

Northwind Traders

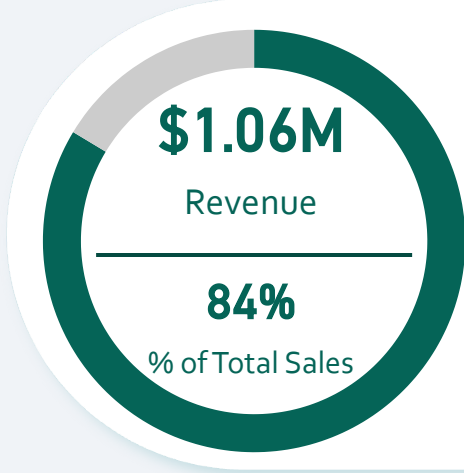
Overview

Analysis & Insights

Data visualization by:
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GitHub: @ChrisDataGuy

SALES DASHBOARD

- ☐ Argentina
- ☐ Austria
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Denmark
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Ireland
- ☐ Italy
- ☐ Mexico
- ☐ Norway
- ☐ Poland
- ☐ Portugal
- ☐ Spain
- ☐ Sweden
- ☐ Switzerland
- ☐ UK
- ☐ USA
- ☐ Venezuela
- ☐ Beverages
- ☐ Condiments
- ☐ Confections
- ☐ Dairy Products
- ☐ Grains & Cereals
- ☐ Meat & Poultry
- ☐ Produce
- ☐ Seafood



\$1.27M
Total Sales

51K
Units Sold

\$250
Ave. Fulfillment cost/ Order

8
Ave. Delivery days

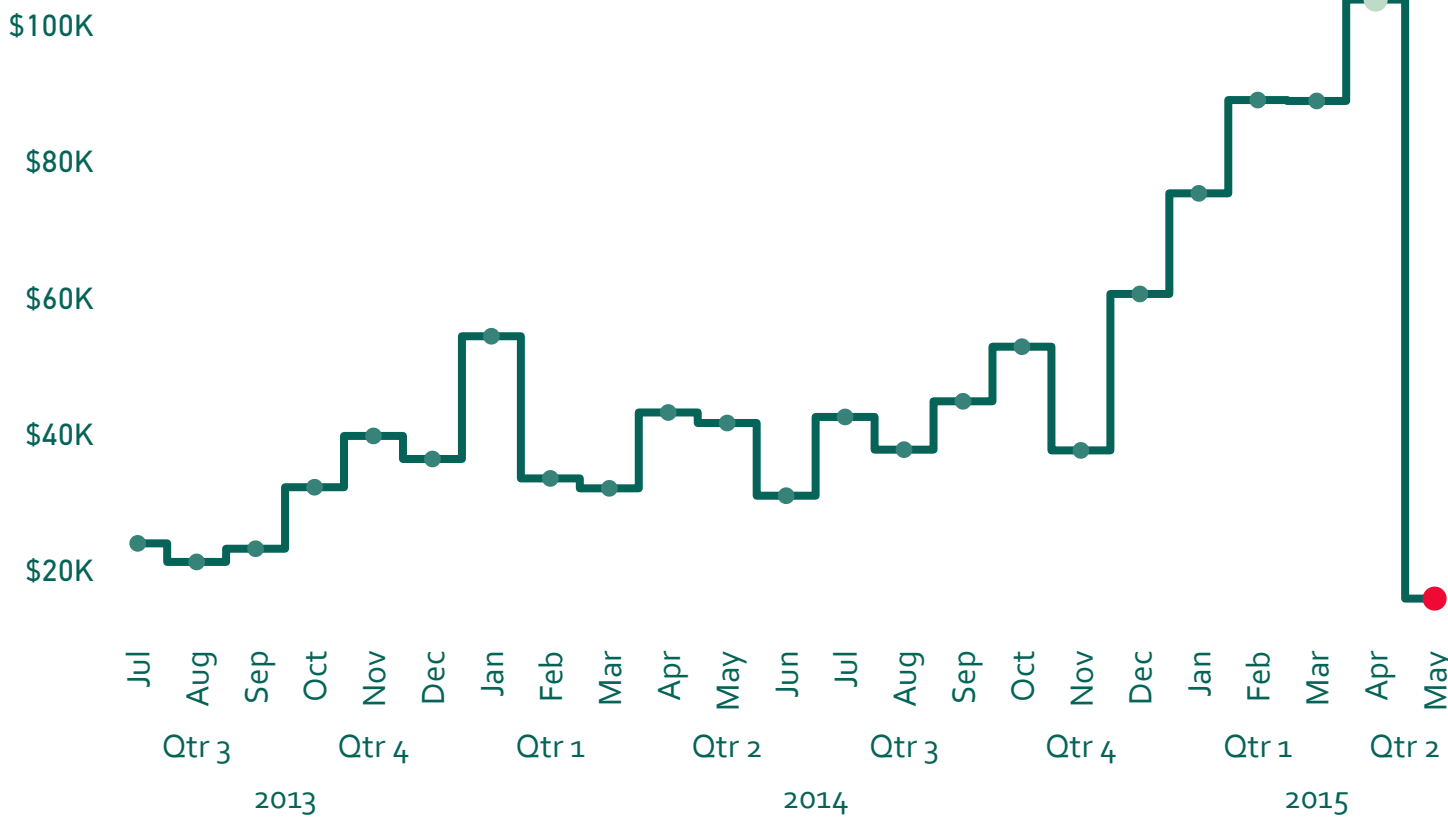
\$1.5K
AOV

830
Total orders

7/4/2013

5/6/2015

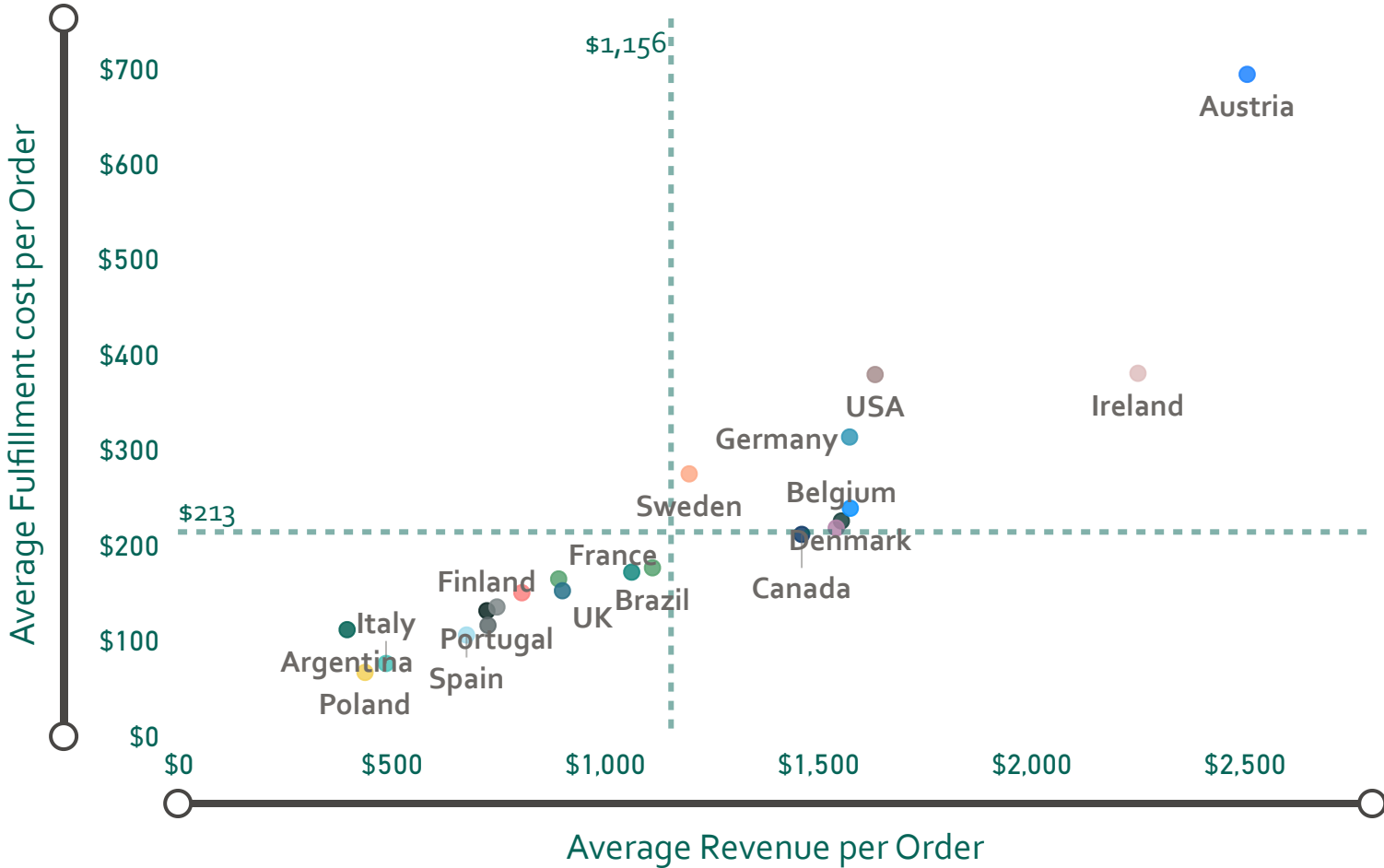
Revenue Trend



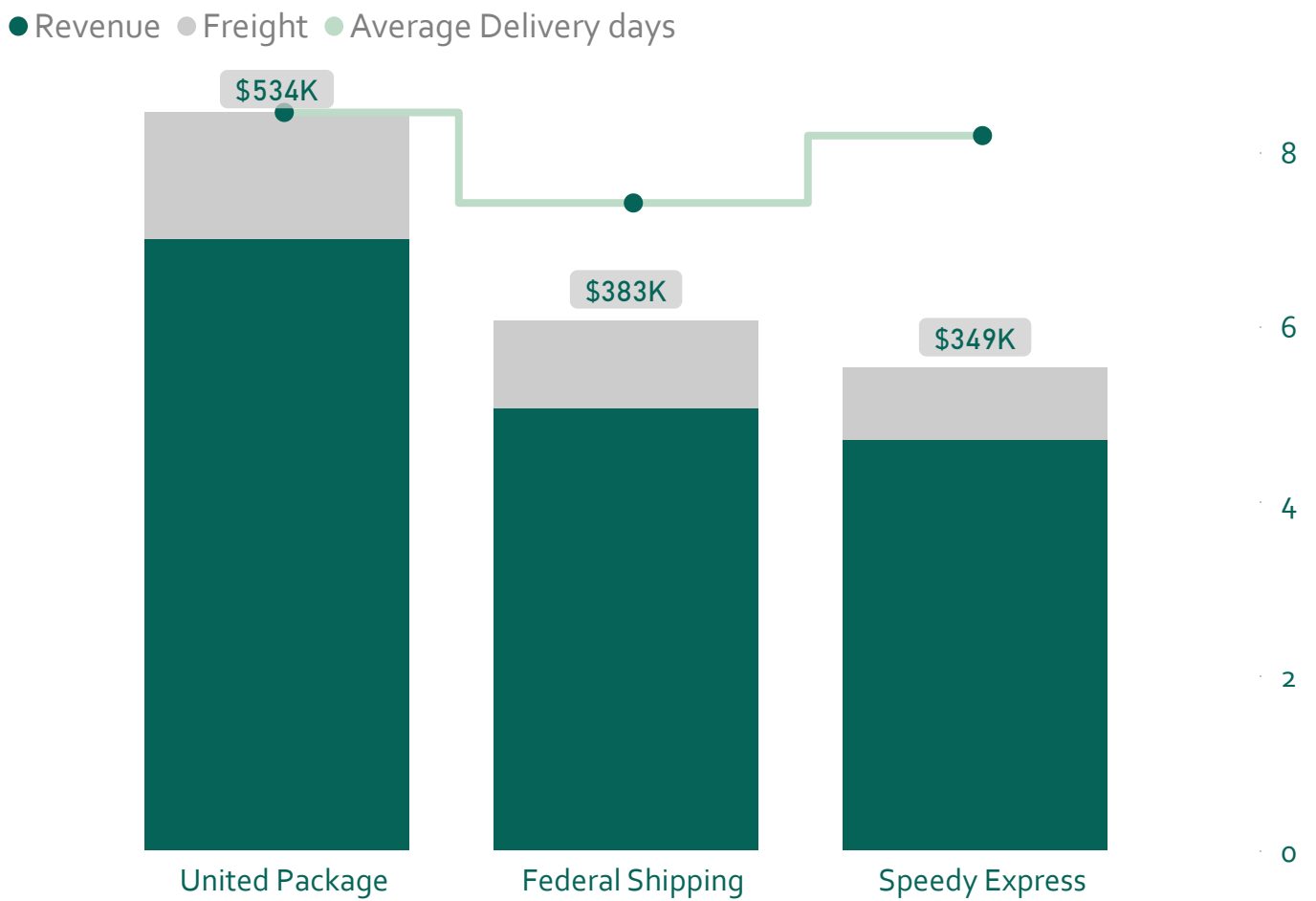
Top 3 Companies per Country by Total Sales

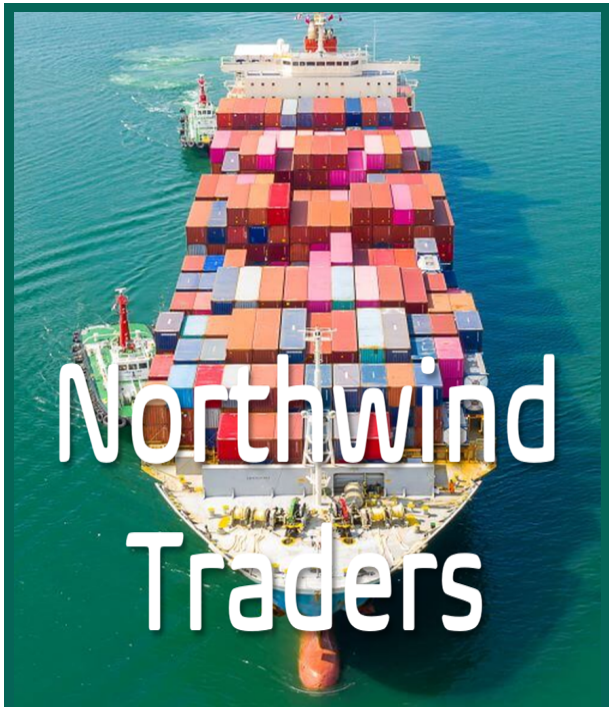


Ave. Revenue per Order & Ave. Fulfillment Cost per Order by Country



Total Sales vs Ave. Delivery days by Shippers





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Analysis & Insights



Sales Managers & Teams' Contribution to Total Sales



Insights and Recommendations

- **Germany** represents the best market outside of the USA with a total revenue of **\$192k** and contributing **20%** of sales of the **topline product category - Beverages**. This is further emphasized by the fact that **QUICK - Stop** is the best performing customer, contributing **47%** of total sales in Germany. To maximize profitability and grow revenue, there is need to leverage on the already established market in Germany to drive sales of **Meat and Poultry**, as it is the category that provides the best revenue per order, with an average of **\$902.19** and an average order value of **\$1,012**. This can be replicated in the other countries - **Austria** and **USA**, that make up the top 3 markets.
- The **Austria and Ireland** markets present opportunities to boost revenue and profitability by leveraging on the price point there. The average revenue per order of **\$2,506.81** and **\$2,250.81** respectively outweigh shipment costs. Leveraging on these price points, we can drive the sales of **Beverages, Dairy Products and Confections**. Attract more customers/partners in Austria as its just 2 customers there.
- In terms of shipping, **Federal Shipping** provides the best shipping company and plan, while they provide the second best Average fulfillment cost per order of **\$248.80**, putting customer satisfaction at forefront, they provide the best average delivery time of **7.42** days. The low average shipping cost of **Speedy Express** can be used to reduce the cost of freight for countries like Austria and Ireland where the cost of freight is already too high, this will in turn improve revenue.
- A deep dive into the UK team led by **Steven Buchanan** is recommended to understand the possible challenges of the team and plan to improve on their **27.22%** contribution to total sales. Brand promotions, strategic drive of best selling products using incentives and most likely personnel change is advised. **Laura Callahan** and the US team are doing a great job contributing **59.62%** of total sales, we must on ride this wave by motivating the team by acknowledgements and recognitions and also copying best practice.

Sales Representatives

\$232,891

Margaret Peacock

\$202,813

Janet Leverling

\$192,108

Nancy Davolio

\$124,568

Robert King

\$77,308

Anne Dodsworth

\$73,913

Michael Suyama

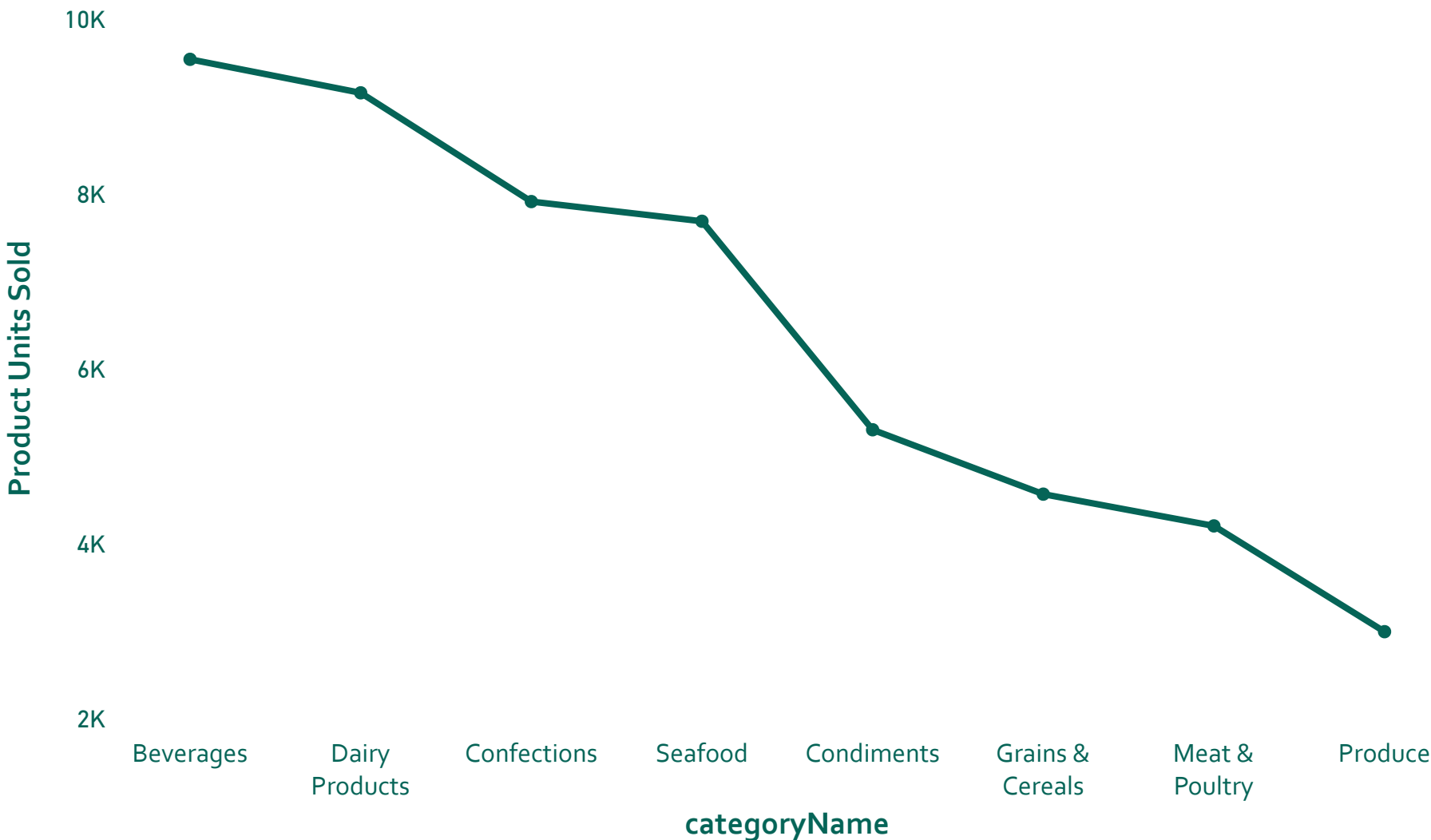
Y-Axis

- ☐ % Revenue
- ☐ AOV
- ☐ Average Delivery days
- ☐ Average Fulfillment cost per Order
- ☐ Average Revenue per Order
- ☐ Freight
- ☒ Product Units Sold
- ☐ Revenue
- ☐ Total Customers
- ☐ Total Sales
- ☐ Total orders

X-Axis

- ☐ companyName
- ☒ categoryName
- ☐ productName
- ☐ employeeName
- ☐ country
- ☐ city

Product Units Sold by categoryName



7/4/2013

5/6/2015

Country	Total Sales	% Sales Contribution	Revenue	Freight	Orders	AOV	Units Sold	Ave. Delivery days	Ave. Fulfillment Cost/Order	Customers
USA	\$245,585	19.4%	\$199,418.79	46,165.82	122	\$2,012.99	9330	8.09	\$378.41	13
Germany	\$230,285	18.2%	\$192,113.88	38,170.75	122	\$1,887.58	9213	8.11	\$312.88	11
Austria	\$128,004	10.1%	\$100,272.40	27,731.44	40	\$3,200.10	5167	7.07	\$693.29	2
Brazil	\$106,926	8.4%	\$92,342.80	14,582.98	83	\$1,288.26	4247	7.72	\$175.70	9
France	\$81,358	6.4%	\$68,731.74	12,626.58	77	\$1,056.60	3254	8.19	\$163.98	10
UK	\$58,971	4.7%	\$50,480.78	8,490.53	56	\$1,053.06	2742	8.44	\$151.62	7
Venezuela	\$56,811	4.5%	\$48,938.19	7,872.44	46	\$1,235.01	2936	7.66	\$171.14	4
Sweden	\$54,495	4.3%	\$44,349.02	10,146.12	37	\$1,472.84	2235	10.15	\$274.22	2
Canada	\$50,196	4.0%	\$43,874.39	6,321.90	30	\$1,673.21	1984	5.67	\$210.73	3
Ireland	\$49,980	3.9%	\$42,765.42	7,214.49	19	\$2,630.52	1684	12.24	\$379.71	1
Belgium	\$33,825	2.7%	\$29,553.83	4,271.03	19	\$1,780.26	1392	9.73	\$224.79	2
Denmark	\$32,661	2.6%	\$28,374.54	4,286.48	18	\$1,814.50	1170	7.15	\$238.14	2
Switzerland	\$31,693	2.5%	\$27,779.64	3,913.02	18	\$1,760.70	1275	8.98	\$217.39	2
Mexico	\$23,582	1.9%	\$20,352.57	3,229.51	28	\$842.22	1025	7.57	\$115.34	5
Finland	\$18,810	1.5%	\$15,935.96	2,874.09	22	\$855.00	885	5.35	\$130.64	2
Spain	\$17,983	1.4%	\$15,563.95	2,419.25	23	\$781.88	718	7.80	\$105.18	4
Italy	\$15,770	1.2%	\$13,661.27	2,108.89	28	\$563.22	822	7.60	\$75.32	3
Portugal	\$11,472	0.9%	\$9,722.83	1,749.53	13	\$882.49	533	8.07	\$134.58	2
Argentina	\$8,119	0.6%	\$6,346.43	1,772.67	16	\$507.44	339	8.59	\$110.79	3
Norway	\$5,735	0.5%	\$4,838.10	897.05	6	\$955.86	161	6.94	\$149.51	1
Ireland	\$3,532	0.3%	\$3,070.42	441.53	7	\$504.54	205	8.81	\$245.93	1
Total	\$1,265,793	100.0%	\$1,058,486.94	207,306.10	830	\$1,525.05	51317	8.06	\$249.77	89