North Wind Traders – Analysis

Objective:

The Objective is to prepare a dashboard for the export analysis of the company Northwind Traders.

Insights from the dashboard:

The following information can be inferred from the dashboard:

1. revenue trend is on the rise and in 2015 it has been rising continuously. There is a substantial spike in revenue from Dec-2014 to Jan 2015 by almost 32%. The average revenue for the complete span is $55034.48.
2. 94% of the orders were shipped on time.
3. The average shipping time overall is 8.49 days but United Package is taking more than 9 days for it.
4. Till now the total shipping cost is $64942.689, which is 5.13% of the total revenue generated.
5. Cote de Blaye is the best-selling product so far, generating $141400, followed by Thuringer Rostbratwurst, and Raclette Courdavault.
6. Chocolate is the least performing product generating only $1368.71 so far although we are offering a discount of 10.83% on average.
7. USA, Brazil, Germany, and Austria are the consistent top Revenue generating countries for the three years continuously.
8. The top 3 customers (Quick-Stop, Ernst Handel & Save-a-lot Markets) have contributed to 25% of the total revenue.