



Customer Analysis

Customer analysis on the Northwind dataset is the process of examining the characteristics and behavior of the customers who buy products from Northwind, a fictitious specialty foods export/import company.



Employee Analysis

Employees who work for Northwind, their personal information, job titles, and managers.



Product & supplier Analysis

Products that are sold by Northwind, their names, categories, suppliers, prices, and quantities. Suppliers and vendors of Northwind, their names, addresses, phone numbers, and contact persons.



Order & Category Analysis

Orders placed by customers, their dates, details, amounts, and statuses. Categories of products, their names and descriptions



Shipper Analysis

Shippers who deliver orders to customers, their names and phone numbers.



Year, Month, Day

All

CustomerID

All

OrderID

All

Country, Region

All

Revenue

\$4.8

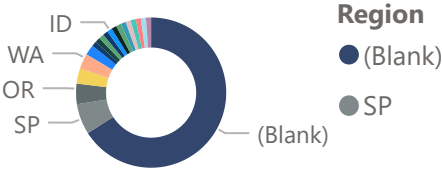
\$15,810

Customer Overview

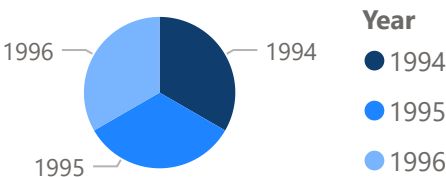
Total Customers

91

Customers by Region



Customer by Year

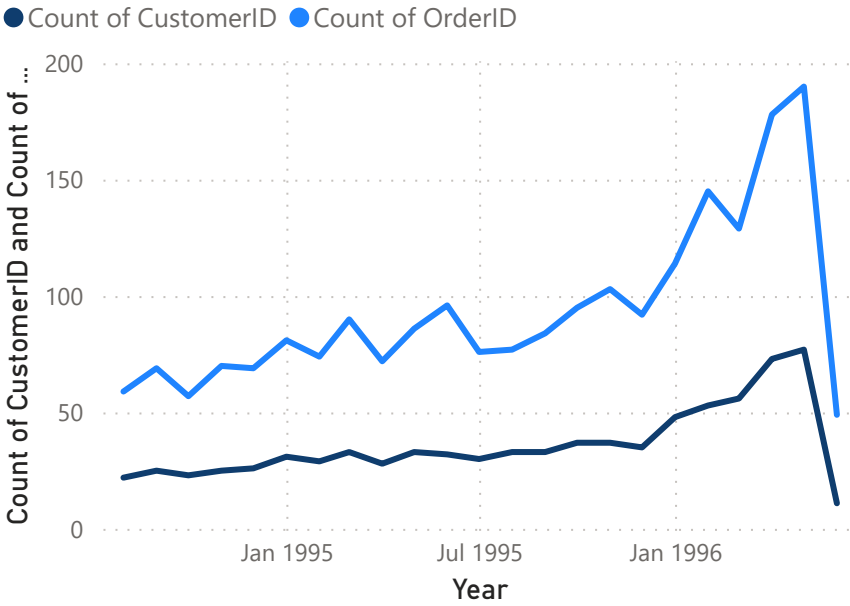


Customer Revenue

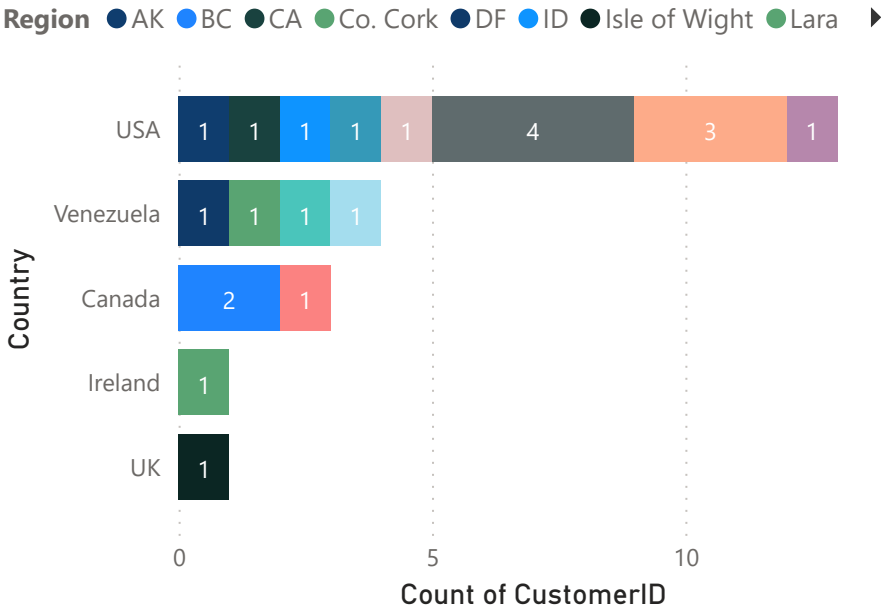
\$3.53K

Customer Details

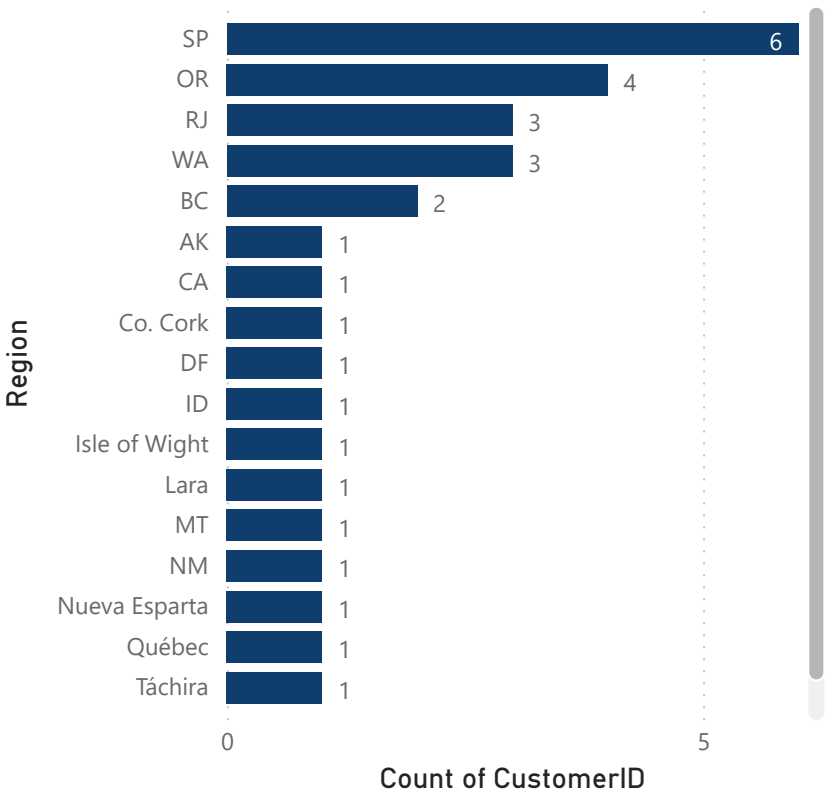
Customer acquisition over time



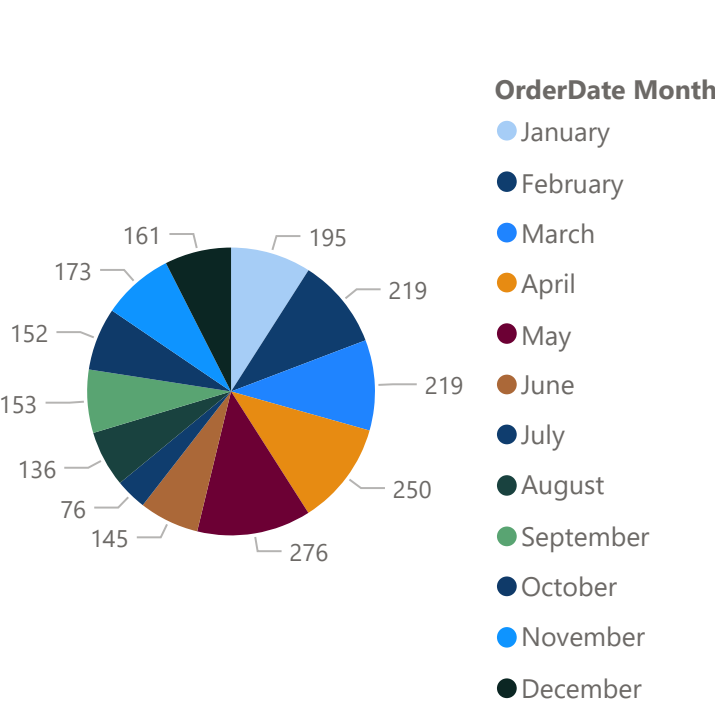
Top 5 Customer by Country and Region



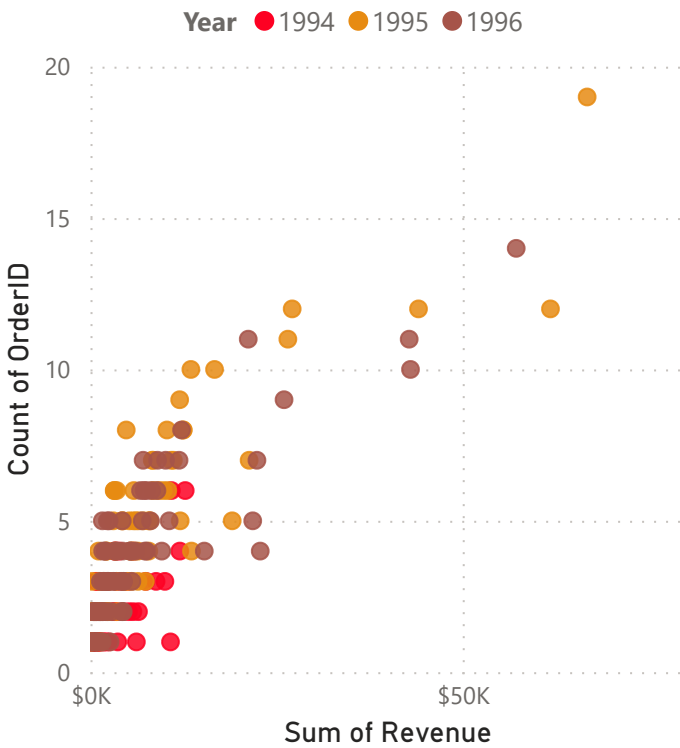
Count of CustomerID by Region



Order Quantity by Month



Orders Revenue by Customer overtime





NORTHWIND TRADERS ORDER ANALYSIS



Revenue

\$4.8

\$15,810

OrderDate

All

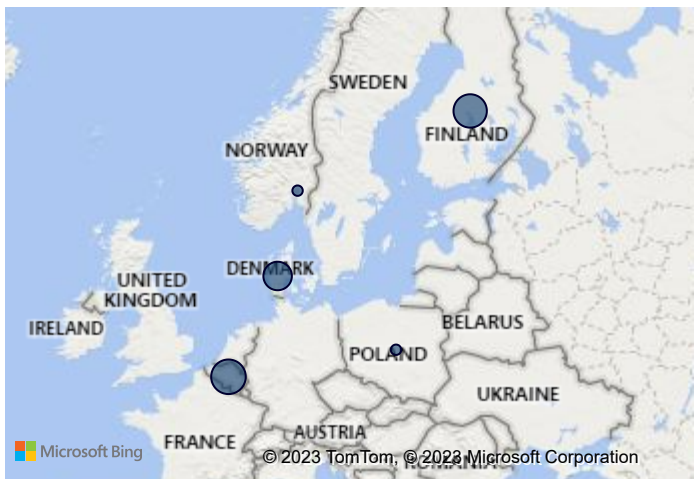
ShippedDate

All

Quantity

All

Top 5 Orders by Country

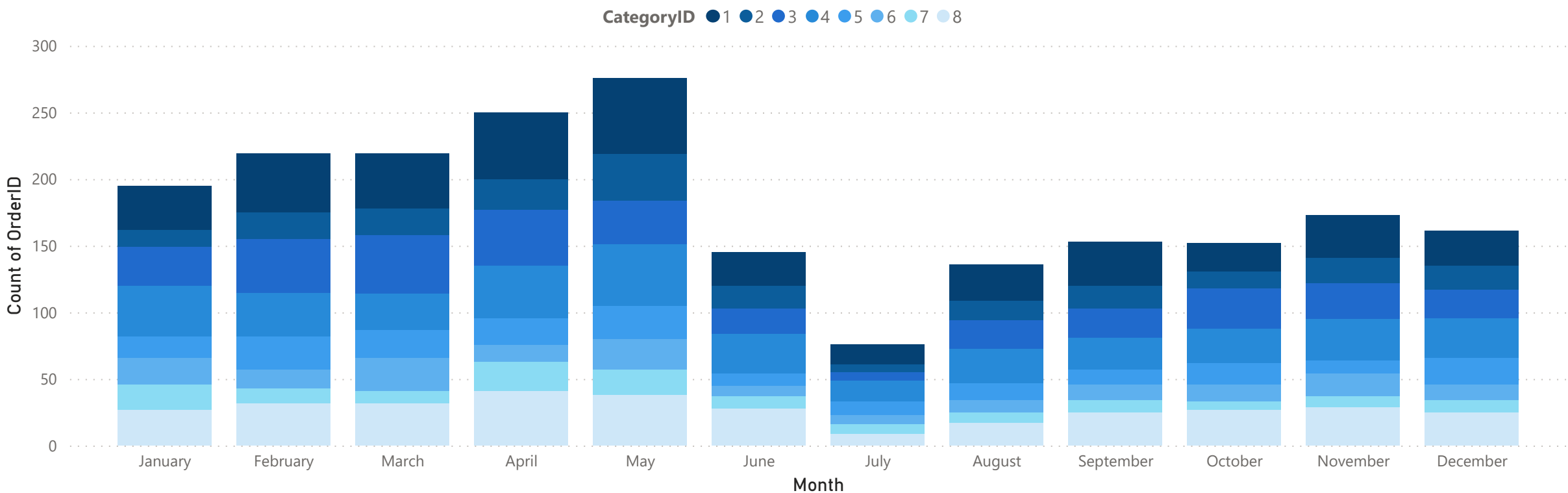


Min Revenue, Average Revenue and Max Revenue

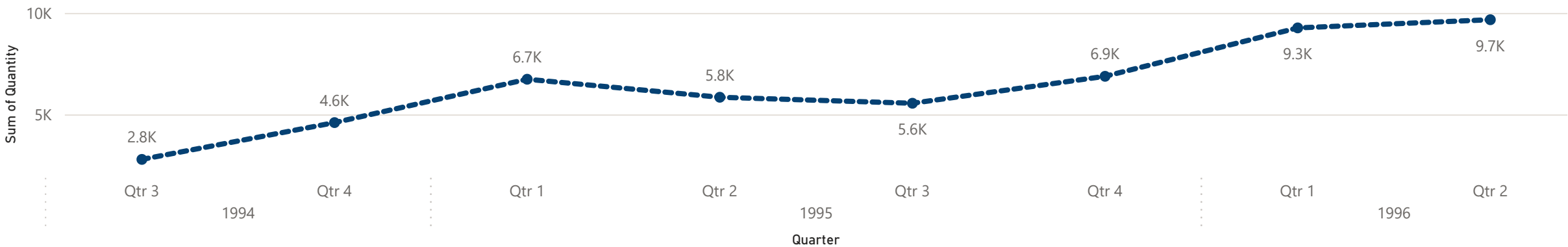
Unit Price

56.50K

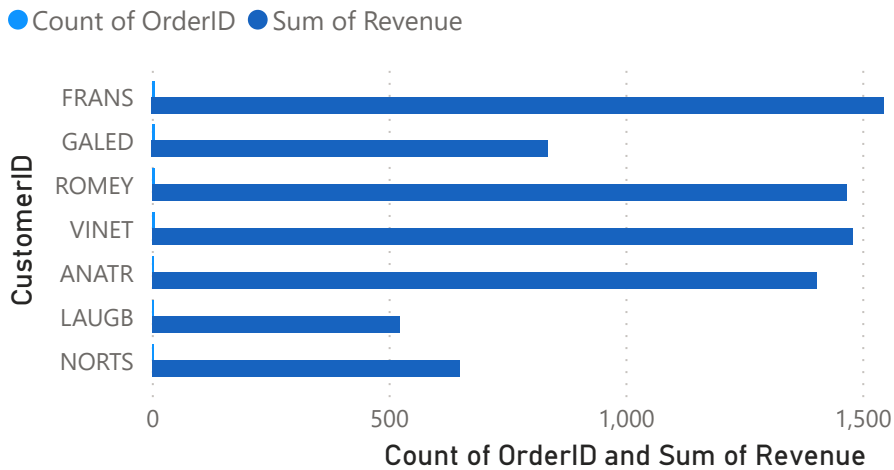
Orders by Month and Category wise



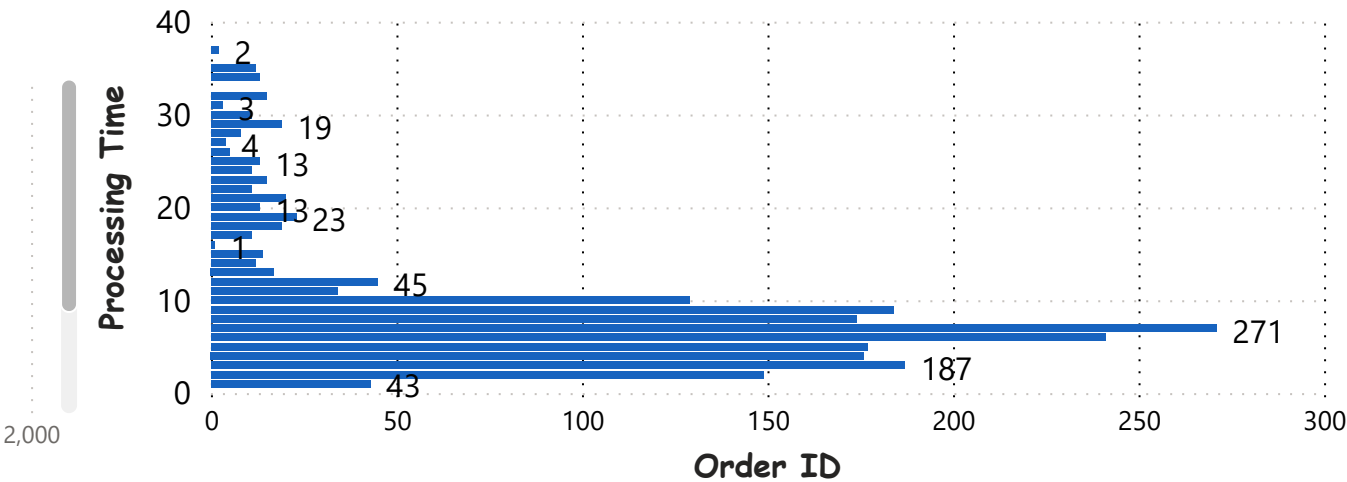
Quantity Order Date by Quarter



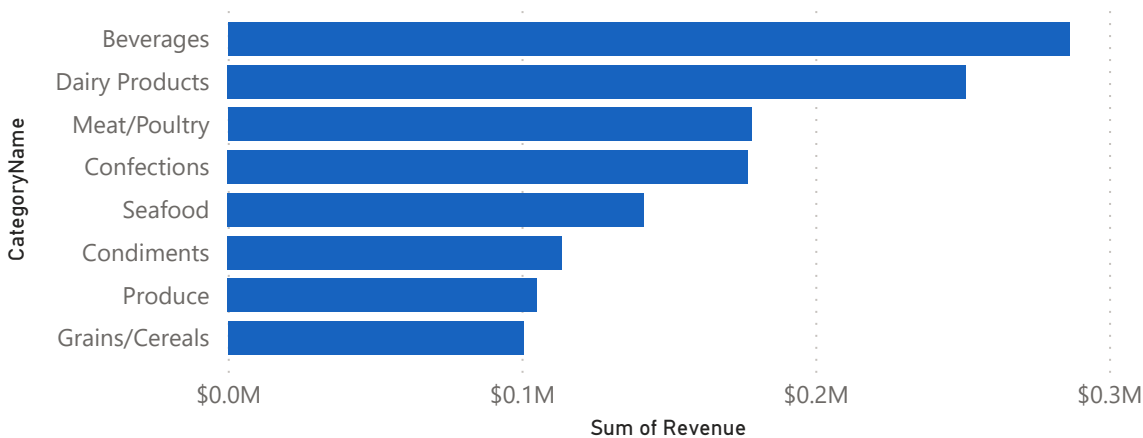
Bottom 10 orders by sales



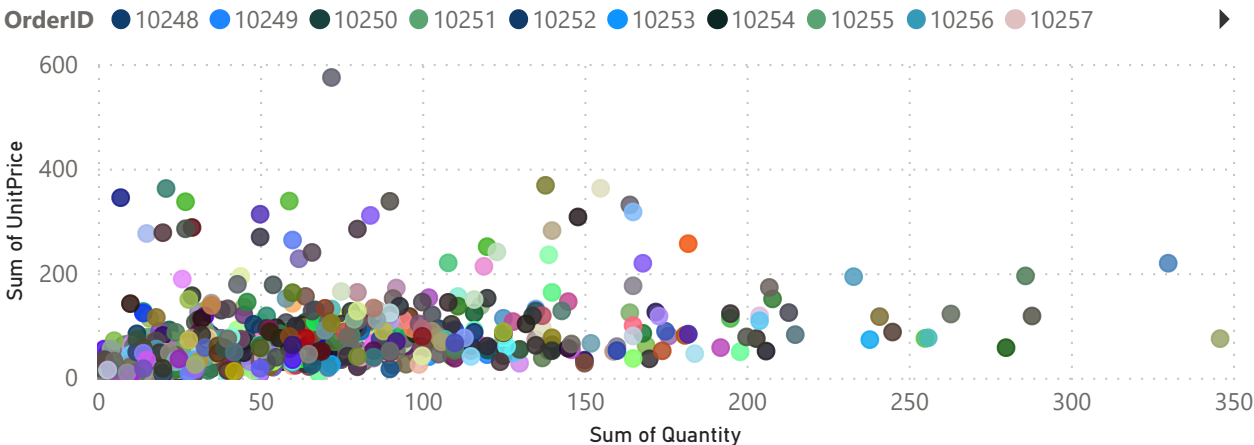
OrderID by Processing Time



Revenue by CategoryName



Order Quantity and UnitPrice by OrderID





PRODUCT & SUPPLIER ANALYSIS



Total Sales

\$1.35M

A bar chart titled 'Sum of Revenue' on the y-axis and 'CategoryName' on the x-axis. The y-axis ranges from \$0K to \$300K in increments of \$50K. The x-axis lists five categories: Beverages, Dairy Products, Meat/Poultry, Confections, and Seafood. The revenue values are displayed above each bar: Beverages (\$287K), Dairy Products (\$251K), Meat/Poultry (\$178K), Confections (\$177K), and Seafood (\$142K).

CategoryName	Sum of Revenue
Beverages	\$287K
Dairy Products	\$251K
Meat/Poultry	\$178K
Confections	\$177K
Seafood	\$142K

Company Name	Sum of Revenue
Specialty Biscuits, Ltd.	\$49K
Tokyo Traders	\$34K
Svensk Sjöföda AB	\$22K
Zaanse Snoepfabriek	\$6K
Refrescos Americanas LT...	\$5K

The chart displays the relationship between the Sum of UnitsInStock (X-axis) and the Sum of UnitsOnOrder (Y-axis). The size of the bubbles represents the ReorderLevel. The data points are as follows:

Sum of UnitsInStock	Sum of UnitsOnOrder	ReorderLevel
250	60	5
250	140	15
390	130	10
500	170	20
650	280	25
770	5	0

Country	Sum of Revenue (Approx.)
France	\$0.30M
Germany	\$0.22M
Australia	\$0.20M
USA	\$0.15M
Italy	\$0.12M
Canada	\$0.10M
UK	\$0.09M
Japan	\$0.05M
Norway	\$0.04M
Singap...	\$0.04M
Sweden	\$0.03M
Finland	\$0.02M
Spain	\$0.02M
Denmark	\$0.01M
Netherl...	\$0.005M
Brazil	\$0.002M

ContactName	%GT Count of OrderID
Martin Bein	8.31%
Ian Devling	7.56%
Peter Wilson	5.85%
Beate Vileid	4.87%
Eliane Noz	4.87%
Elio Rossi	4.83%
Wendy Mackenzie	4.55%
Charlotte Cooper	4.36%

Bar chart showing the Sum of Unit Price for various products. The y-axis is labeled 'Sum of Unit Price' and ranges from 0 to 300. The x-axis is labeled 'ProductName'. The bars are color-coded by ProductID from 1 to 18. The products are listed in descending order of their Sum of Unit Price.

ProductID	ProductName	Sum of Unit Price
1	Côte de Blaye	260
3	Thuringer Rostbr...	125
6	Mishi Kobe Niku	95
4	Sir Rodney's Mar...	80
18	Camarvon Tigers	65
5	Raclette Courdav...	55
2	Manjimup Dried ...	50
17	Tarte au sucre	0
8	Ipoh Coffee	45
12	Rössle Sauerkraut	45
7	Schoggi Schokol...	45
11	Veggie-spread	0
10	Northwoods Cra...	40
13	Alice Mutton	40
9	Gnocchi di nonna...	40
15	Queso Mancheg...	40
14	Gudbrandsdalstost	0
16	Mozzarella di Gio...	0
15	Camembert Pierrot	35
17	Wimmers gute S...	0
8	Perth Pasties	35
3	Mascarpone Fabi...	35
16	Gumbär Gummib...	35
18	Ikura	35
3	Uncle Bob's Orga...	35
17	Sirop d'érable	0
7	Gravad lax	25
12	Nord-Ost Matjes...	25

Horizontal bar chart showing the sum of unit prices for each supplier. The y-axis lists SupplierID (0, 5, 10, 15, 20, 25, 30) and the x-axis shows the Sum of UnitPrice (0 to 300). Each SupplierID has multiple blue bars representing different products. The longest bar for each supplier is labeled with its value.

SupplierID	Sum of UnitPrice (Longest Bar)
30	78
25	92
20	28
15	282
10	223
5	178
0	47

ShippedDate Year

- (Blank)
- 1994
- 1995
- 1996



EmployeeID

All

Employee Age

All

HireDate

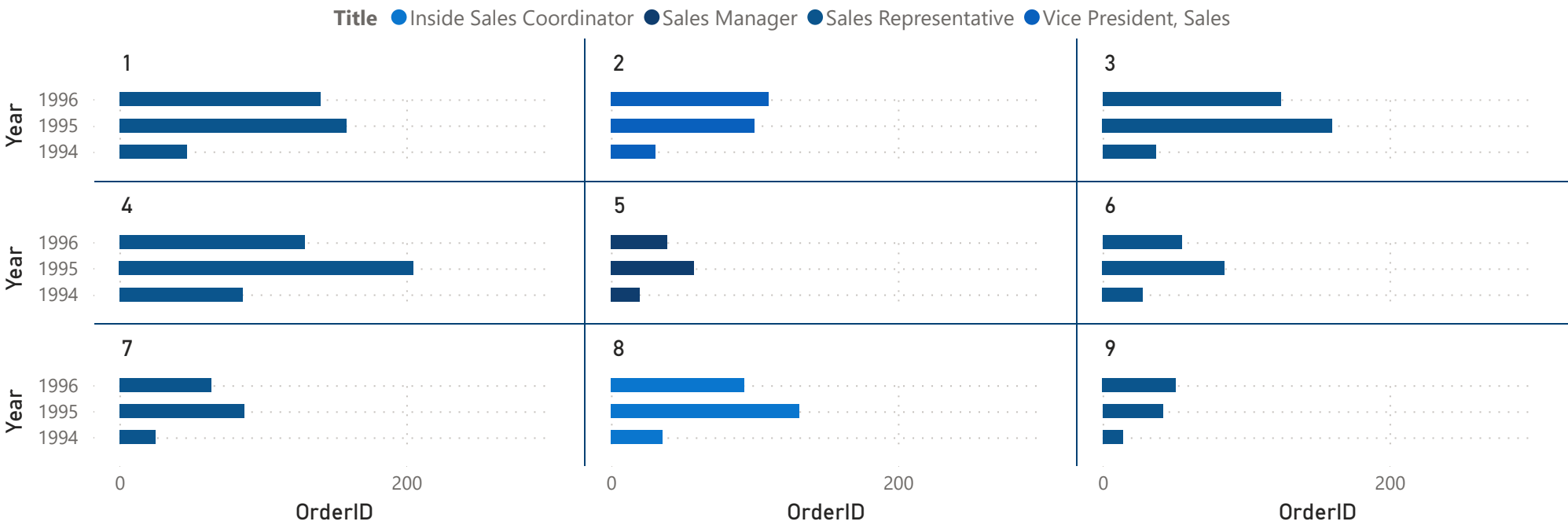
Last

1

Select

No filters applied

Productivity of each employee by OrderId and year



Average Age

28.00

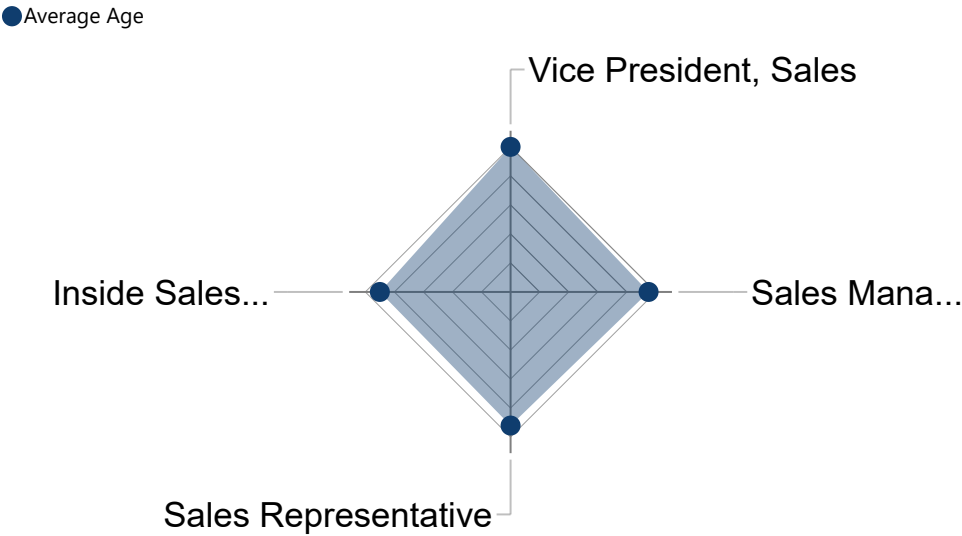
Tenure by Employee

29

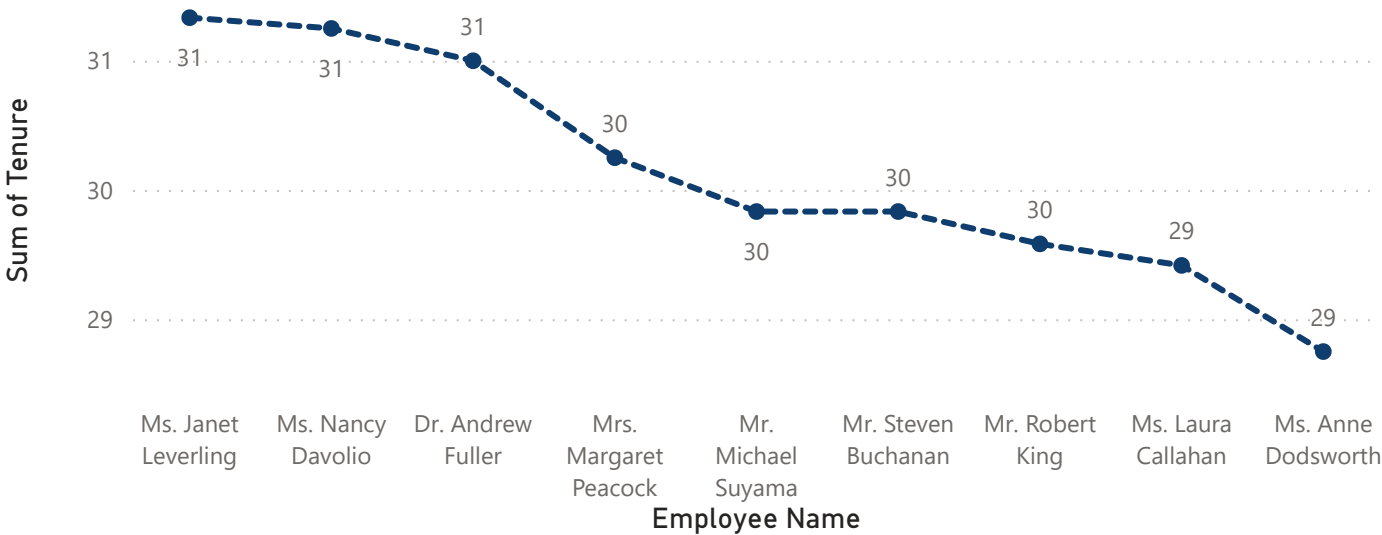
Revenue by Employee

\$82.96K

Average Age Employee Title



Employee Tenure



Emplooyes taken Orders

1	123
EmployeeID	Count of OrderID
2	96
EmployeeID	Count of OrderID
3	127
EmployeeID	Count of OrderID
4	156
EmployeeID	Count of OrderID

Employee by Country





NORTHWIND TRADERS SHIPPER ANALYSIS



ShipperID

All

ShippedDate

10-08-1994



05-06-1996



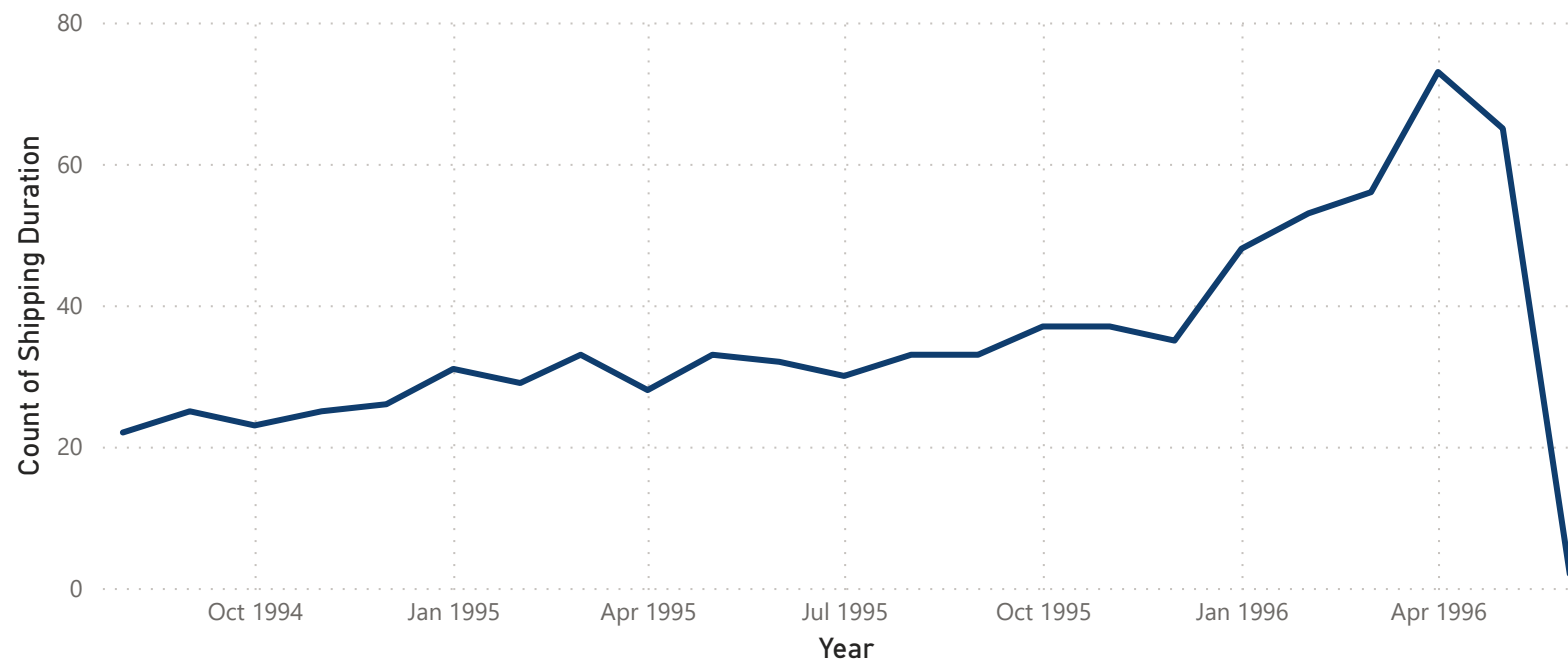
Sum of Freight

64.94K

ShipVia

All

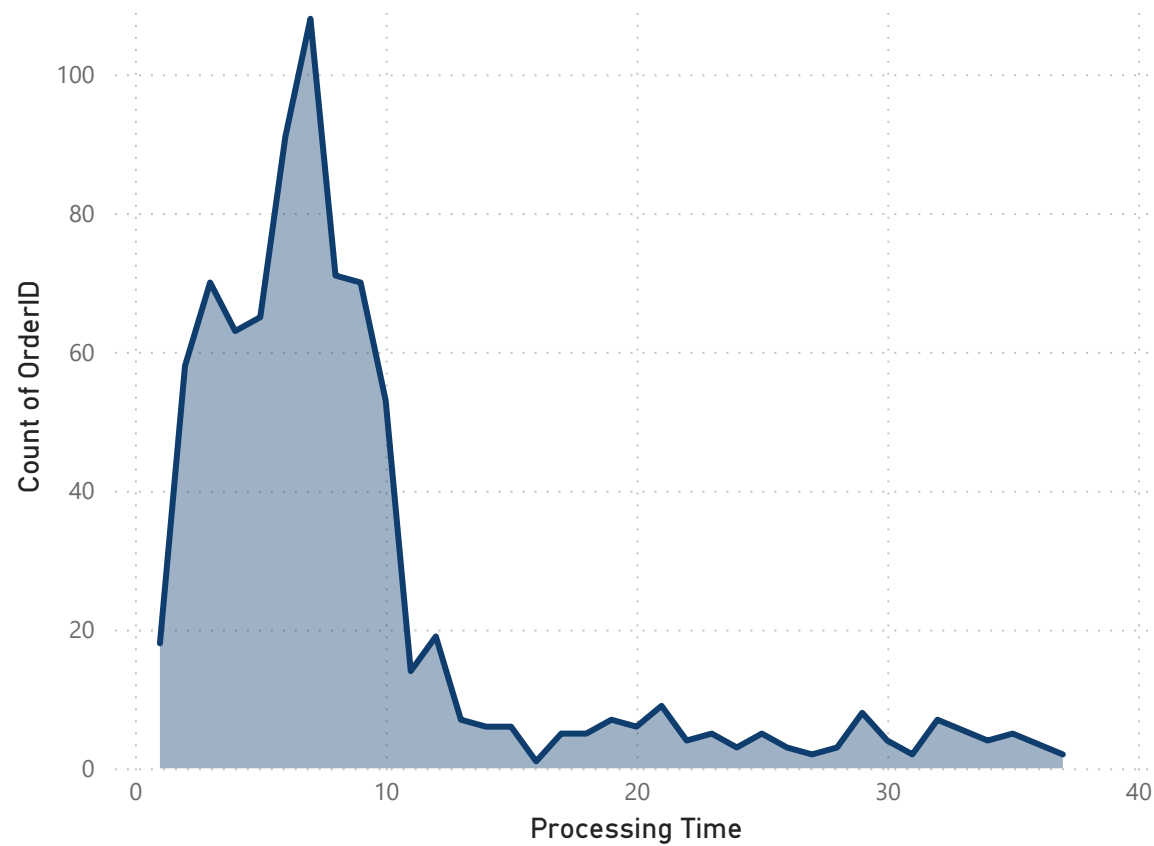
Shipping duration by order date



ShipperID by ShipCountry

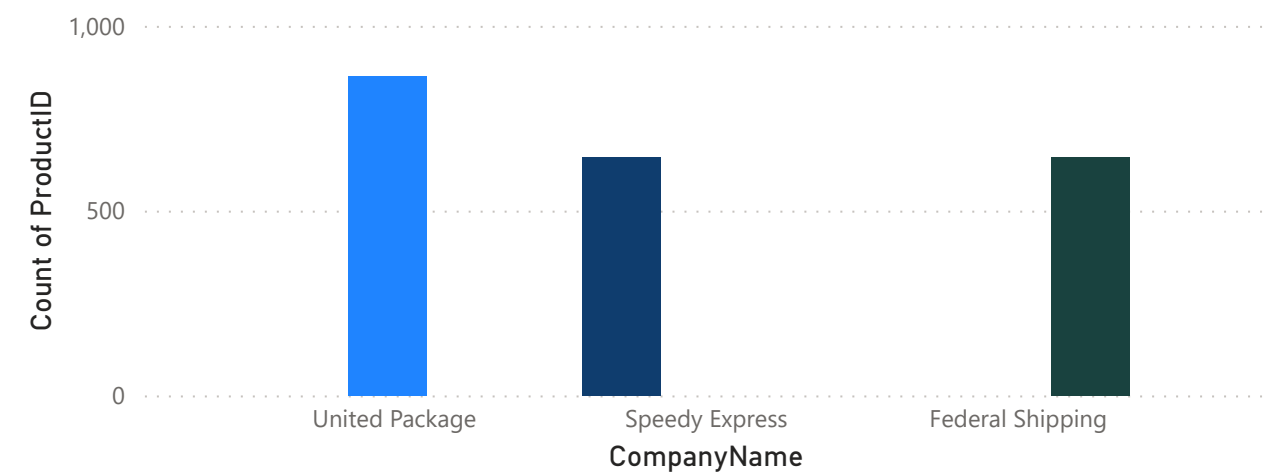


Processing Time For each Products Orders

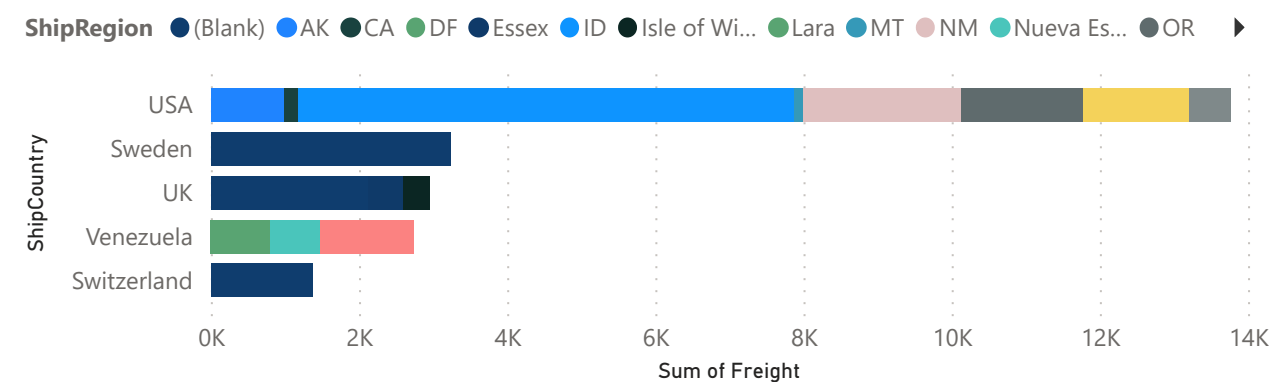


Frequent shippers To ship the Products

ShipperID 1 2 3



Freight amount by ShipCountry and ShipRegion



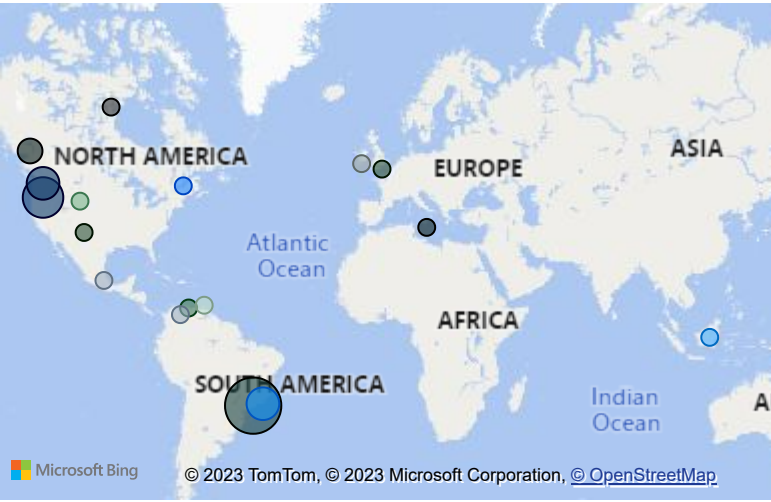
10248

11077



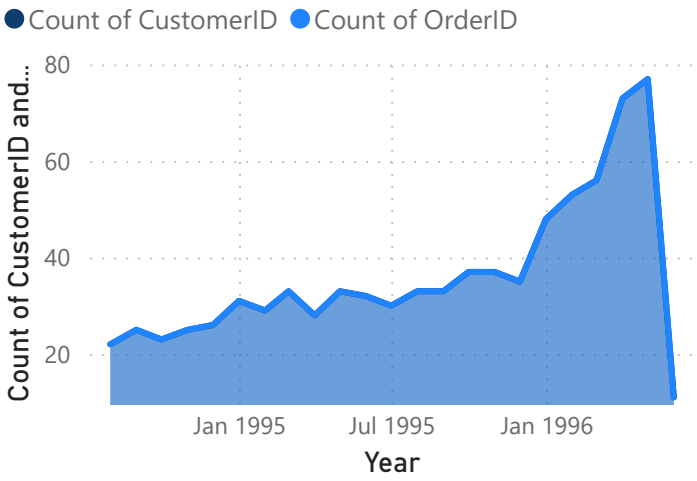
QA1

Count of CustomerID by Region

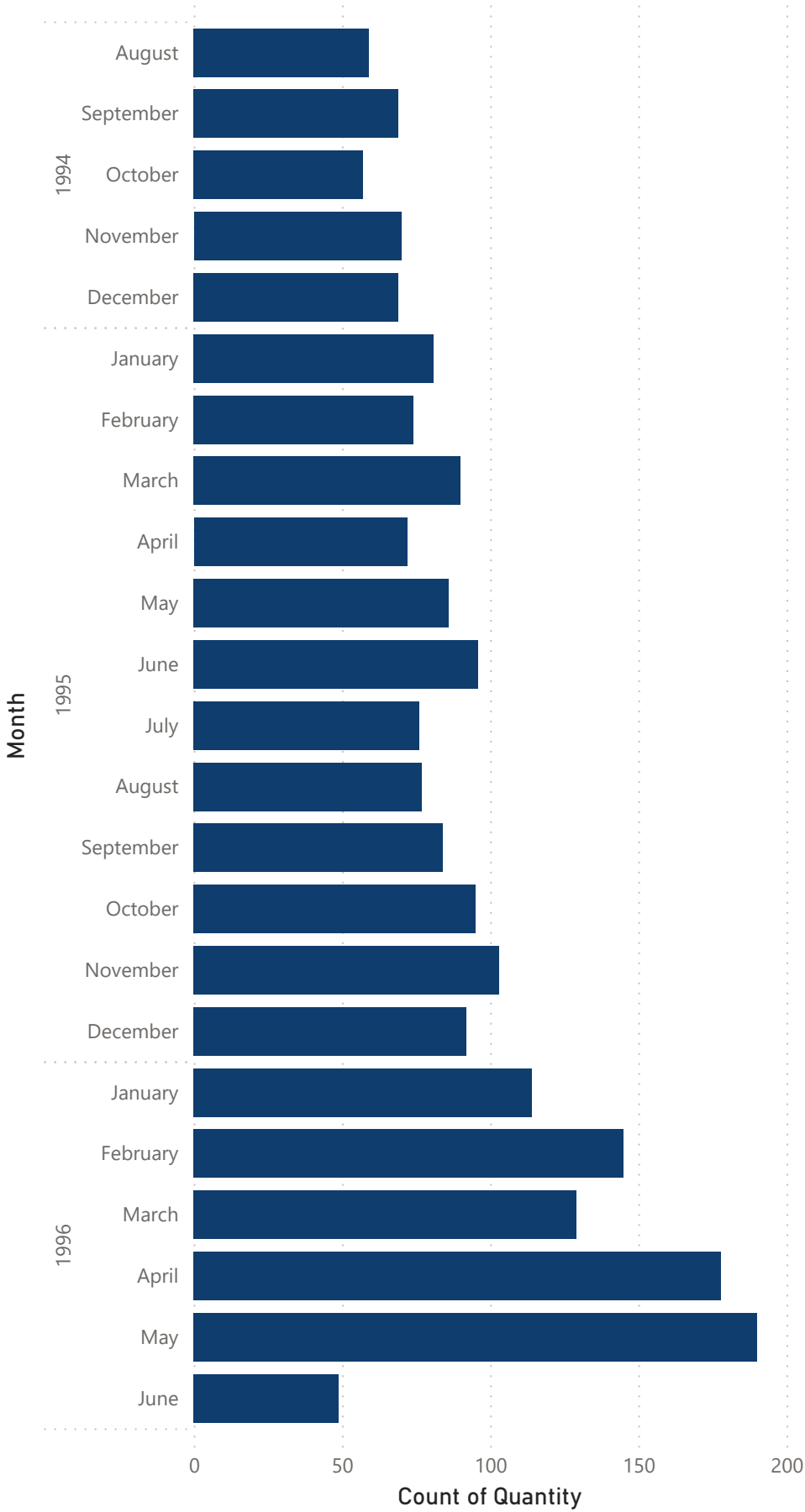


QA2

Customer acquisition over time

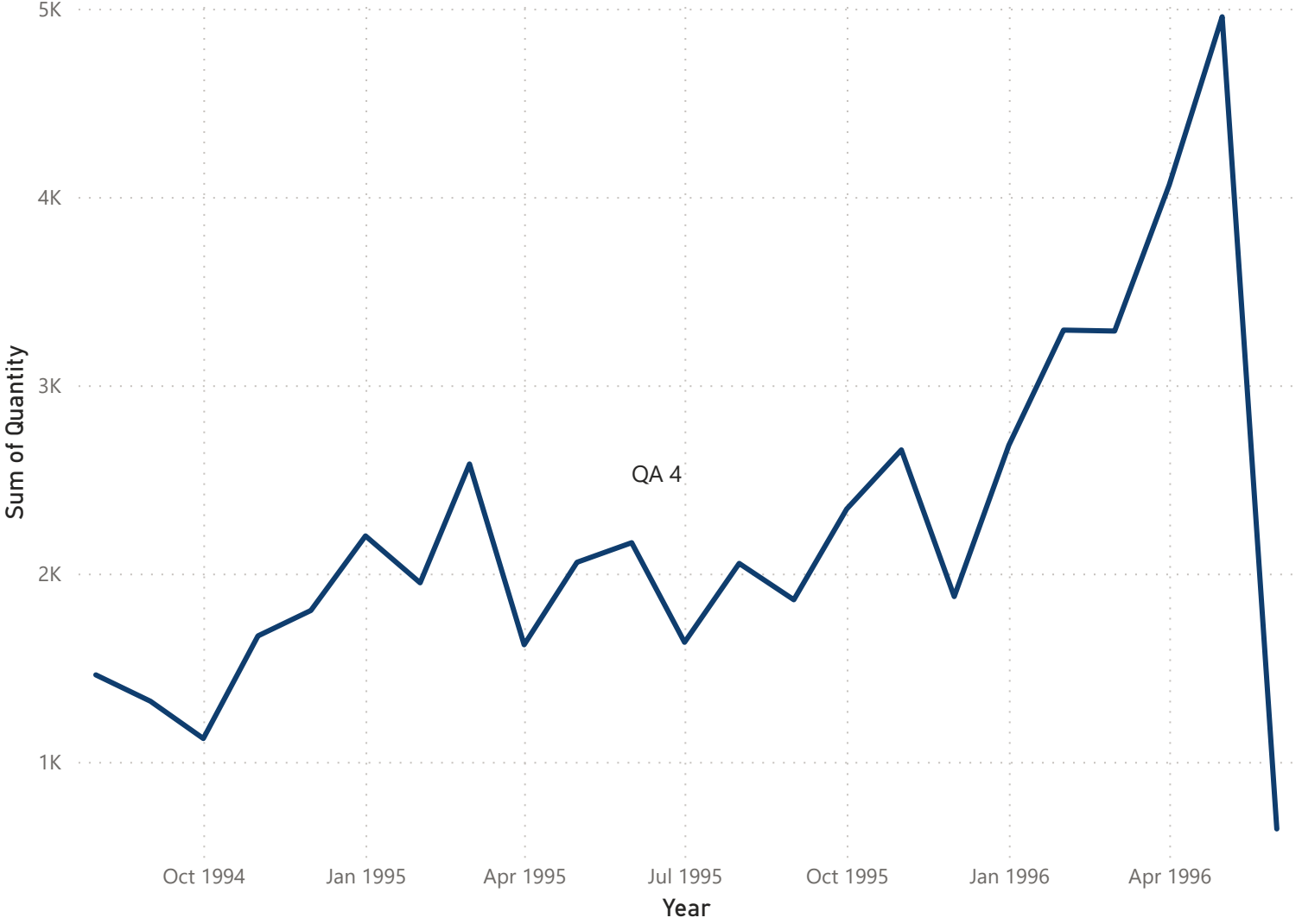


Quantity by Year and Month



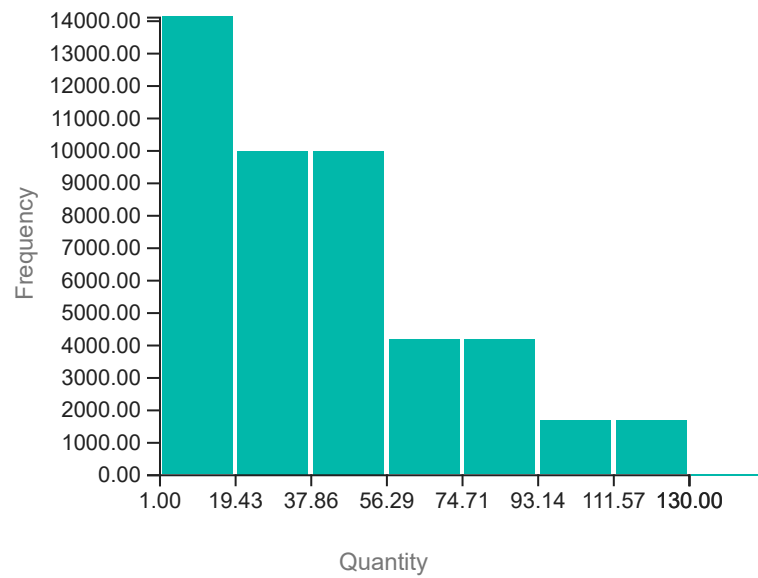
QA4

Quantity by Year and Month



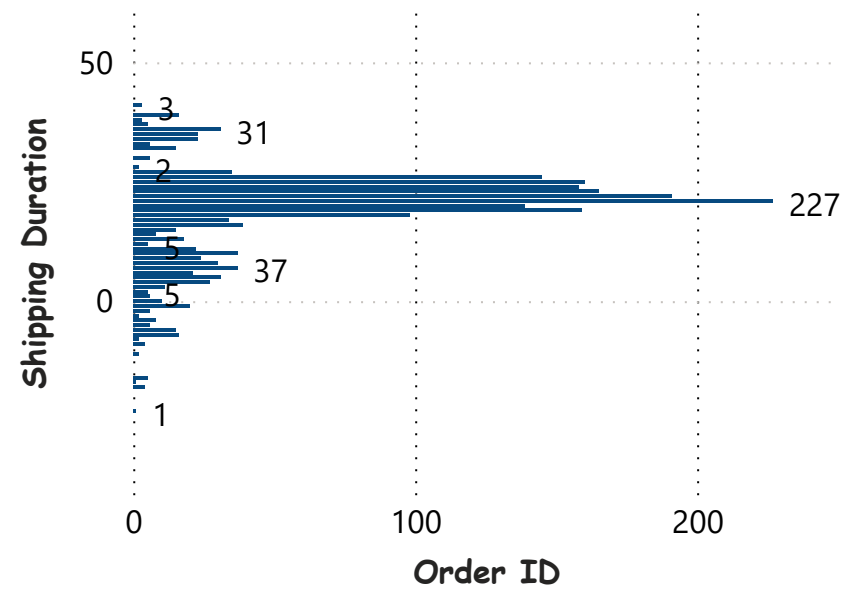
QA5

CustomerID by Quantity



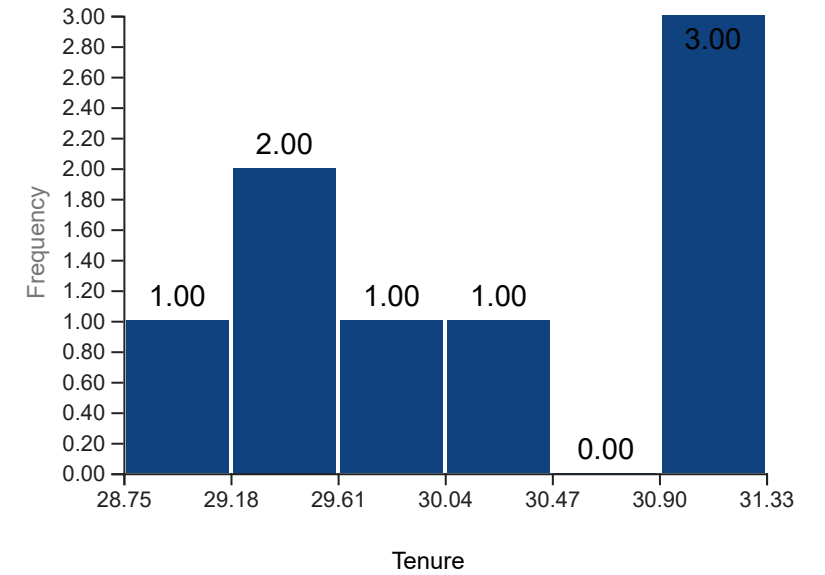
QA 6

Order ID by Shipping Duration



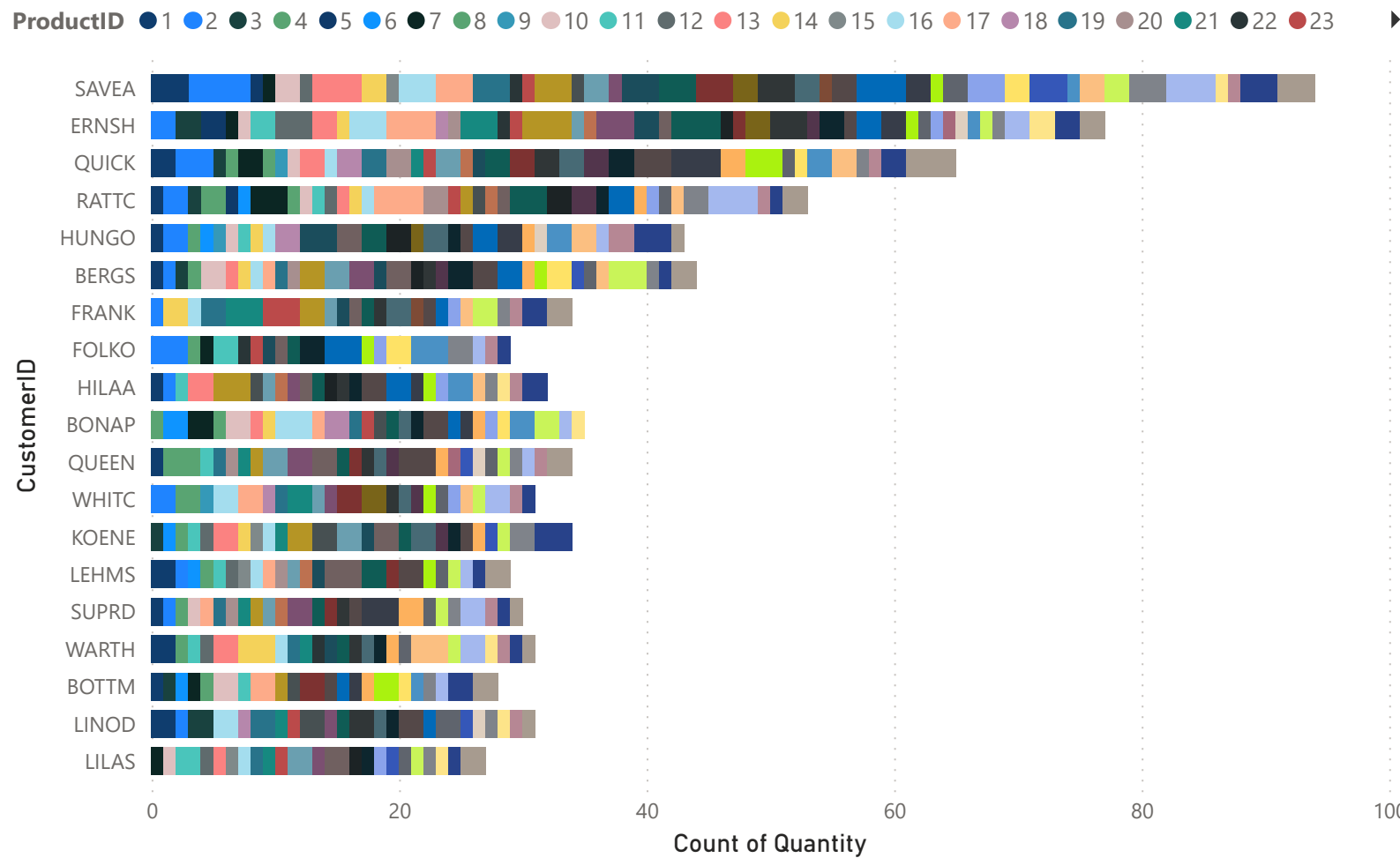
QA 8

Employee Tenure



QA 10

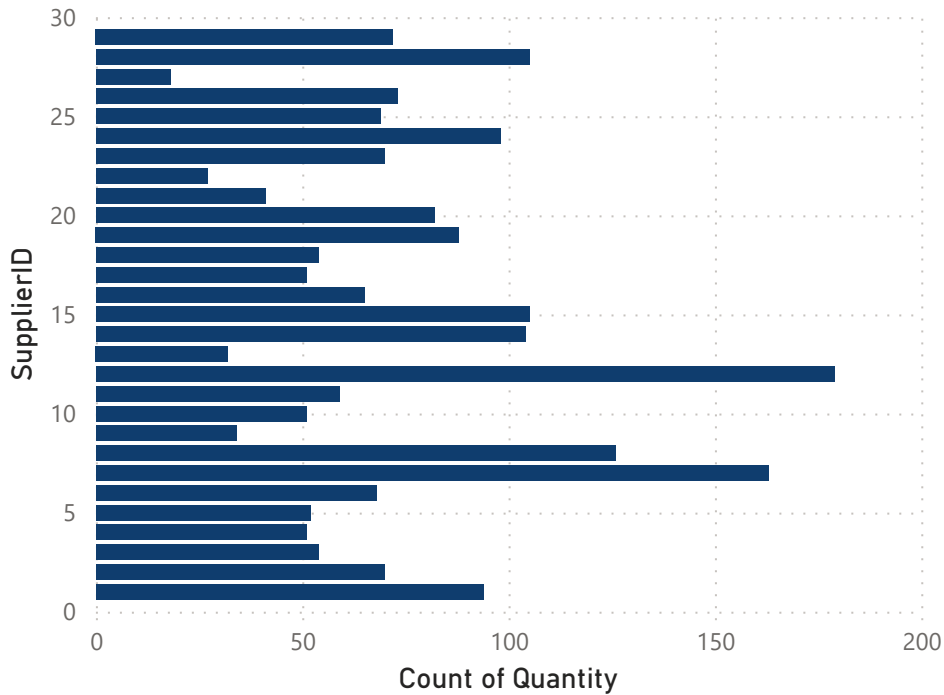
Quantity by CustomerID and ProductID



CustomerID	Count of Quantity
<div><div></div>SAVEA</div>	116
Chang	5
Gnocchi di nonna Alice	4
Jack's New England Clam Chowder	4
Konbu	4
Scottish Longbreads	4
Alice Mutton	3
Camembert Pierrot	3
Chai	3
Fløtemysost	3
Geitost	3
Gorgonzola Telino	3
Guaraná Fantástica	3
Maxilaku	3
Pâté chinois	3
Pavlova	3
Raclette Courdavault	3
Rhönbräu Klosterbier	3
Spegesild	3
Steeleye Stout	3
Tarte au sucre	3
Teatime Chocolate Biscuits	3
Thüringer Rostbratwurst	3
Boston Crab Meat	2
Gumbär Gummibärchen	2
Ikura	2
Total	2155

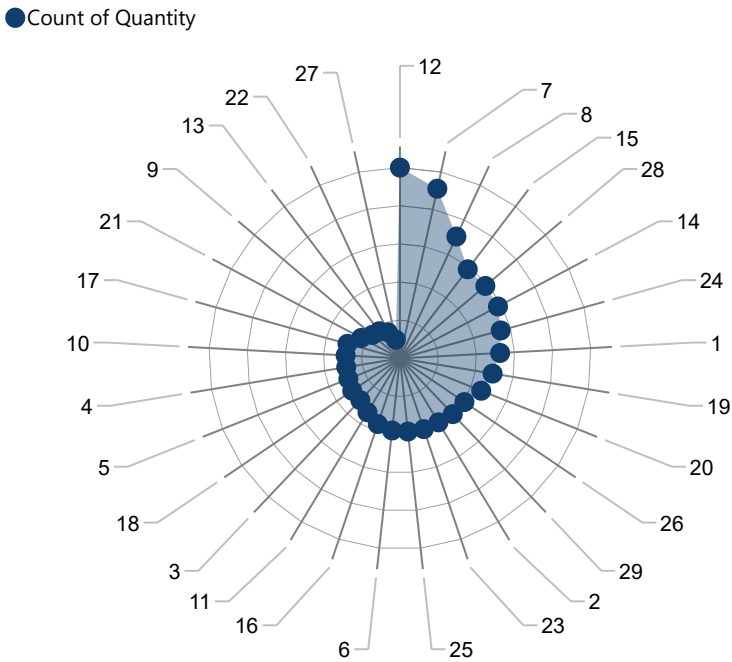


Count of Quantity by SupplierID



QA 13

Count of Quantity by SupplierID



QA 11

QA 15



Count of SupplierID by Country



QA 14

SupplierID	Average of UnitPrice
1	15.67
Aniseed Syrup	10.00
Chai	18.00
Chang	19.00
2	20.35
Chef Anton's Cajun Seasoning	22.00
Chef Anton's Gumbo Mix	21.35
Louisiana Fiery Hot Pepper Sauce	21.05
Louisiana Hot Spiced Okra	17.00
3	31.67
Grandma's Boysenberry Spread	25.00
Northwoods Cranberry Sauce	40.00
Uncle Bob's Organic Dried Pears	30.00
4	46.00
Ikura	31.00
Longlife Tofu	10.00
Mishi Kobe Niku	97.00
5	29.50
Queso Cabrales	21.00
Queso Manchego La Pastora	38.00
6	14.92
Genen Shouyu	15.50
Konbu	6.00
Tofu	23.25
7	35.57
Total	28.87

Revenue by CategoryName

