

# Northwind Traders

## *Savor the World, One Bite at a Time.*

[Introduction](#)[Employees](#)[Products](#)[Customers](#)[Shipping](#)[RFM Analysis](#)

**NORTHWIND TRADERS** is a global leader in the distribution of high-quality food products. We proudly offer an extensive range of items, including Beverages, Condiments, Confections, Dairy Products, Grains/Cereals, Meat/Poultry, Produce, and Seafood. With a commitment to excellence and customer satisfaction, we cater to diverse tastes and preferences, ensuring that our products meet the highest standards of quality and freshness. Our dedication to sourcing and delivering exceptional goods has made Northwind Traders a trusted name in the international market, serving customers across the globe.

**SAVOR THE WORLD, ONE BITE AT A TIME.**



# Northwind Traders

Savor the World, One Bite at a Time.

Introduction

Employees

Products

Customers

Shipping

RFM  
Analysis

Order Year

1996

1997

1998

Total Sales Worth

1,33 M

Total Sales with Disc.

1,24 M

Total Orders

809

Total Quantity

50 B

Work Days

2227

Age

380

Country

UK

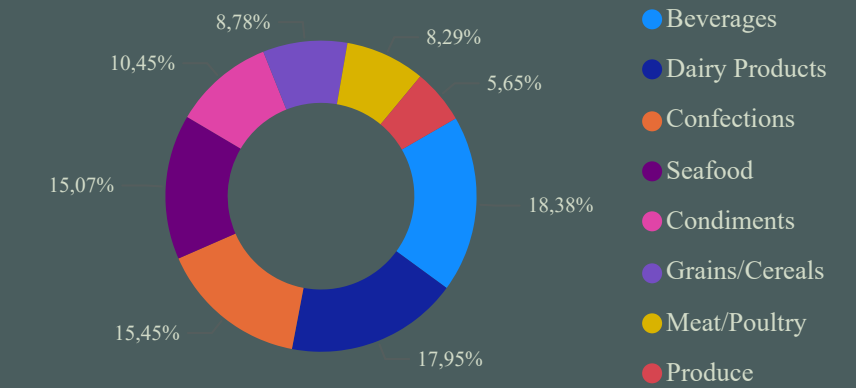
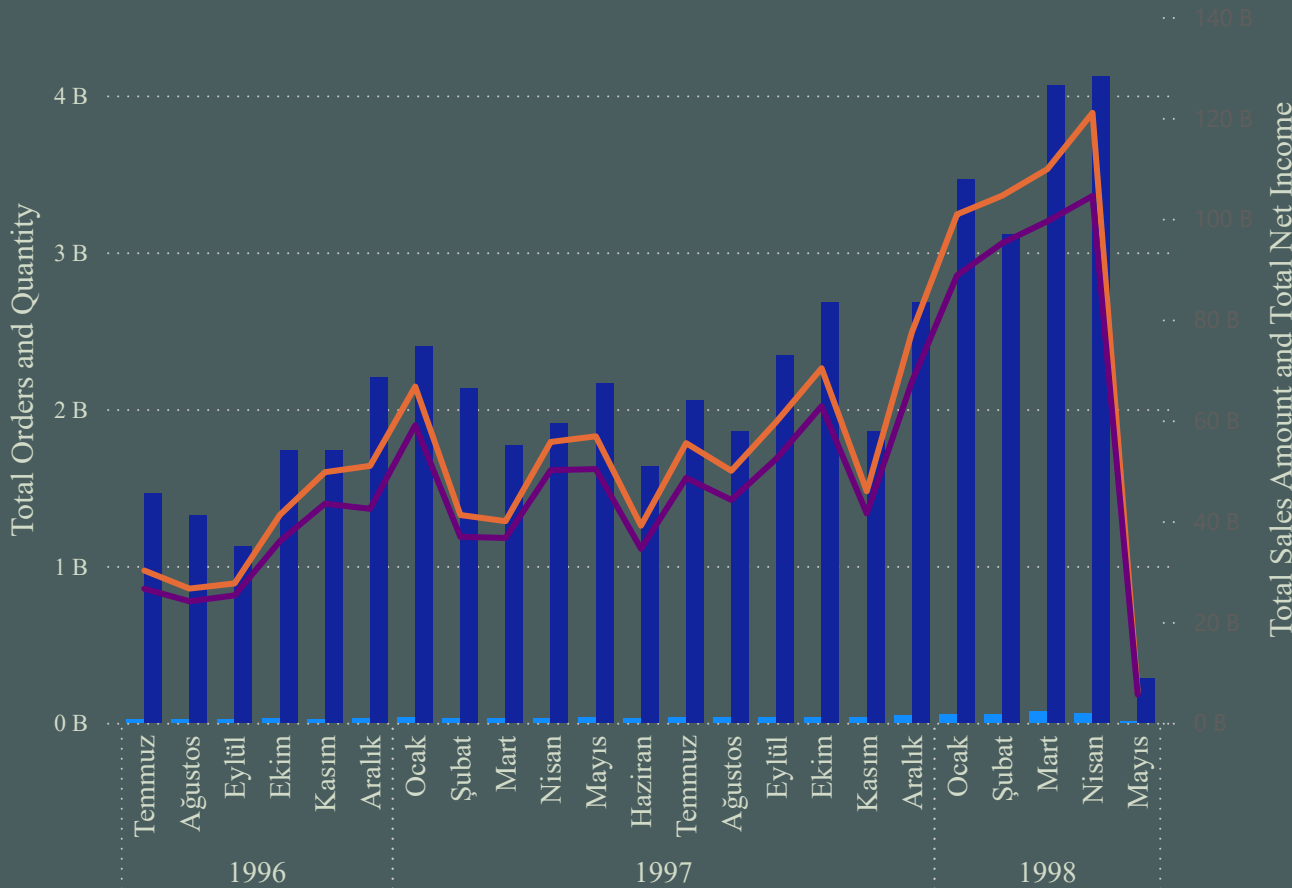
Order Month

Orders,Sales,Net Income, and Quantity Distribution by Month

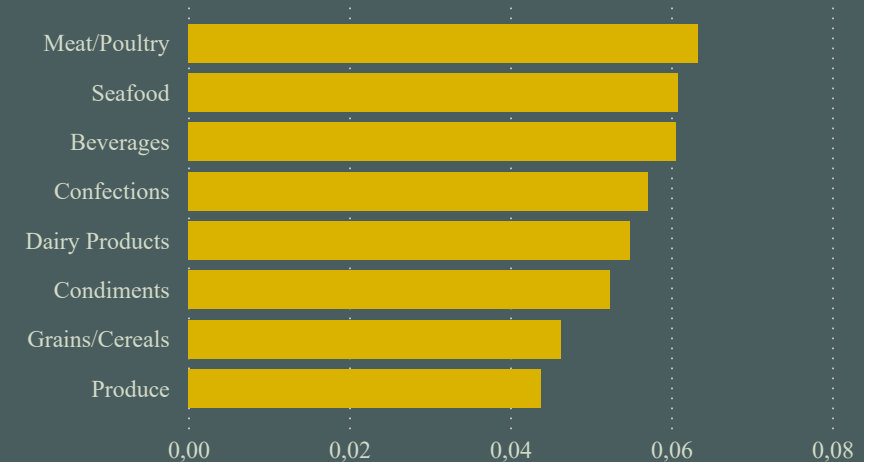
Quantity Distribution by Category

Tümü

order\_id Sayısı Toplam quantity TotalSales TotalNetIncome



AVG Discount by Category



Andrew Fuller

Anne Dodsworth

Janet Leverling

Laura Callahan

Margaret Peacock

Michael Suyama

Nancy Davolio

Robert King

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Total Order

809

Total Quantity

50,12 B

Total Sales

1,33 M

AVG Discount

0,06

Unit in Stock

3119

Unit on Order

780

Re-order Level

960

Discontinued

10

Unit on Order Cost

14,38 B

Order Year

1996

1997

1998

Order Month

Tümü

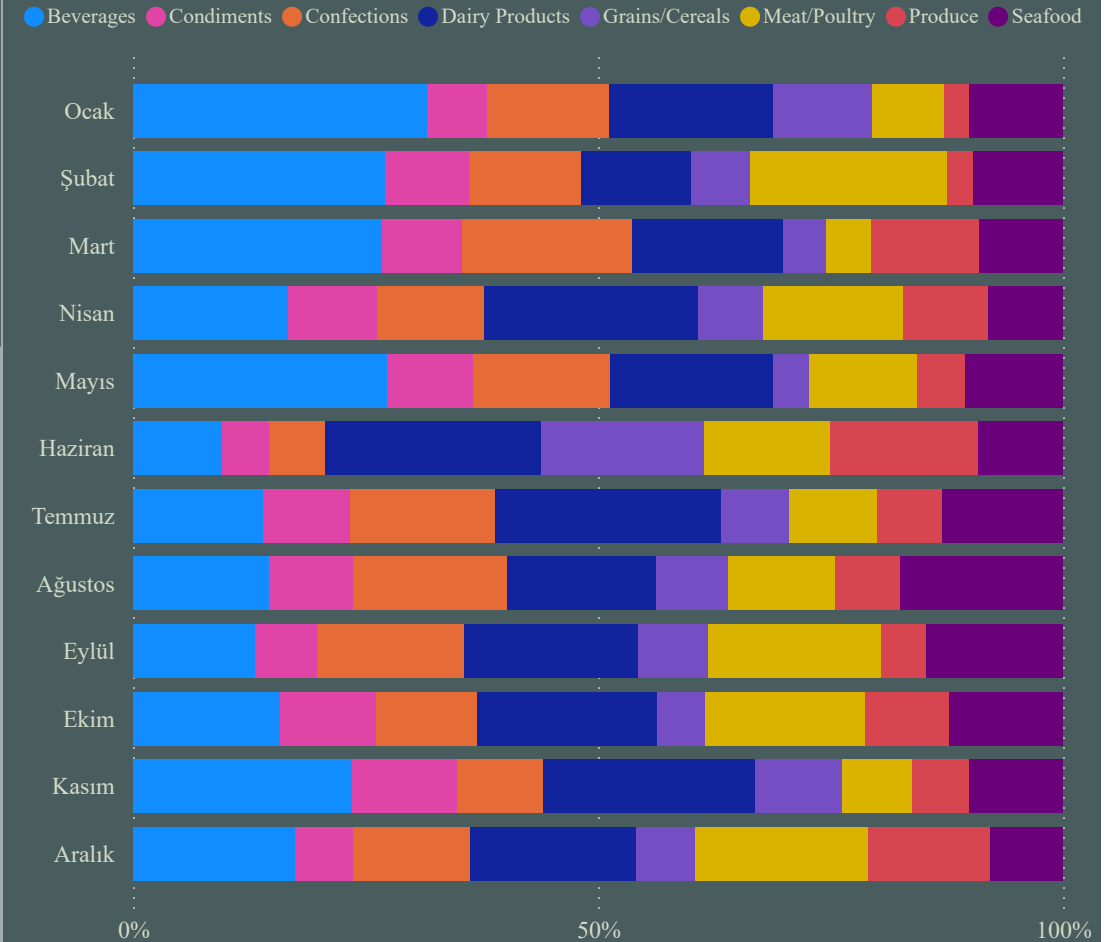


Category

- ☒ Beverages
- ☒ Condiments
- ☒ Confections
- ☒ Dairy Products
- ☒ Grains/Cereals
- ☒ Meat/Poultry
- ☒ Produce
- ☒ Seafood

product_name	Toplam unit_in_stock	Toplam reorder_level	Toplam quantity	Reorder Status
Aniseed Syrup	13	25	324	Reorder Needed
Boston Crab Meat	123	30	1103	Stock Sufficient
Camembert Pierrot	19	0	1504	Stock Sufficient
Carnarvon Tigers	42	0	539	Stock Sufficient
Chartreuse verte	69	5	791	Stock Sufficient
Chef Anton's Cajun Se...	53	0	452	Stock Sufficient
Chocolade	15	25	138	Reorder Needed
Côte de Blaye	17	15	623	Stock Sufficient
Escargots de Bourgogne	62	20	534	Stock Sufficient
Filo Mix	38	25	498	Stock Sufficient
Flotemysost	26	0	1036	Stock Sufficient
Geitost	112	20	730	Stock Sufficient
Genen Shouyu	39	5	122	Stock Sufficient
Gnocchi di nonna Alice	21	30	1263	Reorder Needed
Gorgonzola Telino	0	20	1377	Reorder Needed
Grandma's Boysenberr...	120	25	280	Stock Sufficient
Gravad lax	11	25	125	Reorder Needed
Gudbrandsdalsost	26	15	714	Stock Sufficient
Gula Malacca	27	15	601	Stock Sufficient
Gumbär Gummibärchen	15	0	753	Stock Sufficient
Gustaf's Knäckebröd	104	25	348	Stock Sufficient
Ikura	31	0	741	Stock Sufficient
Inlagd Sill	112	20	805	Stock Sufficient
Ipoh Coffee	17	25	544	Reorder Needed
Jack's New England Cl...	85	10	938	Stock Sufficient
Konbu	24	5	847	Stock Sufficient
Lakkalikööri	57	20	979	Stock Sufficient

Total Sales after Discount and Percentage by Month



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Order Month

Tümü

Customer ID

Tümü

Company

Alfreds  
Futterkiste

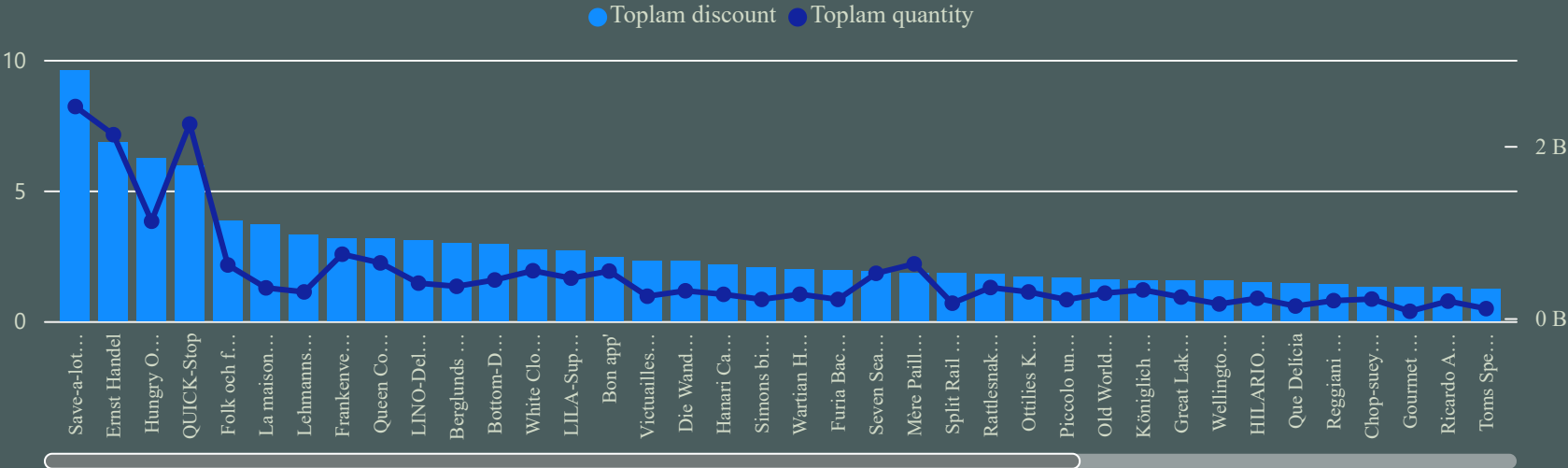
Contact

Alejandra  
Camino

Contact Title

Accounting  
Manager

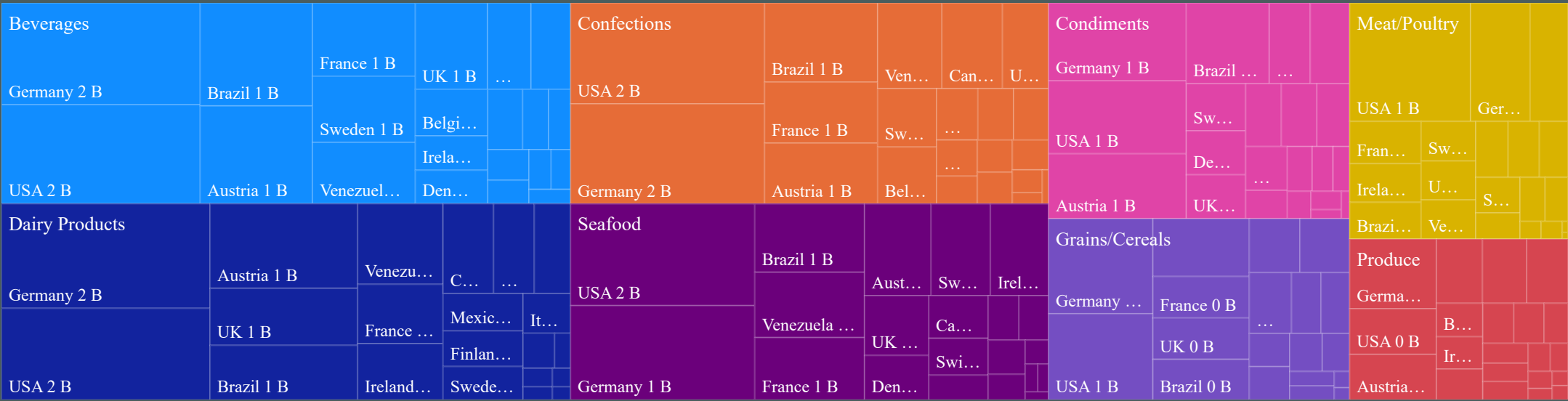
Total Discount and Quantity by Company



Invoice Amount Changes  
After Discount



Total Quantity by Category Name and Country





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Order Year

1996

1997

1998

Total Orders

830

Total Quantity

51,32 B

Total Freight

64,94 B

Served City  
Count

70

Shipped Month

Tümü

Company

Federal Shipping

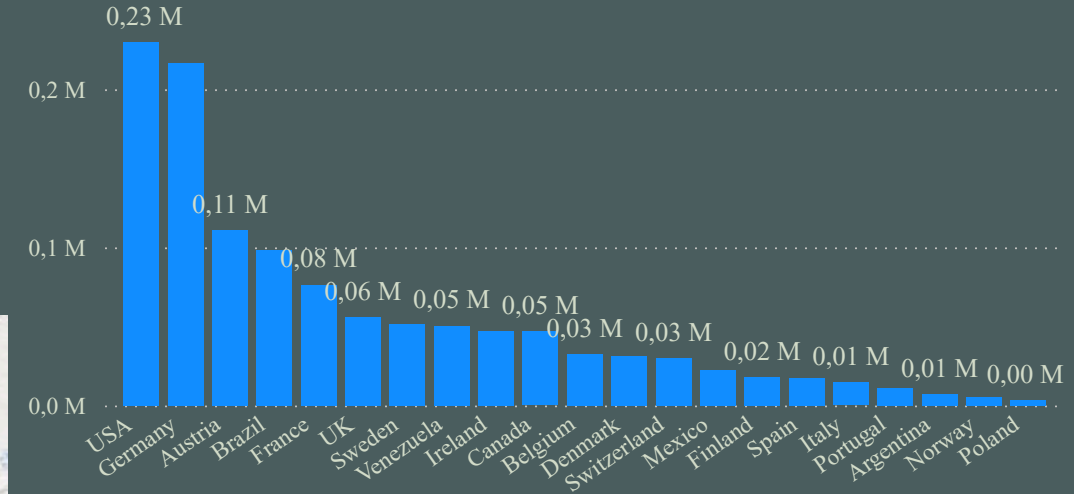
Speedy Express

United Package

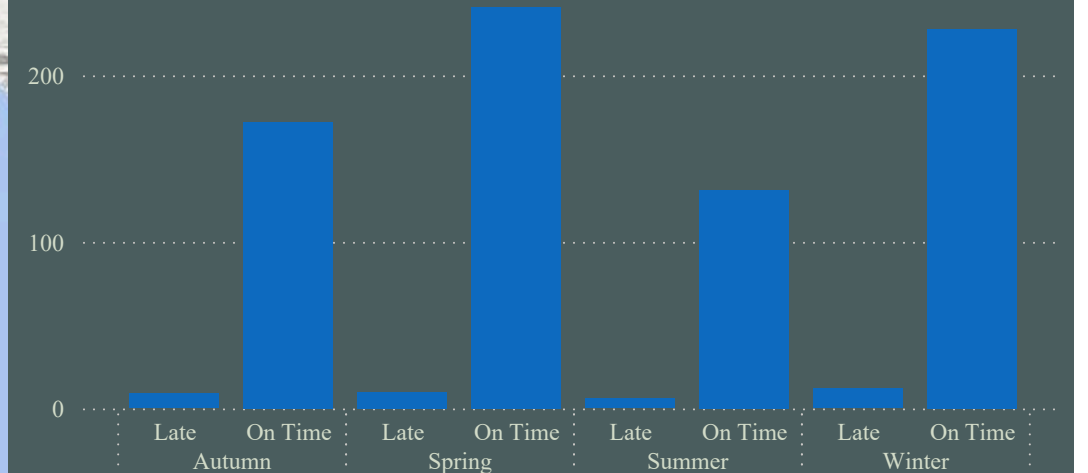
● Federal Shipping ● Speedy Express ● United Package



Net Income of Ship Countries



Delivery Status by Shipped Season



# Northwind Traders

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Introduction

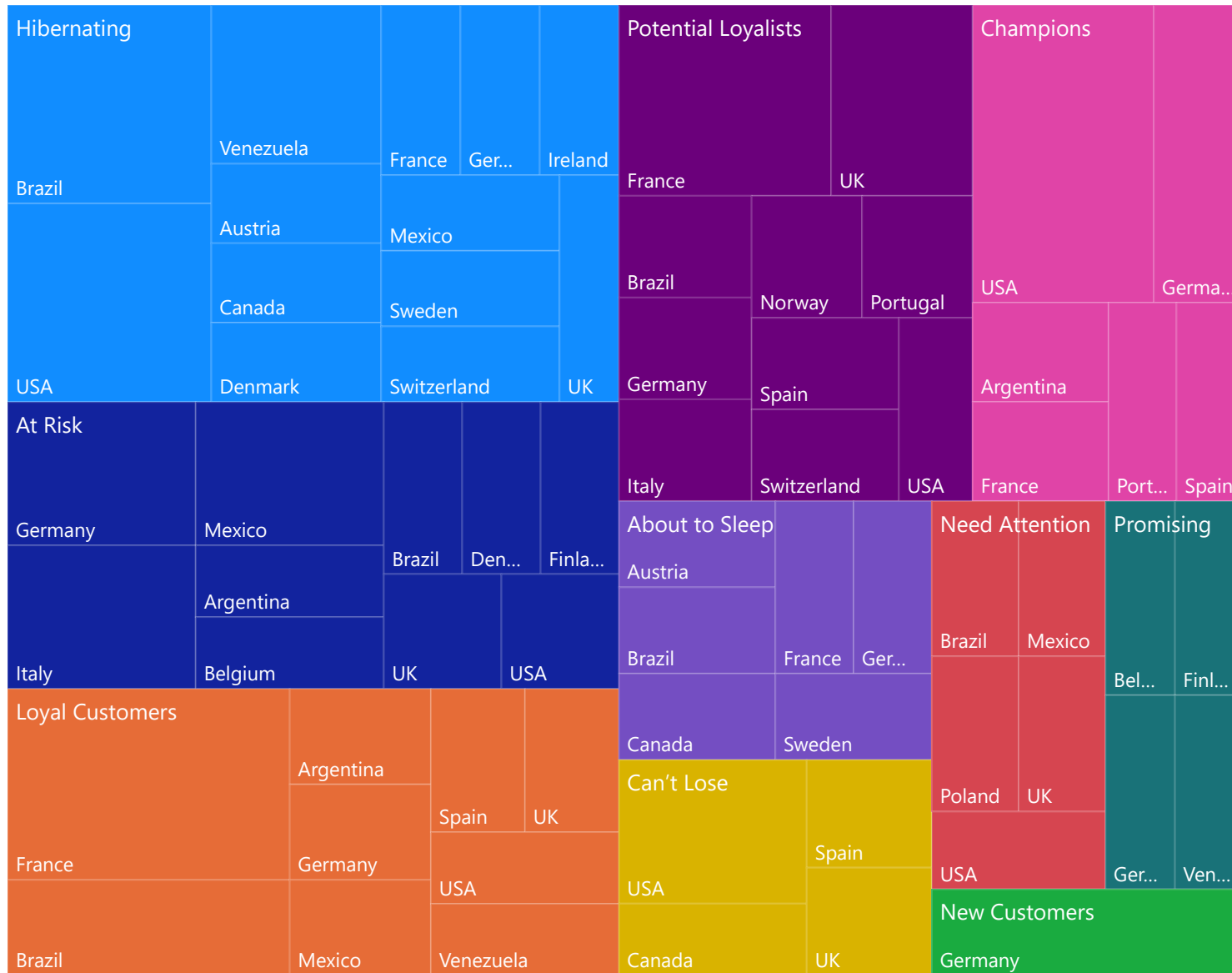
Employees

Products

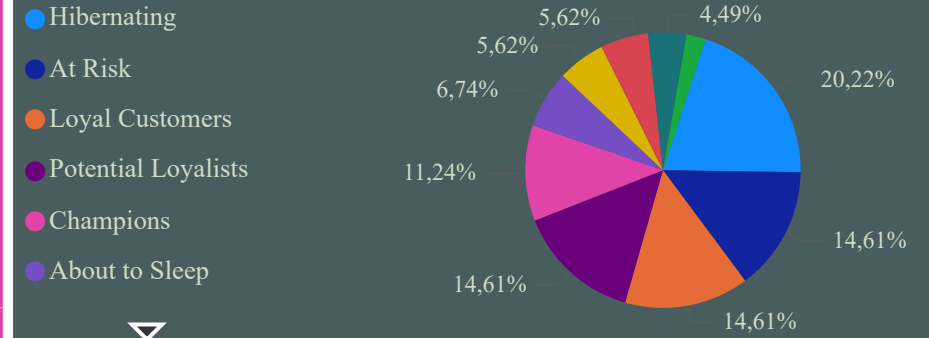
Customers

Shipping

RFM  
Analysis



### Client Segment Distribution



● TotalSales ● TotalSalesWithDiscount ● TotalNetIncome

