

Northwind Dashboard

Overview

Category and Product

Employees

CategoryName, ProductName

Country, City

Title, Employee Name

All

All

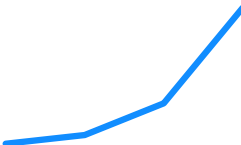
All

22-10-1996

15-11-1997

\$670.8K

Gross Revenue



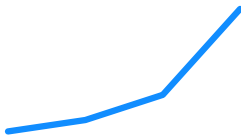
\$44.6K

Discount (\$)



\$626.1K

Net revenue



408

Orders



26.4K

Quantitv



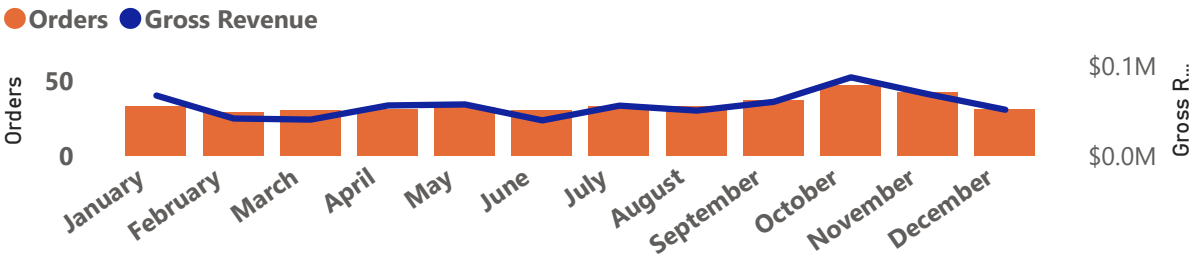
Avg Days to Ship



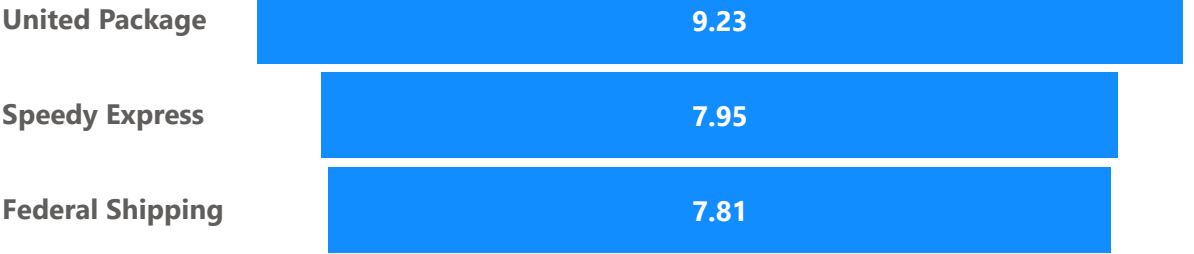
Net Revenue by Country and City



Total Orders Vs Gross Revenue by Month



Average Days to Ship by Shipping company



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22-10-1996

15-11-1997

Top/ Bottom 5 Products by Orders

Top 5 Product by Orders

| | |
|------------------------|----|
| Gnocchi di nonna Alice | 30 |
| Gorgonzola Telino | 28 |
| Camembert Pierrot | 27 |
| Raclette Courdavault | 26 |
| Flotemysost | 25 |

Bottom 5 Product by Orders

| | |
|------------------------------|---|
| Chef Anton's Gumbo Mix | 3 |
| Gravad lax | 3 |
| Laughing Lumberjack Lager | 3 |
| Schoggi Schokolade | 3 |
| Grandma's Boysenberry Spread | 2 |

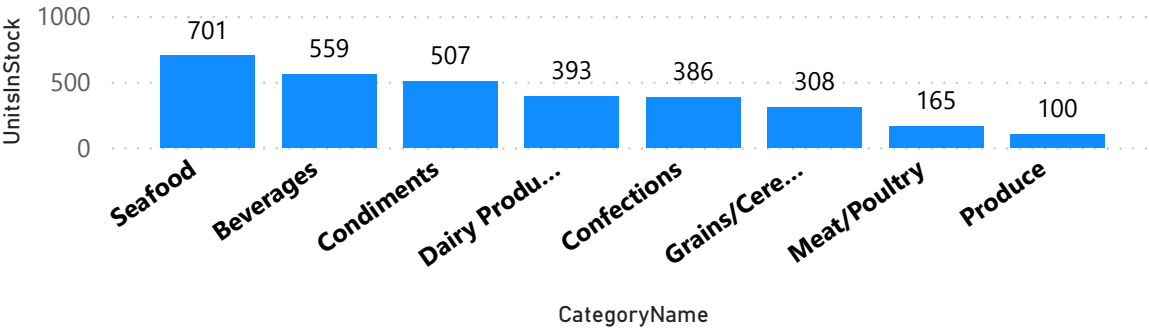
Category and Product level Performance

| CategoryName | Orders | Quantity | Gross Revenue | Discount (\$) | Net revenue |
|----------------|--------|----------|---------------|---------------|-------------|
| Beverages | 162 | 4133 | \$1,31,044 | \$10,755 | \$1,20,289 |
| Condiments | 99 | 3017 | \$61,718 | \$4,632 | \$57,087 |
| Confections | 148 | 4102 | \$85,948 | \$4,742 | \$81,206 |
| Dairy Products | 154 | 4896 | \$1,25,819 | \$9,096 | \$1,16,722 |
| Grains/Cereals | 95 | 2548 | \$56,194 | \$2,946 | \$53,248 |
| Meat/Poultry | 91 | 2570 | \$91,801 | \$5,566 | \$86,235 |
| Produce | 63 | 1564 | \$52,635 | \$2,816 | \$49,819 |
| Seafood | 135 | 3579 | \$65,615 | \$4,092 | \$61,523 |
| Total | 408 | 26409 | \$6,70,773 | \$44,645 | \$6,26,129 |

Unit in Stock and Unit on Order

| CategoryName | UnitsInStock | UnitsOnOrder |
|----------------|--------------|--------------|
| Beverages | 559 | 60 |
| Condiments | 507 | 170 |
| Confections | 386 | 180 |
| Dairy Products | 393 | 140 |
| Grains/Cereals | 308 | 90 |
| Total | 3119 | 780 |

Unit in Stock by Category and Product



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All

Country, City

All

Title, Employee Name

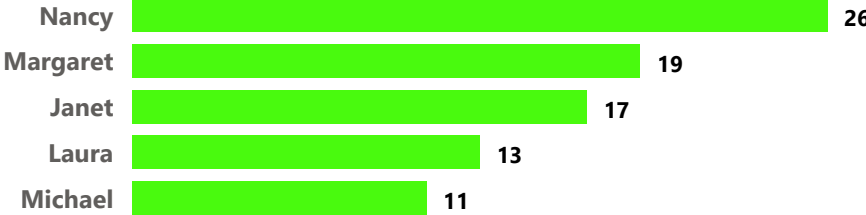
All

22-10-1996

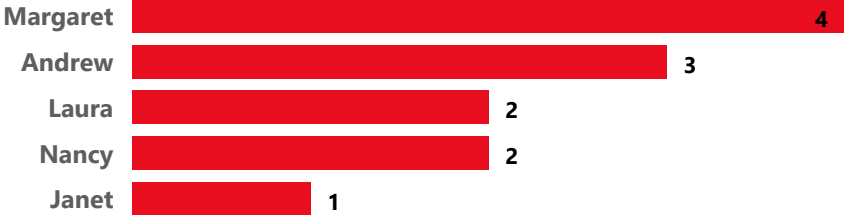
15-11-1997

Top/ Bottom 5 Employees by Orders

Top 5 Product by Orders

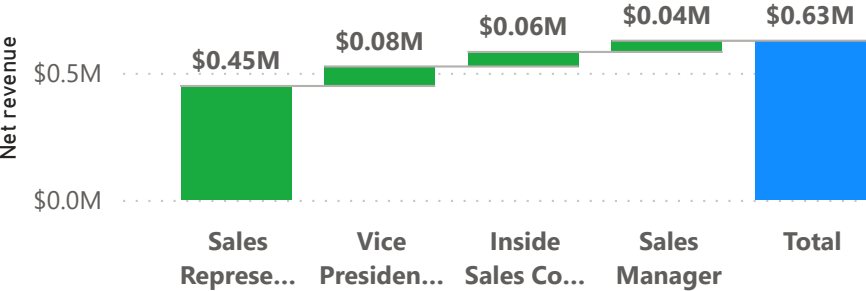


Bottom 5 Product by Orders



Net Revenue by Employee Title

● Increase ● Decrease ● Total



Title and Employees by level Performance

| Title | Orders | Quantity | Gross Revenue | Discount (\$) | Net reve |
|--------------------------|--------|----------|---------------|---------------|----------|
| Inside Sales Coordinator | 56 | 2906 | \$59,877 | \$2,686 | \$57 |
| Sales Manager | 22 | 1862 | \$49,300 | \$5,158 | \$44 |
| Sales Representative | 288 | 18559 | \$4,80,093 | \$31,955 | \$4,48 |
| Vice President, Sales | 42 | 3082 | \$81,503 | \$4,845 | \$76 |
| Total | 408 | 26409 | \$6,70,773 | \$44,645 | \$6,26 |

Net Revenue per order by Employees

