

# Northwind's Traders Dashboard

Country

All

Year, Quarter

All

Product

All

Sales Trend

Total sales

\$1,265.79K

Customers

91

Count of customers

Total Orders

830

Total Shipping Cost

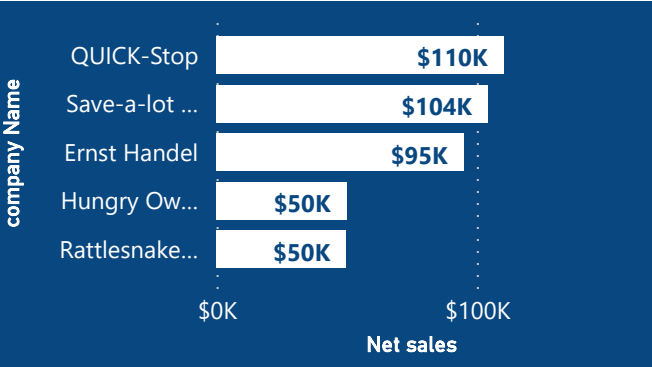
\$63.96K

Products  
performance

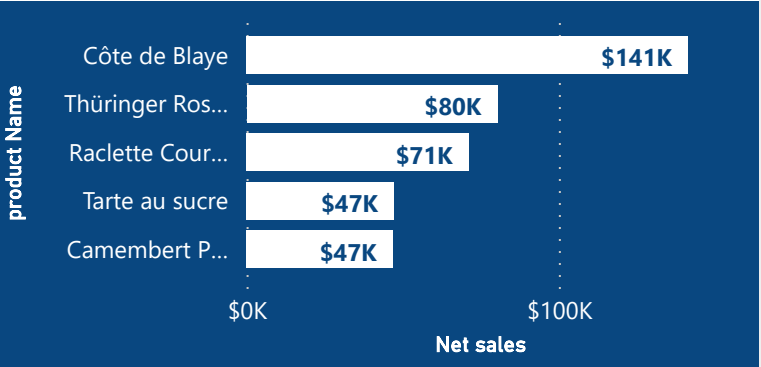
Sales Trend



Top 5 Customers

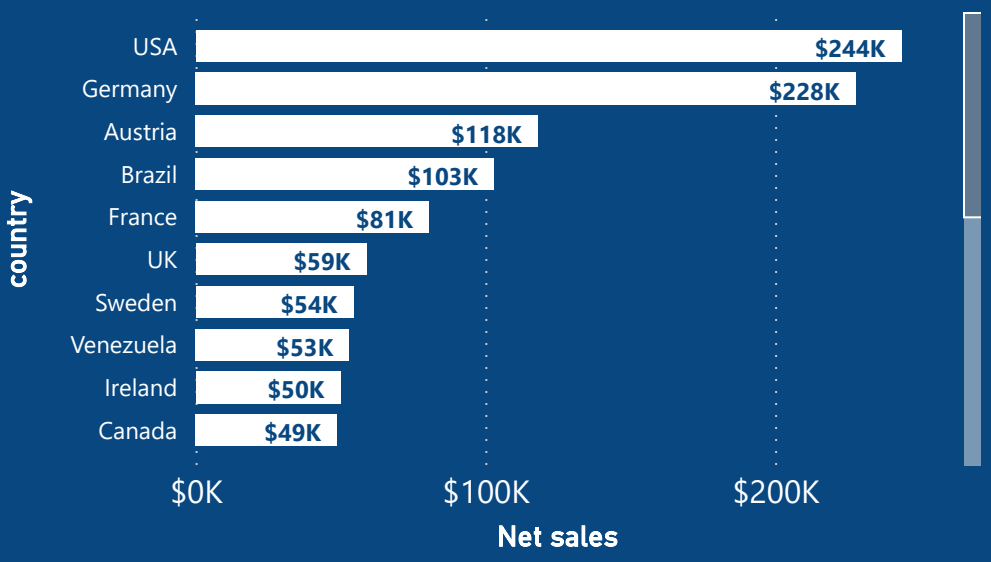


Top 5 Products

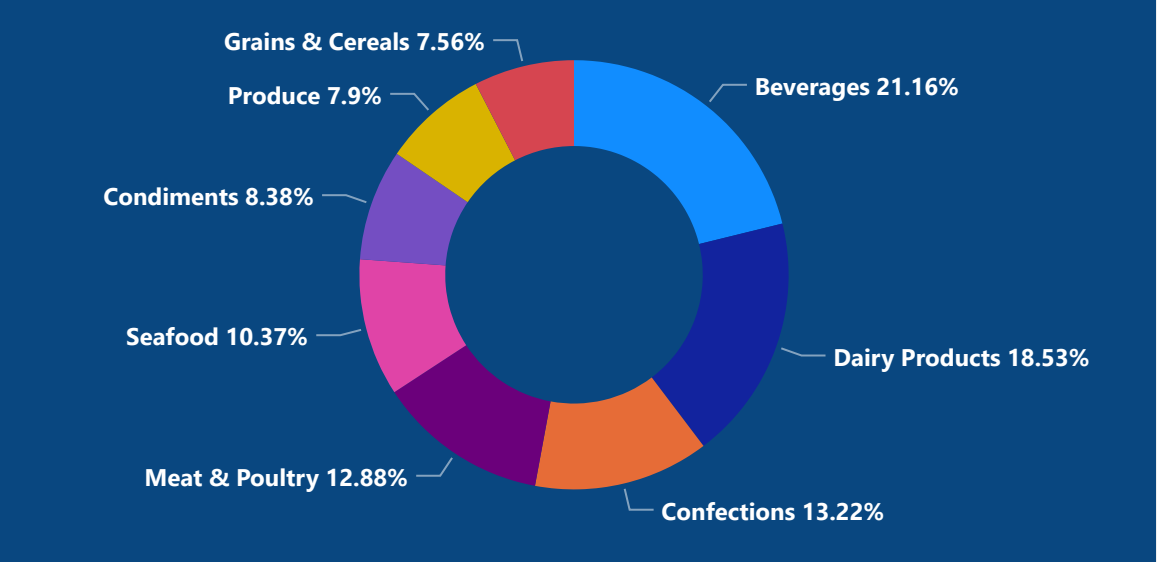


Customer

Gross Sales by country



Sum of Net Sales by category Name



Shipping  
Cost

[Back to Overview](#)

Gross sales

\$1,354.46K

Sum of Gross Sales

Net Sales

\$1,265.79K

Sum of Net Sales

Discount

\$88.67K

Sum of Total discount

## Sales Trends

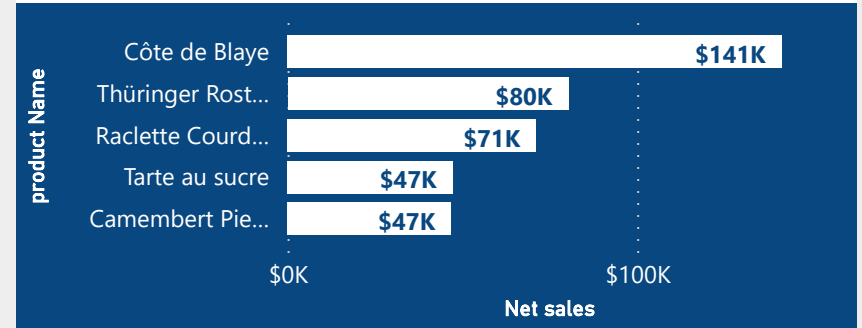
Sales Trend



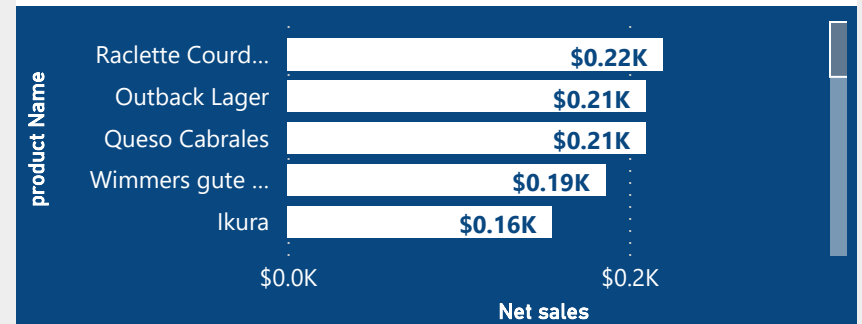
Total discount amounts by Category



Top 5 Products



Bottom 5 Products



[Back to Overview](#)

## Products Performance

Total numbers of category

8

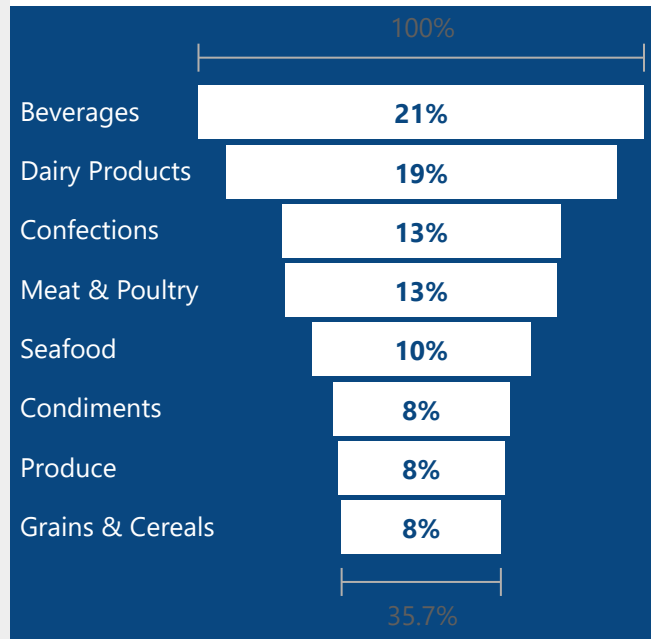
Total numbers of Products

77

Discontinued Products

8

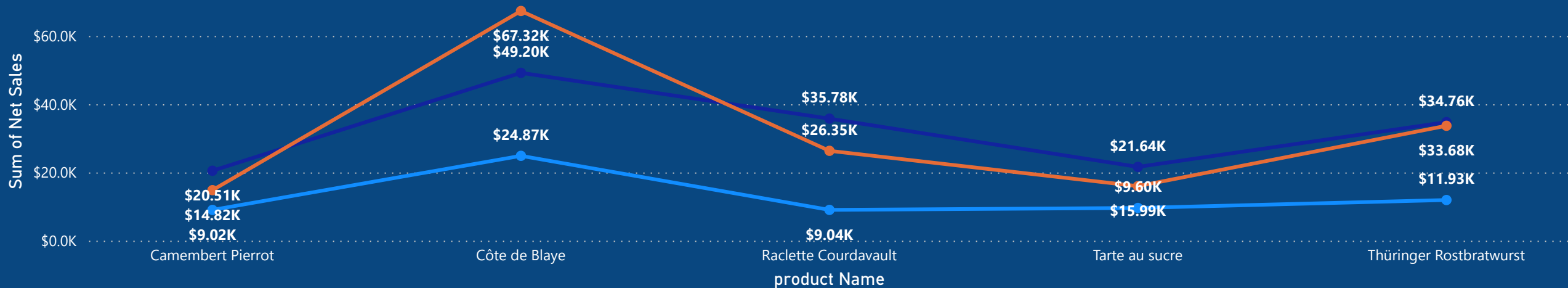
category sales %



| category Name    | Sum of Gross Sales     | Sum of Net Sales      | Sum of Total discount | Sum of quantity | Sum of unit Price | Sum of order ID |
|------------------|------------------------|-----------------------|-----------------------|-----------------|-------------------|-----------------|
| Beverages        | \$2,86,526.95          | \$2,67,868.1799999999 | \$18,658.77           | 9532            | 11,811.65         | 4312144         |
| Condiments       | \$1,13,694.75          | \$1,06,047.085        | \$7,647.67            | 5298            | 4,605.30          | 2303505         |
| Confections      | \$1,77,099.1           | \$1,67,357.2249999999 | \$9,741.88            | 7906            | 7,549.30          | 3557446         |
| Dairy Products   | \$2,51,330.5           | \$2,34,507.285        | \$16,823.22           | 9149            | 9,875.80          | 3894474         |
| Grains & Cereals | \$1,00,726.8           | \$95,744.58750000002  | \$4,982.21            | 4562            | 4,164.30          | 2090139         |
| Meat & Poultry   | \$1,78,188.8           | \$1,63,022.3595       | \$15,166.44           | 4199            | 7,417.33          | 1839680         |
| Produce          | \$1,05,268.6           | \$99,984.57999999999  | \$5,284.02            | 2990            | 4,786.45          | 1450501         |
| Seafood          | \$1,41,623.09000000001 | \$1,31,261.7374999999 | \$10,361.35           | 7681            | 6,290.78          | 3523066         |
| Total            | \$13,54,458.59         | \$12,65,793.0395      | \$88,665.55           | 51317           | 56,500.91         | 22970955        |

### Top 5 Performance over the years

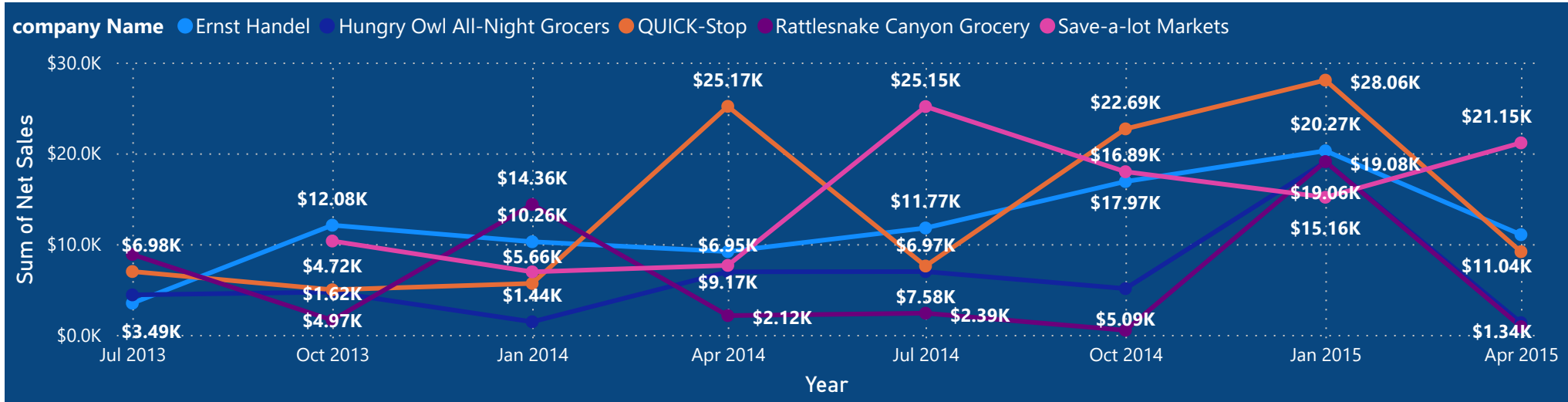
Year ● 2013 ● 2014 ● 2015



[Back to Overview](#)

## Customers

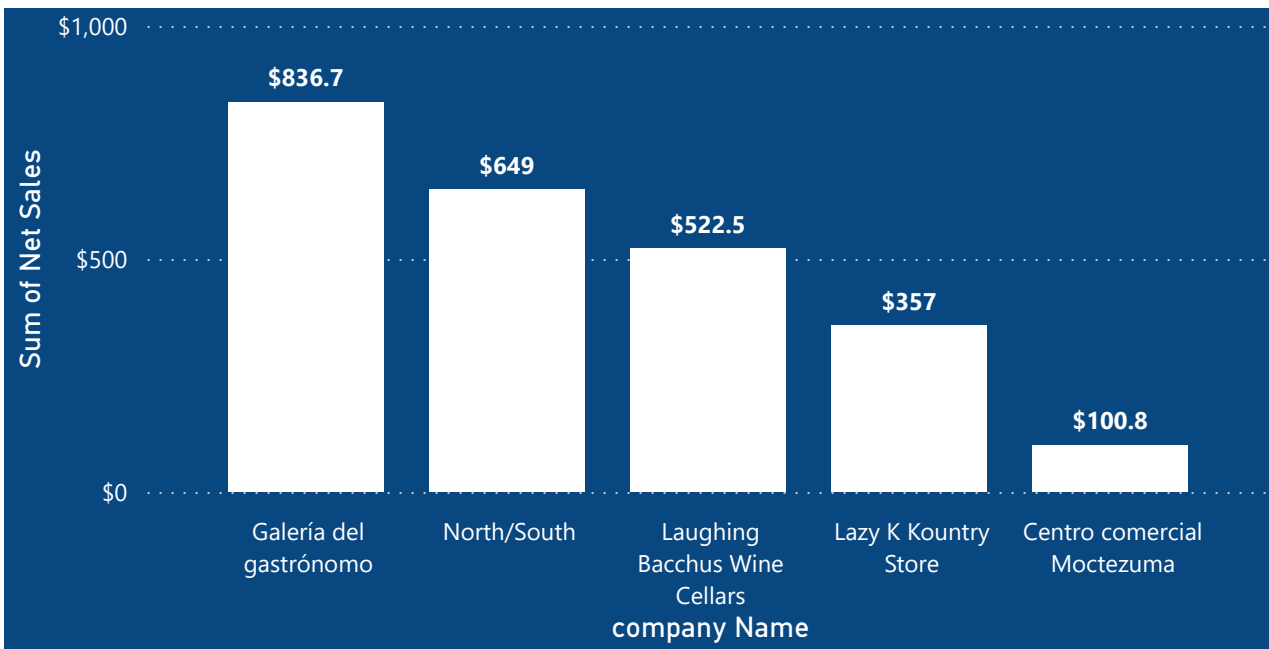
Top 5 Customers over the years



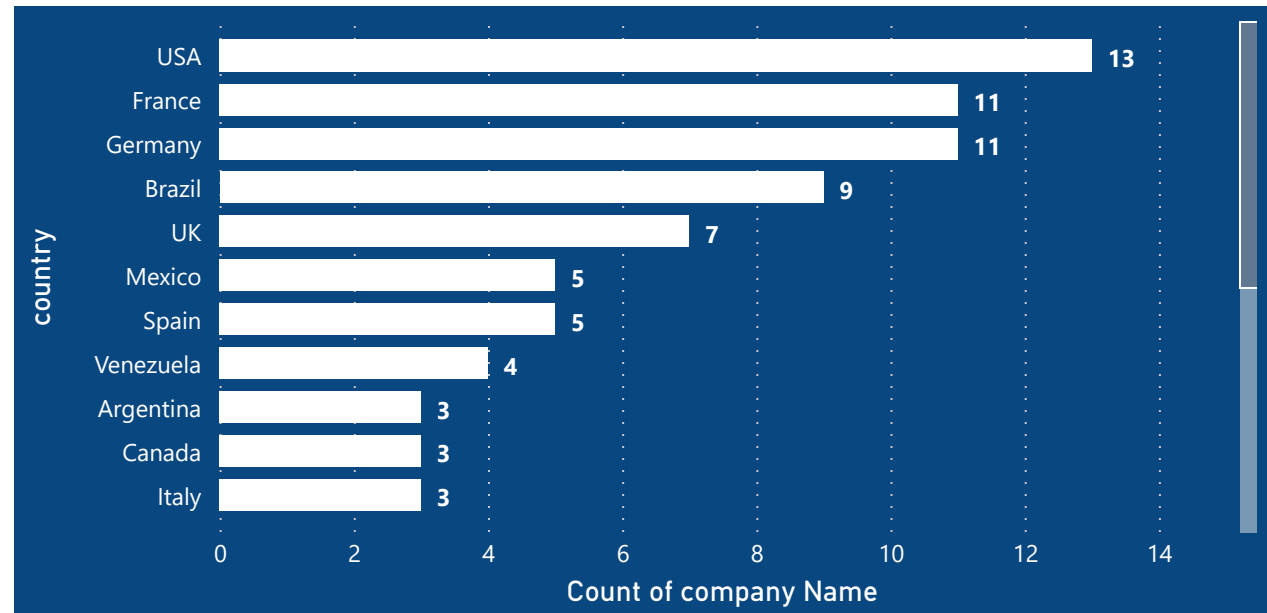
Total Customers

91

Bottom 5 Customer



Customers by Country



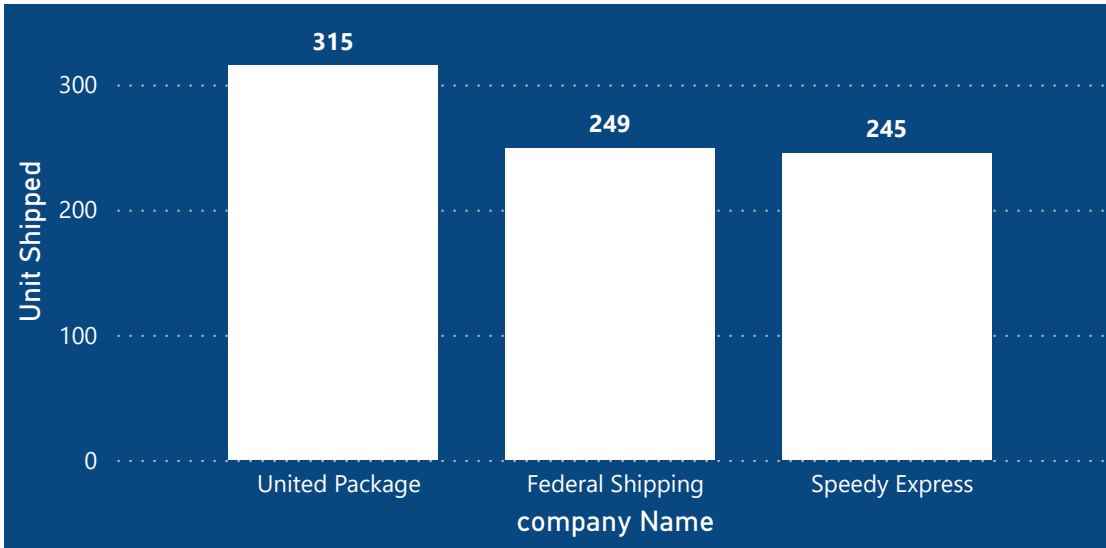
[Back to Overview](#)

Shipping Companies

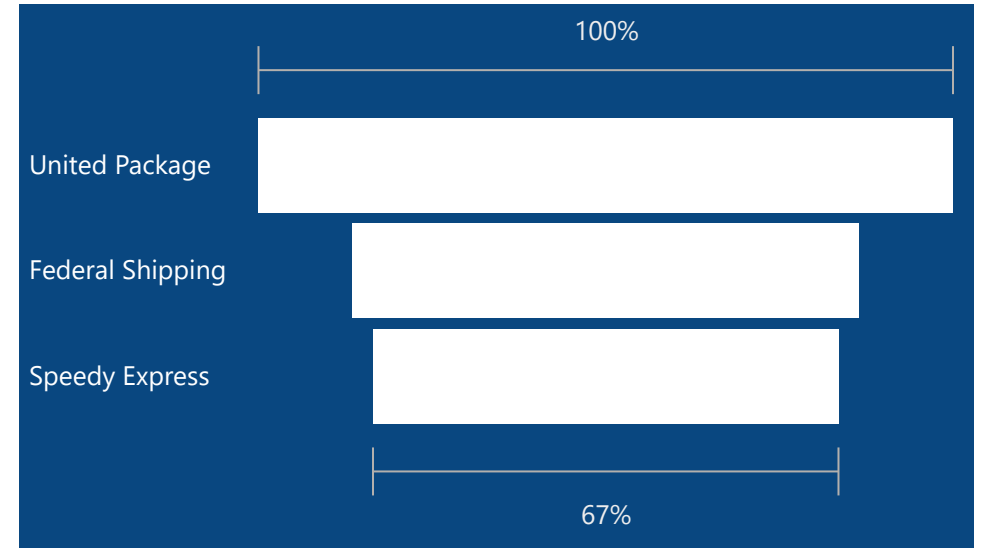
3

## Shipping Cost

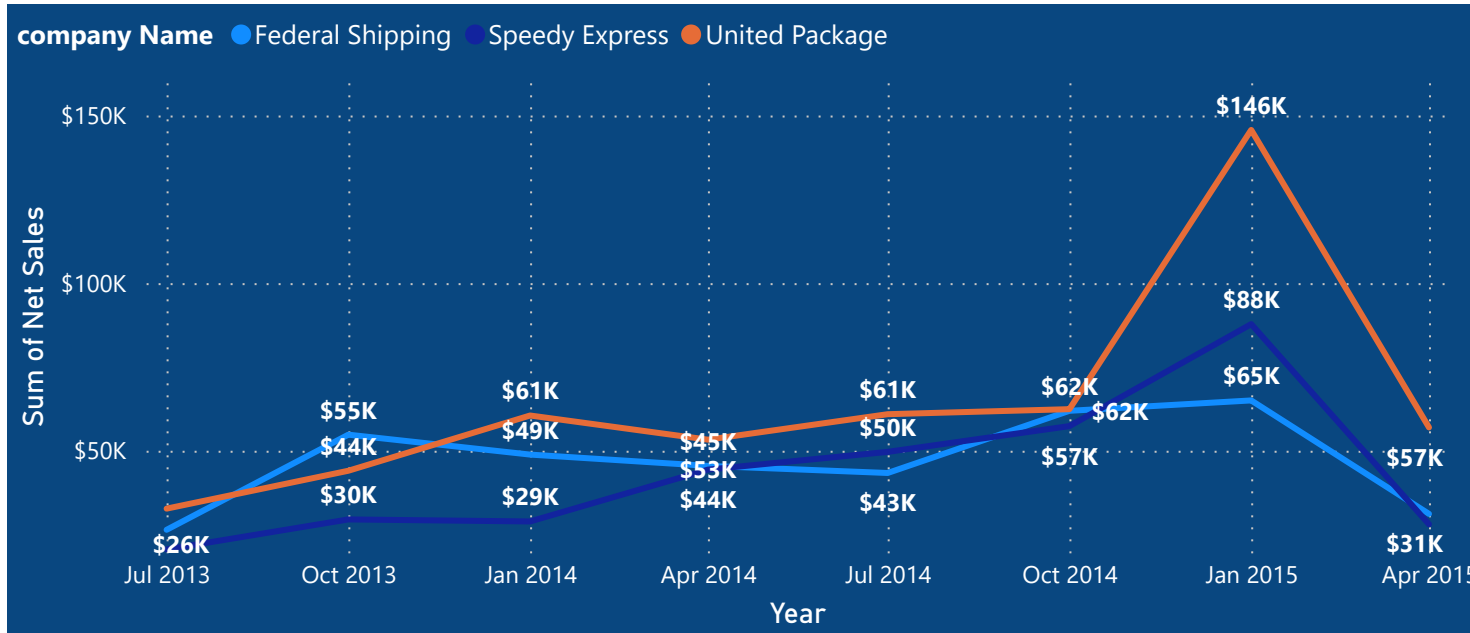
Units Shipped by Per Company



Sales by Shipping companay



Sum of Net Sales by Year, Quarter and company Name



Total freight by company Name

