

# 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

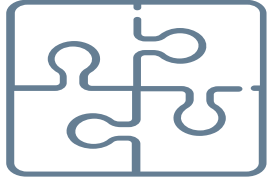
## Deliverables

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**

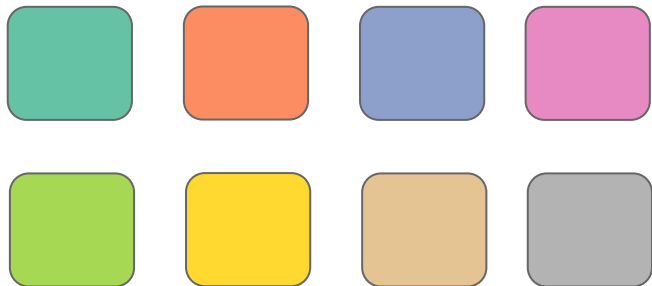


## Tools

**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

Latest Date

Wednesday, May 06, 1998

Year, Quarter

All

Total Gross Income

\$1.35M

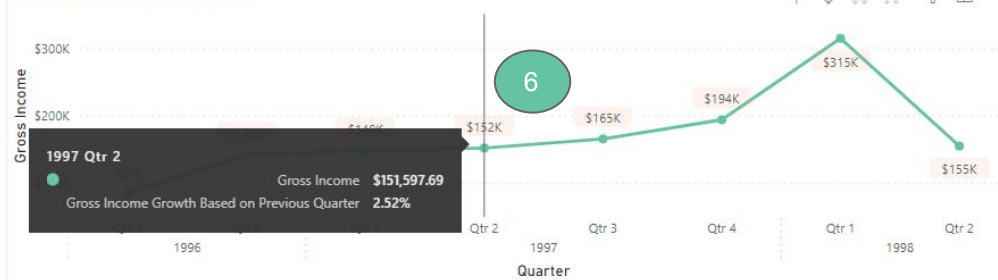
Current Quarter Gross Income

\$154.52K

Gross Income Growth Based on Previous Quarter

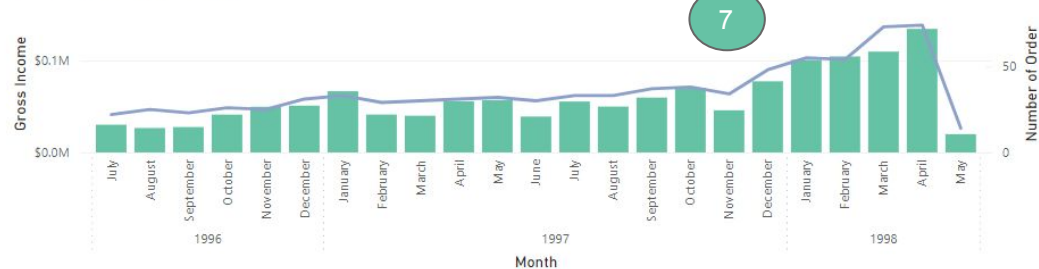
-50.98%

Gross Income on Each Quarter



Gross Income and Order Count per Month

Gross Income Number of Order



## 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

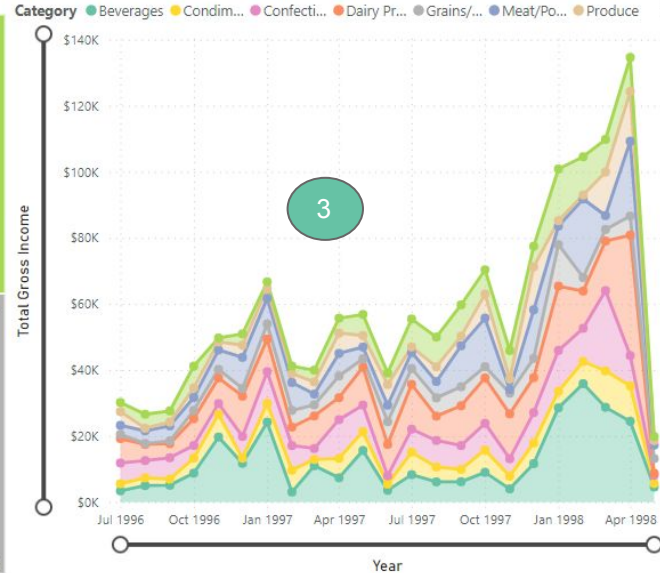
Year: All Quarter: All Month: All Country: All Category: All

2

Total Gross Income



3



## Page 2: Product Category Performance

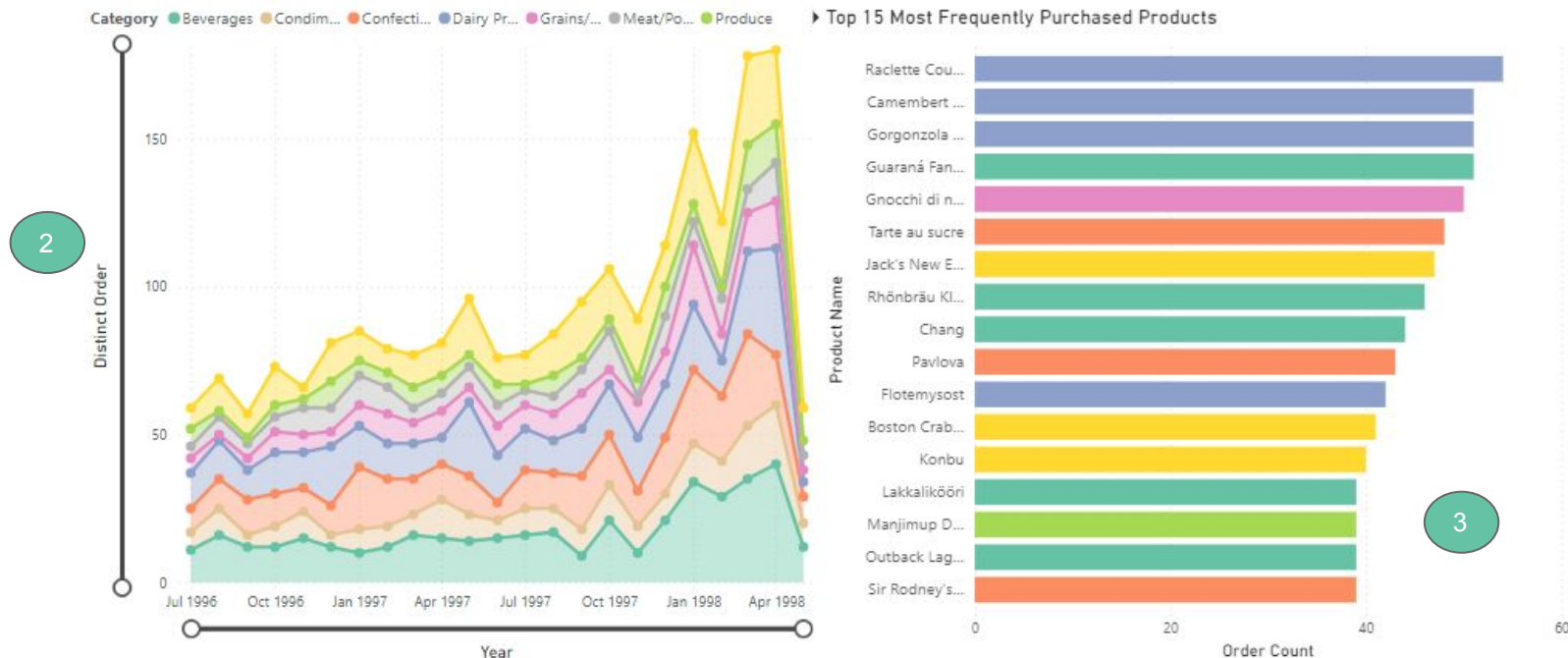
| Legend | Description  |
|--------|--|
| 1      | Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2) and (3)  |
| 2      | Tree Map that contains information related to gross income 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

1

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



## Page 3: Product Category Popularity

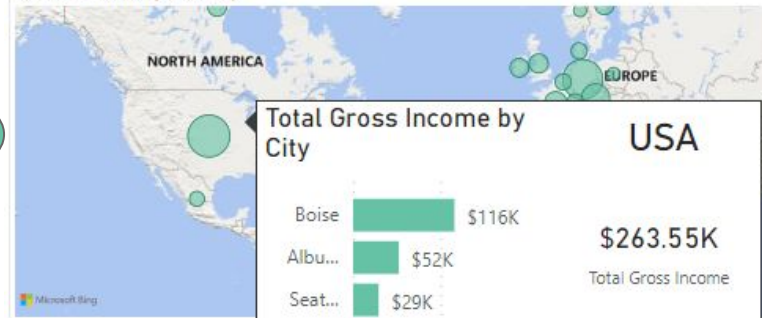
| Legend | Description  |
|--------|--|
| 1      | Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2) and (3)  |
| 2      | Stacked Area Chart that contains information related to number 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

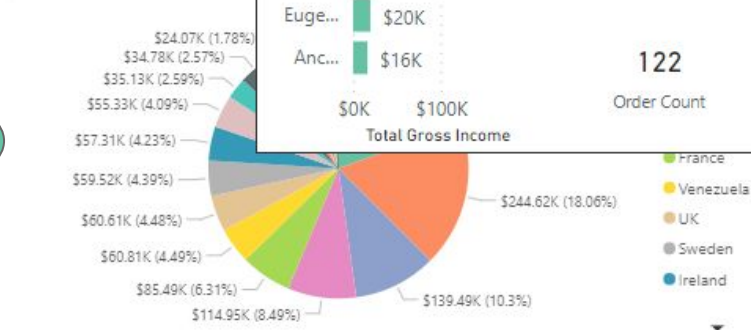
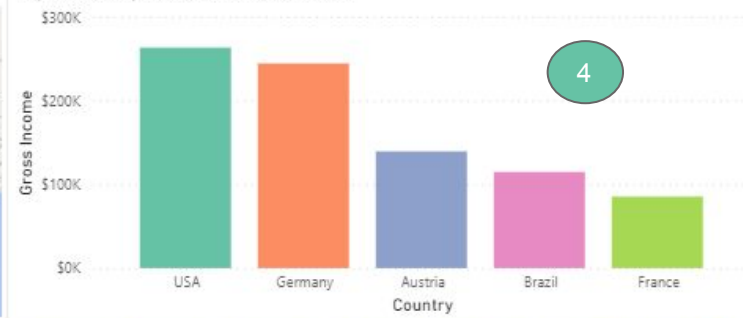
## Northwind Gross Income Based on Country

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

Gross Income by Country



Top 5 Country Based on Gross Income



| 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    | \$12,000.50  |
| Belgium   | \$5,864.00   | \$2,714.25   | \$7,710.73   | \$8,824.75     | \$3,226.00     | \$2,258.30   |
| Brazil    | \$40,397.65  | \$12,137.05  | \$12,162.93  | \$16,892.75    | \$6,636.85     | \$8,007.10   |
| Canada    | \$13,828.70  | \$5,010.10   | \$9,301.40   | \$10,101.05    | \$5,764.70     | \$4,265.70   |
| Denmark   | \$12,025.70  | \$4,454.95   | \$2,814.55   | \$2,753.00     | \$104.95       | \$3,700.30   |
| Finland   | \$2,221.75   | \$1,873.00   | \$1,032.95   | \$6,027.20     | \$2,799.65     | \$3,345.00   |
| France    | \$13,668.10  | \$7,147.15   | \$13,214.25  | \$9,317.85     | \$6,492.40     | \$11,142.30  |
| Germany   | \$57,639.45  | \$17,393.95  | \$37,796.04  | \$53,167.25    | \$14,601.70    | \$22,605.70  |
| Total     | \$286,501.95 | \$113,683.38 | \$177,080.08 | \$251,310.94   | \$100,717.92   | \$178,177.60 |

## 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

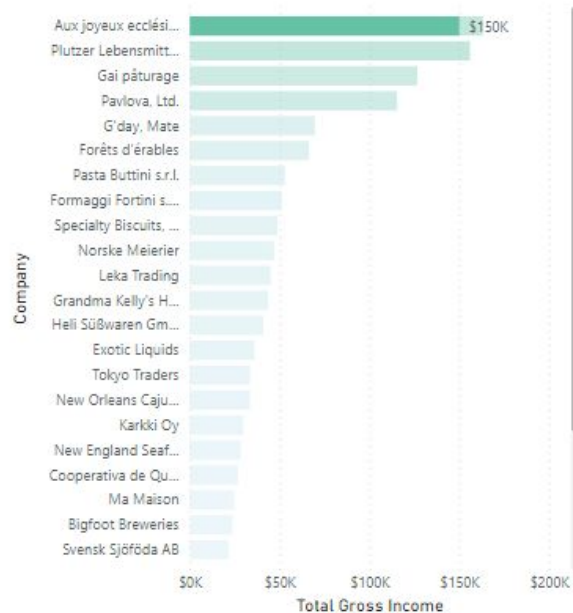
## Northwind Gross Income Based on Supplier

1

Year  Quarter  Month  Country  Category

### Total Gross Income by Supplier Company

Total Gross Income \$0.00M  \$0.16M



2



3

## Page 5: Supplier Performance

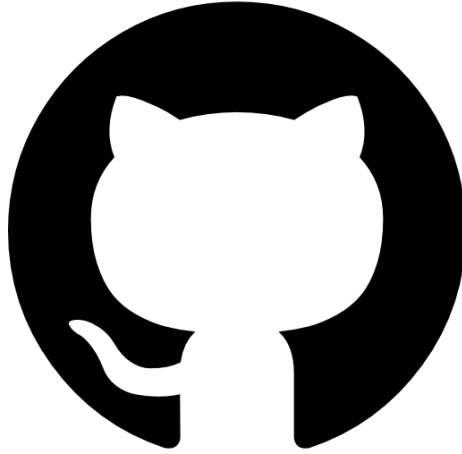
| Legend | Description  |
|--------|--|
| 1      | Slicer to filter what year/quarter/month/category/city-related data that want to be displayed. This slicer will affects information that are being displayed by chart (2) and (3)  |
| 2      | Bar chart that contains information about gross income that 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**