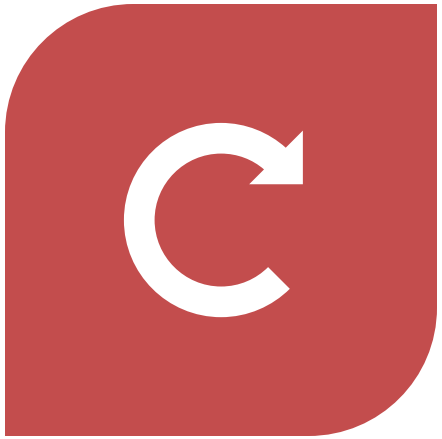
NORTHWIND STORE PERFOMANCE

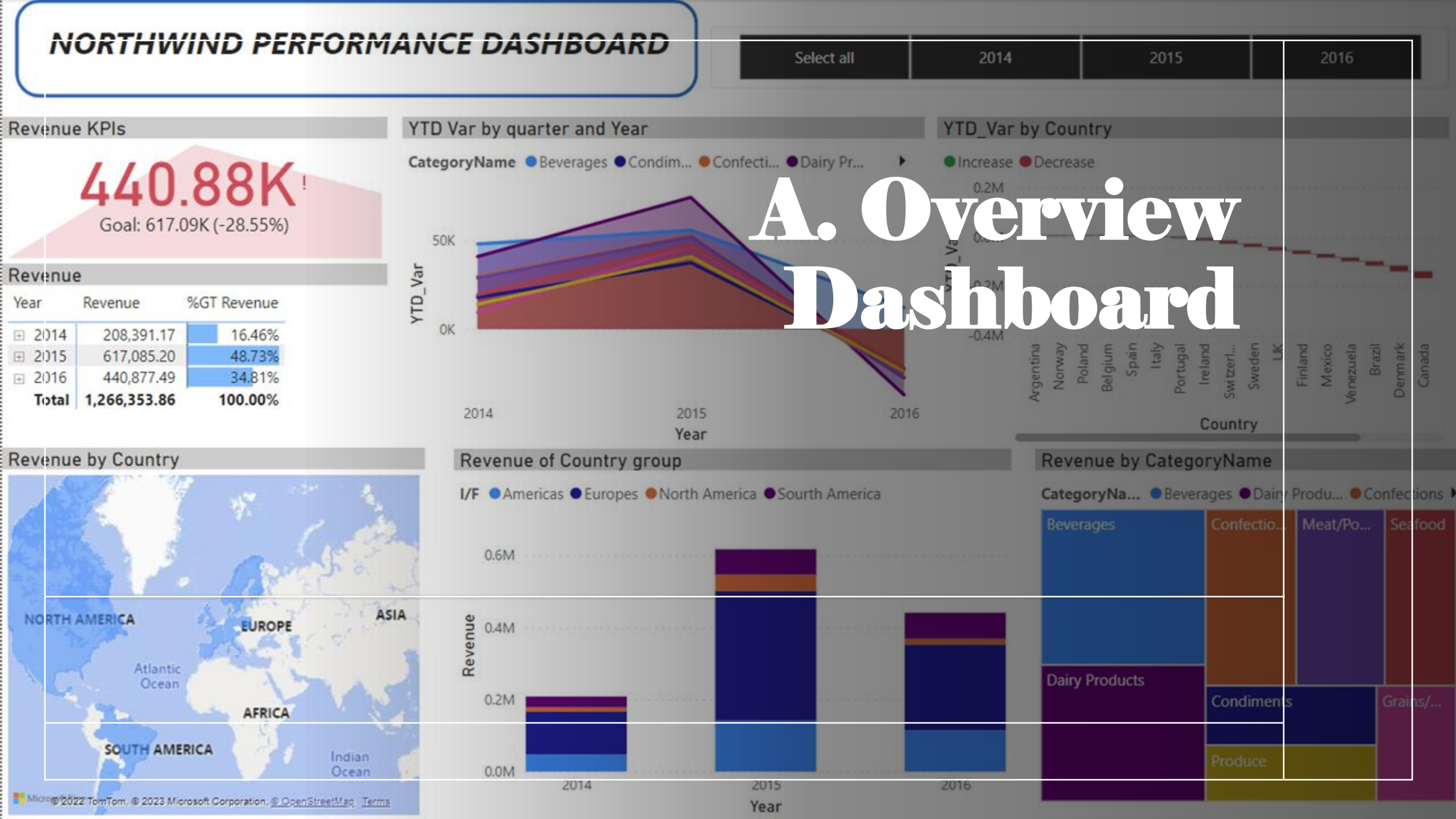
By Minh – 04-01-2023

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

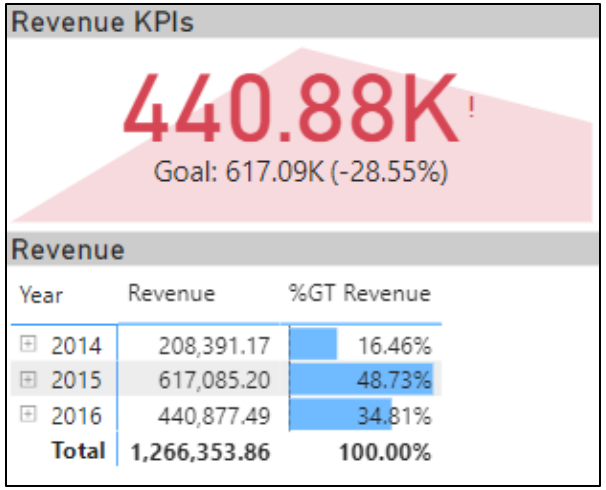


IT'S ALREADY END OF QTR2.2016, SO WE FINALITY NEED A LOOK BACK TO SEE WHAT WE'VE DONE – OR – HOW MUCH WE'VE GAINED.

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%)
YTD Var by quarter and Year
CategoryName Beverages Condim... Confecti... Dairy Pr...
YTD_Var
50K
0K
2014
2015
2016
Year
YTD_Var by Country
Increase Decrease
0.2M
-0.4M
Argentina
Norway
Poland
Belgium
Spain
Italy
Portugal
Ireland
Switzerl...
Sweden
UK
Finland
Mexico
Venezuela
Brazil
Denmark
Canada
Country
A. Overview Dashboard
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%
Revenue by Country
NORTH AMERICA
EUROPE
ASIA
Atlantic Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
© 2022 TomTom, © 2023 Microsoft Corporation, © OpenStreetMap Terms
Revenue of Country group
I/F Americas Europes North America Sourth America
0.6M
0.4M
0.2M
0.0M
Revenue
2014
2015
2016
Year
Revenue by CategoryName
CategoryNa... Beverages Dairy Produ... Confections
Beverages
Confectio...
Meat/Po...
Seafood
Dairy Products
Condiments
Grains/...
Produce

1. Overview dashboard

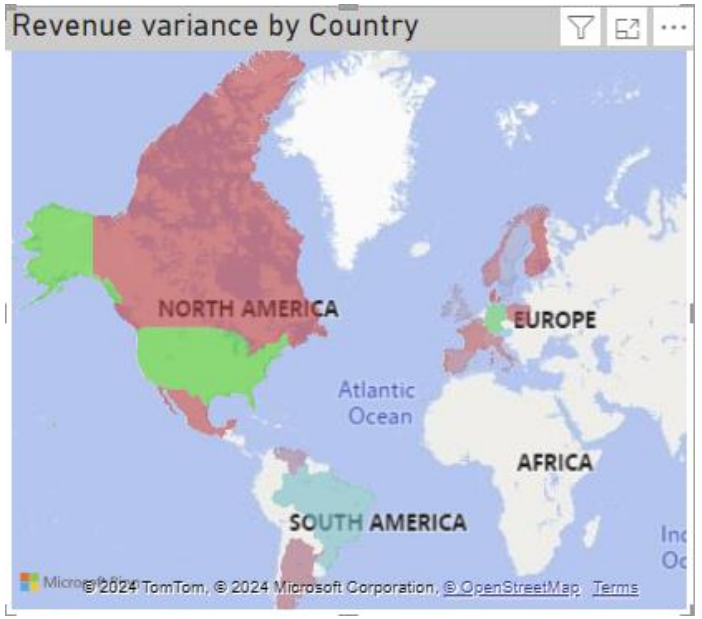


Pic.1. Overview Revenue (KPIs, YTD…)

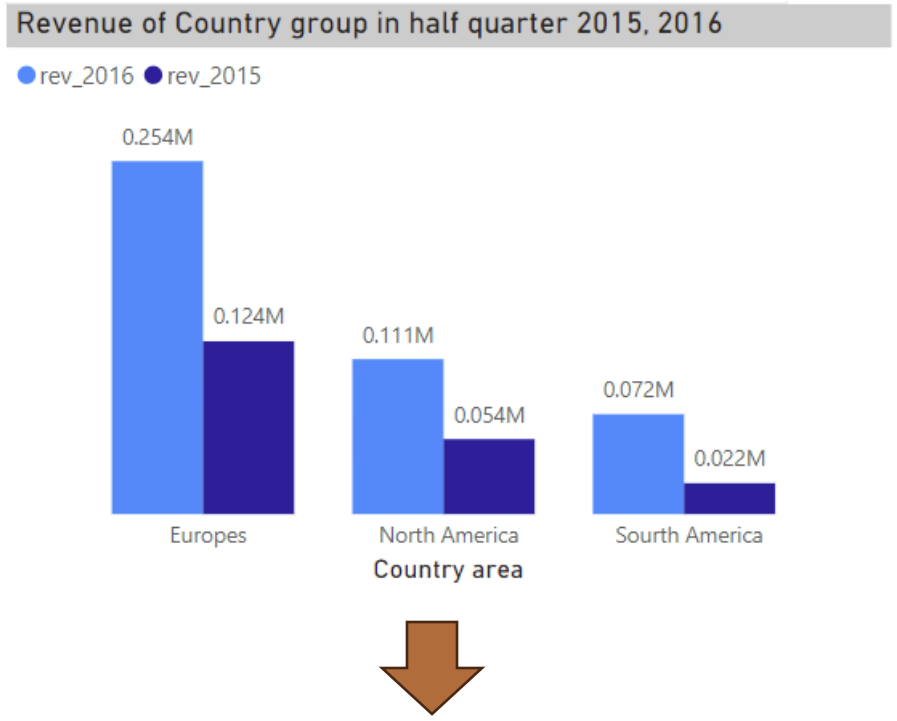
Overview Revenue:

- Total: ~ $1.3 million (in the whole period)
- All 3 regions have positive revenue compare of half year 2015 vs 2016

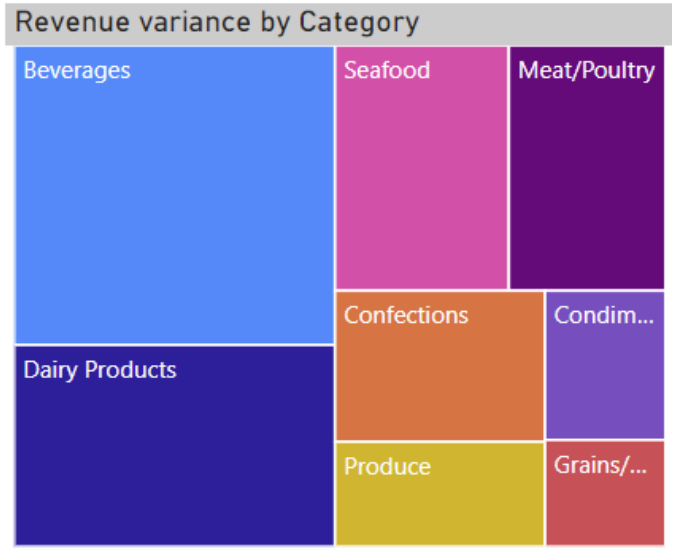
Pic.1. Overview Revenue (KPIs, YTD…)



1. Overview dashboard



In the same period (2 quarters) on 2015 vs 2016, revenue each country area almost increase in 2016

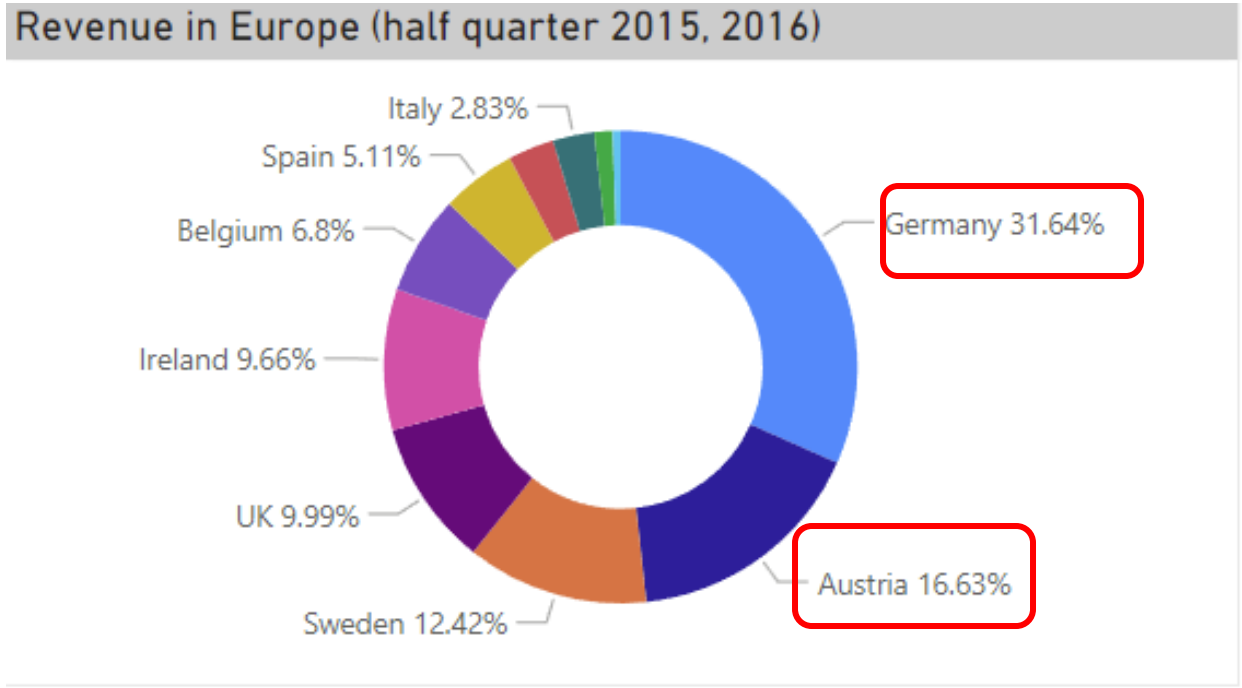


Overall, the company's revenue is focused on Beverages and Daily Products

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

2. Europe's Revenue attribution

Is Beverage and Daily Products revenue distribution mainly from Europe?

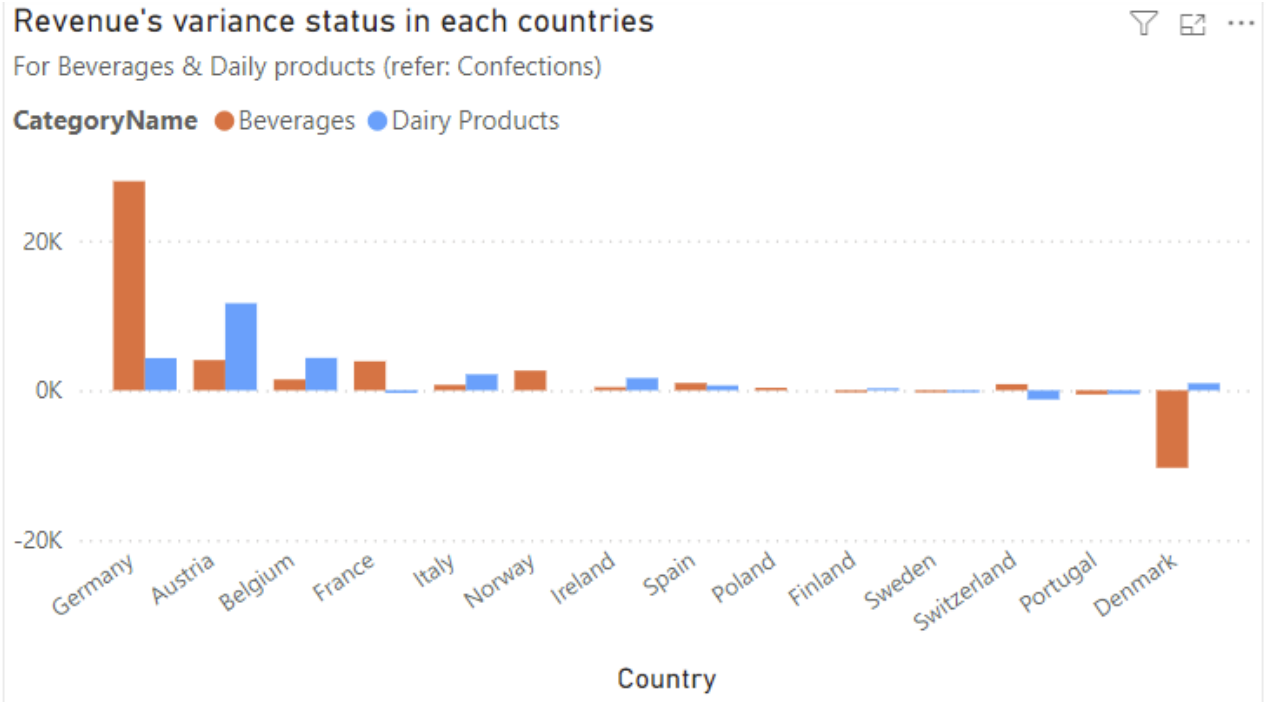


In Europe, Germany & Austria is 2 countries hold the main revenue distributions

Pic.2.1. Europe's revenue attribute by Country

2. Europe's Revenue attribution

Is Beverage and Daily Products revenue distribution mainly from Europe?

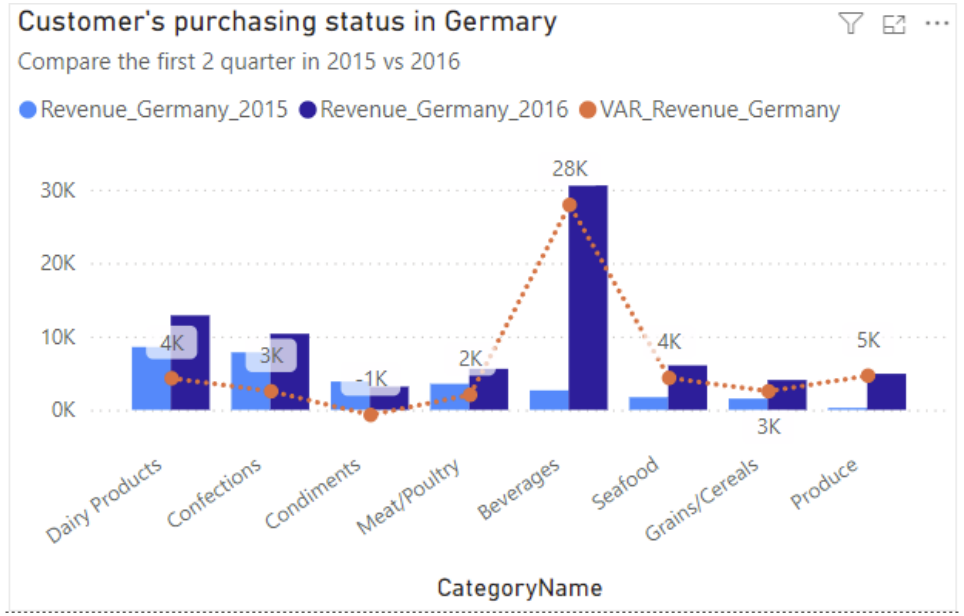


Beverages & Daily products are mainly sold in Germany & Australia

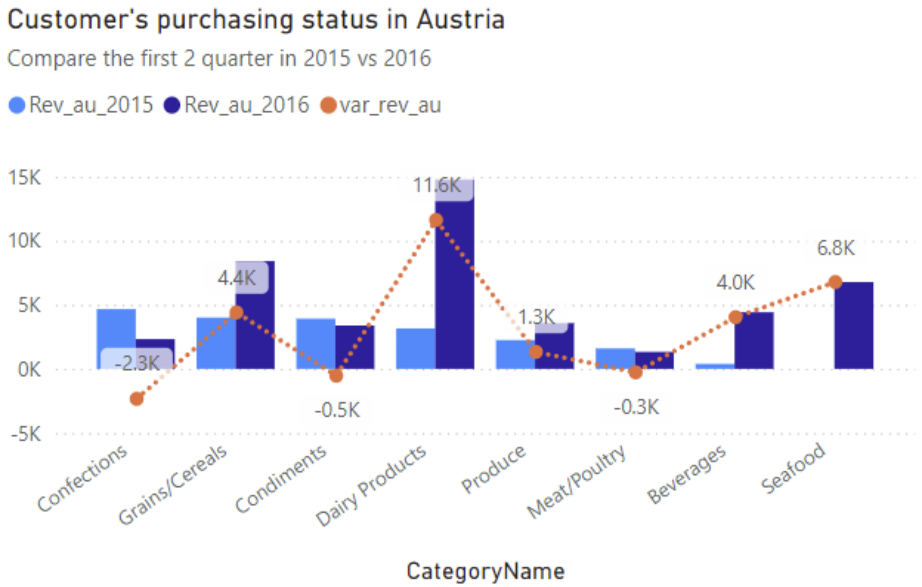
Pic.2.1. Europe's revenue attribute by Country

2. Europe's Revenue attribution

Compare in the same period of quarter in 2015 – 2016:



Pic.2.2. Germany's purchasing status for each categories

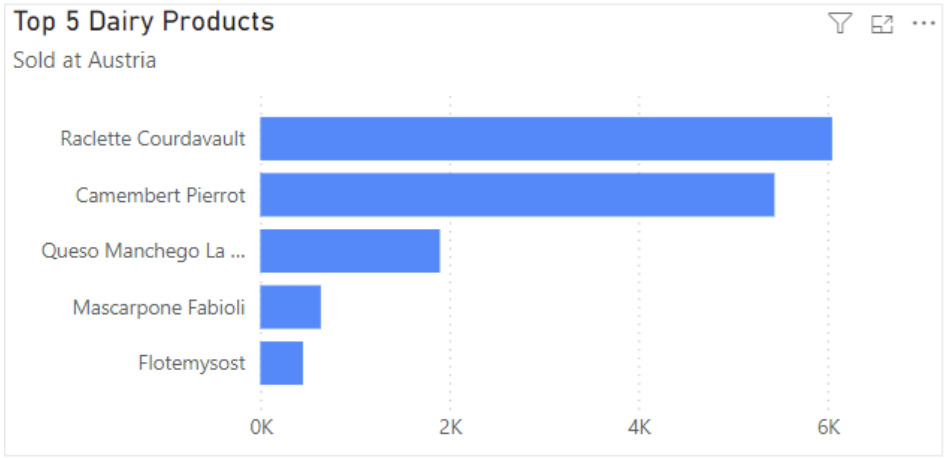


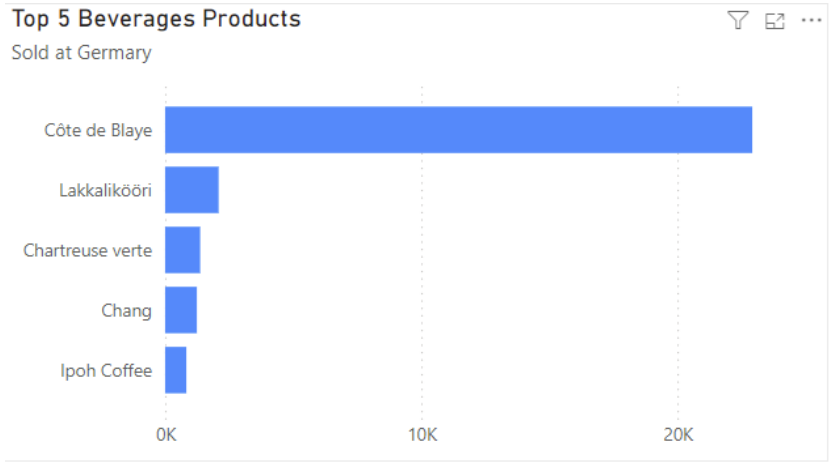
Pic.2.3. Austria's purchasing status for each categories

1. Bevergares is sold mainly in Germany, meanwhile Daily Products have good sold out in Austria
2. Some categories have not sold in period of 2015, and starting to sold in half of start 2016's (ex: Seafood)

2. Europe's Revenue attribution

Top 5 products being sold in Ger & Au

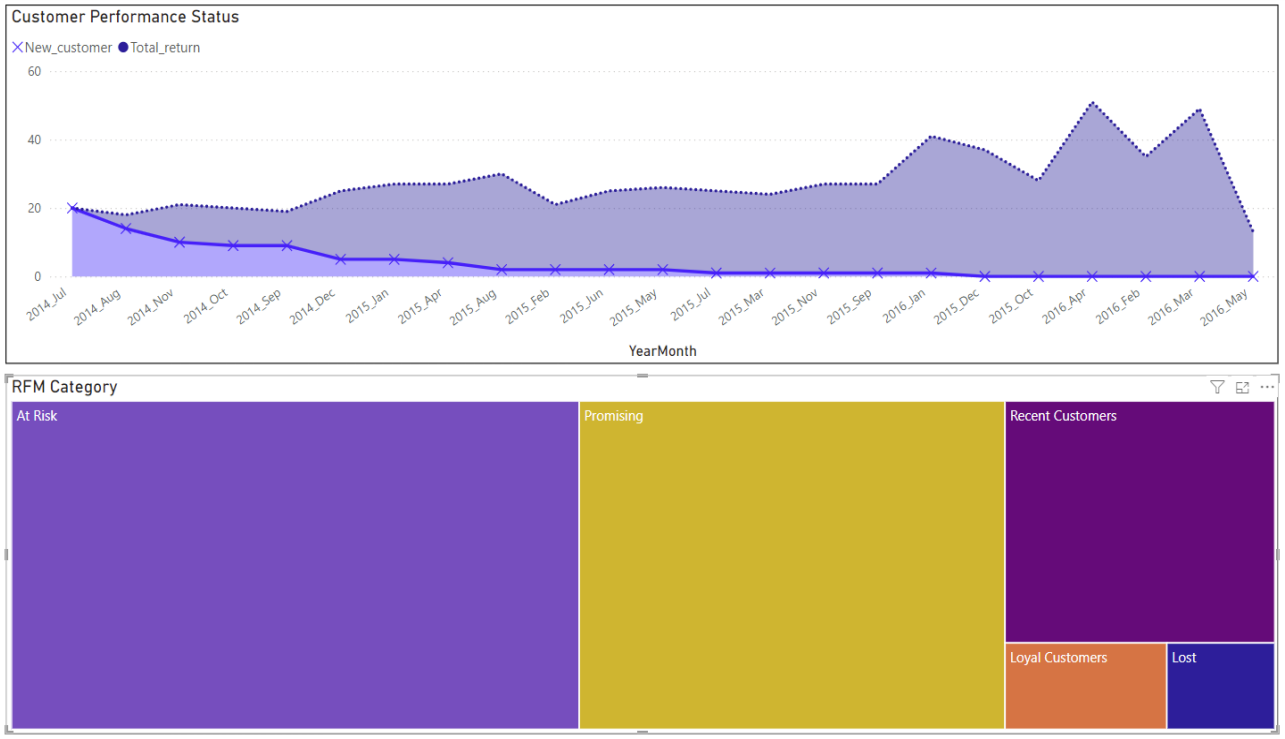




Pic.2.4. Top 5 products being sold in Dairy Products category

Pic.2.5. Top 5 products being sold in Beverages catgory

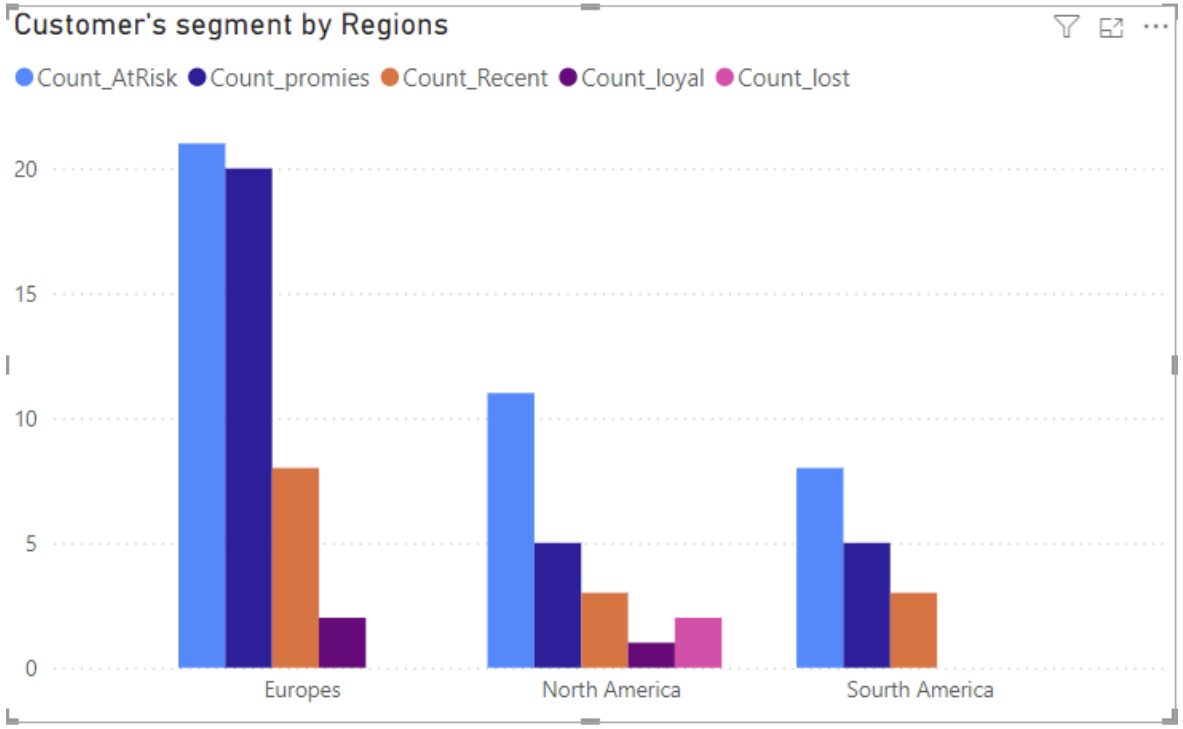
3. Customer's Status



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 is not that good (mainly At Risk -> Promising, a little of Recent & Loyal Customers)
- We have small amount of those tagged as Lost => Focus not make At Risk group become Hibernating -> finally Lost

3. Customer's Status

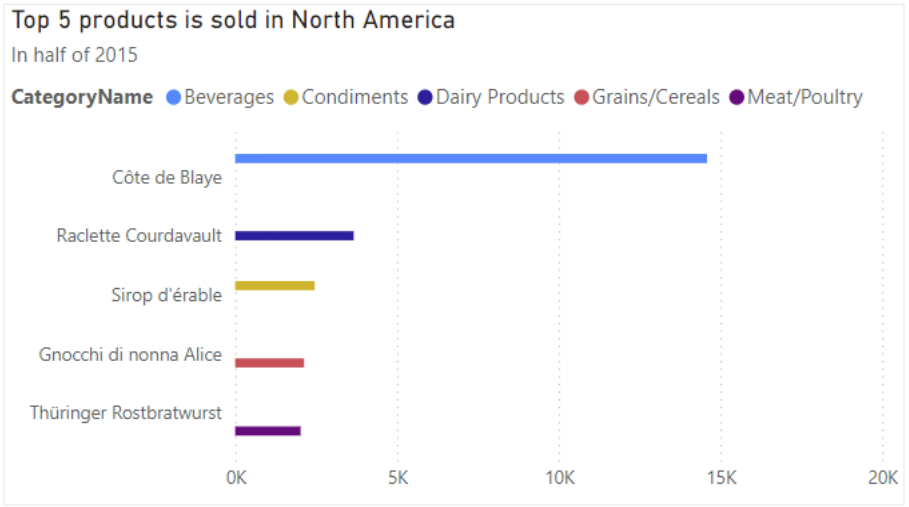


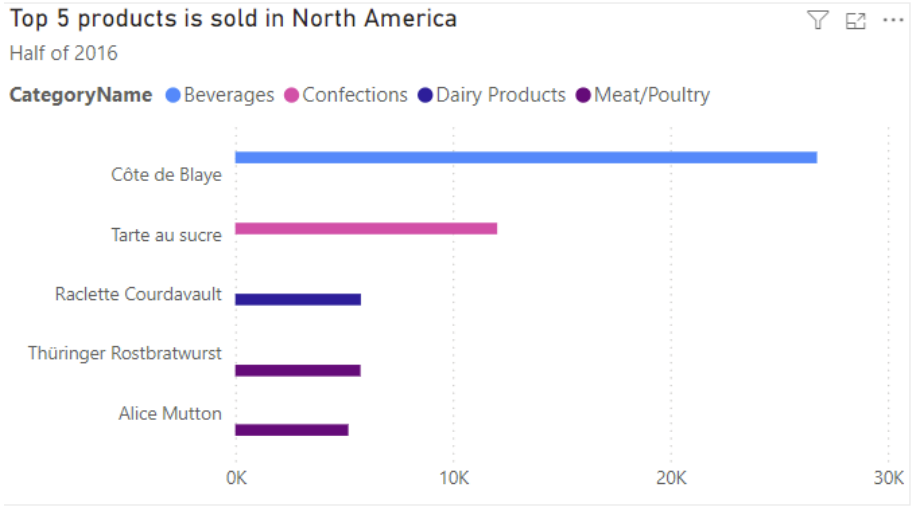
Pic.8. Overview Customer Status in all period

- Sourth America have least customer amount => We could give a try to develop more service on this region.
- Most of customers are in Europes.

What is the main categories in North America and South America?

4. Purchasing's habit in North America

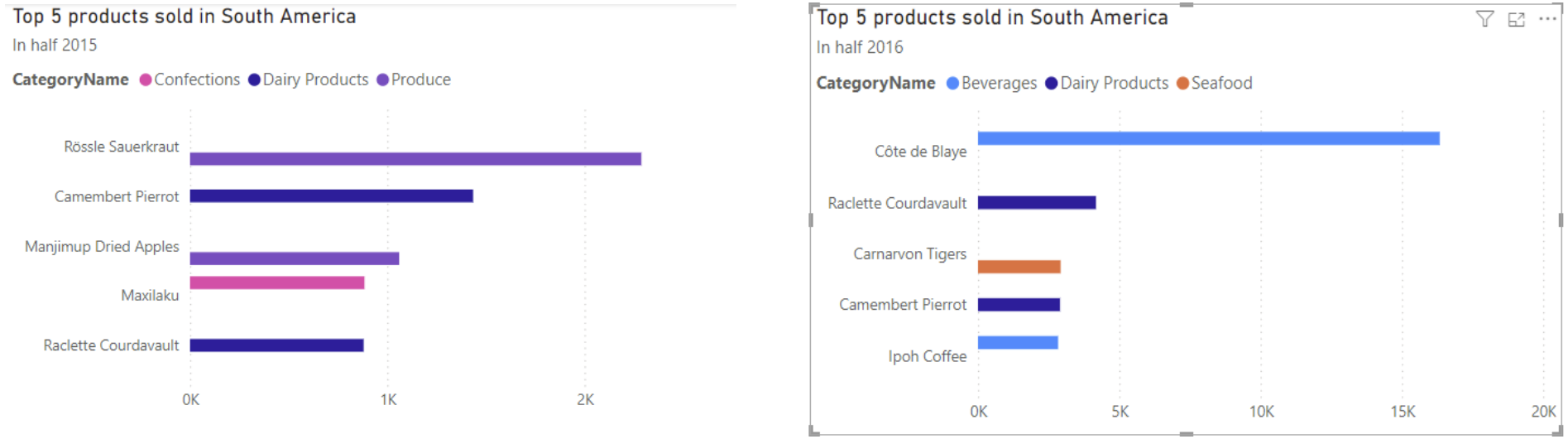




Pic.9. Purchasing habit in North America

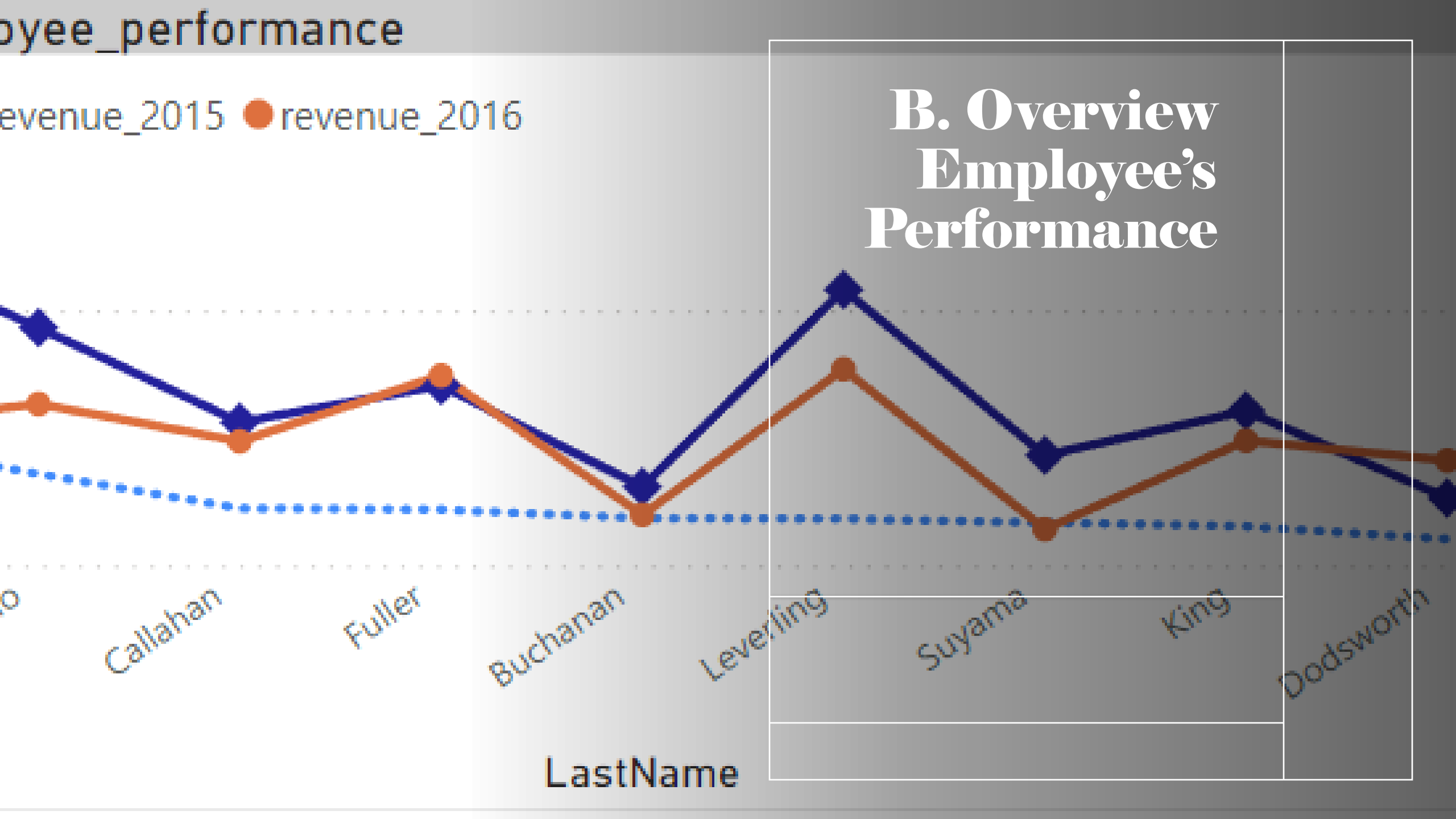
- We see no clearly sign here except product called "Cote de Blaye" in Beverages category is the most sold both in half 2015 & half 2016
- There is no fixed sign in any categories being the most sold in top 5, and the purchasing habit of customer tend to vary by time (in 2016 there are 2 categories have not being in top orders anymore)
- Customer's need is likely to be spread in 3 categories over time: Beverages, Dairy Products, Meat/Poulty

4. Purchasing's habit in South America

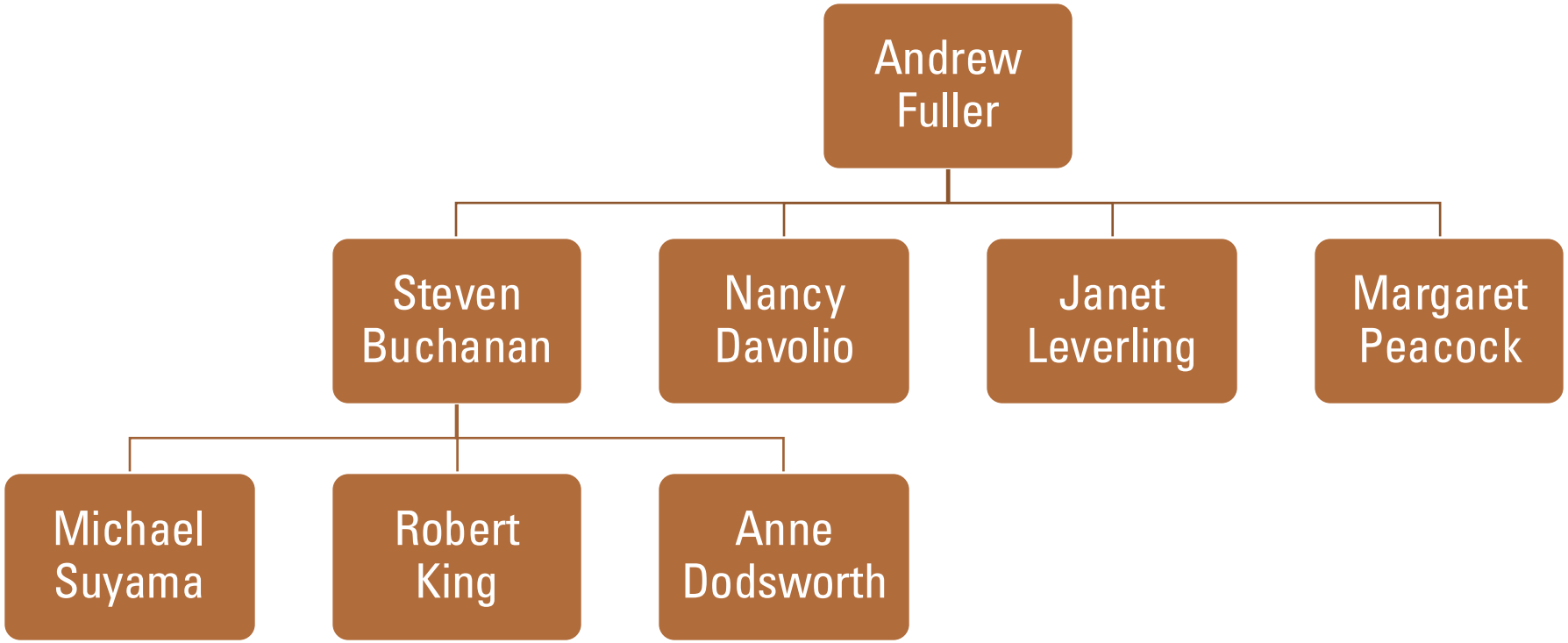


Pic.10 Purchasing habit in Soth America

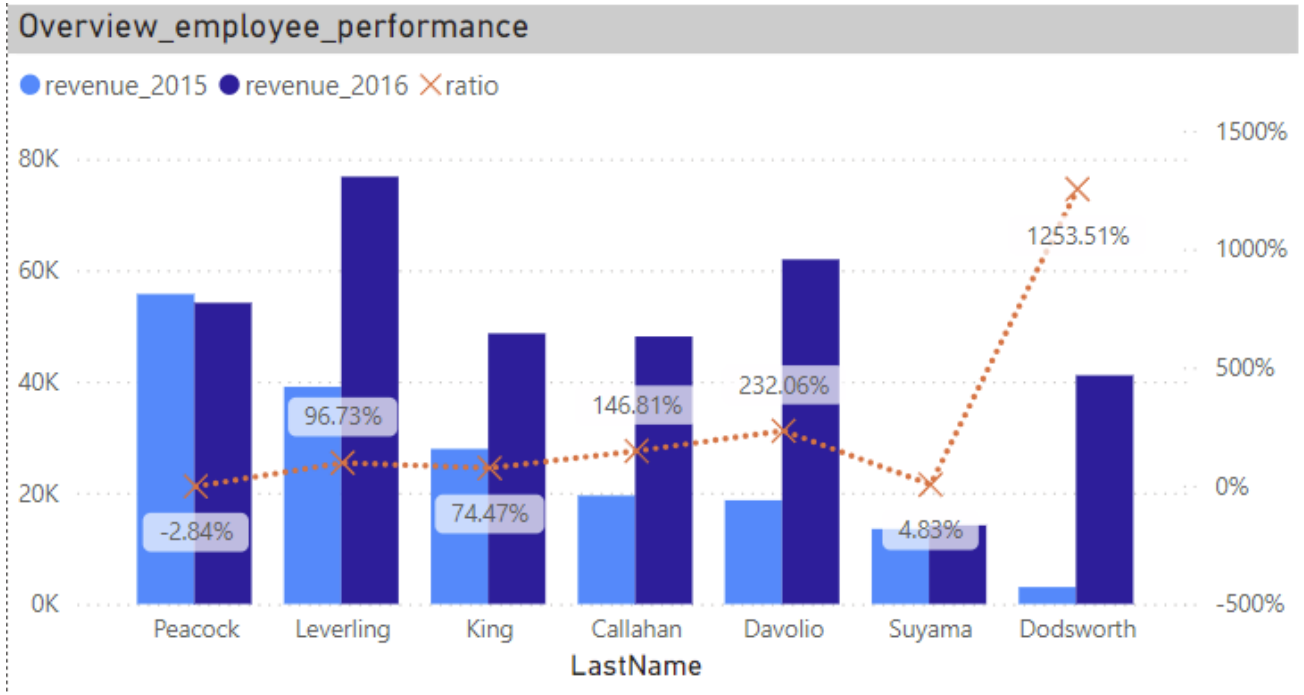
- We see nothing could be the sign of which Categories are the most sold in South America, except Dairy Products is the only one Category which is sold and ordered both in half 2015 & half 2016


oyee_performance
evenue_2015
revenue_2016
B. Overview Employee's Performance
Callahan
Fuller
Buchanan
Leverling
Suyama
King
Dodsworth
LastName

1. Employee's organization tree



2. Employee's overview performance

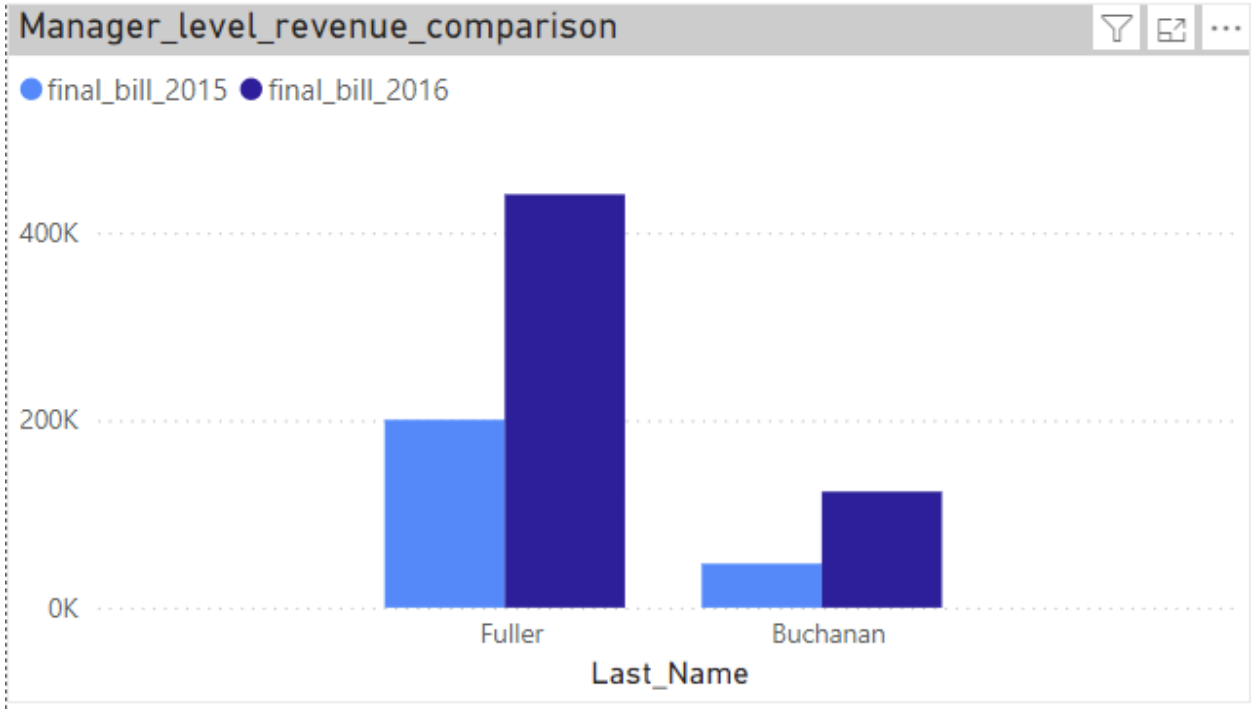


Overview Employee's Performance:

- The only employee have negative performance is Peacook
- Davolio & Dodsworth are 2 employees have amazing performance (above 100%)

Pic.8. Overview Employee's performance

2. Manager line performance

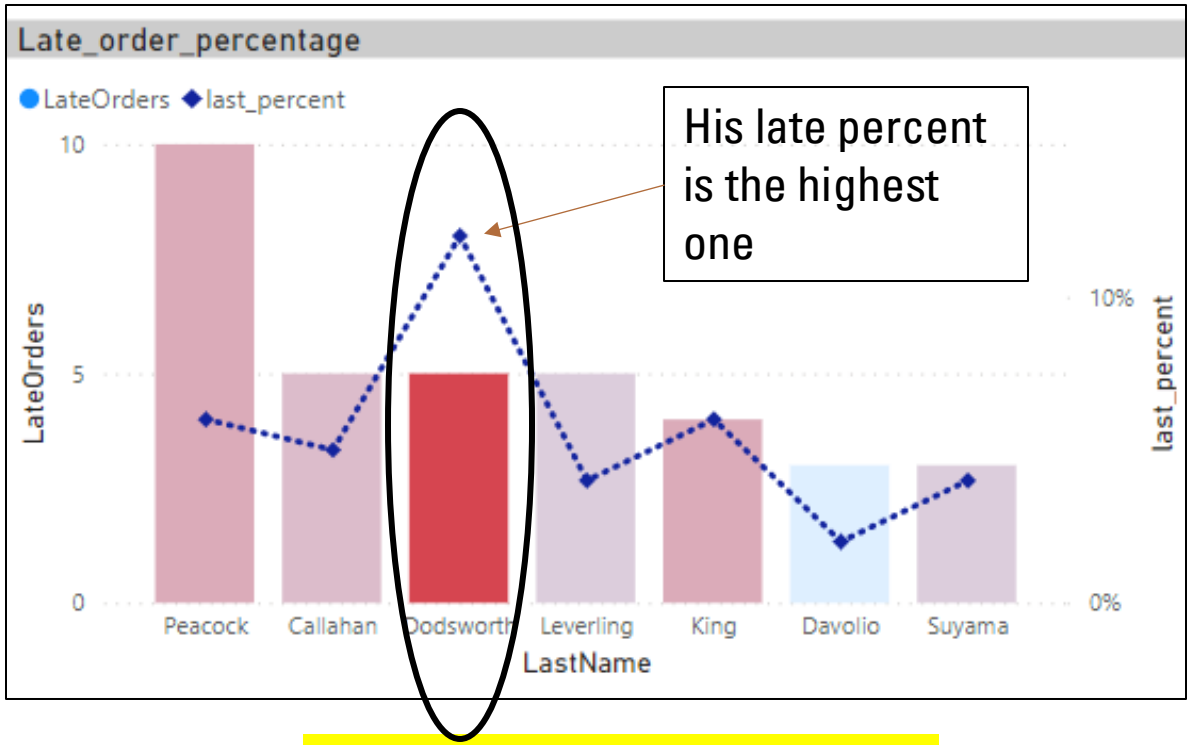


Pic.8. Overview Employee's performance

Overview Manager Line Performance:

- Thanks to amazing performance of Dodworth in Buchanan's team, the performance team of Buchanan is up greater than half of year 2015
- It's great than all manager's line have good performance from half year of 2015

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***