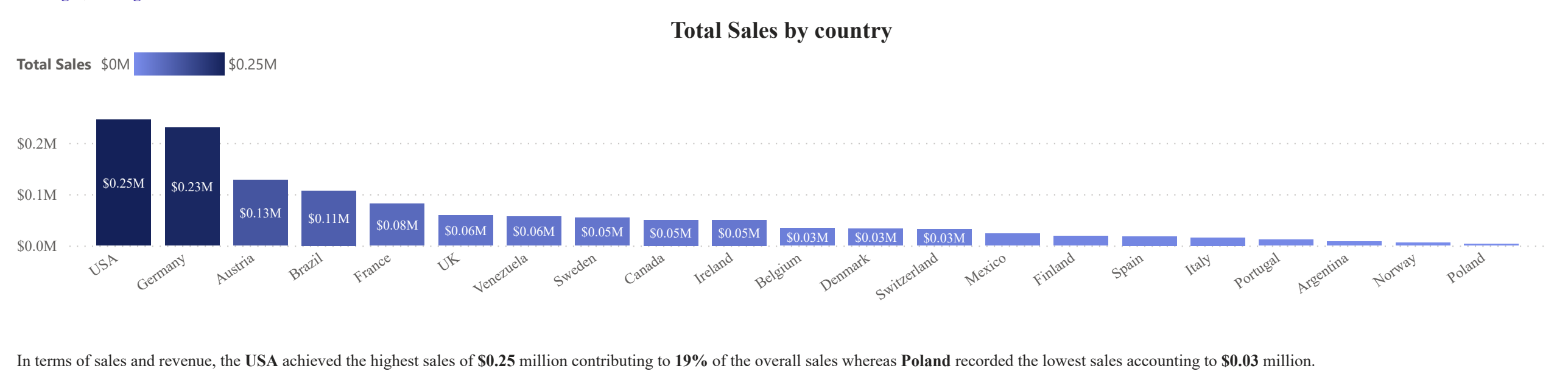
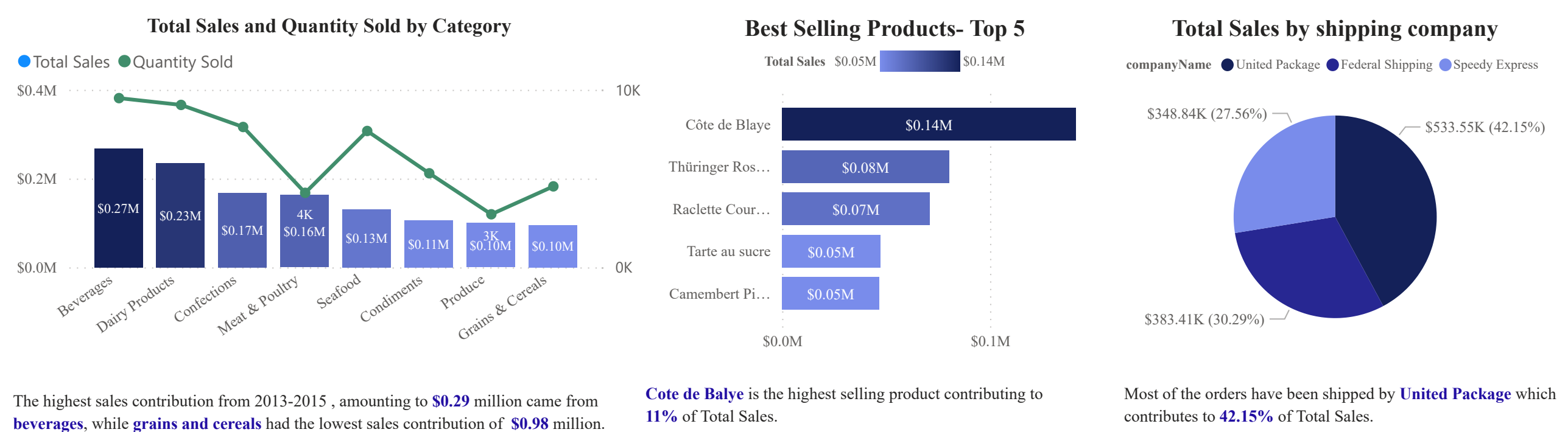


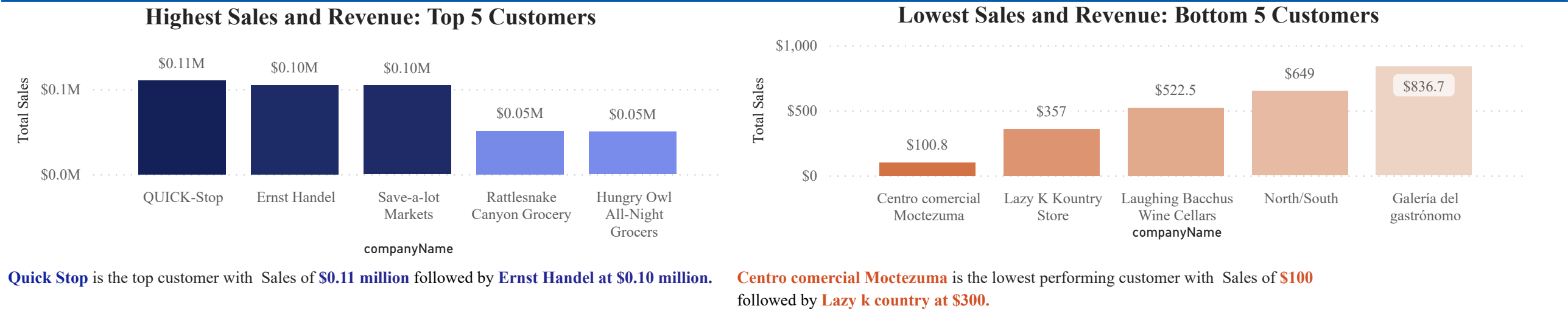
# NORTHWIND TRADERS ANALYSIS

Total Sales	Total Revenue	Total Orders	Quantity Sold	Average Discount	Total Shipping Cost
\$1.27M	\$1.35M	830	51K	5.62%	\$64.94K

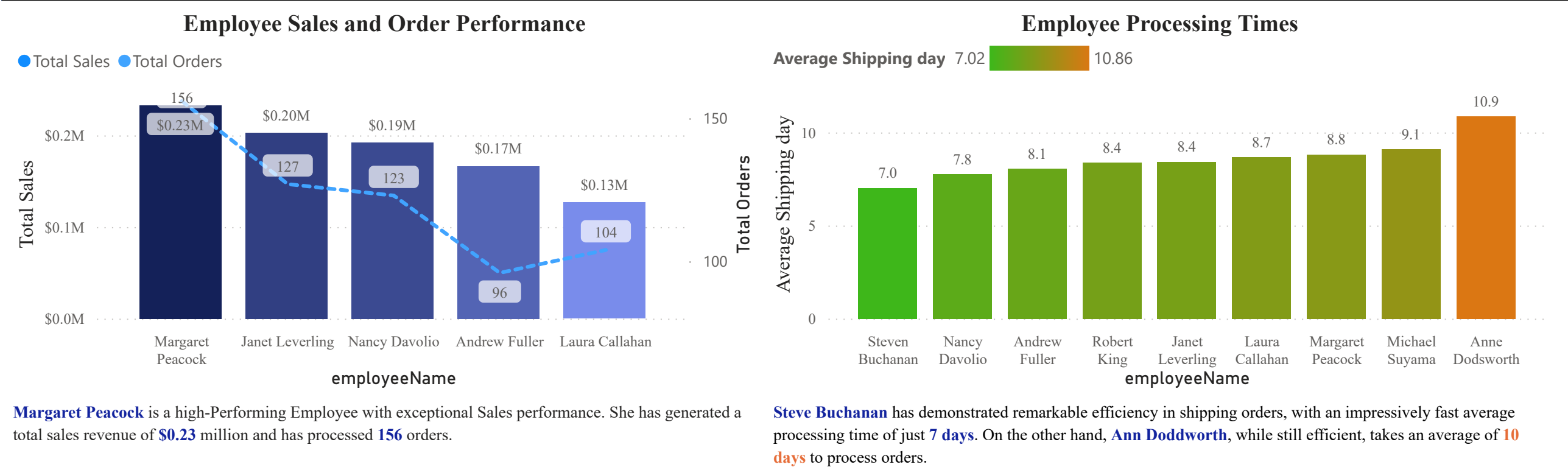
## SALES PERFORMANCE



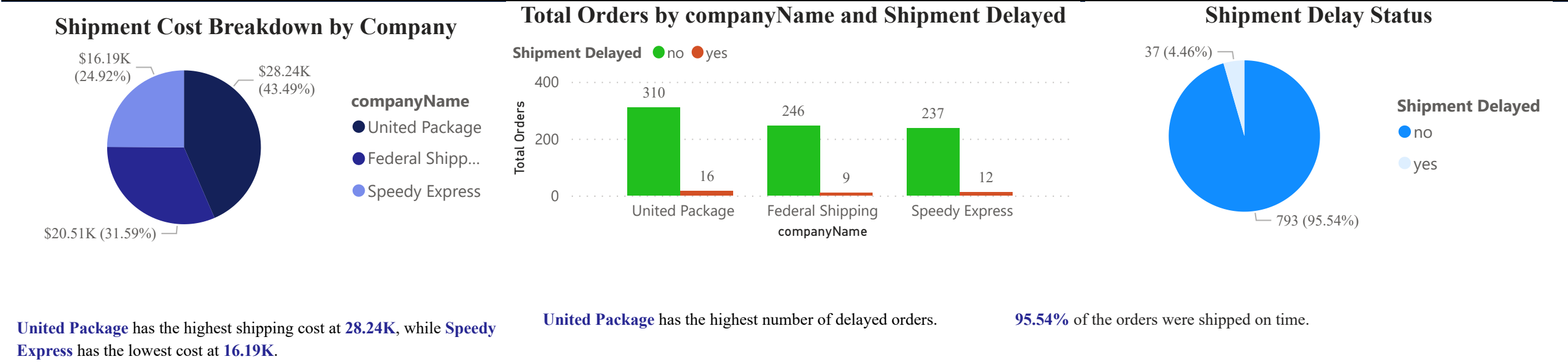
## KEY CUSTOMERS



## EMPLOYEE PERFORMANCE



## SHIPPING ANALYSIS



**Recommendations:**  
Based on the observations:

- Grains and Cereals have the lowest sales: It is recommended to evaluate the product offerings, marketing strategies, and pricing strategies for Grains and Cereals. Consider conducting market research to understand customer preferences and explore ways to increase sales in this category.
- Countries like Mexico and Poland have the lowest sales: To improve sales in these countries, it is advisable to conduct a market analysis specific to each country. Identify potential barriers to sales, such as cultural differences or competition, and develop targeted marketing campaigns or promotional offers to increase customer engagement and sales.
- Centro Commercial Motrezuma is the customer who placed the lowest orders: Reach out to Centro to understand their purchasing behavior and requirements. Consider conducting customer satisfaction surveys or engaging in direct communication to identify any issues or opportunities for improvement. Tailor marketing efforts or incentives to encourage increased orders from Centro.
- Laura Challan is the employee with the lowest sales: Provide additional training or coaching to Laura Challan to improve sales performance. Identify any specific challenges or areas for improvement and provide the necessary support and resources to help her enhance her sales skills. Encourage teamwork and knowledge sharing among employees to boost overall sales performance.

Overall, these observations highlight areas of improvement in product sales, geographical markets, customer relationships, and employee performance.