The Fusion Group of Technology

FUSION GROUP
OF TECHNOLOGY

PROJECT CASE STUDY: Northway Traders Performance Analysis

1. EXECUTIVE SUMMARY

The goal of this project was to perform a comprehensive diagnostic analysis of Northway Traders' global sales and supply chain data. By transforming raw historical records into a structured analytical framework, Fusion has provided a tool that identifies high-value regions, product performance trends, and operational bottlenecks.

2. BUSINESS CHALLENGES ADDRESSED

Before this analysis, Northway Traders faced several "data blind spots":

- **Data Fragmentation:** Sales and shipping details were difficult to reconcile.
- **Lack of Visibility:** No clear way to see real-time performance of individual salespeople across different territories.
- **Profit Uncertainty:** Difficulty in identifying which product categories were underperforming despite high sales volumes.

1. The Data Solution (Built in Power BI)

We developed a 4-page interactive reporting suite that eliminates the need for manual data sorting.

- **Page 1: Executive Overview:** Home Page .
- **Page 2: Revenue & Logistics:** Deep-dive into sales categories and shipping costs.
- **Page 3: Operational Efficiency:** Analysis of company shippers and employee performance.
- **Page 4: Strategic Deep-Dive:** Mapping global sales and analyzing discount impacts.

2. Key Business Insights

Based on our analysis of the Northway Traders dataset, **Fusion** has identified the following strategic opportunities:

- **Shipping Optimization:** By comparing **Sum of Freight** across different **Shippers**, we identified significant cost variances. Choosing the top-performing logistics partner for high-volume routes could reduce freight overhead by an estimated 10-15%.
- **Product Profitability:** Our **Category Name vs. Revenue** analysis shows that while volume is high in certain sectors, the net profit is being impacted by high **Average Discounts**.
- **Geographic Scaling:** The **Filled Map** visualization highlights specific "Cold Zones" where Northway Traders has a logistical presence but low sales penetration—representing a major growth opportunity.
- **Employee Performance:** Using the **Revenue by Employee** leaderboard, management can now identify top-tier sales tactics and replicate them across the team.

3. Technical Achievements

- **Data Modeling:** Established a clean relationship between Sales, Products, and Employees to allow for instant "cross-filtering" across all pages.
- **Advanced Visualization:** Utilized Waterfall charts, Donut charts, and Decomposition trees to simplify complex data hierarchies.

- **User Experience:** Created a navigation-friendly layout that allows non-technical managers to find answers in under 3 clicks.

companyName

Feder...	Speed...	Unite...

0.06
Average Discount %

88.67K
Total Discount Amount

productName, Sum of discontinued

All ▾

Total Revenue by country

Product wise Discount

Côte de ...
Thüringe...
Raclette ...
Camemb...
Manjimu...
Carnarvo...
Alice Mut...
Tarte au ...

0K   5K   10K
Total Discount Am...

Average Discount % by Month and Year

employeeName	Sum of Sum of quantity
Andrew Fuller	1778
Anne Dodsworth	2061
Janet Leverling	2017
Laura Callahan	1598
Margaret Peacock	2246
Michael Suyama	1509
Nancy Davolio	1303
Robert King	1497
Steven Buchanan	1370
Total	51317

Sum of Sum of freight by companyName

16.19K (24.92%)   28.24K (43.49%)

20.51K (31.59%)

City wise Total Orders

Boise   London   Graz   Cunewalde   Rio de Ja...
city