Northwind Gross Income Analysis

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Sales by month Infographics

01

Overview

Brief explanation related to dashboard

02

Visual

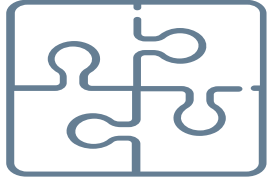Explanation related to dashboard visual

03

Deliverables

Project output

01. Overview

Brief explanation related to dashboard

Dashboard Overview

Use Case

To describe current and past Northwind's **gross income** condition and some of its **factors** such as **product category, customer location, and supplier**

Target Audience

Can be used by **high level manager** who wants to know Northwind's **gross income** and several **aspects that could influence it**
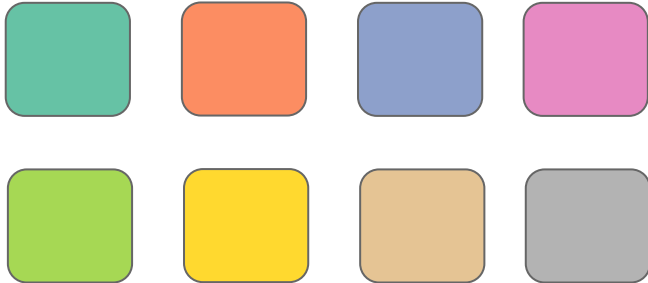
Tools

Microsoft Power BI Desktop (Dashboard Platform) & **Microsoft SQL Server** (Database)

Dashboard Color Palette

Pastel

Pastel color palette was being chosen due to **inoffensive, calming and peaceful vibes**. It can help the audience to **get more information** from the dashboard and **create a better decision**

02. Visual

Explanation related to dashboard visual

Page 1: Gross Income

Northwind Gross Income

Year, Quarter

All

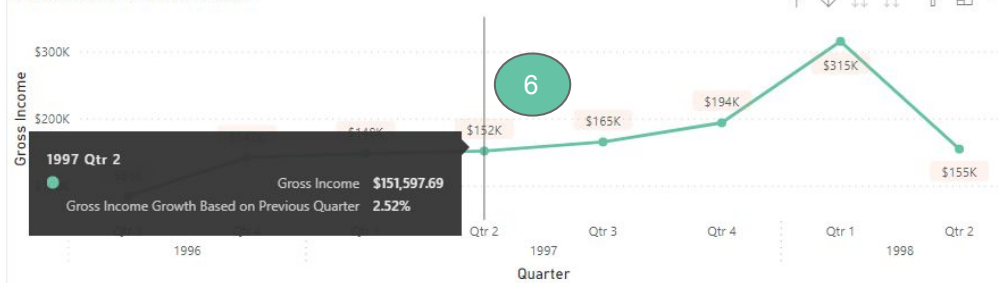**Latest Date**
Wednesday, May 06, 1998

Total Gross Income

$1.35M

Current Quarter Gross Income

$154.52K

Gross Income Growth Based on Previous Quarter

-50.98%

Gross Income on Each Quarter

$300K

$200K

1997 Qtr 2

Gross Income **$151,597.69**
Gross Income Growth Based on Previous Quarter **2.52%**

$152K $165K $194K $315K $155K

Qtr 2   Qtr 3   Qtr 4   Qtr 1   Qtr 2
1996   1997   1998
Quarter

Gross Income and Order Count per Month

● Gross Income ● Number of Order

$0.1M

$0.0M

July August September October November December January February March April May June July August September October November December January February March April May

1996   1997   1998

Month
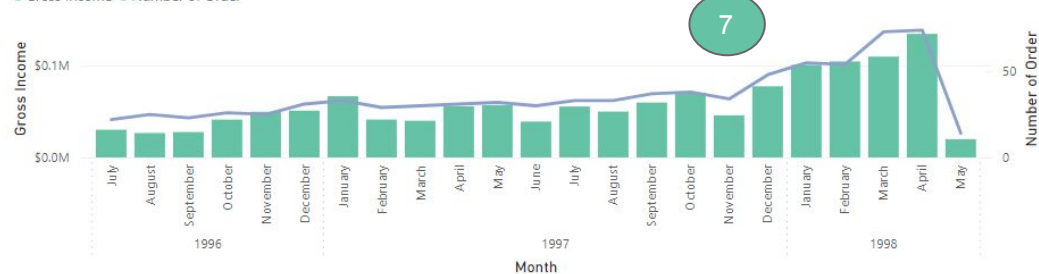
Page 1: Gross Income

Legend	Description
1	Slicer to filter what quarter/range of quarter data that want to be displayed. If 'All', display all data from current dataset
2	Latest date on the current used data based on slicer (1)
3	Total gross income that has been got from start date from the dataset - latest date (2)
4	Gross income from the latest quarter that being specified by slicer (1)
5	Gross income growth from the latest quarter that being specified by slice (1) if compared to its previous quarter (Green if has positive growth, otherwise red)
6	Line chart of each quarter gross income. On each quarter, the were a tooltip that also display related quarter growth
7	Bar graph that display gross income along with line chart to display number of order on each month

Page 2: Product Category Performance

Northwind Product Category Performance

1

Year	Quarter	Month	Country	Category
All	All	All	All	All

2

Total Gross Income

Beverages
$286.50K

Dairy Products
$251.31K

Meat/Poultry
$178.18K

Confections
$177.08K

Condiments
$113.68K

Produce
$105.26K

Seafood
$141.60K

Grains/Cere...
$100.72K

3

Category ● Beverages ● Condim... ● Confecti... ● Dairy Pr... ● Grains/... ● Meat/Po... ● Produce ▶

Total Gross Income

$140K
$120K
$100K
$80K
$60K
$40K
$20K
$0K

Jul 1996   Oct 1996   Jan 1997   Apr 1997   Jul 1997   Oct 1997   Jan 1998   Apr 1998

Year

Page 2: Product Category Performance

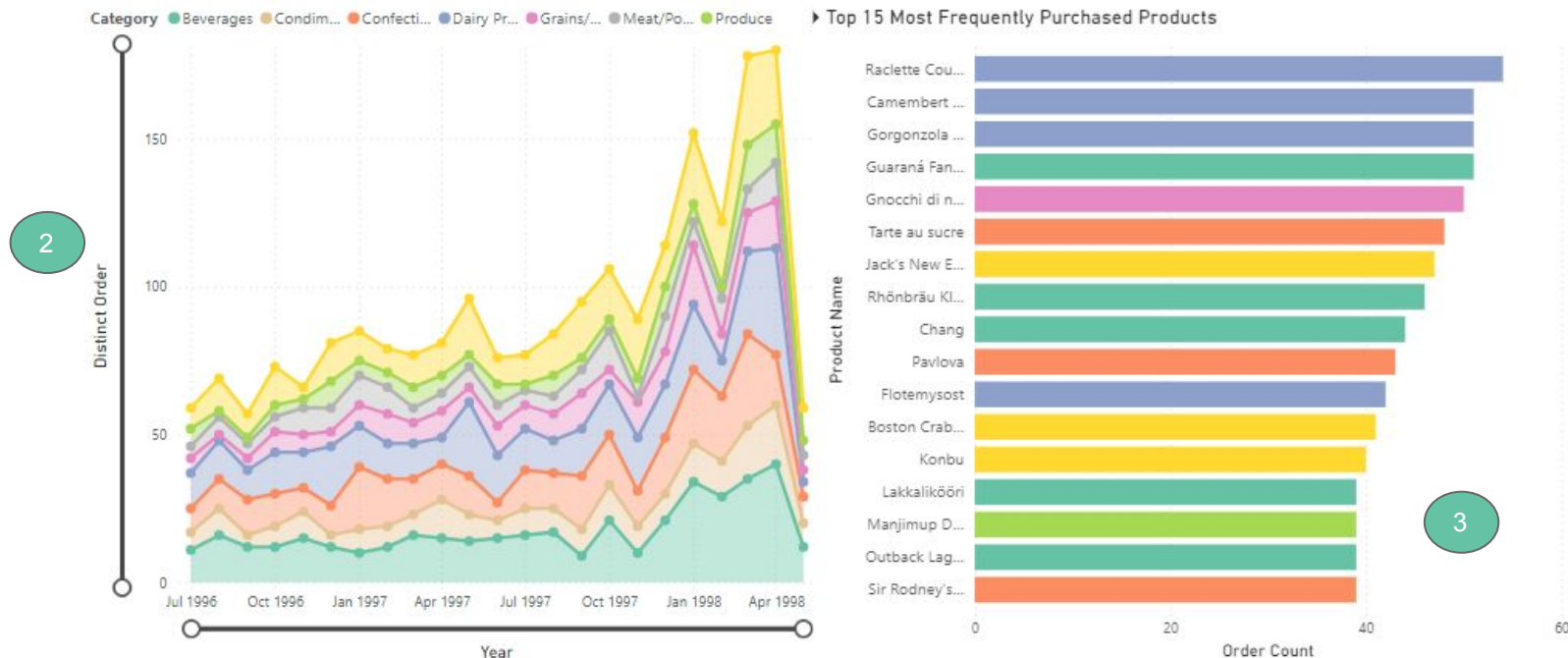| Legend	Description
1	Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2) and (3)
2	Tree Map that contains information related to gross income that has been got from each product category. Tree Map is used because it can display composition of total gross income along with differences between all related categories
3	Stacked Area Chart that contains information related to gross income that has been got from each product category. Stacked Area Chart is used because it can display composition of total gross income on each timestamp that are being used

Page 3: Product Category Popularity

Northwind Product Category Popularity

Year: All
Quarter: All
Month: All
Country: All
Category: All

Category: ●Beverages ●Condim... ●Confecti... ●Dairy Pr... ●Grains/... ●Meat/Po... ●Produce

▶ Top 15 Most Frequently Purchased Products

Top 15 Most Frequently Purchased Products (horizontal bar chart, Order Count):
- Raclette Cou...
- Camembert ...
- Gorgonzola ...
- Guaraná Fan...
- Gnocchi di n...
- Tarte au sucre
- Jack's New E...
- Rhönbräu Kl...
- Chang
- Pavlova
- Flotemysost
- Boston Crab...
- Konbu
- Lakkalikööri
- Manjimup D...
- Outback Lag...
- Sir Rodney's...

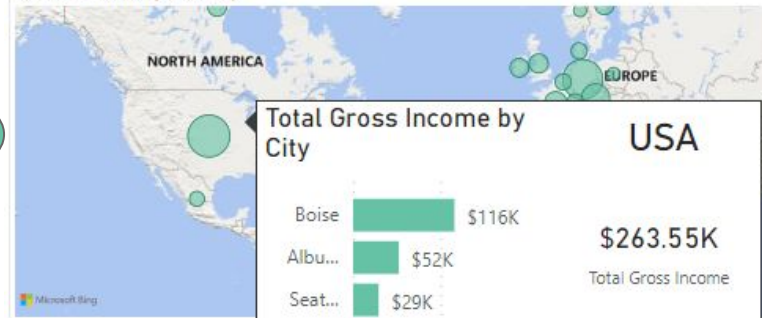# Page 3: Product Category Popularity

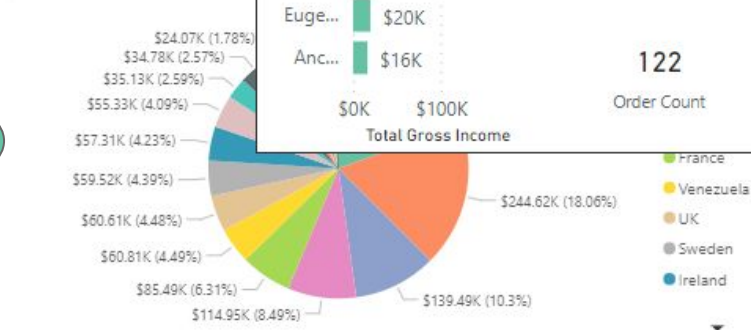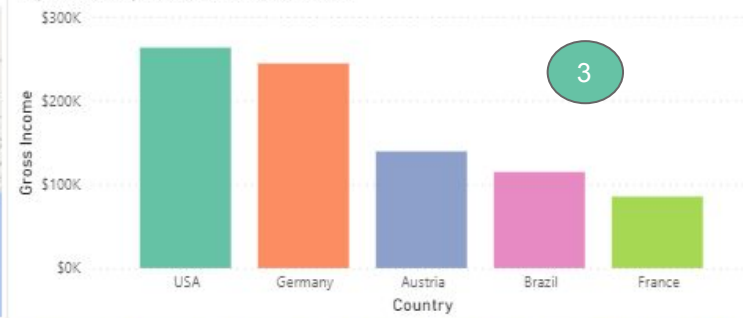| Legend	Description
1	Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2) and (3)
2	Stacked Area Chart that contains information related to number of order that has been got from each product category. Stacked Area Chart is used because it can display composition of total number of order on each timestamp that are being used
3	Bar chart that contains top-15 most ordered products. Color on each bar indicates what product category that related to the product

Page 4: Country Performance

Northwind Gross Income Based on Country

Year: All **Quarter**: All **Month**: All **Country**: All **Category**: All

Gross Income by Country

NORTH AMERICA EUROPE

Microsoft Bing

Total Gross Income by City — USA

City	Total Gross Income
Boise	$116K
Albu...	$52K
Seat...	$29K
Euge...	$20K
Anc...	$16K

$0K $100K
Total Gross Income

$263.55K Total Gross Income

122 Order Count

Top 5 Country Based on Gross Income

Gross Income: $0K – $300K
Country: USA, Germany, Austria, Brazil, France

Pie chart

$24.07K (1.78%)
$34.78K (2.57%)
$35.13K (2.59%)
$55.33K (4.09%)
$57.31K (4.23%)
$59.52K (4.39%)
$60.61K (4.48%)
$60.81K (4.49%)
$85.49K (6.31%)
$114.95K (8.49%)
$139.49K (10.3%)
$244.62K (18.06%)

Legend: France, Venezuela, UK, Sweden, Ireland

Country	Beverages	Condiments	Confections	Dairy Products	Grains/Cereals	Meat/Poultry
Argentina	$1,798.00	$907.00	$2,135.10	$1,143.50	$390.00	
Austria	$26,450.50	$16,801.35	$14,652.40	$30,340.80	$14,853.75	$12,000.5
Belgium	$5,864.00	$2,714.25	$7,710.73	$8,824.75	$3,226.00	$2,258.3
Brazil	$40,397.65	$12,137.05	$12,162.93	$16,892.75	$6,636.85	$8,007.1
Canada	$13,828.70	$5,010.10	$9,301.40	$10,101.05	$5,764.70	$4,265.7
Denmark	$12,025.70	$4,454.95	$2,814.55	$2,753.00	$104.95	$3,700.3
Finland	$2,221.75	$1,873.00	$1,032.95	$6,027.20	$2,799.65	$3,345.0
France	$13,668.10	$7,147.15	$13,214.25	$9,317.85	$6,492.40	$11,142.3
Germany	$57,639.45	$17,393.95	$37,796.04	$53,167.25	$14,601.70	$22,605.7
Total	$286,501.95	$113,683.38	$177,080.08	$251,310.94	$100,717.92	$178,177.6

Page 4: Country Performance

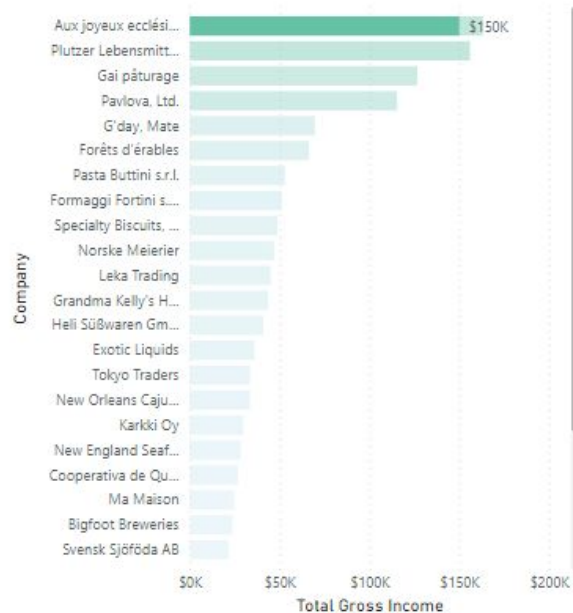| Legend	Description
1	Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2), (3), (4), and (5)
2	Map that contains the information about gross income that coming from each country. Larger circle indicates higher gross income. On each country, there were a tooltip that display top-5 (or less) cities that provide highest gross income
3	Bar chart that contains information about top-5 countries that provide highest gross income
4	Pie chart that contains information about the composition of total gross income based on each country. Pie chart was being used to display information related how many percentage of total gross income that were coming from a country
5	Table to display each country total gross income along with its detail on every product category

Page 5: Supplier Performance

Northwind Gross Income Based on Supplier

Year	Quarter	Month	Country	Category
All	All	All	All	All

Total Gross Income by Supplier Company

Total Gross Income $0.00M ▬▬▬ $0.16M

Category		Product Name	
Beverages	✕		✕

Beverages

Company (Total Gross Income)

- Aux joyeux ecclési... — $150K
- Plutzer Lebensmitt...
- Gai pâturage
- Pavlova, Ltd.
- G'day, Mate
- Forêts d'érables
- Pasta Buttini s.r.l.
- Formaggi Fortini s...
- Specialty Biscuits, ...
- Norske Meierier
- Leka Trading
- Grandma Kelly's H...
- Heli Süßwaren Gm...
- Exotic Liquids
- Tokyo Traders
- New Orleans Caju...
- Karkki Oy
- New England Seaf...
- Cooperativa de Qu...
- Ma Maison
- Bigfoot Breweries
- Svensk Sjöföda AB

Total Gross Income axis: $0K, $50K, $100K, $150K, $200K

Total Gross Income

	Total Gross Income	Category	Product
	$1,354,337.55	Beverages $286,501.95	Côte de Blaye $149,983.10
		Dairy Products $251,310.94	Ipoh Coffee $25,077.80
		Meat/Poultry $178,177.65	Chang $18,554.70
		Confections $177,080.08	Lakkalikööri $16,791.95
		Seafood $141,603.21	Steeleye Stout $14,535.10
		Condiments $113,683.38	Chai $14,274.65
		Produce $105,262.42	Chartreuse verte $13,148.80

(1) (2) (3)

Page 5: Supplier Performance

Legend	Description
1	Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2) and (3)
2	Bar chart that contains information about gross income that were coming from each supplier. The color of each bar were being faded as gross income decreases to show importances of suppliers that can generated higher gross income
3	Decomposition Tree to display gross income that are being generated by each supplier along with several details such as gross income that coming from each product category and each product

03. Deliverables

Project output

Deliverables

Repository

Thank You