

North Wind Trader Sales Analysis

**Countries: All**

- ☐ Argentina
- ☐ Austria
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Denmark
- ☐ Finland

Year

2013

2014

2015

Product Category

All

Employee

All

ShippersFederal
ShippingSpeedy
ExpressUnited
Package**Discount**

0.00

0.01

0.02

0.03

0.04

Product Discontinued

No

Yes

KPI

Sales &
ProductCustomers
& Shipping

Sales



1.35M

Total Sales

1.27M

Revenue

94.38%

% Revenue

88.67K

Total Discount

6.55%

% Dsicount

Products



8

Categories

77

Products

28.87

Avg UnitPrice

830

Total Orders

51K

Quantity

Customers



21

Countries

69

Cities

91

Companies

0.06

Avg Discount

9

Employees

Shipping



64.94K

Freight

78.24

Avg freight

3

Shippers

8.49

Expected ship in days

-19.35

Delay in Shipping

27.88

Advance days of order

Products Sales. Revenue & Avg Discount

Sum of Total Sales Sum of Revenue Average of discount



Revenue for Year/ Quarter/ Month

0.04M 0.11M 0.19M



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Employee

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Shippers

Federal Shipping

Speedy Express

United Package

Discount

0.00

0.01

0.02

0.03

0.04

Product Discounted

No

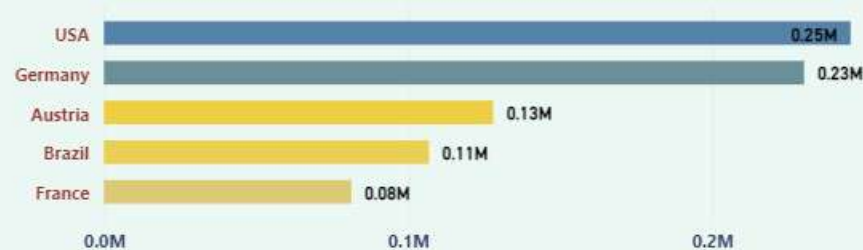
Yes

KPI

Sales & Product

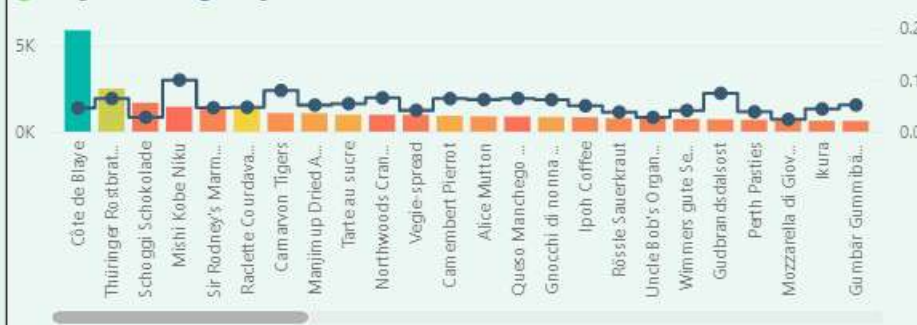
Customers & Shipping

Revenue by country



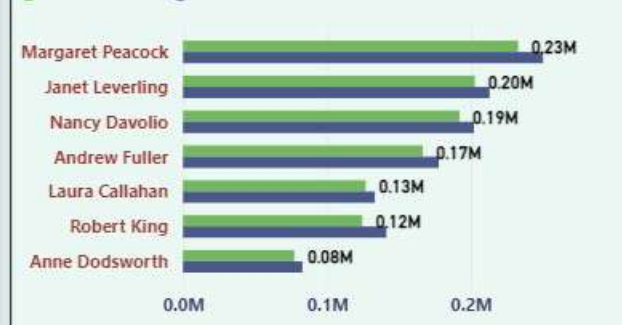
Revenue and Average of discount by Products

Average of Revenue Average of discount



Revenue & Sales by Employee

Sum of Revenue Sum of Total Sales



Avg Freight per Quantity by Country & City



Least 3 Companies

Company	T Revenue	T Freight	Freight/Q
Centro comercial Moctezuma	100.80	3.25	3.38
Laughing Bacchus Wine Cellars	522.50	9.92	6.25
Lazy K Kountry Store	357.00	19.40	1.03

Top 4 Companies

Company	T Revenue	T Freight	Freight/Q
Ernst Handel	1,04,874.98	6,205.39	0.73
Hungry Owl All-Night Grocers	49,979.91	2,755.24	0.61
QUICK-Stop	1,10,277.31	5,605.63	0.71
Save-a-lot Markets	1,04,361.95	6,683.70	0.74

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Product Discontinued

No

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KPI

Sales &
ProductCustomers
& Shipping

Avg Freight per Quantity by Company



Freight by Category & Product

Beverages	Confections	Grains & Cere...	Produce
64.94K	64.94K	64.94K	64.94K
Condiments	Dairy Products	Meat & Poultry	Seafood
64.94K	64.94K	64.94K	64.94K

Freight & Quantity per Shipper by Year, Quarter, Month & Day

● Federal Shipping
 ● Speedy Express
 ● United Package
 ◆ Sum of quantity



Freight per Quantity by Category & Product

