

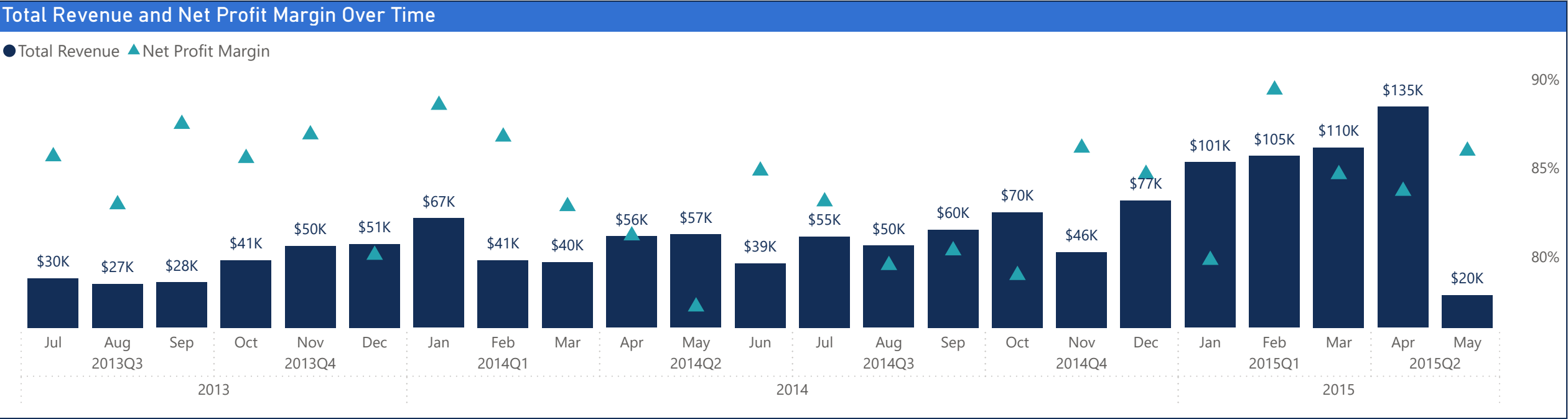
POWER BI PROJECT

NorthWind Traders - Overview

Financial Metrics					
\$1,354,459	\$88,666	\$1,265,793	\$207,306	\$1,058,487	84%
Total Revenue	Total Discount	Net Revenue	Total Freight	Net Profit	Net Profit Margin

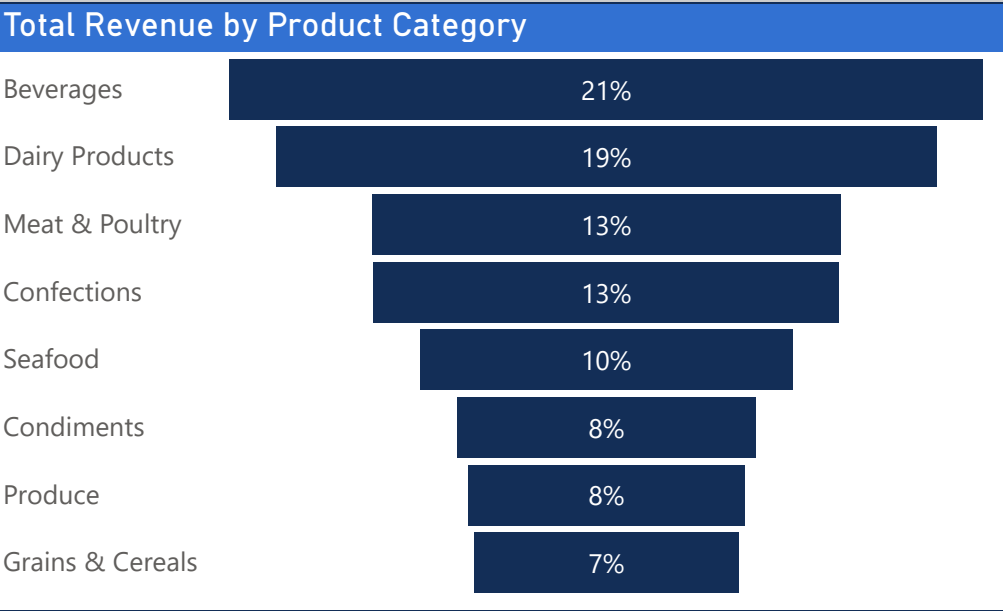
Operational Metrics					
77	89	21	\$15,219	9	
Total Products	Total Customers	Distinct Countries	Average Customer Revenue	Headcount	

Operational Metrics					
830	\$1,632	2,155	\$629	\$250	
Distinct Orders	Distinct Order Size	Total Orders	Average Order Size	Average Freight per Order	



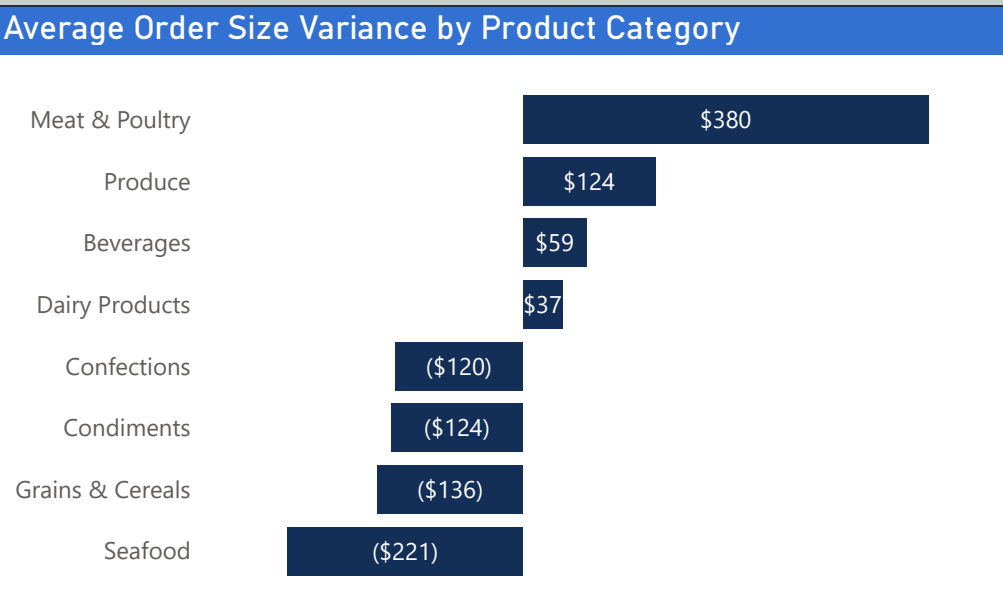
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NorthWind Traders - Categories & Products



Top 10 Products by Total Revenue

Product	Category	Total Revenue	Total Revenue Share	Net Profit Margin
Côte de Blaye	Beverages	\$149,984	11.1%	95%
Thüringer Rostbratwurst	Meat & Poultry	\$87,736	6.5%	92%
Raclette Courdavault	Dairy Products	\$76,296	5.6%	89%
Camembert Pierrot	Dairy Products	\$50,286	3.7%	84%
Tarte au sucre	Confections	\$49,828	3.7%	87%
Gnocchi di nonna Alice	Grains & Cereals	\$45,121	3.3%	86%
Manjimup Dried Apples	Produce	\$44,743	3.3%	90%
Alice Mutton	Meat & Poultry	\$35,482	2.6%	90%
Carnarvon Tigers	Seafood	\$31,988	2.4%	92%
Rössle Sauerkraut	Produce	\$26,866	2.0%	88%
Total		\$598,330	44.2%	90%

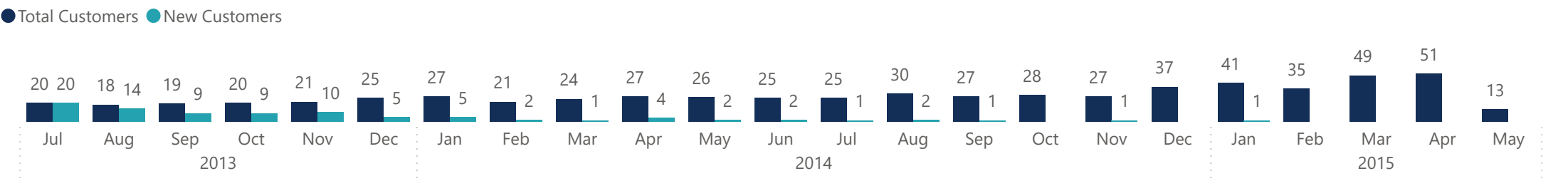


Bottom 10 Products by Total Revenue

Product	Category	Total Revenue	Total Revenue Share	Net Profit Margin
Louisiana Hot Spiced Okra	Condiments	\$3,519	0.3%	91%
Valkoinen suklaa	Confections	\$3,510	0.3%	68%
Filo Mix	Grains & Cereals	\$3,384	0.2%	69%
Aniseed Syrup	Condiments	\$3,080	0.2%	16%
Gravad lax	Seafood	\$3,047	0.2%	73%
Longlife Tofu	Produce	\$2,566	0.2%	79%
Laughing Lumberjack Lager	Beverages	\$2,562	0.2%	76%
Genen Shouyu	Condiments	\$1,814	0.1%	70%
Geitost	Dairy Products	\$1,714	0.1%	3%
Chocolade	Confections	\$1,543	0.1%	79%
Total		\$26,738	2.0%	64%



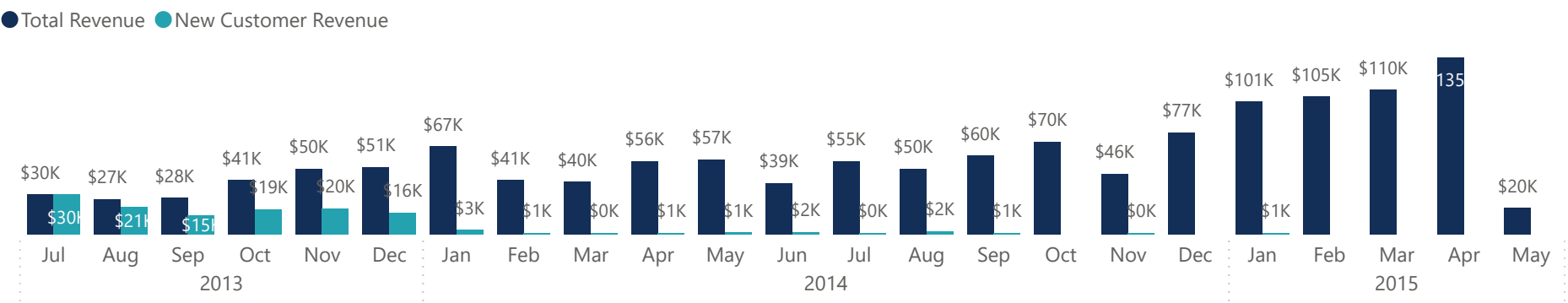
Total Customers and New Customers by Month and Year



Year Slicer



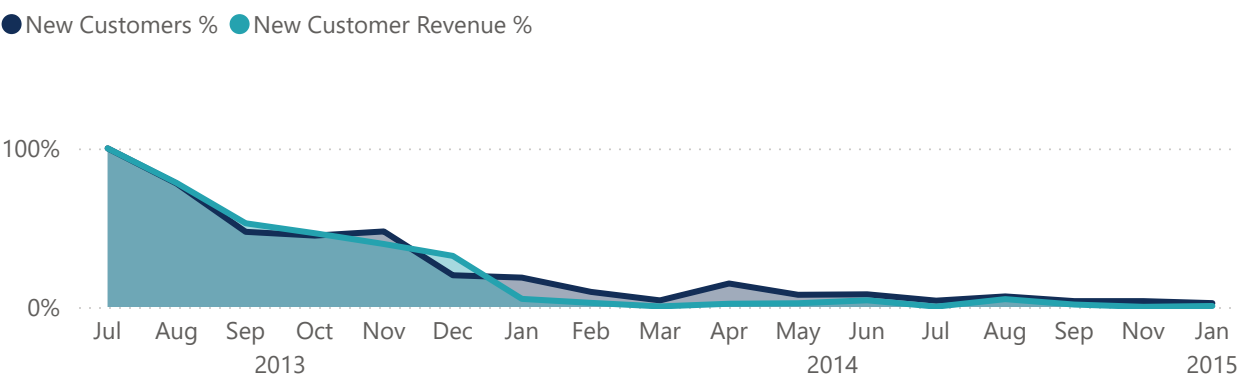
Total Revenue and New Customer Revenue by Month and Year



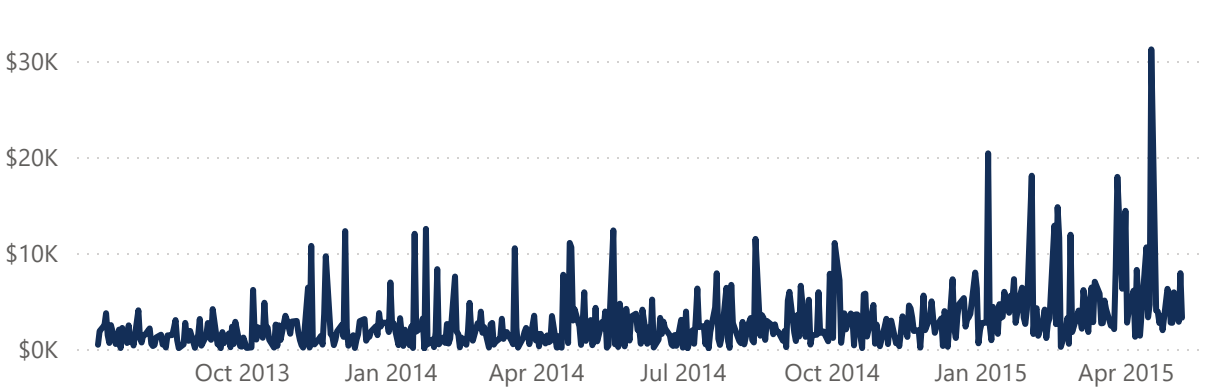
Top 5 Countries by Total Revenue

Country	Total Revenue	Total Revenue Share
USA	\$263,567	19%
Germany	\$244,641	18%
Austria	\$139,497	10%
Brazil	\$114,968	8%
France	\$85,499	6%
Total	\$848,171	63%

New Customers % and New Customer Revenue % by Month and Year



Total Revenue by Date

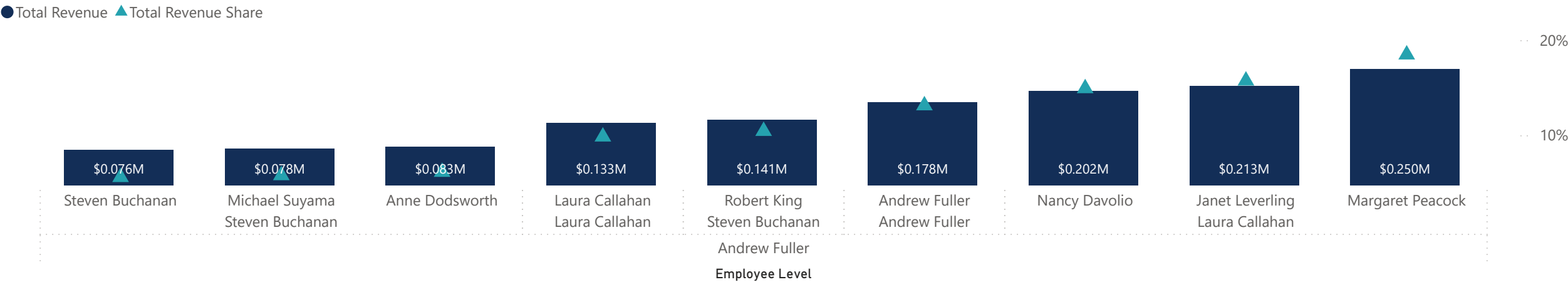


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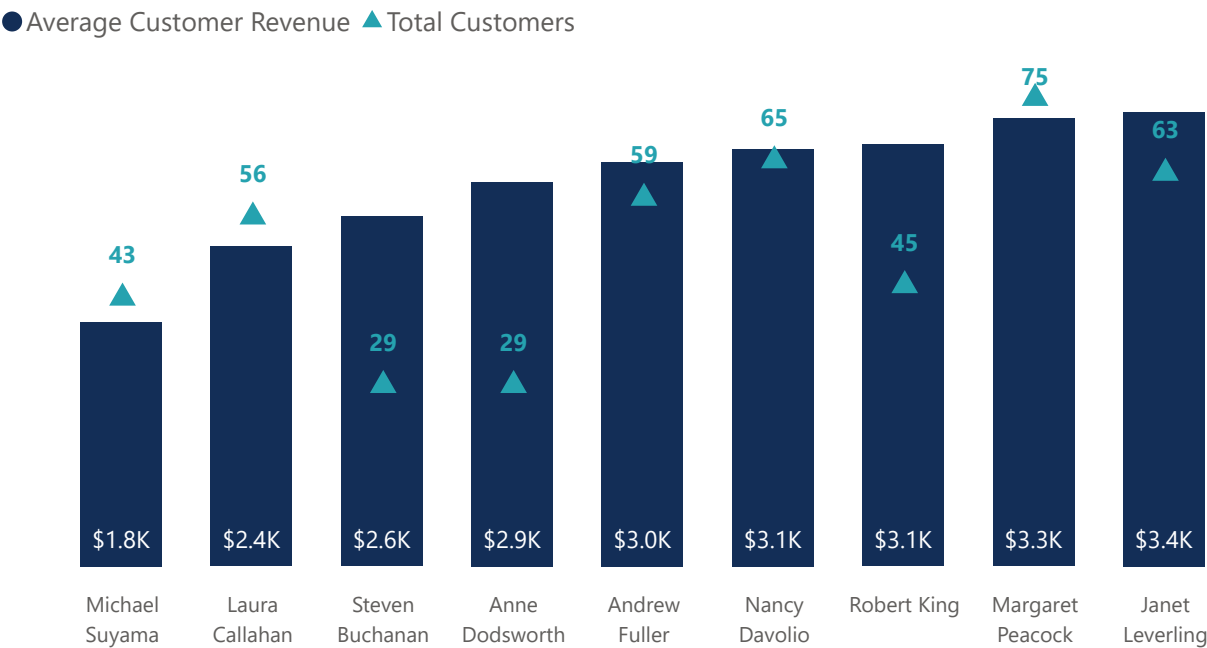
NorthWind Traders - Employees



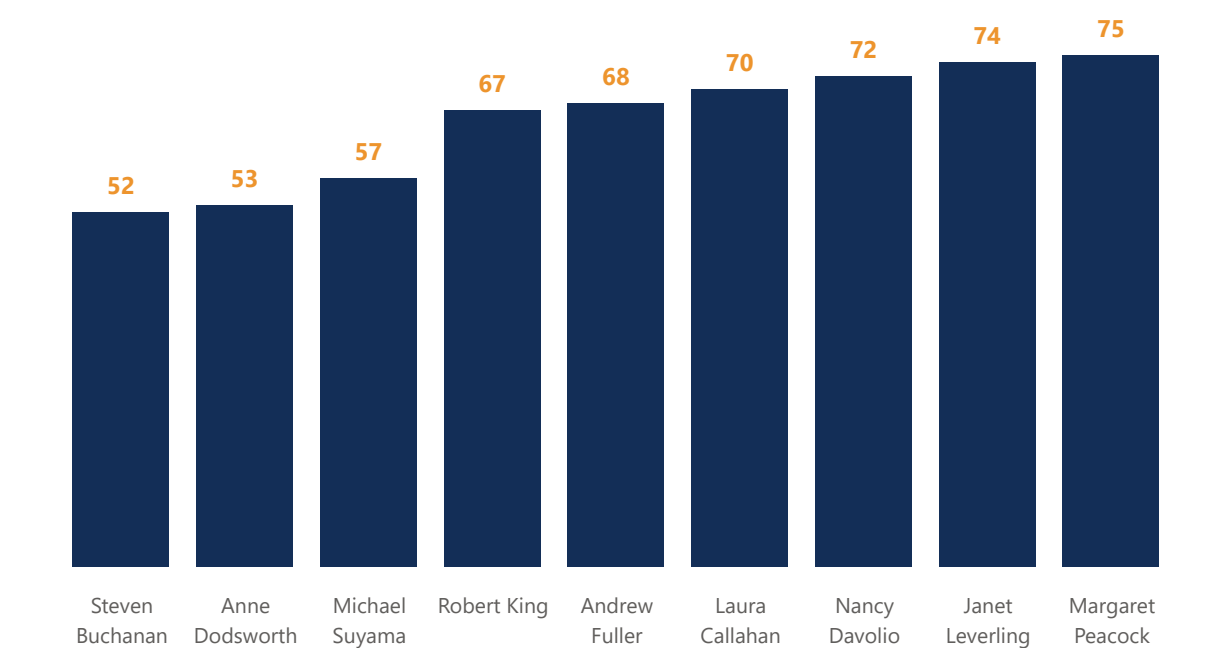
Total Revenue and Total Revenue Share per Employee per Level



Average Customer Revenue and Total Customers per Employee

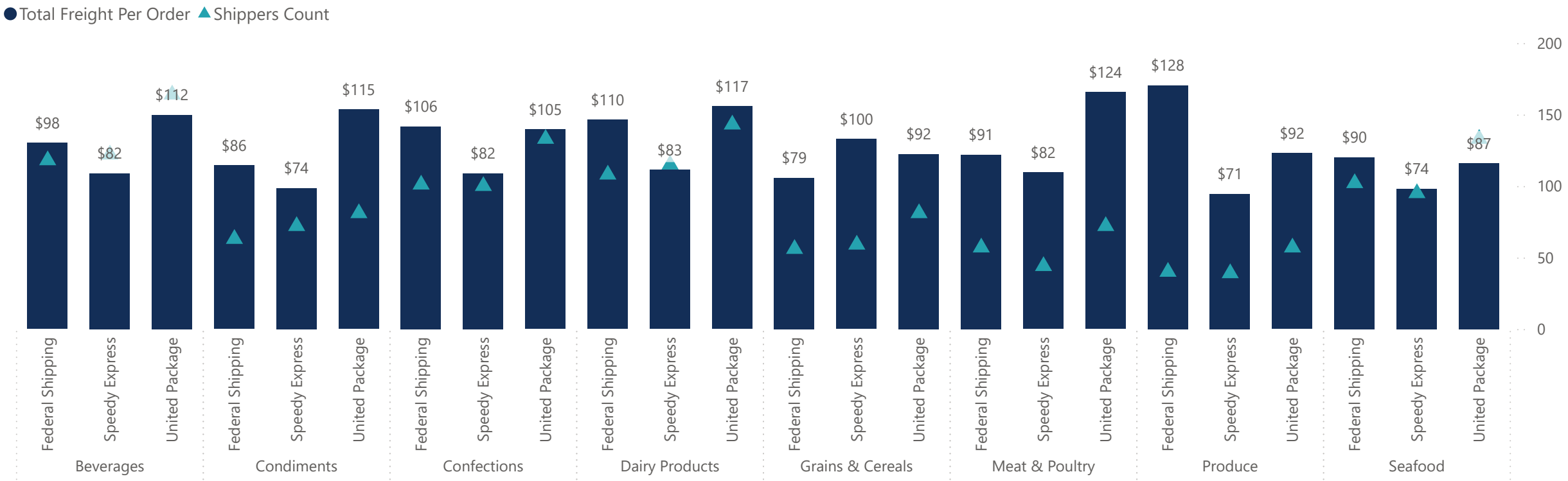


Total Distinct Products per Employee



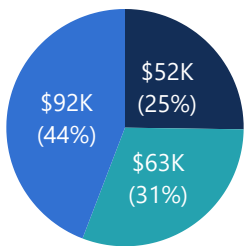


Total Freight Per Order and Shippers Count per Product Category per Shipper



Total Freight per Shipper

● Speedy Express ● Federal Shipping ● United Package



Total Freight per Country

