

# NORTHWIND TRADERS DASHBOARD

## EMPLOYEES



## CUSTOMERS



## ORDERS



## PRODUCTS



## SUPPLIERS



### Employee Performance:

- Evaluation of employee performance metrics such as sales contribution, order processing time, and customer satisfaction ratings.
- Comparison of performance across different sales territories or teams.

### Customer Segmentation:

- Segmentation of customers based on various attributes such as geographic location, purchase history.
- Customer retention analysis and identification of high-value customers for targeted marketing.

### Sales Analysis:

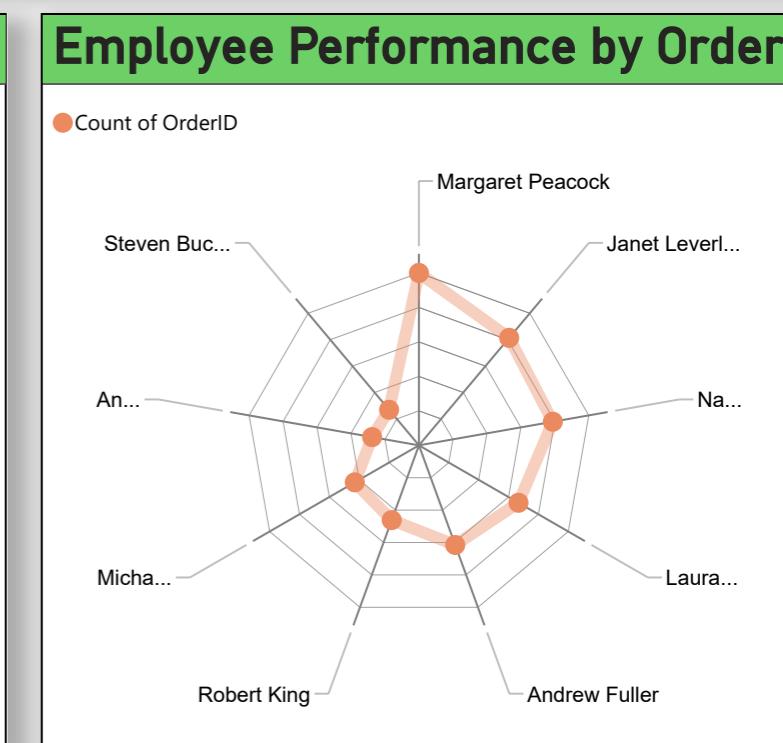
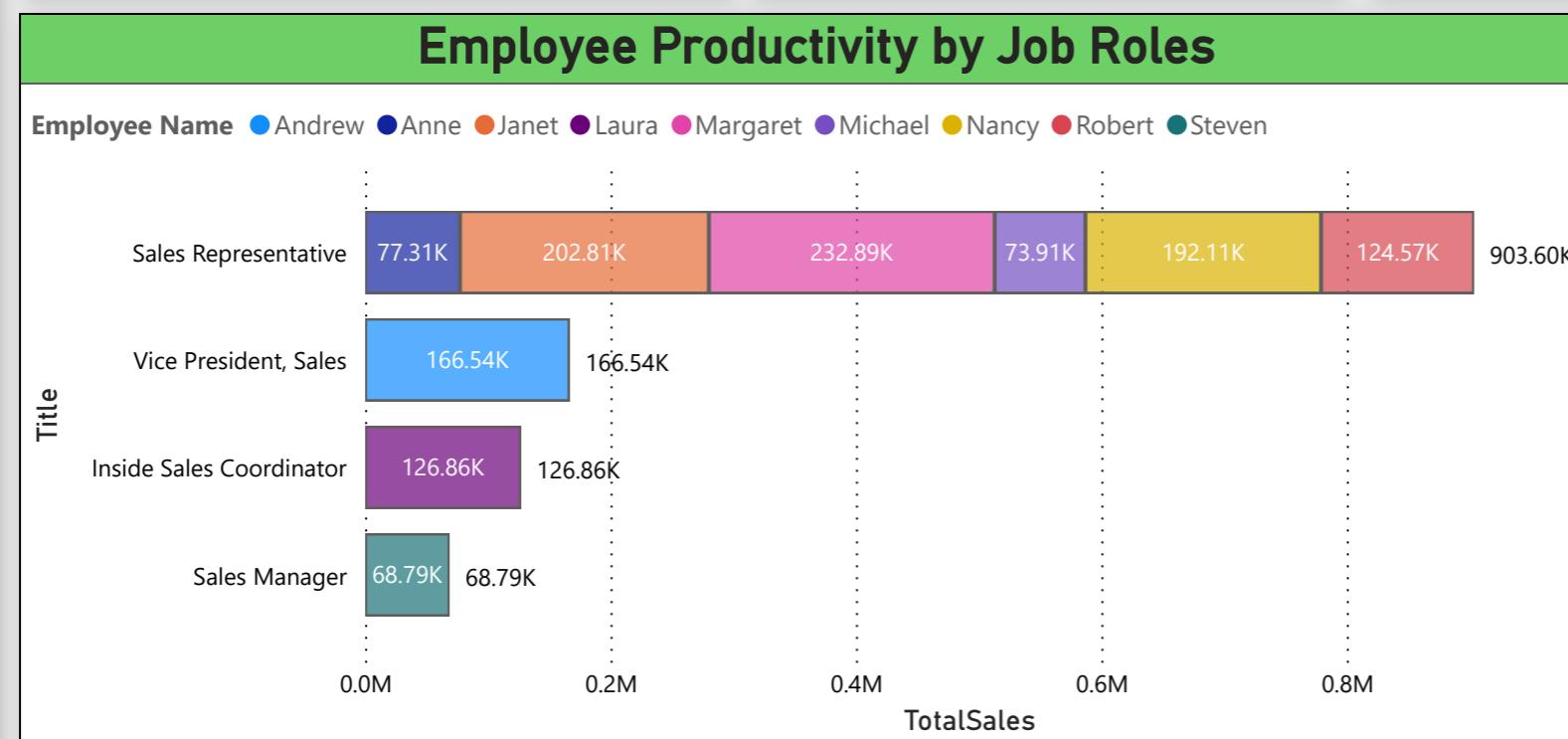
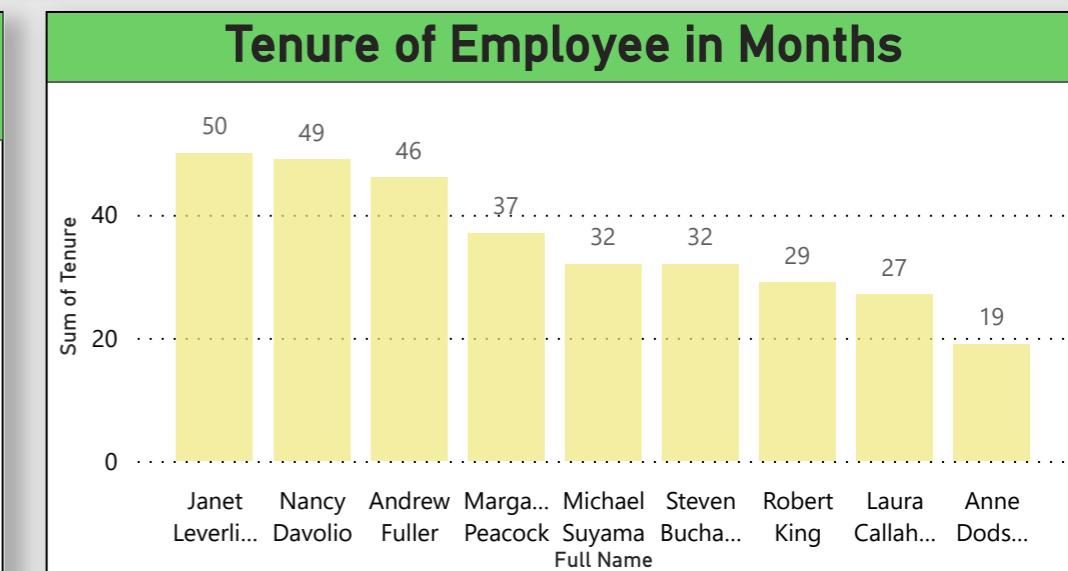
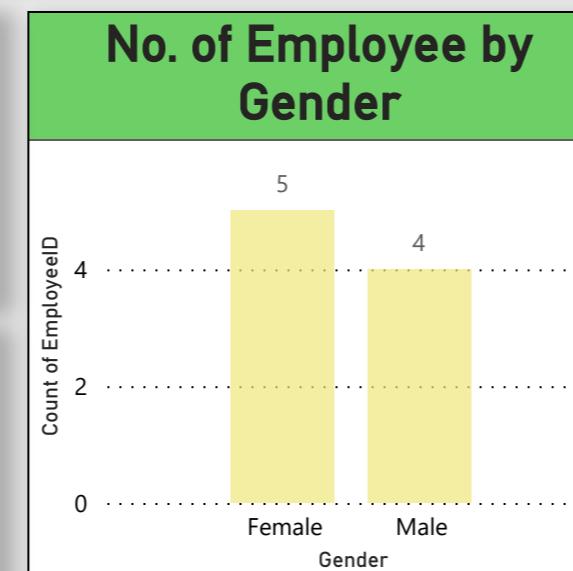
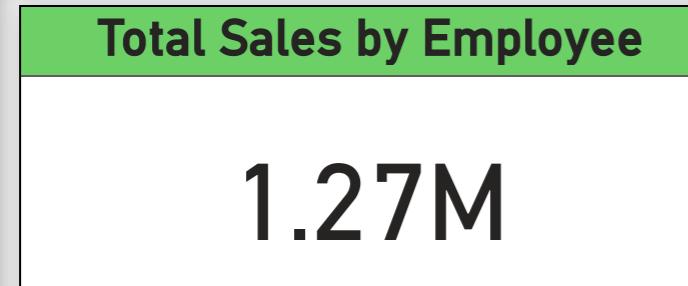
- Visualizations depicting sales trends over time, including total sales, sales by product category, and geographical distribution of sales.
- Analysis of top-selling products, customer segments, and sales performance by region or customer demographics.

### Inventory Trends:

- Visualizations illustrating inventory levels, including stock availability, products on order, and reorder levels.
- Analysis of inventory turnover rates, identifying slow-moving or obsolete products.



# EMPLOYEE ANALYSIS





# CUSTOMER ANALYSIS

## Total Contact Roles

12

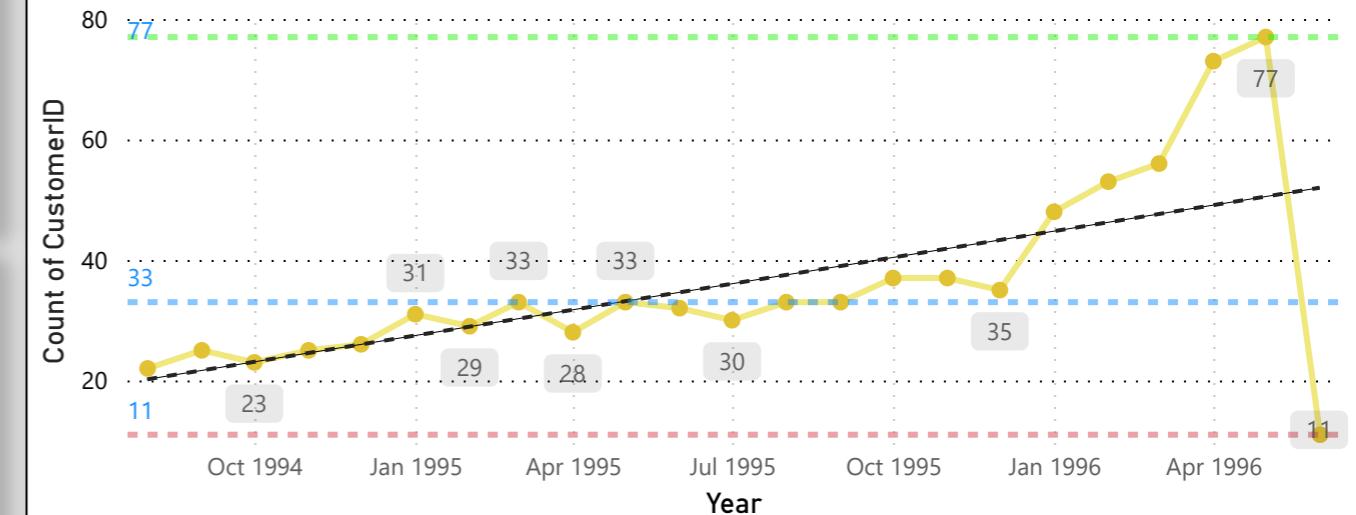
## Total Countries

21

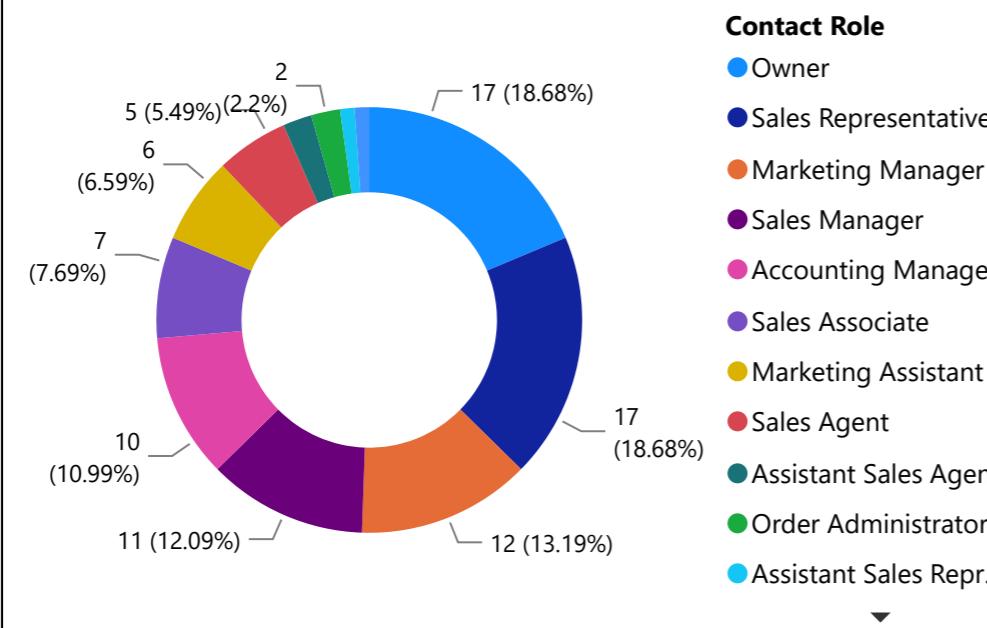
## Company Name

- Select all
- Al�ds Futterkiste
- Ana Trujillo Emparedados y helados

## Customer acquisition over Time



## Distribution of Customers by Contact Role



## Total Customers by Country



# ORDER ANALYSIS

OrderID

- Sele...
- 10248
- 10249
- 10250
- 10251
- 10252
- 10253
- 10254
- 10255

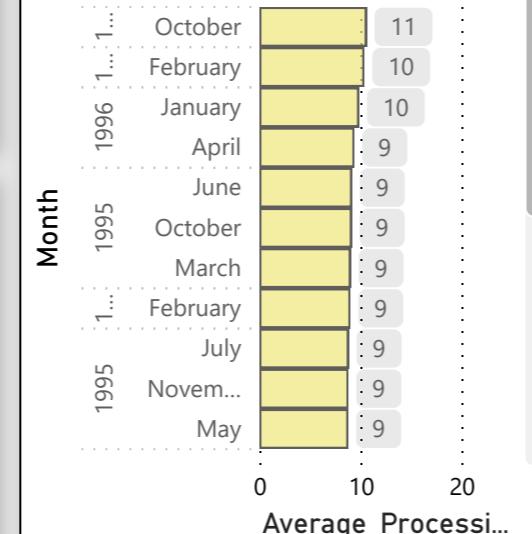
## Average Processing Days

8.5

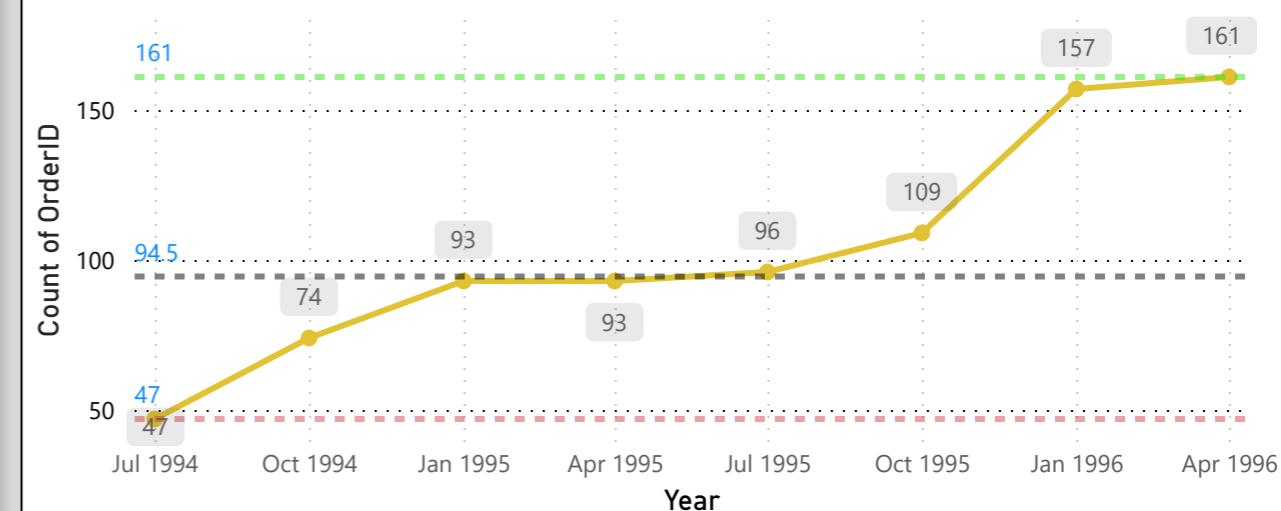
## Total Shippers

90

## Average\_Processing\_Time by Year and Month



## Count of OrderID by Year and Quarter



## Order Details

OrderID	OrderDate	CustomerID	ShipCity	ShippedDate	Sum
10248	04-08-1994 00:00:00	VINET	Reims	16-08-1994 00:00:00	
10249	05-08-1994 00:00:00	TOMSP	Münster	10-08-1994 00:00:00	
10250	08-08-1994 00:00:00	HANAR	Rio de Janeiro	12-08-1994 00:00:00	
10251	08-08-1994 00:00:00	VICTE	Lyon	15-08-1994 00:00:00	
10252	09-08-1994 00:00:00	SUPRD	Charleroi	11-08-1994 00:00:00	
10253	10-08-1994 00:00:00	HANAR	Rio de Janeiro	16-08-1994 00:00:00	
10254	11-08-1994 00:00:00	CHOPS	Bern	23-08-1994 00:00:00	
10255	12-08-1994 00:00:00	RICSU	Genève	15-08-1994 00:00:00	
10256	15-08-1994 00:00:00	WELLI	Resende	17-08-1994 00:00:00	
10257	16-08-1994 00:00:00	HILAA	San Cristóbal	22-08-1994 00:00:00	
<b>Total</b>					

## TotalSales by OrderID

# PRODUCT ANALYSIS

ProdID

- Sele...
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Total Unit In Stock

3119

Total Quantity

51K

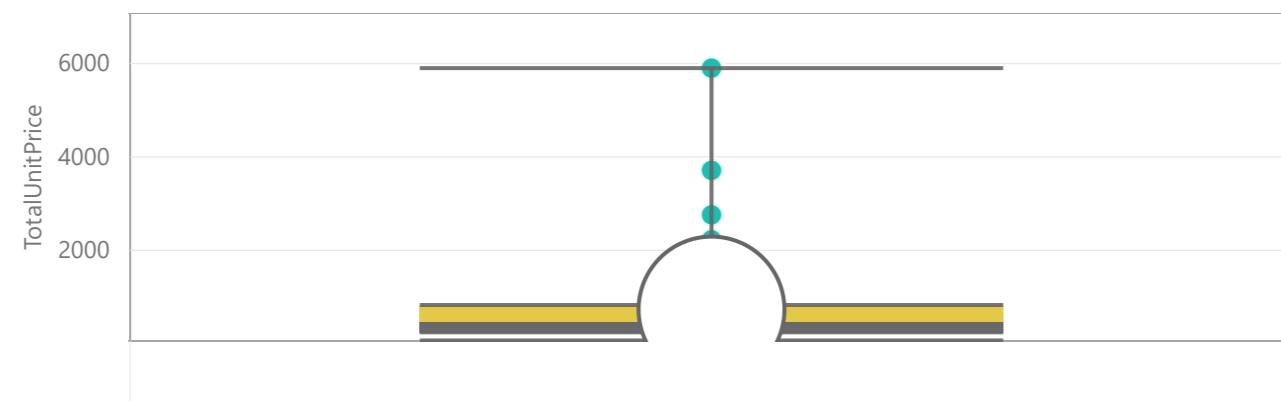
Maximum Discount

25%

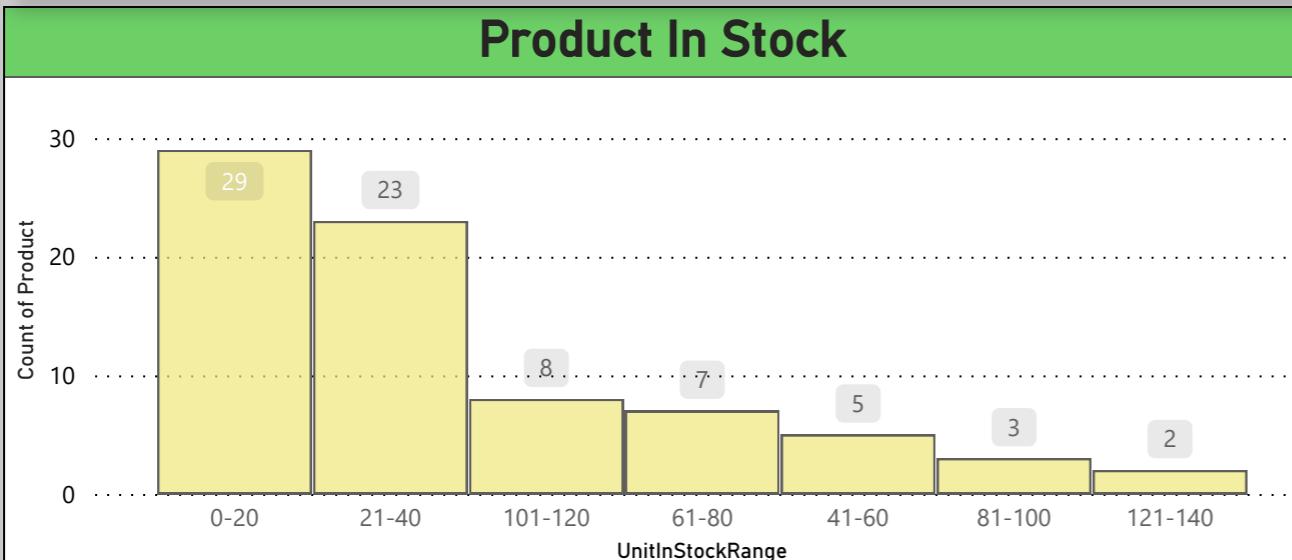
Total Products

77

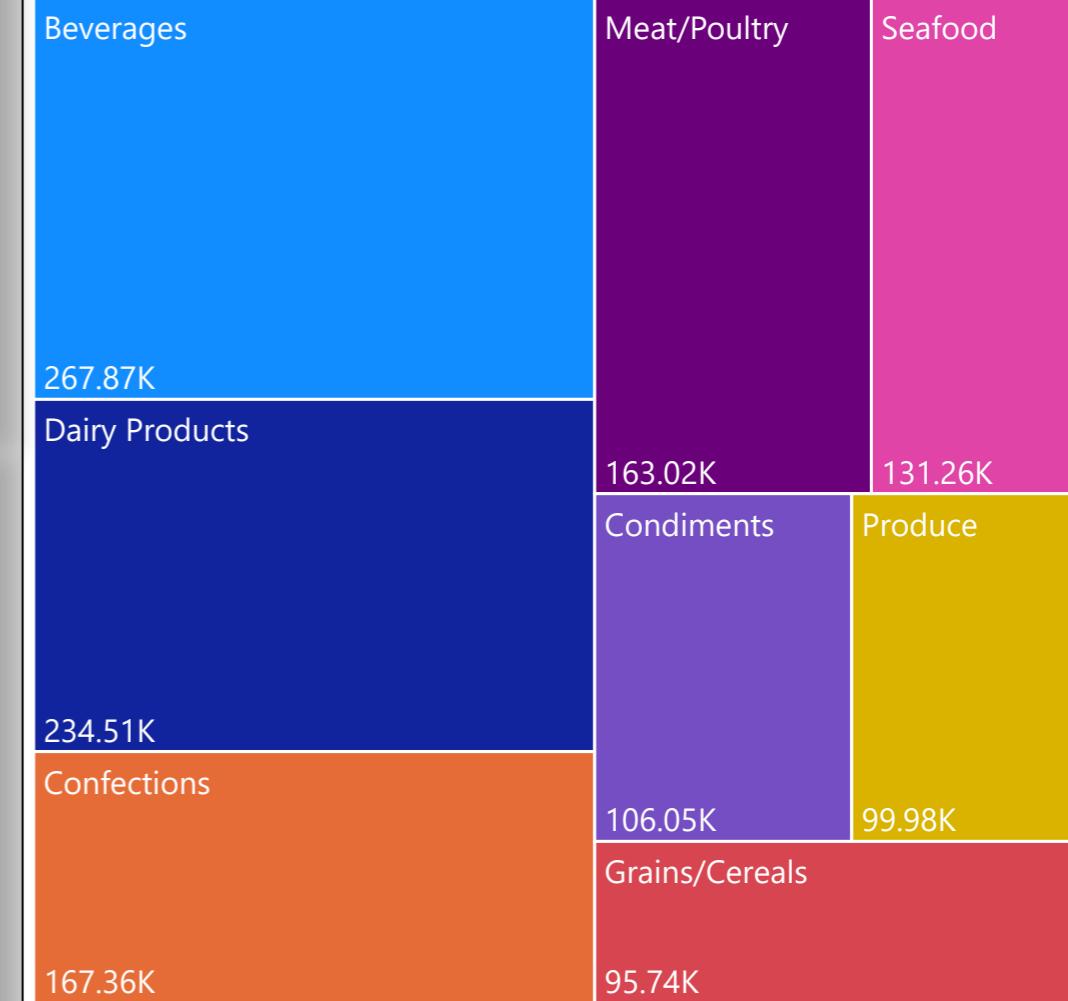
Unit Price by Product



Product In Stock



Total Sales by Category



# SUPPLIER ANALYSIS

## Number of Supplier

29

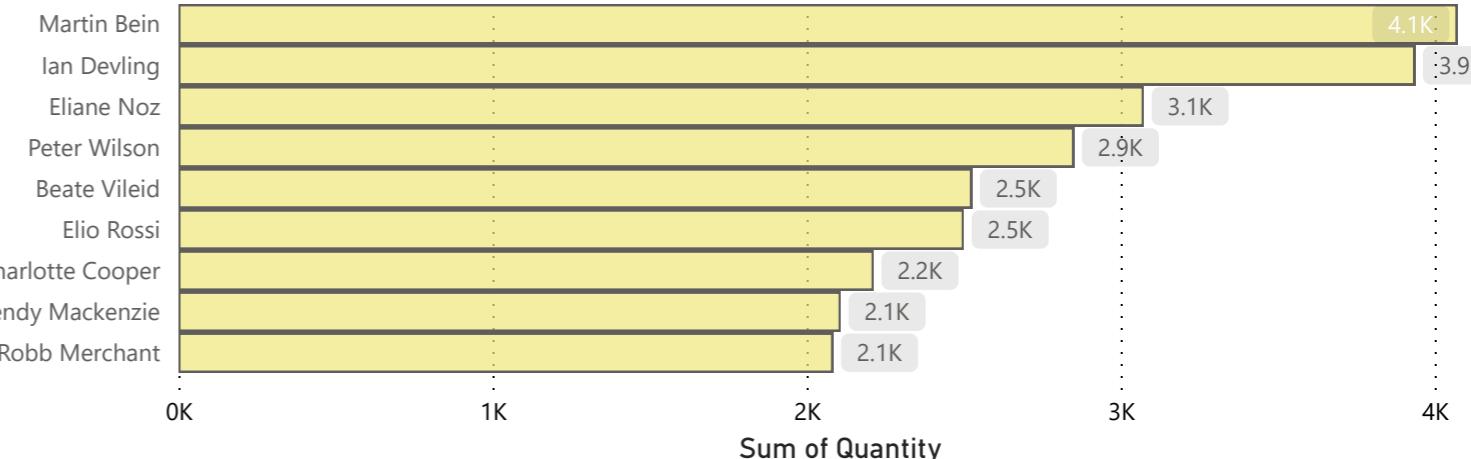
## Job Role

ContactTitle

- Select all
- Accounting Manager
- Coordinator Foreign Markets

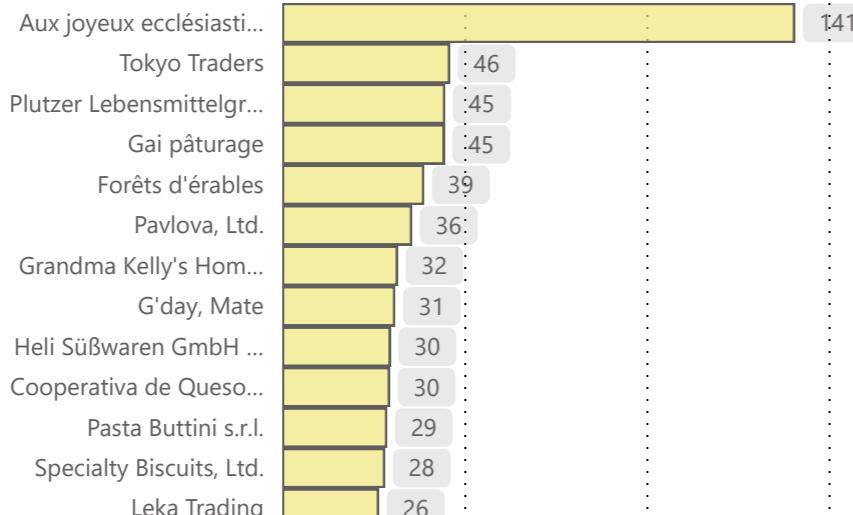
ContactName

## Quantity Shipped by Supplier



## Average of UnitPrice by Supplier Name

CompanyName



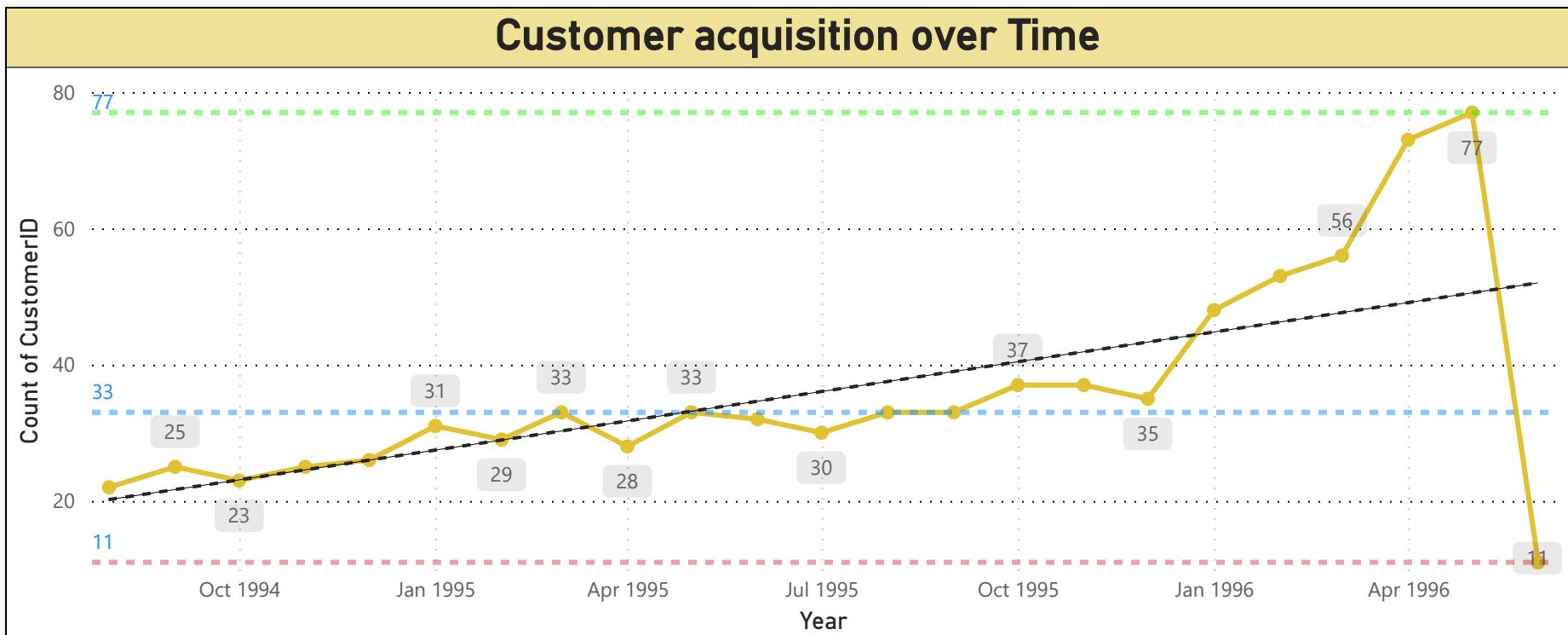
## Distribution of Supplier over Country



**1. How does customer distribution vary across different regions or customer segments? Can we visualize it on a map or bar chart?**



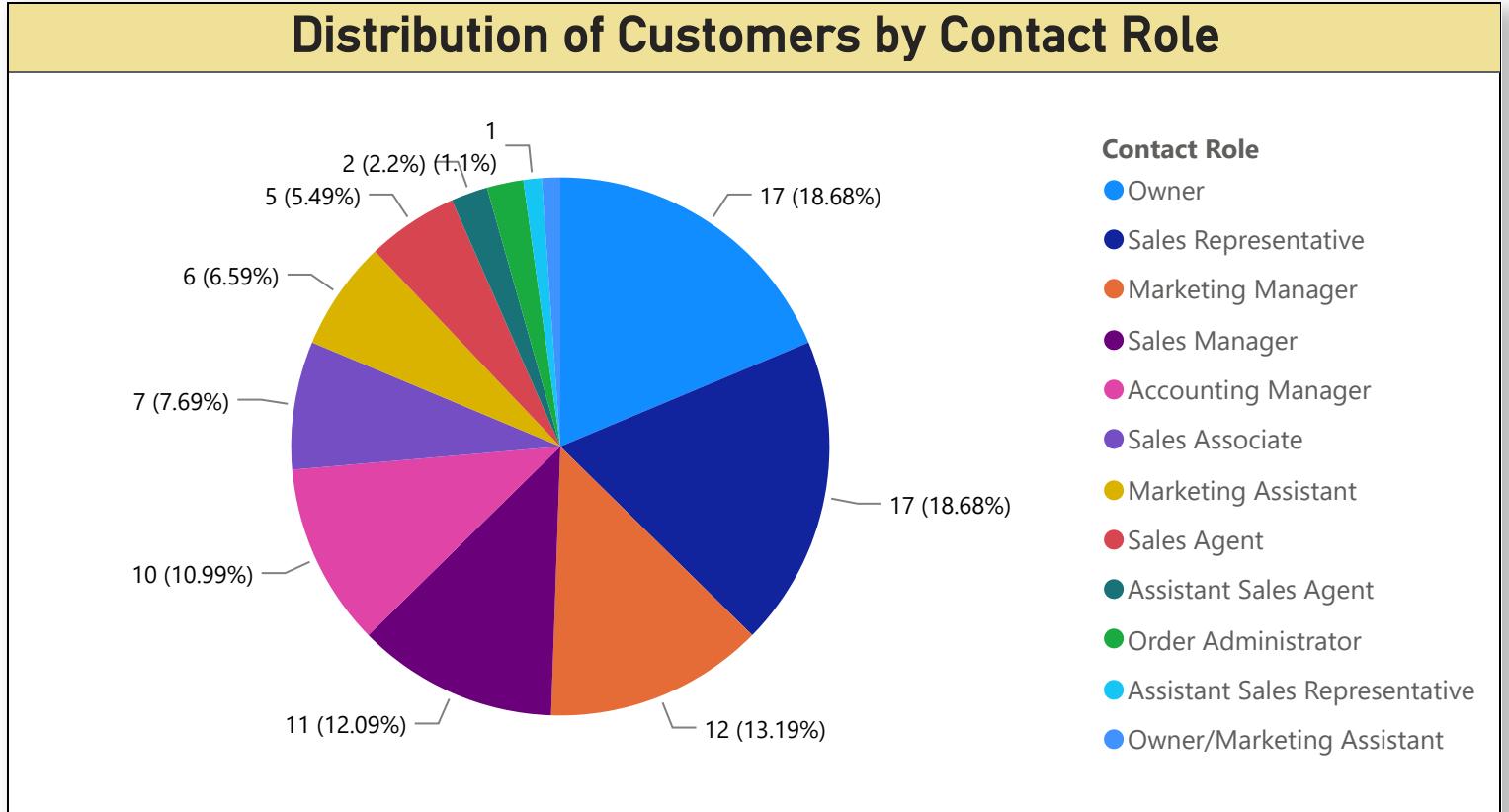
**2. What is the trend in customer acquisition over time? Can we create a line chart or area chart to display it?**



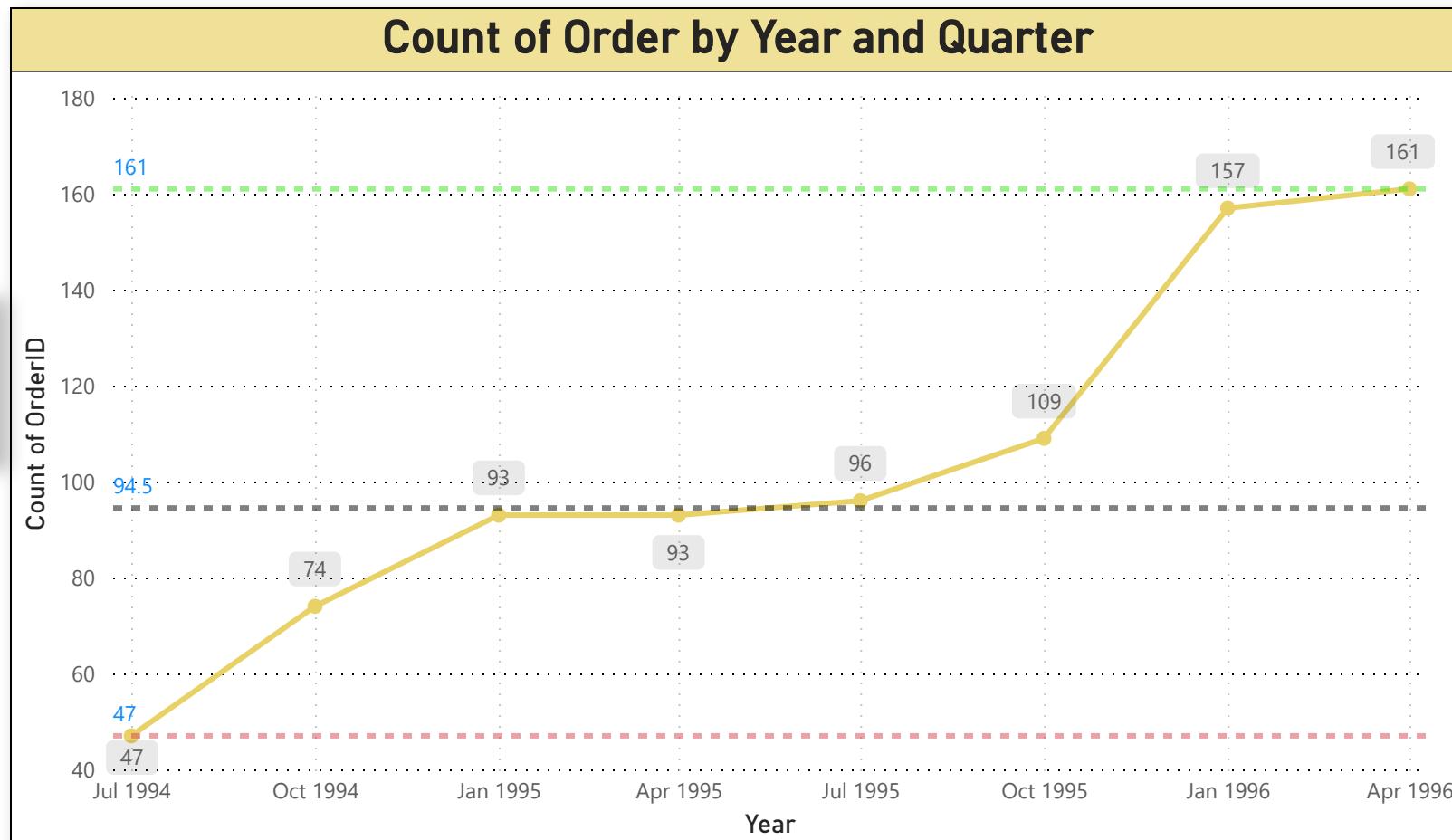
----- Maximum Value

----- Minimum Value

**3. Can we visualize the distribution of customer demographics such as age, gender, or income using histograms or pie charts?**



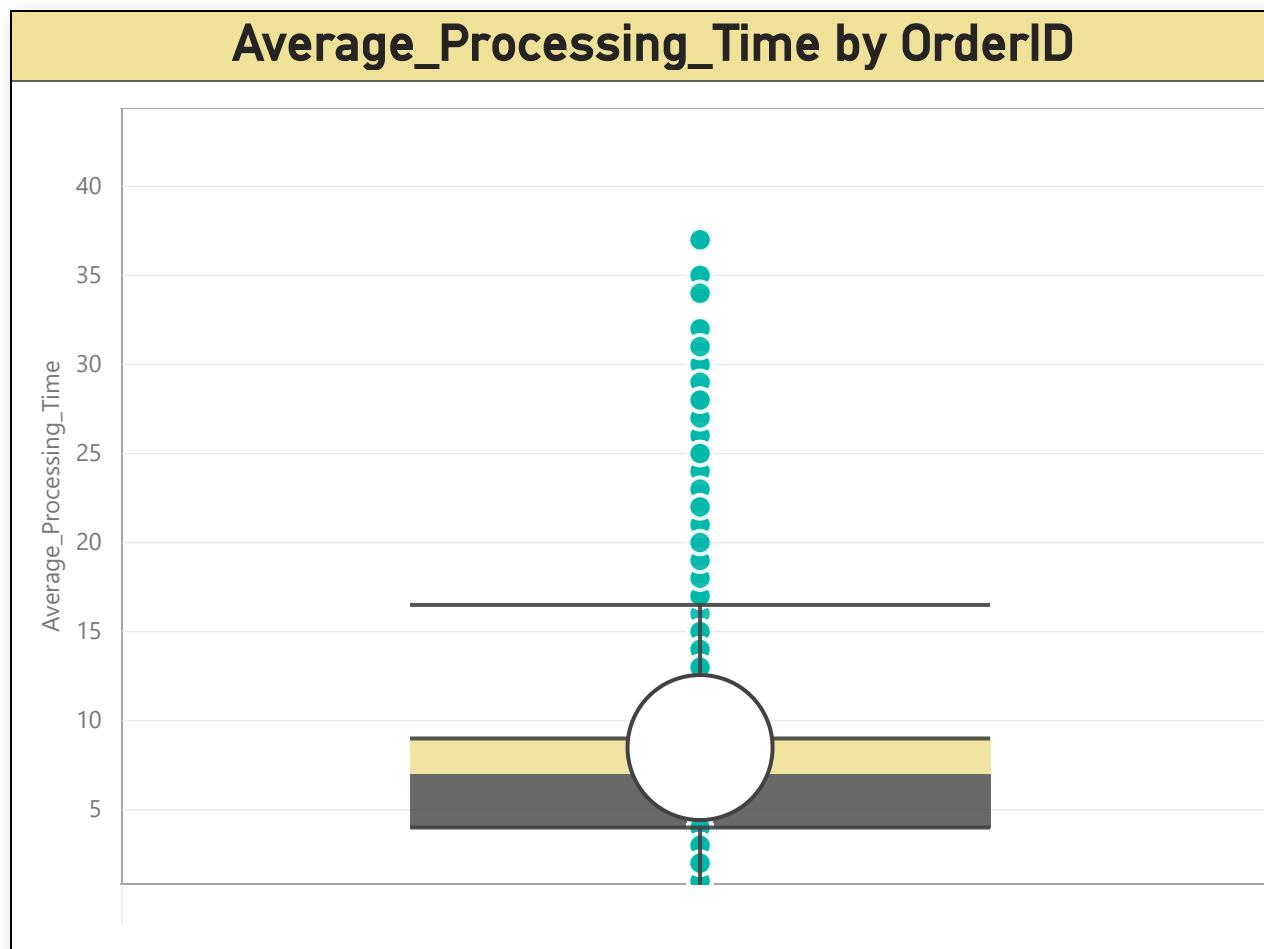
**4. How does order volume change over time?  
Can we create a time series chart or stacked  
bar chart to visualize it?**



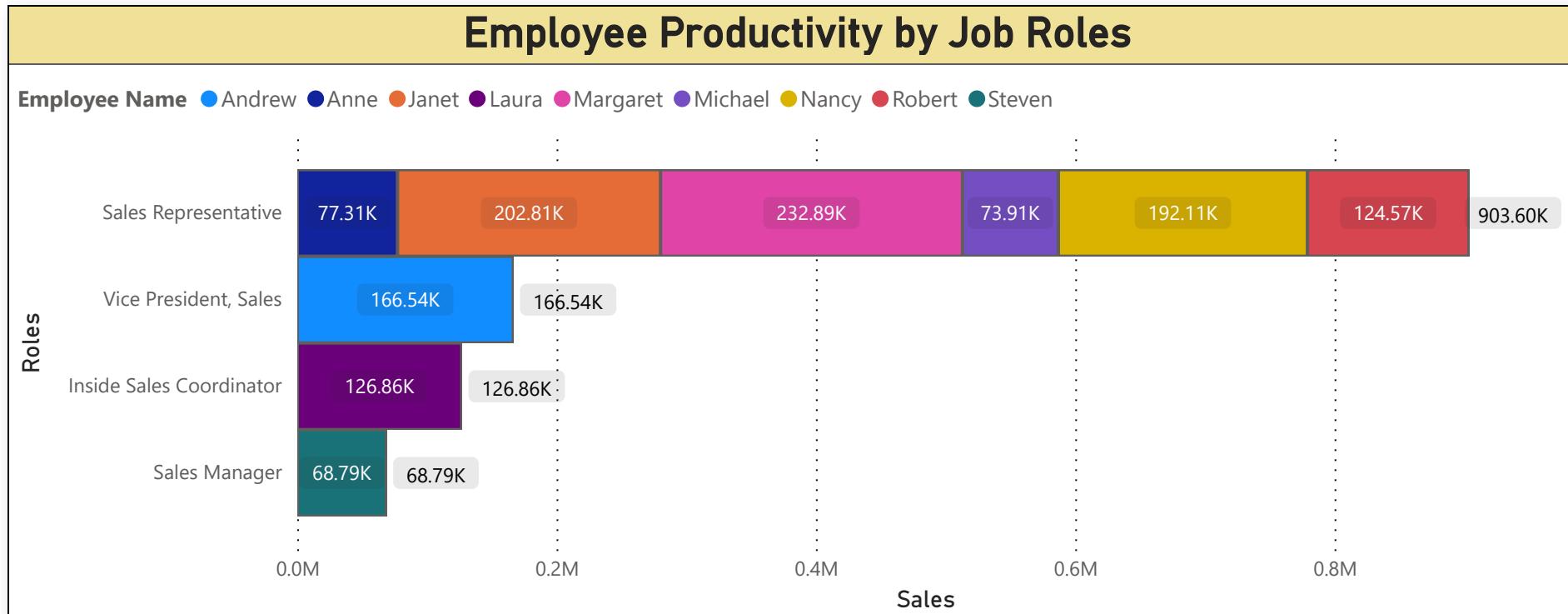
**5. What is the distribution of order values? Can we create a histogram or box plot to display it?**

**TotalSales by OrderID**

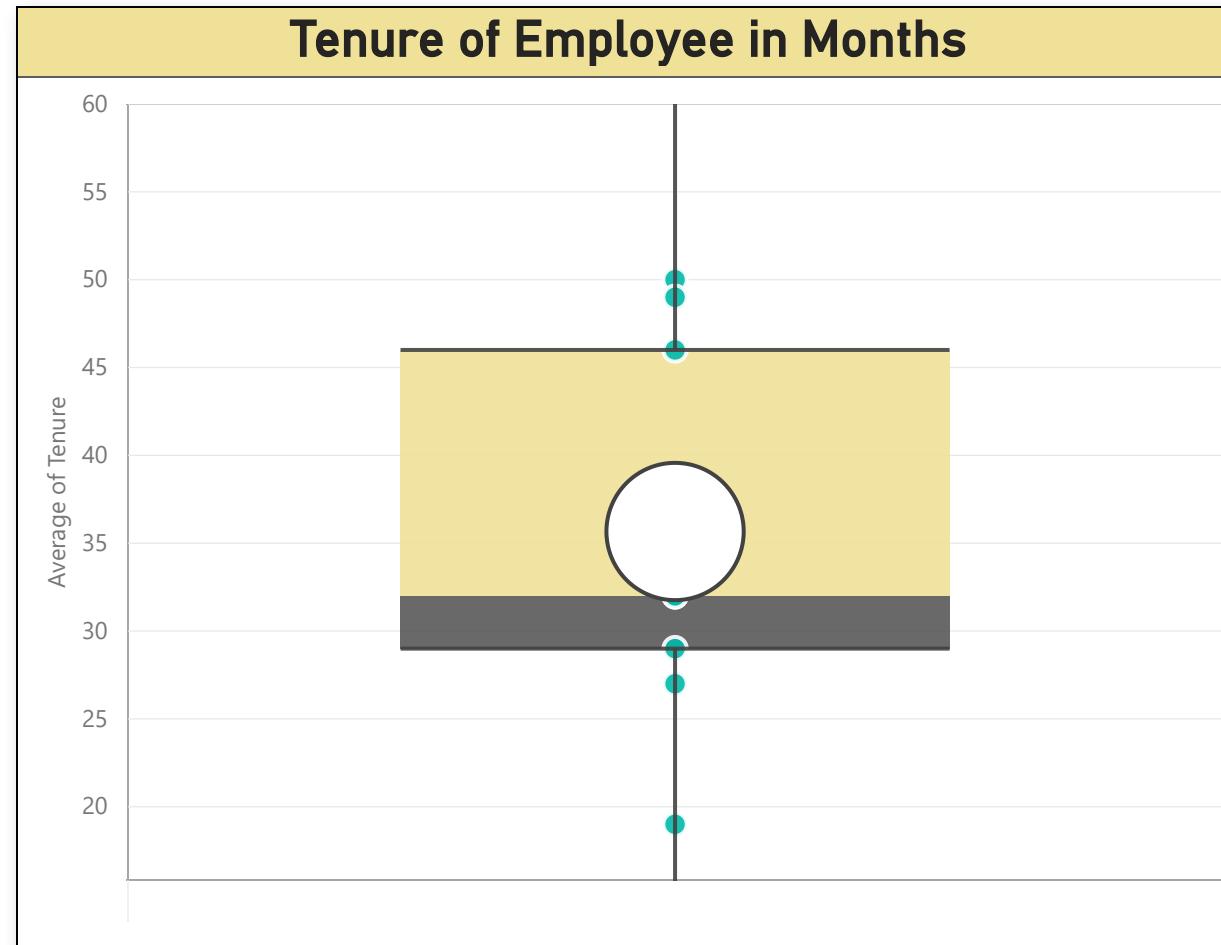
6. Can we visualize the average order processing time or shipping duration using a bar chart or box plot?

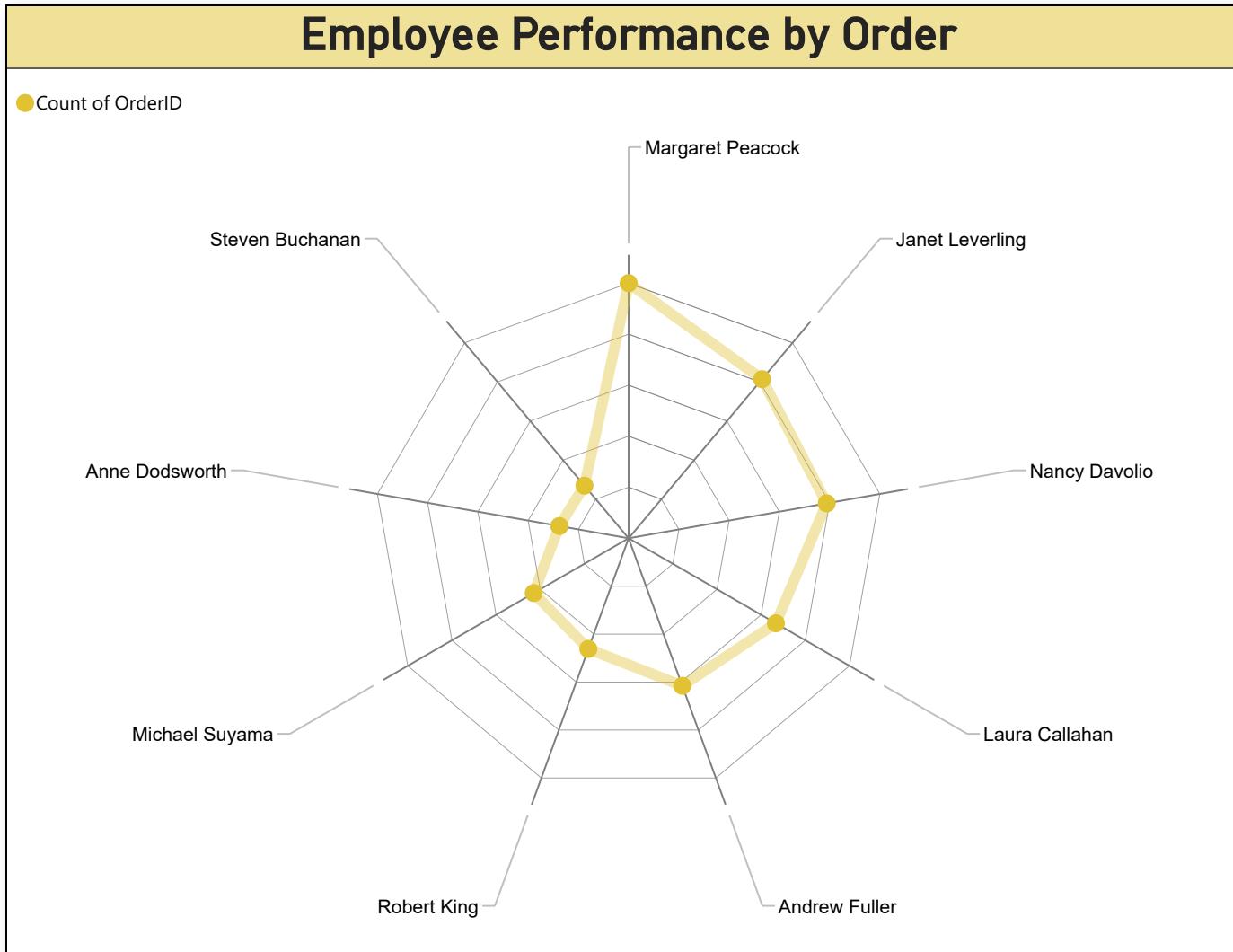


**7. How does employee productivity vary across different departments or job roles? Can we create a stacked bar chart or grouped column chart to visualize it?**



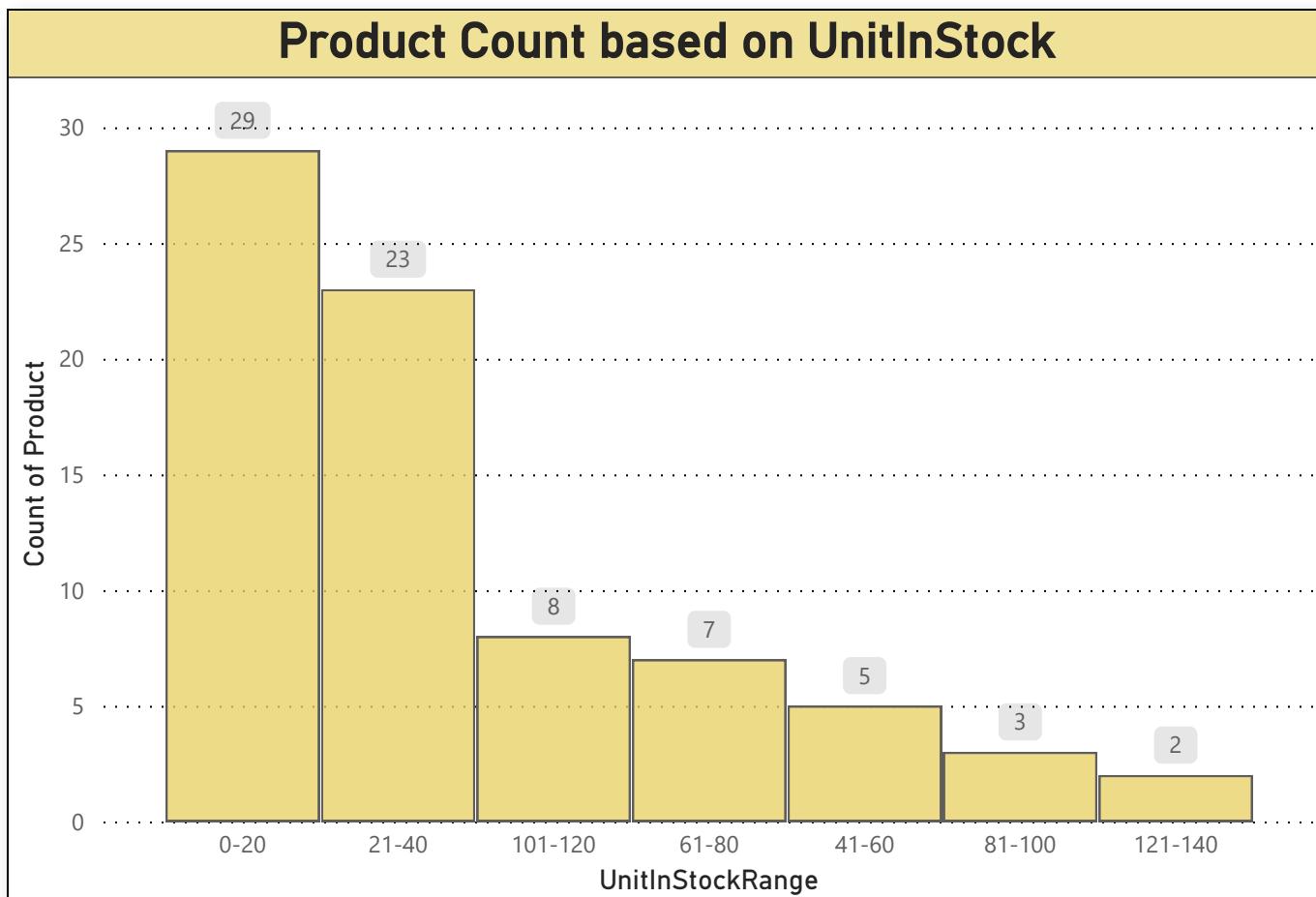
**8. What is the distribution of employee tenure? Can we create a histogram or box plot to display it?**



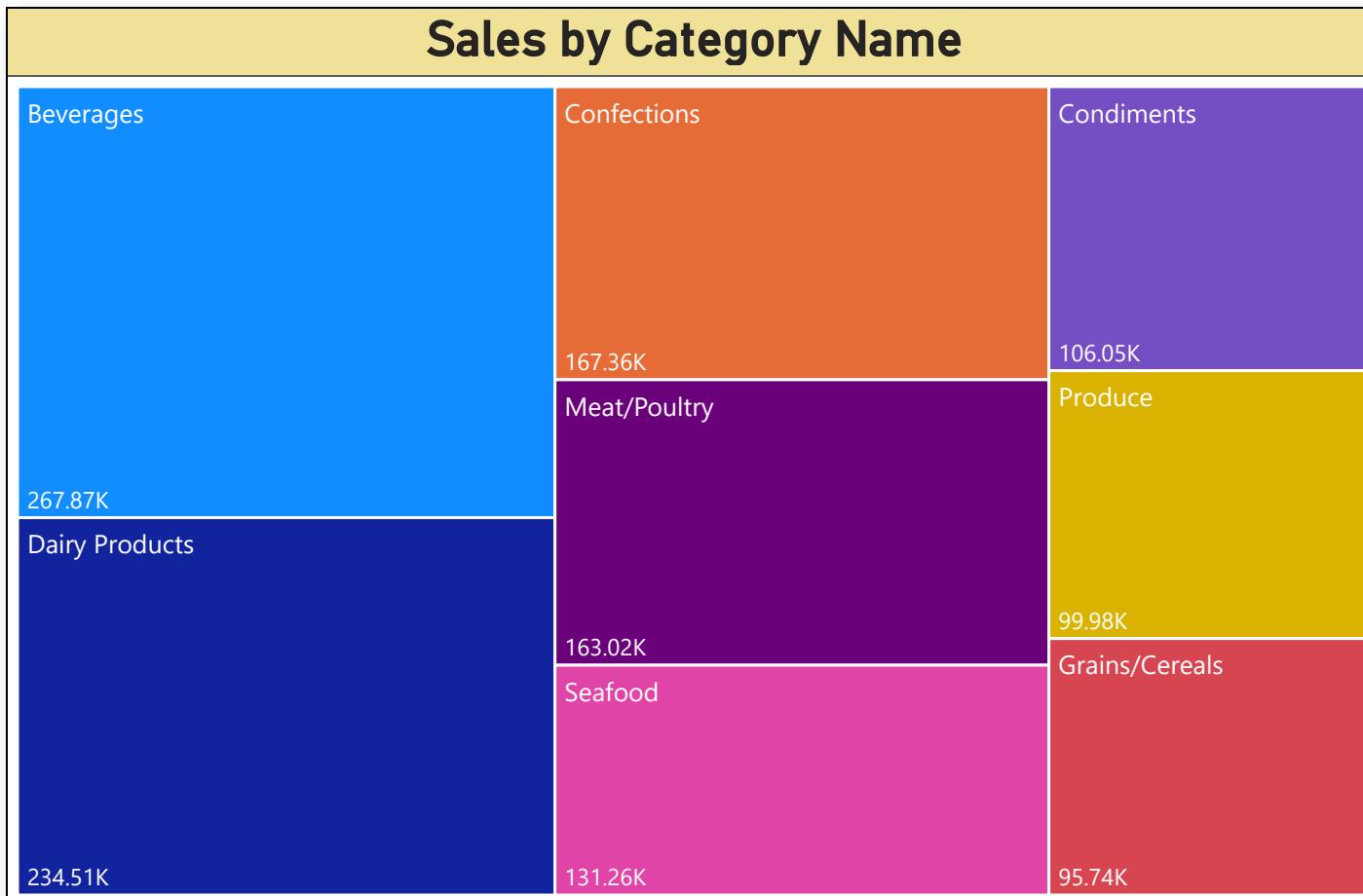


9. Can we visualize employee performance ratings or KPIs using a radar chart or bullet graph?

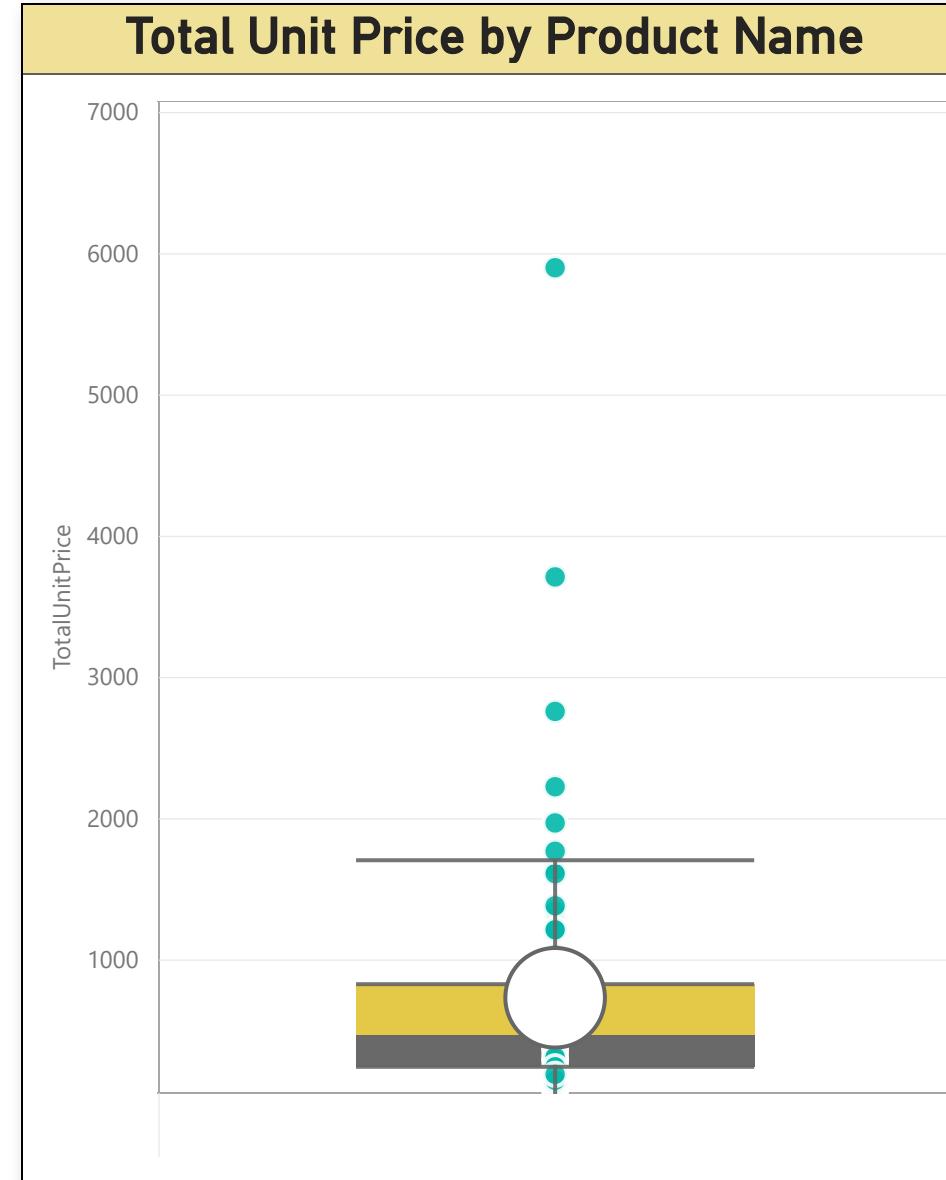
**10. What is the distribution of product ratings or reviews? Can we create a histogram or stacked bar chart to visualize it?**



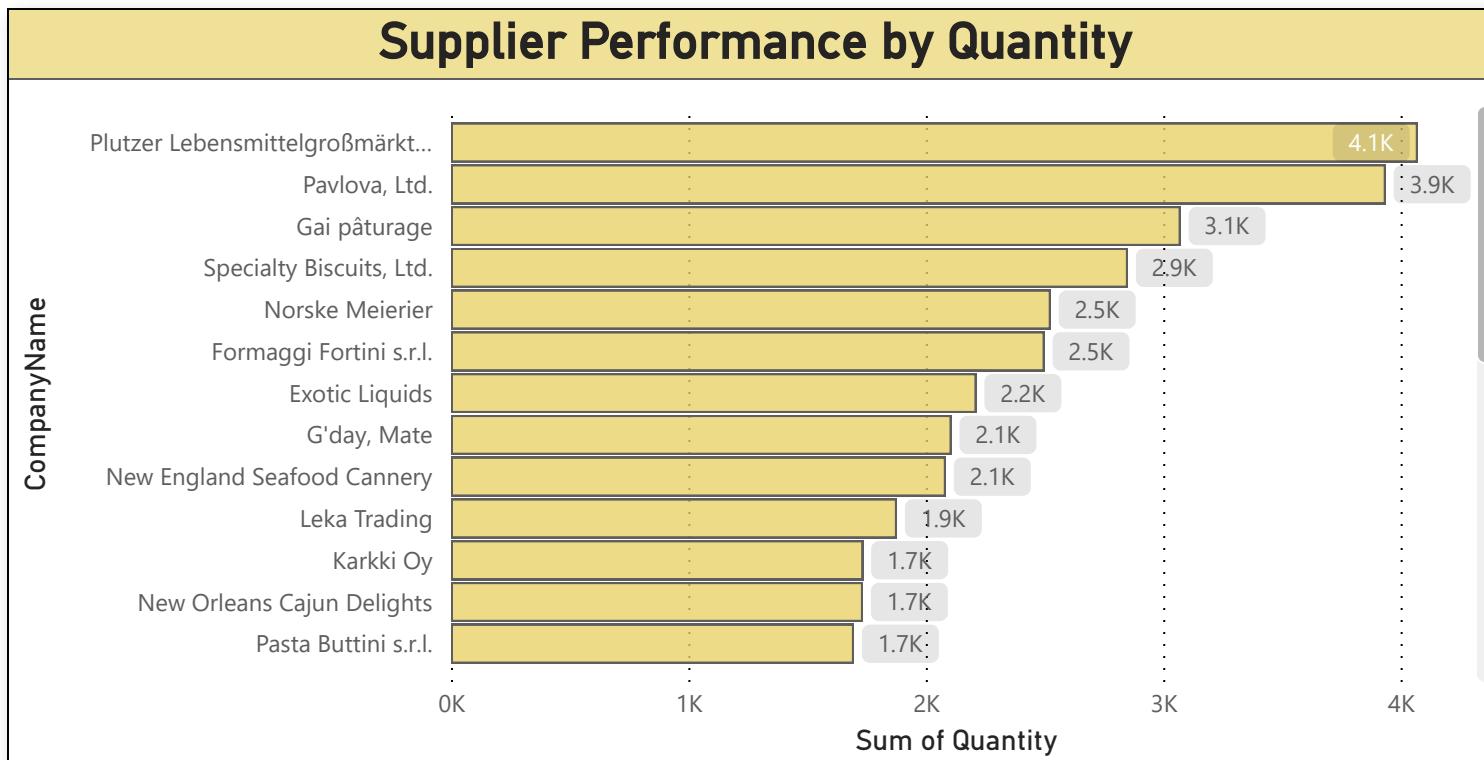
**11. How does the sales volume vary across different product categories?  
Can we create a bar chart or treemap to display it?**



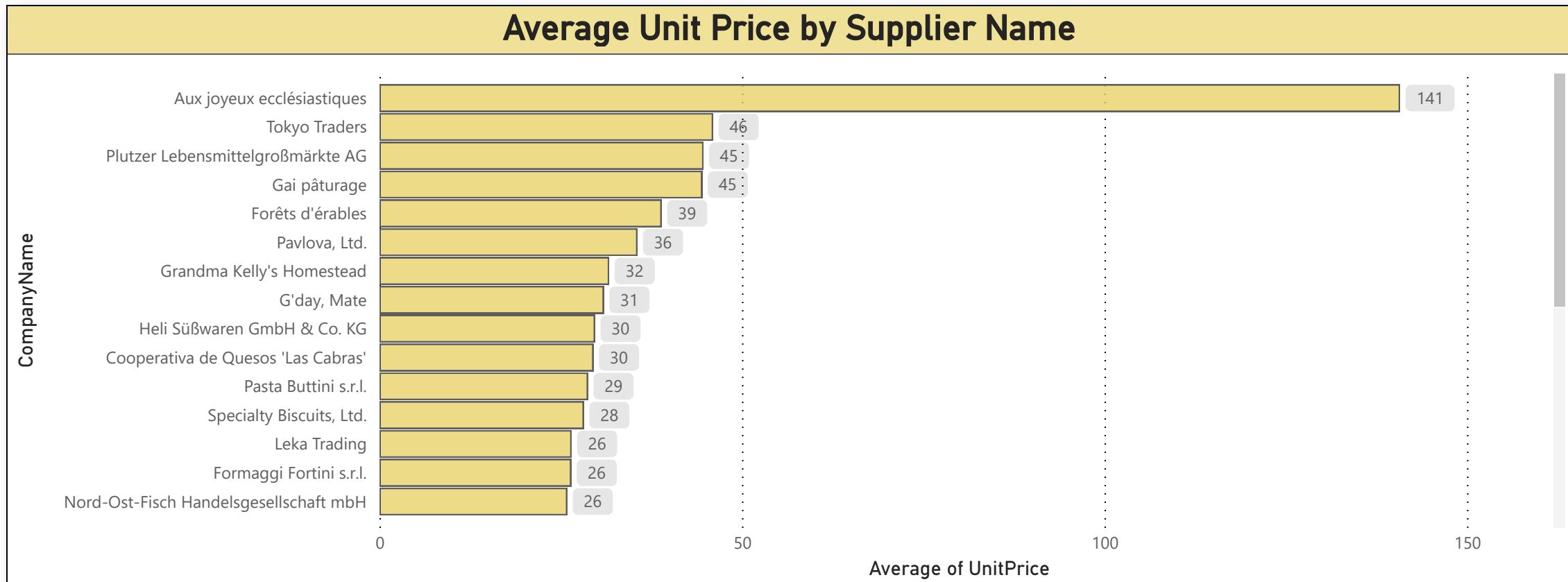
**12. Can we visualize the pricing distribution of products using a box plot or violin plot?**



**13. What is the distribution of supplier ratings or performance metrics?  
Can we create a bar chart or radar chart to visualize it?**



**14. How does the cost or pricing structure vary across different suppliers? Can we create a box plot or stacked bar chart to display it?**



15. Can we visualize the geographical distribution of suppliers using a map or bubble chart?

