

KPIs

Revenue  
1.35M

Net Revenue  
1.27M

Quantity Sold  
51K

Shipping Cost  
₺ 64.94K

Speedy Express  
processing days  
9

Federal shipping  
processing days  
7

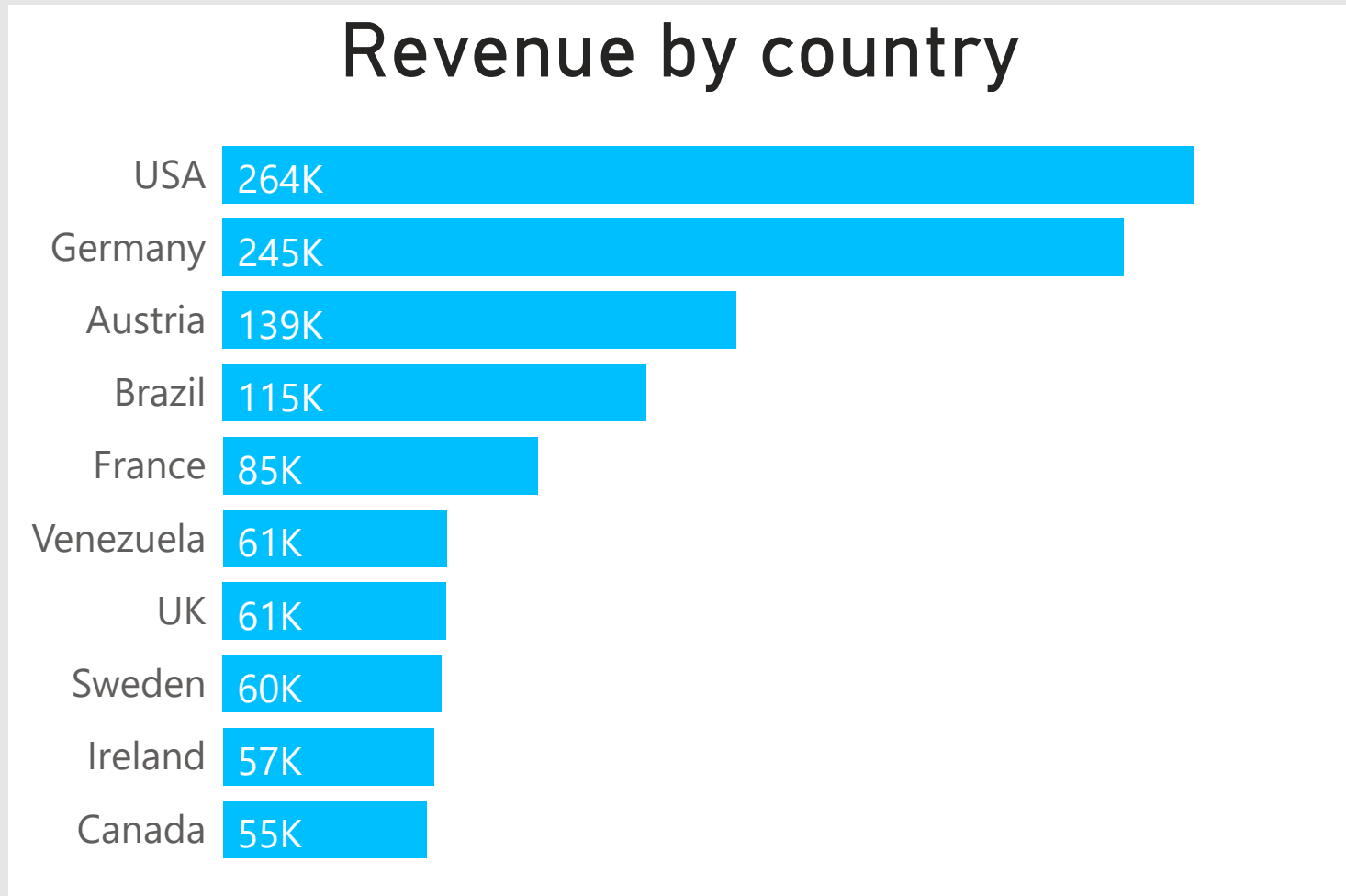
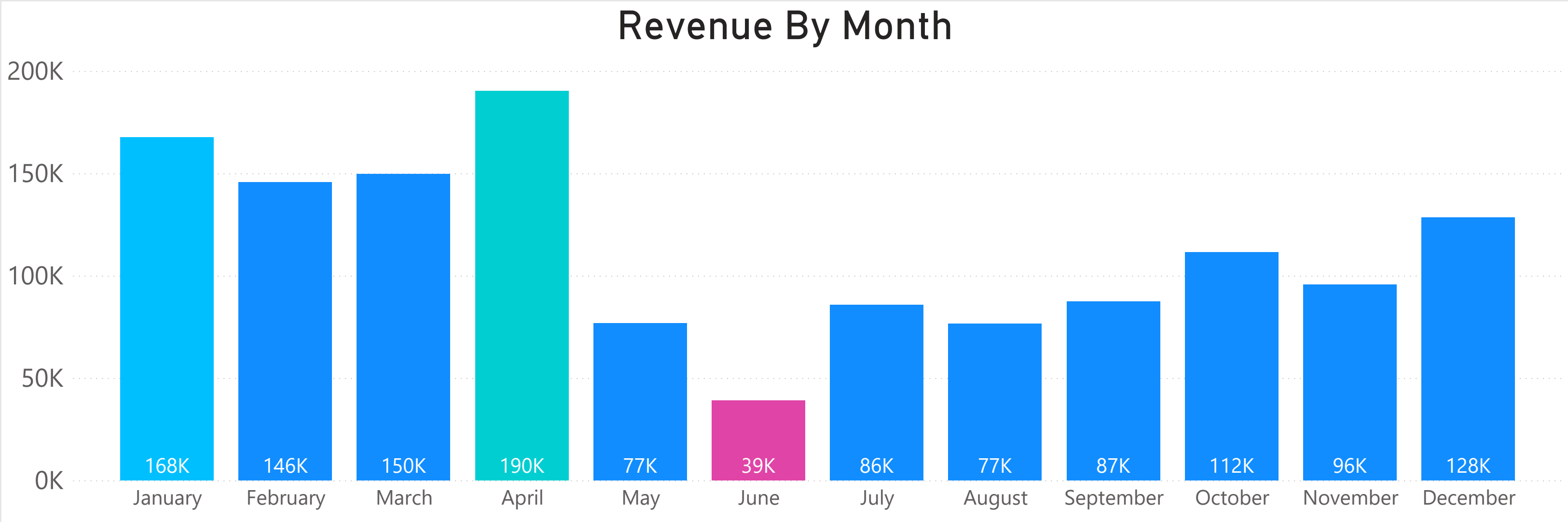
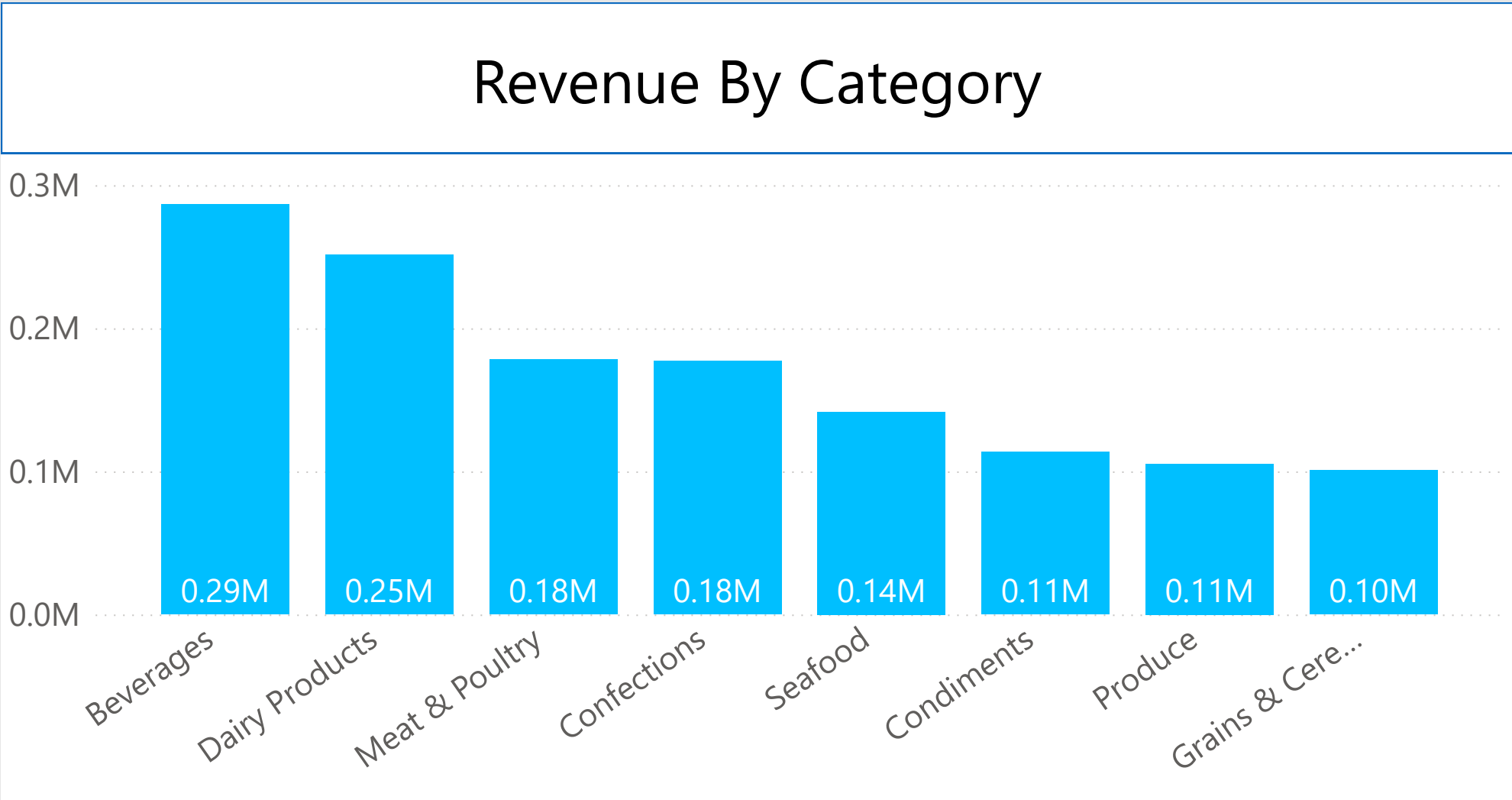
United Package  
processing days  
9

# NORTHWIND TRADE ANALYSIS

YEAR

☐ Select all

☐ 2013

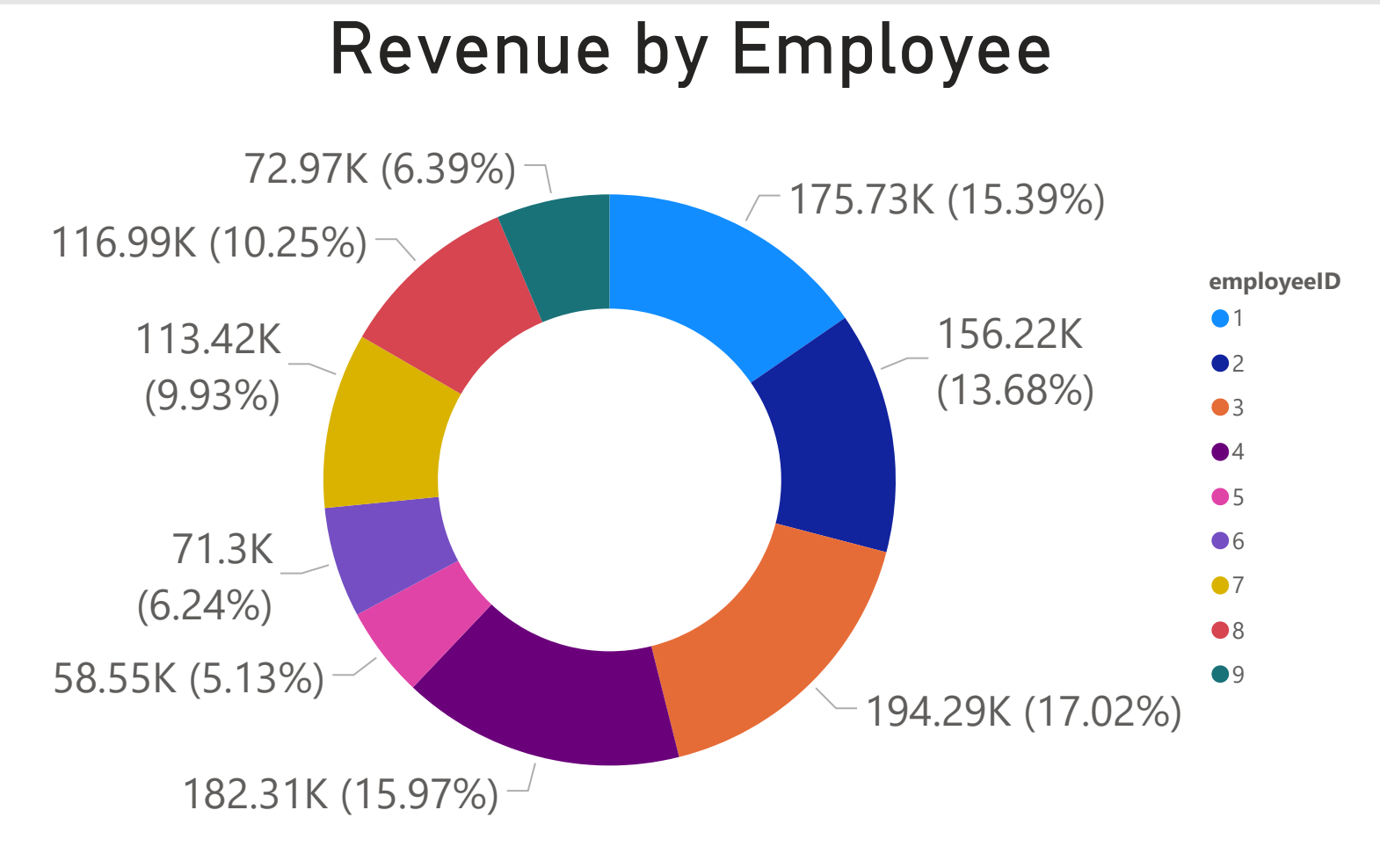


Most sold product

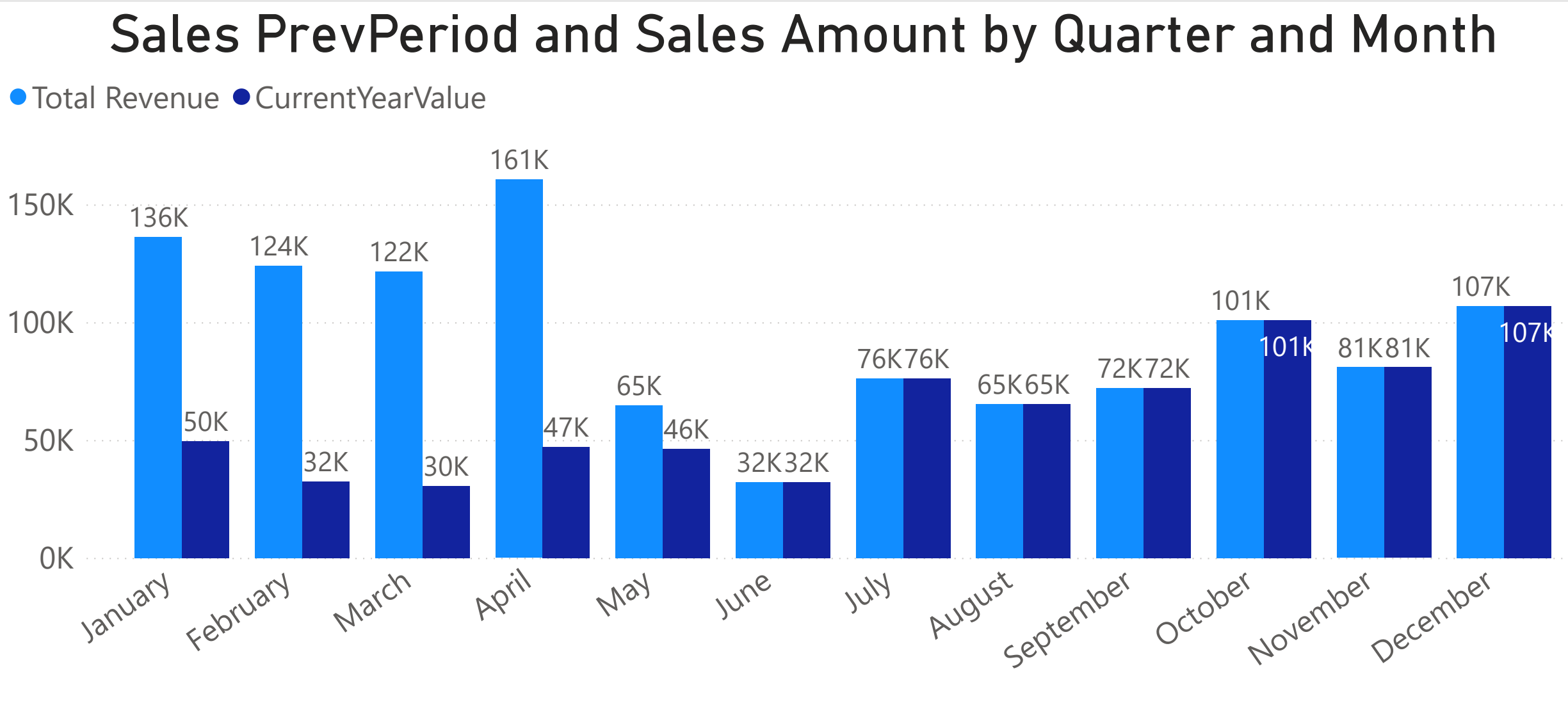
**Wimmers gute  
Semmelknödel**

Least sold product

**Chef Anton's  
Cajun Seasoning**



Employee Performance					
EmployeeName	Total Revenue	Net Revenue	quantity	MOST SOLD	Shipping cost count
Janet Leverling	194,293.81	184,294.99	7039	Guarana Fantastica	₺ 9,979.45 USA
Margaret Peacock	182,312.51	169,677.00	7882	Wimmers gute Semmelknödel	₺ 8,963.93 USA
Nancy Davolio	175,728.41	166,416.51	6575	Rhönbräu Klosterbier	₺ 7,542.92 USA
Andrew Fuller	156,219.86	145,757.98	4991	Sirop d'érable	₺ 7,687.01 USA
Laura Callahan	116,991.88	110,814.46	5074	Steeleye Stout	₺ 6,604.21 USA
Robert King	113,419.20	97,749.53	3591	Jack's New England Clam Chowder	₺ 5,407.31 UK
Anne Dodsworth	72,967.35	68,149.77	2124	Raclette Courdavault	₺ 2,837.20 UK
Michael Suyama	71,299.90	67,327.13	3190	Chartreuse verte	₺ 3,497.34 UK
Steven Buchanan	58,545.15	52,423.08	2326	Perth Pasties	₺ 2,925.11 UK



# INSIGHT AND RECOMMENATIONS

- At 263,566.98, USA had the highest Total Revenue and was 376.32% higher than Canada, which had the lowest Total Revenue at 55,334.10. USA accounted for 23.08% of Total Revenue. To increase Canada revenue we need to support small and medium enterprises and develop infrastrure such as logistics ,transportation networks and connectivity.
- Employee ID 3(Janet Levering) accounted for 17.02% of Total Revenue.
- For fast delivery of goods it's recommended to use Federal Shipping servicing.
- At 286,526.95, Beverages had the highest Total Revenue and was 184.46% higher than Grains & Cereals, which had the lowest Total Revenue at 100,726.80. Beverages accounted for 21.15% of Total Revenue. We should expand our market and explore new distribution channel and target new demographics. We should also review and optimize supply chain processes. Customer engagement and loyalty programes.
- In 2013 at 50,953.40, December had the highest Total Revenue and was 91.49% higher than August, which had the lowest Total Revenue at 26,609.40. December accounted for 22.52% of Total Revenue. 2013 data was from July to December. To increase August revenue , we need to find the factors affecting the revenue and also check for customer preferences during those periods and seasonal offering anf promotion is also advised.
- In 2014 at 77,476.26, December had the highest Total Revenue and was 98.21% higher than June, which had the lowest Total Revenue at 39088. December accounted for 11.77% of Total Revenue.
- In 2015 at 134,630.56, April had the highest Total Revenue and was 576.58% higher than May, which had the lowest Total Revenue at 19,898.66. April accounted for 28.66% of Total Revenue. 2015 data was from January - May.
- For the low selling product Develop targeted marketing campaigns to reach identified customer segments effectively. Utilize both traditional and