan => of course, the revenue result is more than Buchanan
- Buchanan's team seem not working in the affect way , the max revenue in 2015 of all team is less than \$200000, in the contrary, only Peacock's staff revenue is ~\$128000 in the same period

2. Delivering late - overview



Pic.9. Employee's late delivering overview

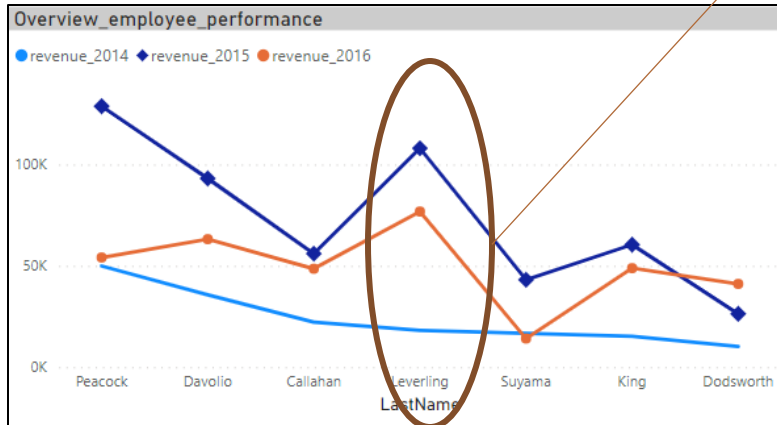


We have some problem:

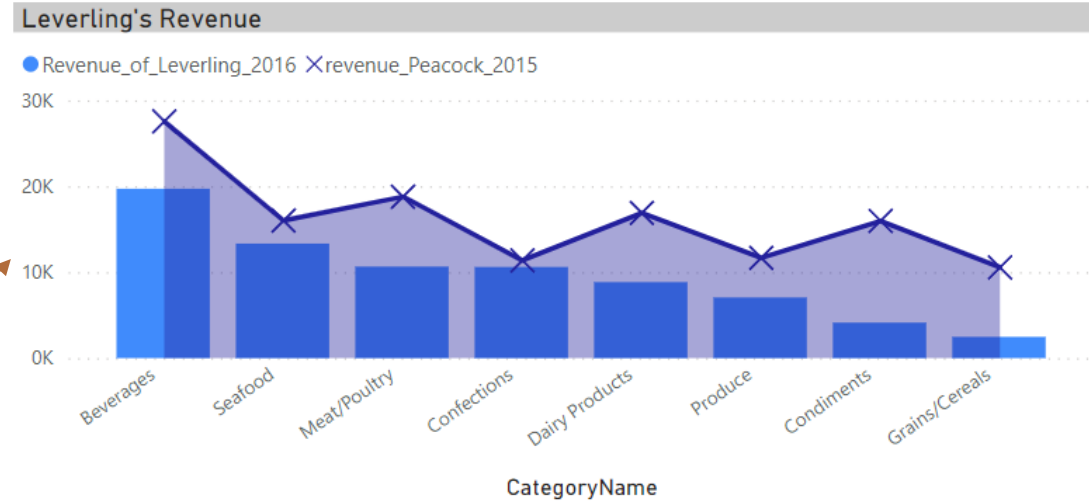
- According to the delivering late percent (per total delivered orders) => ***Dodsworth seems to be struggling in the delivering step***

We're so thankful for this seller....

Leverling is the staff that keep steadily KPI's revenue most



Pic.8. Overview Employee's performance



Pic.9. Overview Employee's performance

- His performance is steadily even in 2015 and 2016 (in 2016 his revenue be downed but the deviant is not that bad).
- The most source of his revenue come from Beverage's products.