

# Northwind Sample Database Analysis

**Revenue &  
Profitability  
Analysis**

**Customer Insight**

**Employee  
Performance**

**Shipper &  
Supplier  
Analysis**

# Revenue & Profitability Analysis

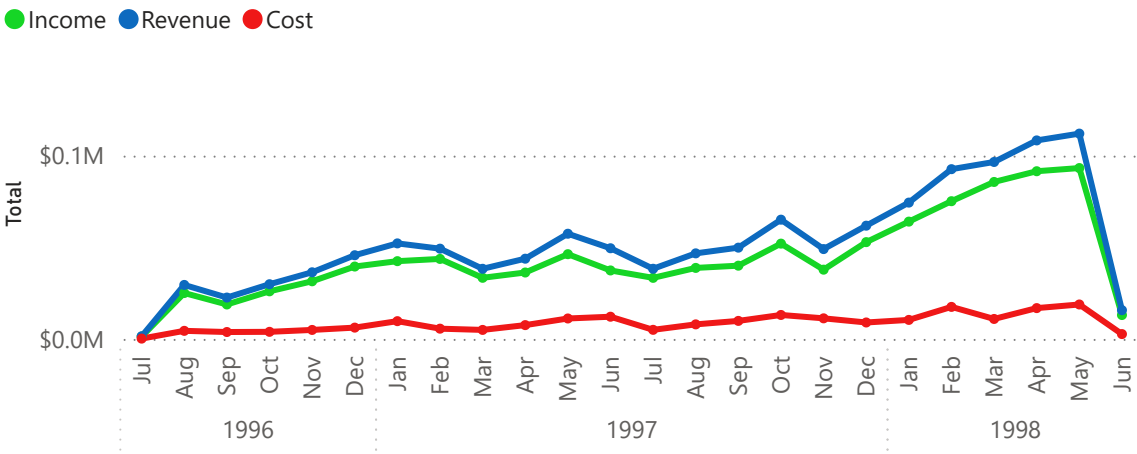
## Category

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

## Date

1996	1997	1998
Jan	May	Sep
Feb	Jun	Oct
Mar	Jul	Nov
Apr	Aug	Dec

### Total Income, Revenue & Cost by Month



\$1.27M

Total of Revenue

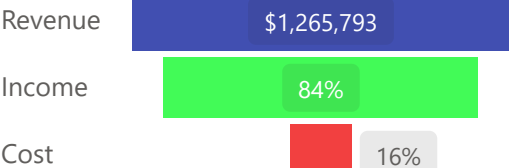
\$1.06M

Total of Income

\$0.21M

Total of Cost

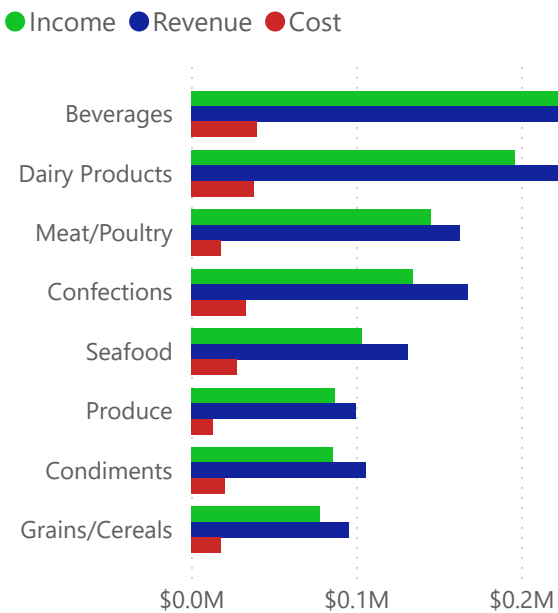
### Revenue, Income and Cost Funnel



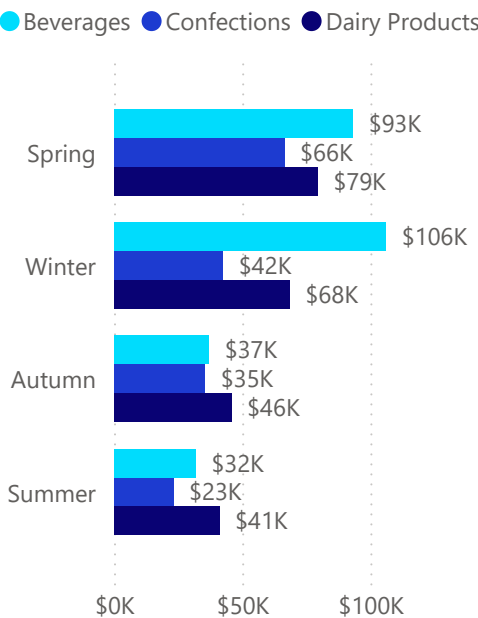
### Position Count Ratio



### Income, Revenue & Cost by Category Ranking



### Top Revenue by Season and Category



### Average of Revenue by Discount



# Customer Insight

Country

All

Role

All

Date

1996

1997

1998

Jan

May

Sep

Feb

Jun

Oct

Mar

Jul

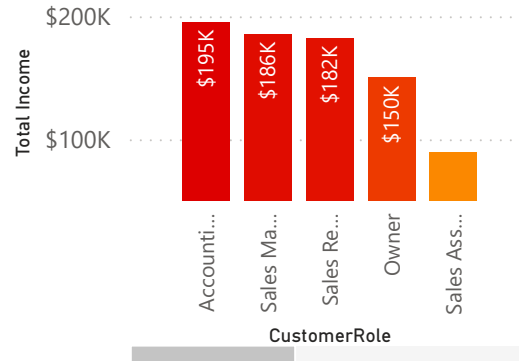
Nov

Apr

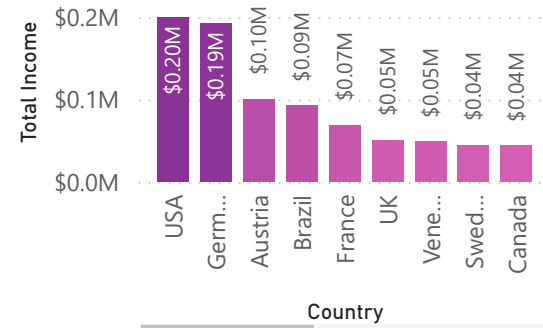
Aug

Dec

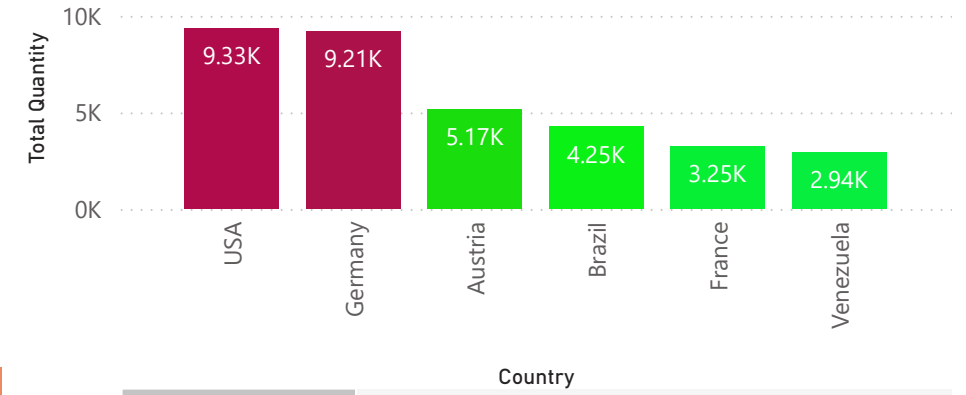
Total Income by Customer Role



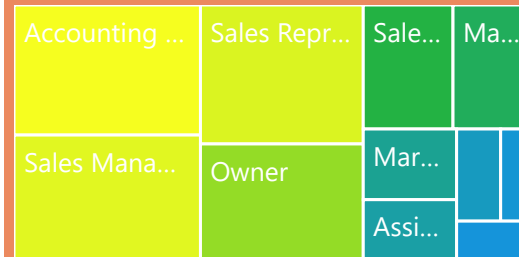
Total Income by Customer Country



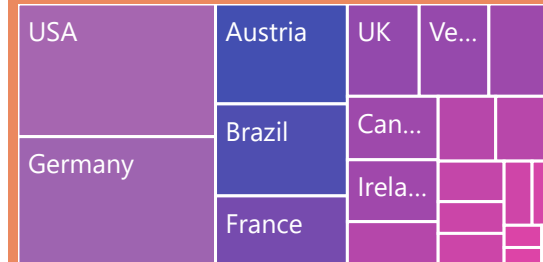
Total Quantity by Customer Country



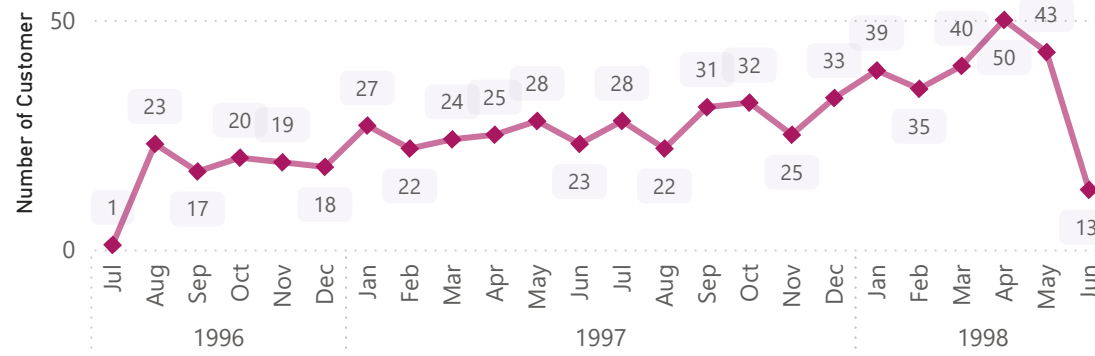
Total Income by Customer Role



Sum of TotalIncome by Customer Country



Number of Customer by Month



\$491.18

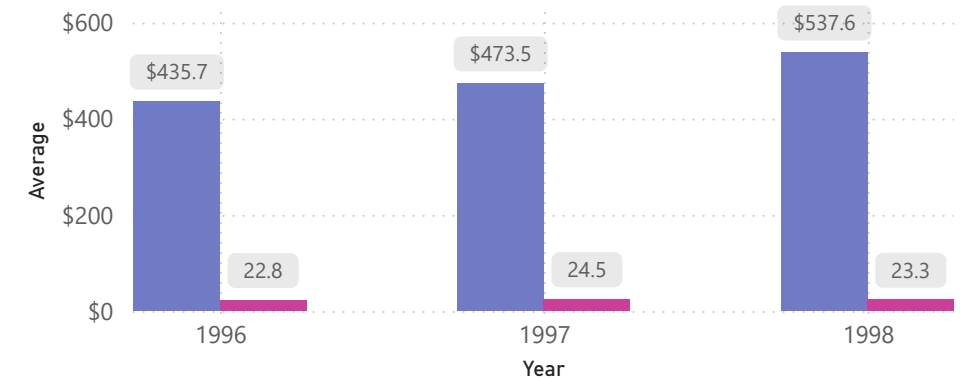
Average Income from Each Customer

23.81

Average Quantity For Each Customer

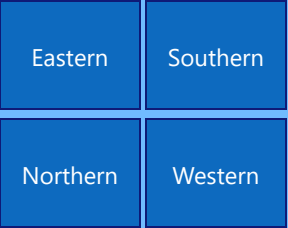
Average of Income and Quantity from Each Customer by Year

● Average of Total Income ● Average of Quantity



# Employee Performance

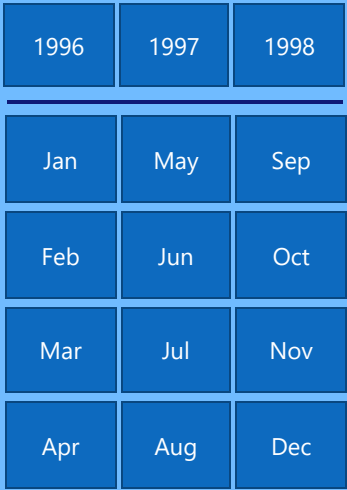
## Region



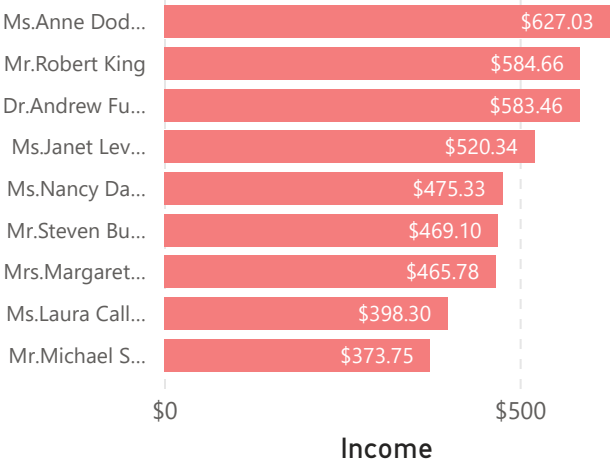
## Employee

All

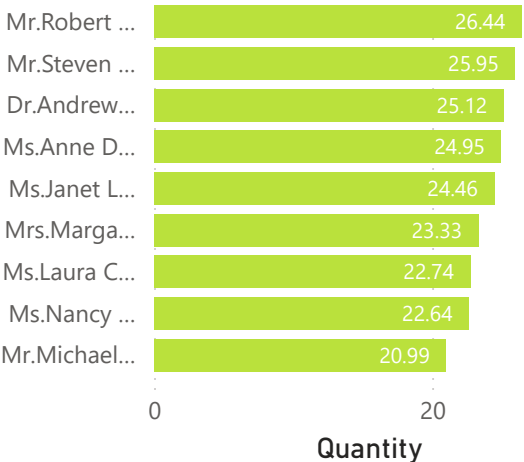
## Date



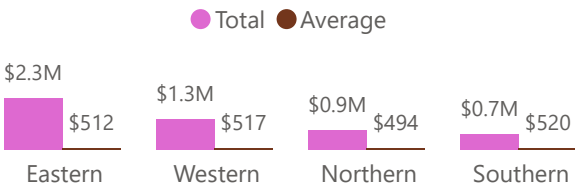
### Average Income from Employee



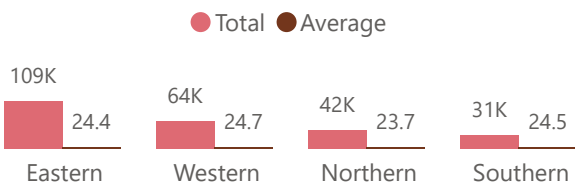
### Average Quantity from Employee



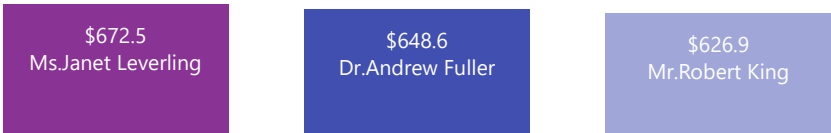
### Total & Average Income by Employee Region



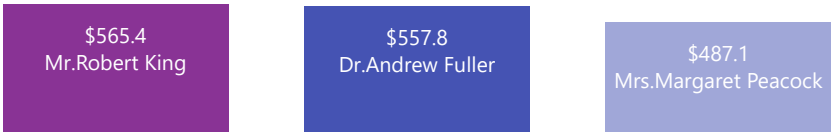
### Total & Average Quantity by Employee Region



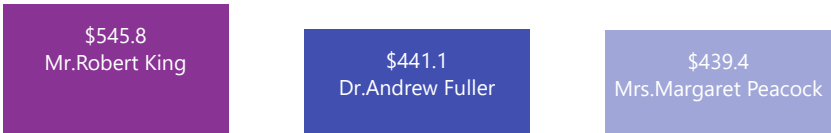
### Top 3 Employee base on Income- 1998



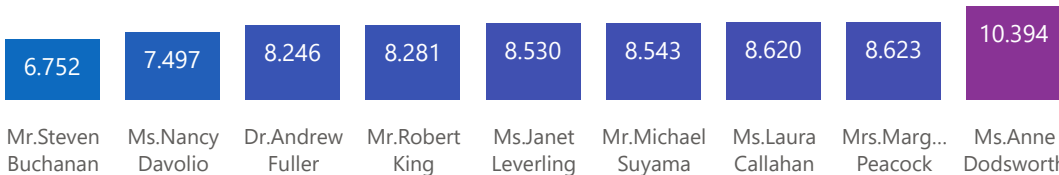
### 1997



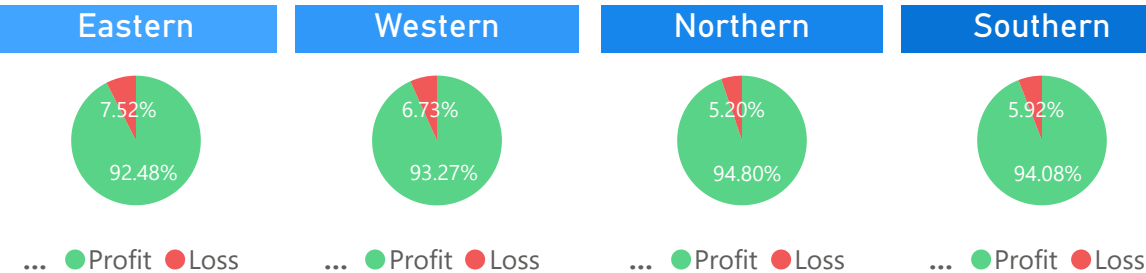
### 1996



### Average of Order Duration (day) by Employee



### Profit & Loss record Ratio by Employee Region



# Shipper & Supplier Analysis

## Shipper

Federal  
Shipping

United  
Package

Speedy  
Express

## Supplier

All

## Date

1996

1997

1998

Jan

May

Sep

Feb

Jun

Oct

Mar

Jul

Nov

Apr

Aug

Dec

### Most Commonly Used Shipper

864  
United Package

646  
Speedy Express

645  
Federal Shipping

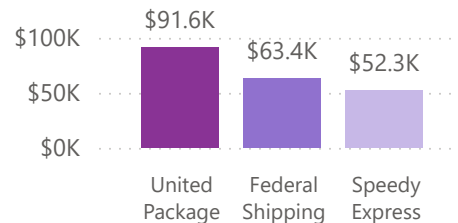
\$207.31K

Total Cost

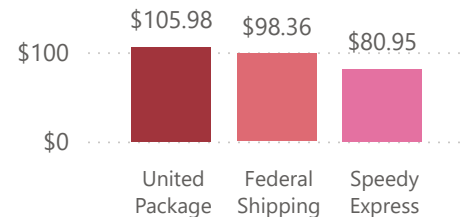
\$96.20

Average Cost

### Total Shipping Cost by Shipper

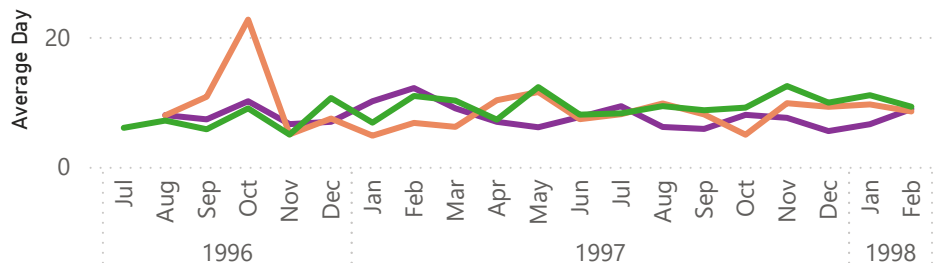


### Average Shipping Costs by Shipper

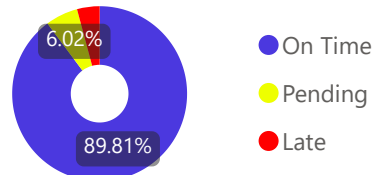


### Average of Delivery Time(day) by Month and Shipper

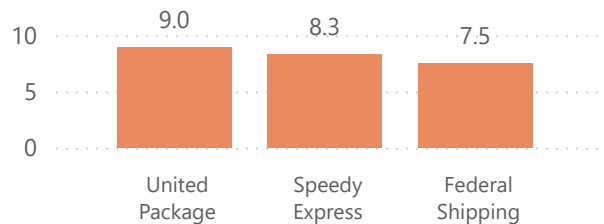
Shipper ● Federal Shipping ● Speedy Express ● United Package



### United Package Delivery Status

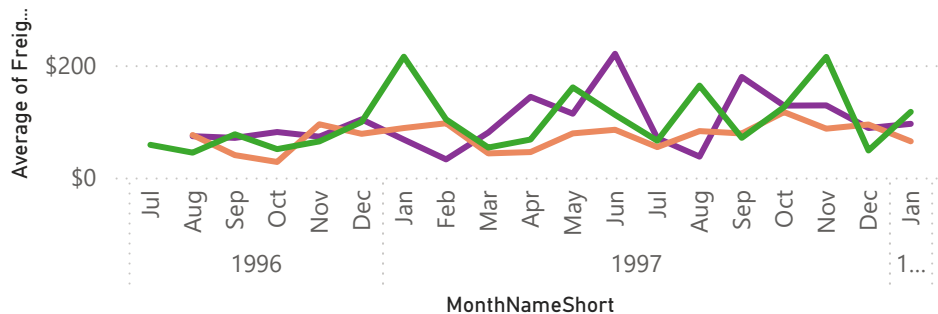


### Average Delivery Time(Day) by Shipper

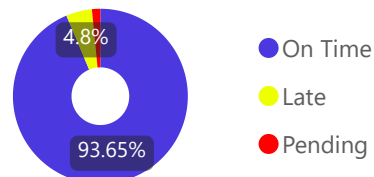


### Average of Shipping Cost by Month and Shipper

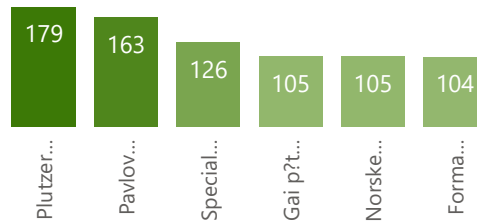
Shipper ● Federal Shipping ● Speedy Express ● United Package



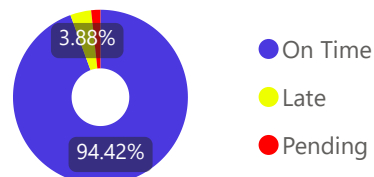
### Speedy Express Delivery Status



### Most Commonly Used Supplier



### Federal Shipping Delivery Status



### Most Commonly Used Supplier by Country

