|  |
| --- |
| **Customer Analysis** |
| Analysing the customer segmentation for improving the customer satisfaction and loyalty |
| Average of customers based on the rural and urban areas |
| Average order frequency by order per customer per year |
| average number of sales per sales person per year |
| Analysing the customer feedback based on company products and Products deliverable by the metrics |

|  |
| --- |
| **Order Analysis** |
| Trends in overall day orders or weekly orders trends for changing the product volumes and values over times |
| Calculating the percentage of order trends by changing the previous week and previous year |
| average time and rate of confirming orders after orders are placed by customers |
| average time and rate of preparing orders for shipping after orders are confirmed by the business |
| Calculating the revenue and percentage of total revenue for each product |

|  |
| --- |
| **Employee Details** |
| Analysing the sales performance for each employee and identifying the sales growth buy the Sale performance |
| Top employers by highest sales growth in the company |
| With the Employee demographics analysing the employee’s characteristics to shows the employee distribution and diversity |
| Calculating the percentage of the employee by the employee demographics |

|  |
| --- |
| **Product Analysis** |
| Analysing the Attributes and benefits of the Products to show the comparison and ranking of the product’s different features |
| Calculate the marketing trends to show the market share and growth of the products by different segments or regions |
| Analysing the customer feedback based on company products and Products deliverable by the metrics |
| Average of calculating the fast-moving products |

|  |
| --- |
| **Supplier Analysis** |
| comparison and ranking of the suppliers by different performance indicators |
| Analyses the strength and stability of the relationships with the suppliers by the Supplier Relationship |
| Distribution and satisfaction of the supplier relationships by different products or categories |
| Top Suppliers by the Orders placed by customers |
| Analysis the potential threats and challenges from the suppliers to shows the probability and impact of the supplier risks by different scenarios or events. |

|  |
| --- |
| **Shipper Analysis** |
| Insights into shipping efficiency, delivery times, and overall logistics performance |
| Average shipper cost and time for calculating the comparison and ranking of the shippers by different efficiency indicators |
| Analysis the reliability and accuracy of delivery operations, such as delivery status, delivery date, delivery window to showing the distribution and satisfaction of the delivery times by different products or categories |
| Percentage of shipped products by calculating based on Shipper performance |

**North Wind Traders**