

NORTHWIND
DASHBOARD

Overview

Category and
Product

Employees

CategoryName, ProductName

Country, City

Title, Employee name

All

All

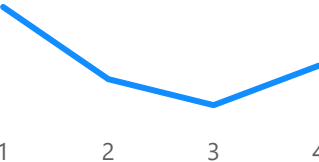
All

7/4/1996

5/6/1998

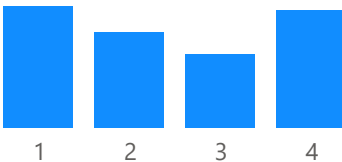
\$1.35M

Gross Revenue



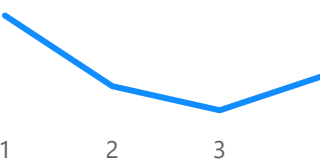
\$88.67K

Discount



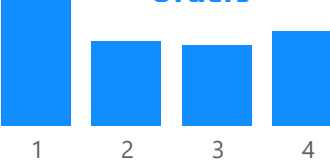
\$1.27M

Net Revenue



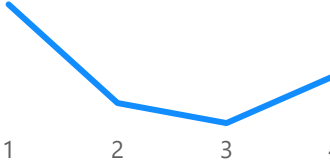
830

Orders



51K

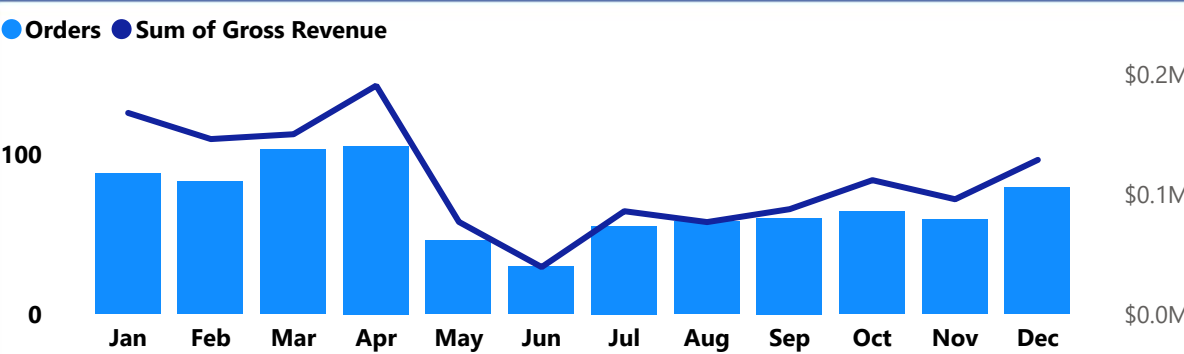
Quantity



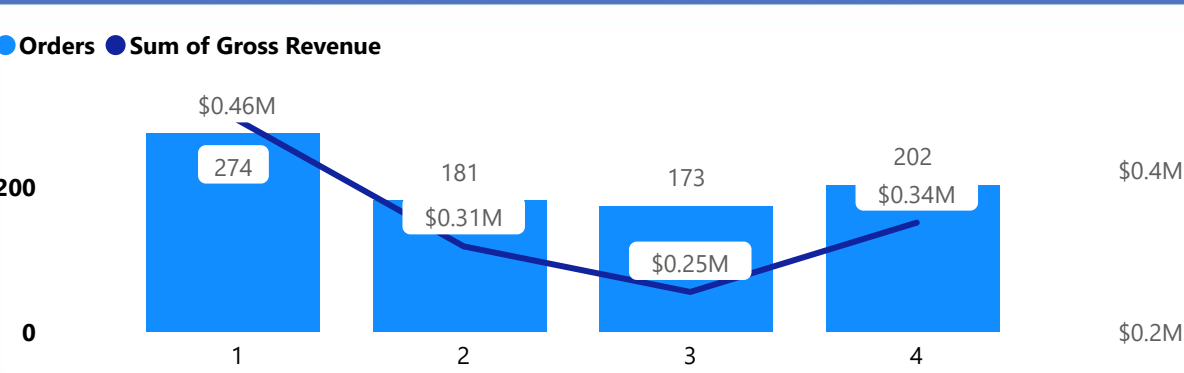
Net Revenue By Country and City



Total Orders, Gross Revenue by Month



Total Orders, Gross Revenue by Quarter



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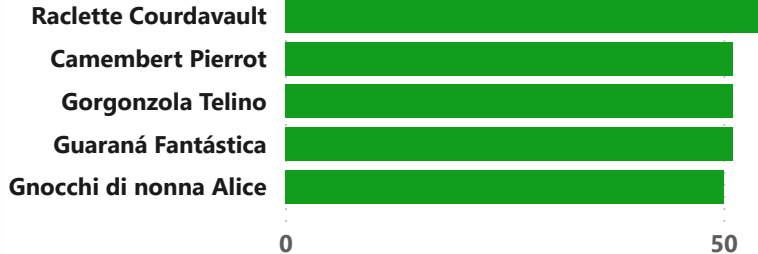
All

7/4/1996

5/6/1998

Top/Bottom 5 Products by Orders

Top 5 Products by Orders



Bottom 5 Products by Orders



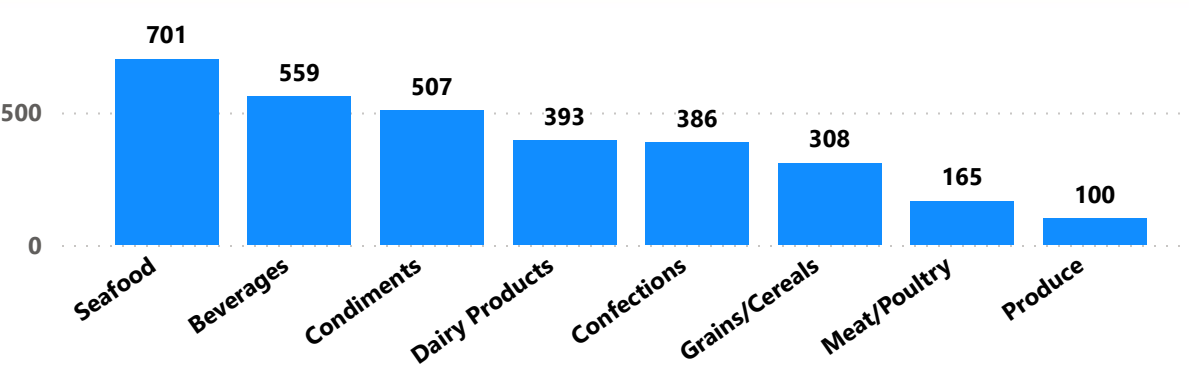
Category and Product Level Performance

CategoryName	Orders	Quantity	Gross Revenue	Discount \$	Net Revenue
+ Beverages	354	9532	\$286,526.95	\$18,658.77	\$267,868.18
+ Dairy Products	303	9149	\$251,330.50	\$16,823.22	\$234,507.28
+ Confections	295	7906	\$177,099.10	\$9,741.88	\$167,357.22
+ Meat/Poultry	161	4199	\$178,188.80	\$15,166.44	\$163,022.36
+ Seafood	291	7681	\$141,623.09	\$10,361.35	\$131,261.74
+ Condiments	193	5298	\$113,694.75	\$7,647.67	\$106,047.08
+ Produce	129	2990	\$105,268.60	\$5,284.02	\$99,984.58
+ Grains/Cereals	182	4562	\$100,726.80	\$4,982.21	\$95,744.59
Total	830	51317	\$1,354,458.59	\$88,665.55	\$1,265,793.04

Unit in Stock and Unit on Order

CategoryName	Orders	UnitsInStock	UnitsOnOrder
+ Beverages	354	559	60
+ Dairy Products	303	393	140
+ Confections	295	386	180
+ Seafood	291	701	120
+ Condiments	193	507	170
Total	830	3119	780

Unit in Stock by Category and Product



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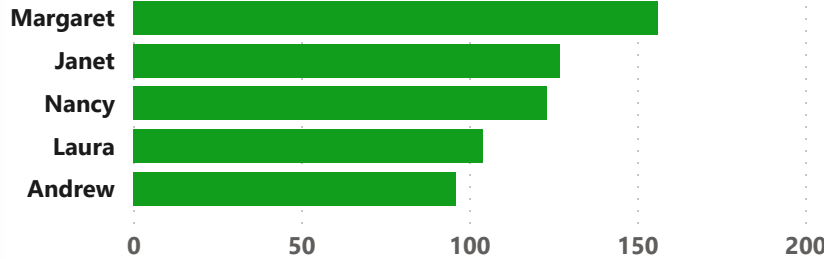
All

7/4/1996

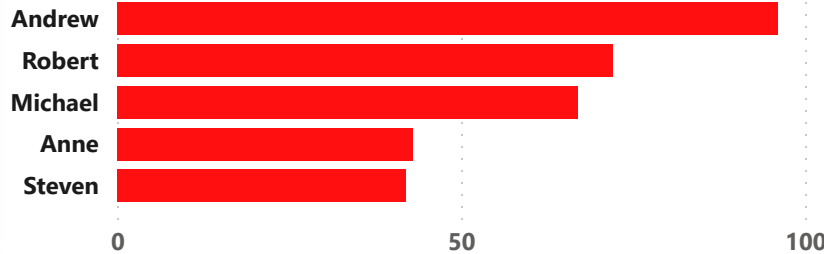
5/6/1998

Top/Bottom Employees by Orders

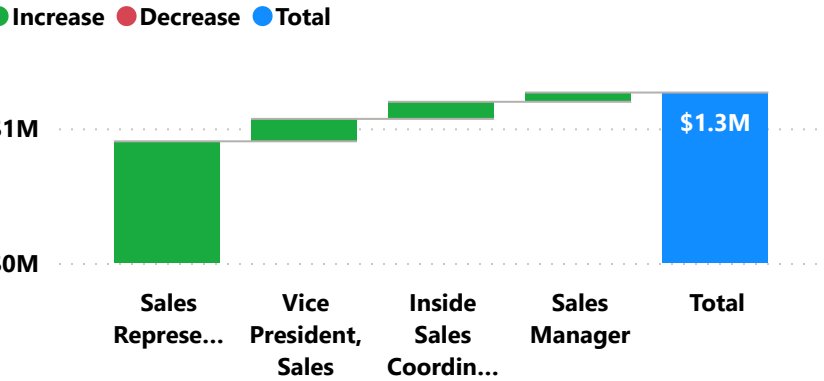
Top 5 Employees by Orders



Bottom 5 Employees by Orders



Net Revenue by Employee Title



Title and Employee Level Performance

Title	Orders	Quantity	Gross Revenue	Discount \$	Net Revenue
Sales Representative	588	36313	\$967,840.55	\$64,239.83	\$903,600.72
Vice President, Sales	96	6055	\$177,749.26	\$11,211.51	\$166,537.75
Inside Sales Coordinator	104	5913	\$133,301.03	\$6,438.75	\$126,862.28
Sales Manager	42	3036	\$75,567.75	\$6,775.47	\$68,792.28
Total	830	51317	\$1,354,458.59	\$88,665.55	\$1,265,793.04

Net Revenue Per Order by Employees

