NORTHWIND TRADERS ANALYSIS

Total Sales

Total Revenue

Total Orders

Quantity Sold

Average Discount

Total Shipping Cost

\$1.27M

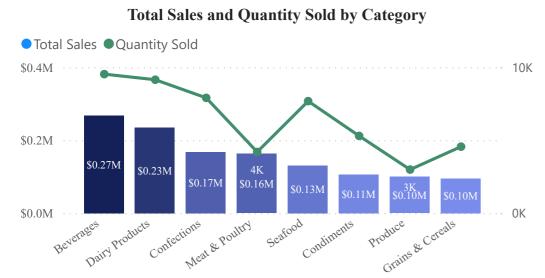
\$1.35M

830

5.62%

\$64.94K

SALES PERFORMANCE



Best Selling Products- Top 5 Total Sales \$0.05M Côte de Blaye \$0.14M Thüringer Ros... \$0.08M Raclette Cour... Tarte au sucre Camembert Pi

\$0.1M

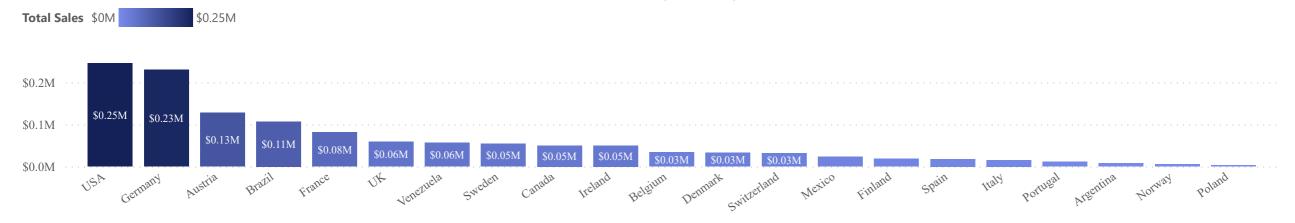
Total Sales by shipping company companyName United Package Federal Shipping Speedy Express \$348.84K (27.56%) \$533.55K (42.15%) \$383.41K (30.29%)

The highest sales contribution from 2013-2015, amounting to \$0.29 million came from beverages, while grains and cereals had the lowest sales contribution of \$0.98 million. Cote de Balye is the highest selling product contributing to 11% of Total Sales.

Most of the orders have been shipped by United Package which contributes to 42.15% of Total Sales.

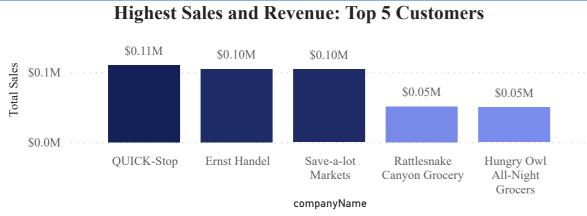
Total Sales by country

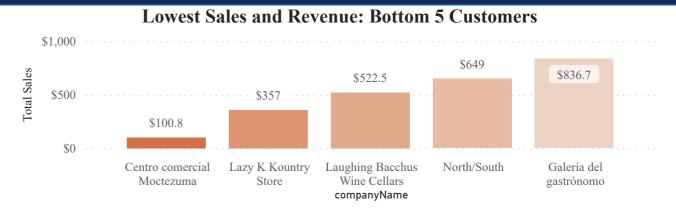
\$0.0M



In terms of sales and revenue, the USA achieved the highest sales of \$0.25 million contributing to 19% of the overall sales whereas Poland recorded the lowest sales accounting to \$0.03 million.

KEY CUSTOMERS

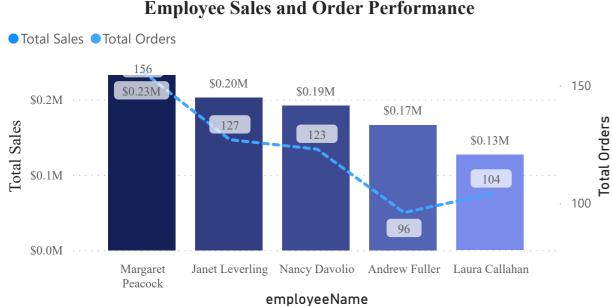


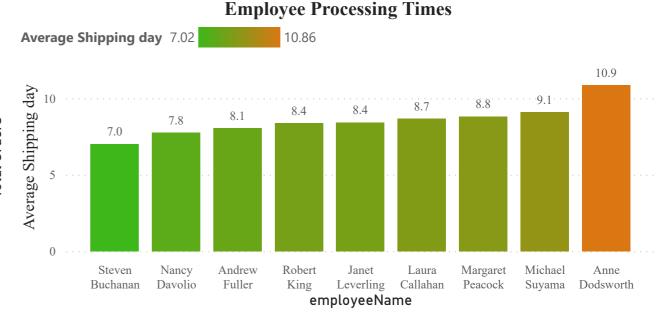


Quick Stop is the top customer with Sales of \$0.11 million followed by Ernst Handel at \$0.10 million. Centro comercial Moctezuma is the lowest performing customer with Sales of \$100

followed by Lazy k country at \$300.

EMPLOYEE PERFORMANCE





Margaret Peacock is a high-Performing Employee with exceptional Sales performance. She has generated a total sales revenue of \$0.23 million and has processed 156 orders.

Steve Buchanan has demonstrated remarkable efficiency in shipping orders, with an impressively fast average processing time of just 7 days. On the other hand, Ann Doddworth, while still efficient, takes an average of 10 days to process orders.

SHIPPING ANALYSIS



United Package has the highest shipping cost at 28.24K, while Speedy Express has the lowest cost at 16.19K.

United Package has the highest number of delayed orders.

95.54% of the orders were shipped on time.

Recommendations:

Based on the observations:

- 1. 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.
- 2. 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.
- 3. 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
- 4. 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.

communication to identify any issues or opportunities for improvement. Tailor marketing efforts or incentives to encourage increased orders from Centro.