

Food Product Sales Analysis of Northwind Traders for wholesale market

1	Customer Analysis	Analyse, enhance the customer satisfaction and strategies for customer retention	Customer Acquisition Customer Retention Purchase Frequency Feedback from Customers
2	Product Analysis	Systematically access and enhance the company's product portfolio	Top priority Product Cost of Product Product Availability Product Type
3	Operational Analysis	Streamline the operations to improve the efficiency and reduce cost	Quality Control Supply chain Management Process Optimisation Cost Reduction
4	Sales Analysis	Optimise the sales process and improve the revenue	Total Sales, and Profit Sales Growth Rate Average Order Value Sales over Demography
5	Employee Analysis	Build and retain a skilled workforce that contribute towards company growth	Employee Performance Average Serving Period Demographic Segregation
6	Financial and Risk Analysis	Ensure the company's financial stability and implement risk management strategies	Financial Analysis Product Life Cycle Adapt New Products Agile Business Processes

Note: Market data was not available to do the market analysis, competitors in the market, branding campaigns to improve the sales.