

# Northwind Dataset Analysis

## *Project Overview*

This project analyzes the Northwind database to gain insights into sales performance, customer behavior, and supplier effectiveness.

## *Tools Used*

Database: PostgreSQL

Query Language: SQL

## *Summary of Analyses*

Sales Performance: Analyzed total sales by year, month, quarter, country, and product category.

Customer Insights: Examined number of orders, total revenue, and frequency of orders per customer.

Employee Performance: Assessed total sales and orders handled by employees.

Product Analysis: Identified top-selling products and sales by product.

Supplier Analysis: Analyzed total sales by supplier and identified top products from each supplier.

## *Key Queries Implemented*

Total sales by year, month, and quarter.

Customer revenue and order frequency.

Employee sales performance.

Customer segmentation based on spending.

## *Conclusion*

This project demonstrates the use of SQL for data analysis, providing insights that can support business decisions.