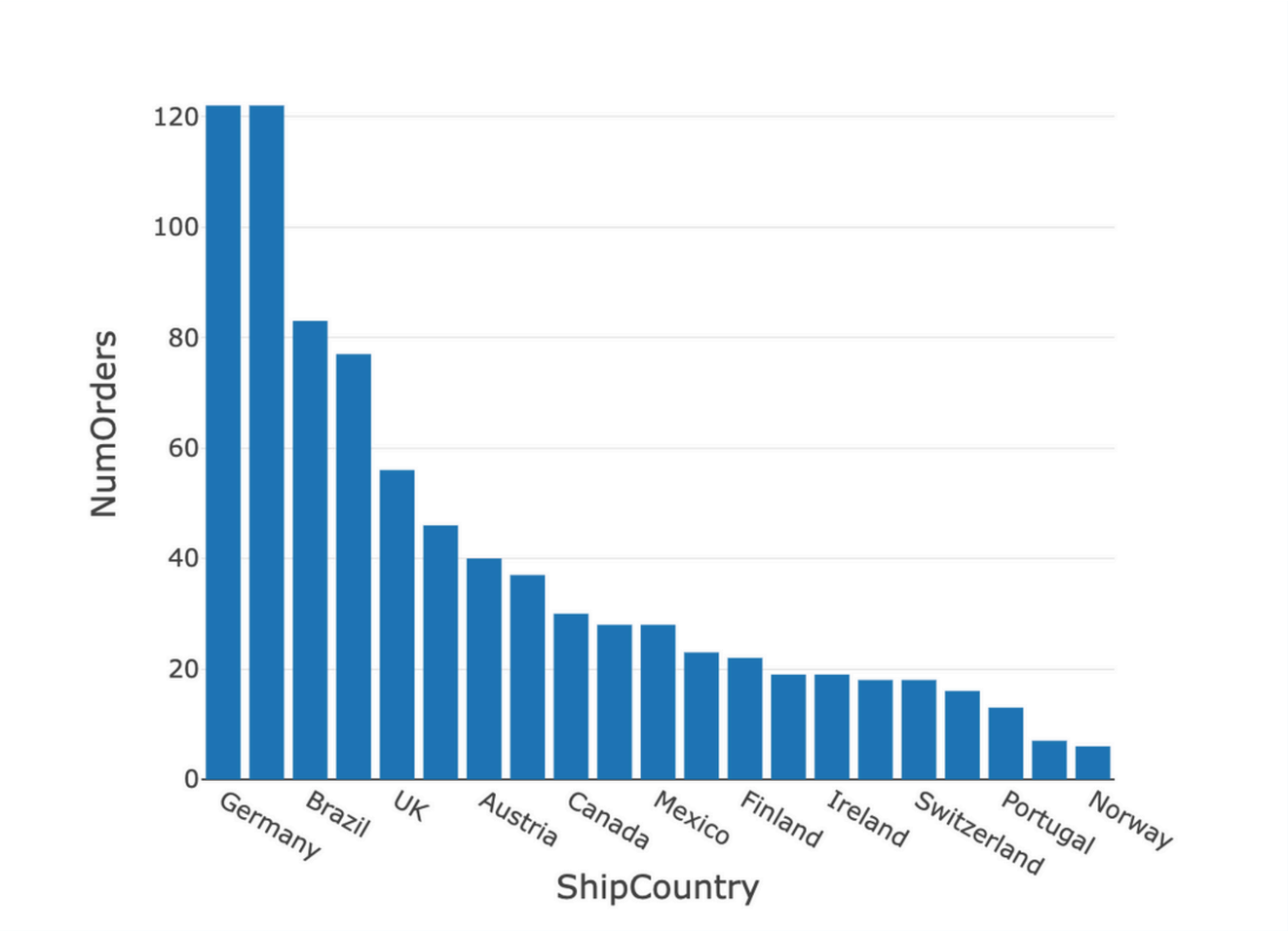
NORTHWIND

Emely, Kelly and Larry

RECOMMENDATION 1

How many orders have been shipped to each country?

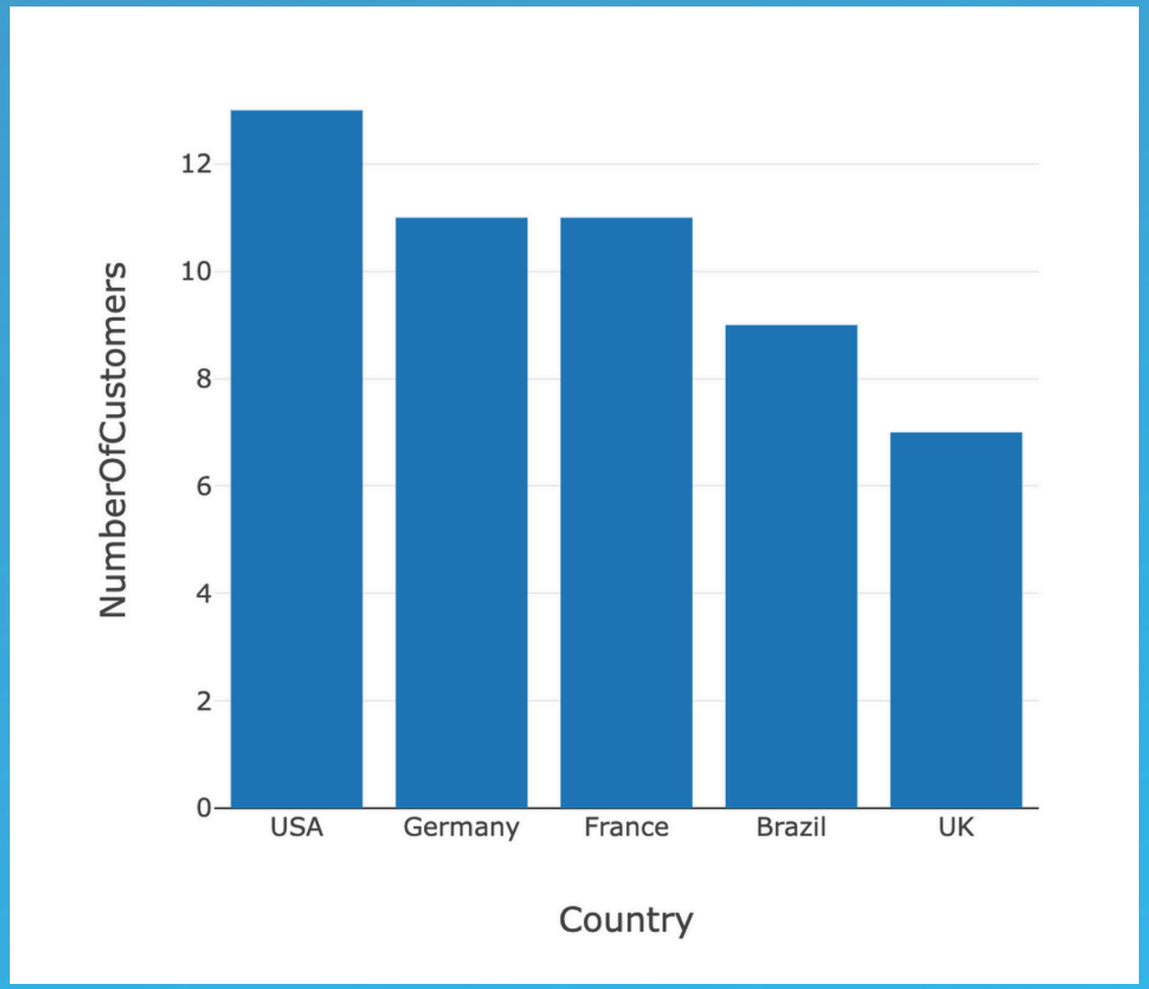


Germany ships the most packages compared to other countries. Brazil and the UK come in second and third, respectively.

To make the most of the high demand, focus your marketing efforts on Germany. Find out why there are so many orders in Germany and use the same tactics in Brazil and the UK, where there are also a lot of customers.

RECOMMENDATION 2

Which 5 countries have the most customers?



Out of the top five, the USA has the most users and the UK has the fewest.

Since the USA has the most users, you might want to think about starting loyalty programs to get people to buy from you again. Also, look into why the UK has fewer customers even though there are a good number of orders there, and come up with ways to get more customers there.

RECOMMENDATION 3

Which customers are the biggest spenders on terms of total amount spent on orders?

CustomerID	CompanyName	total_spent
SAVEA	Save-a-lot Markets	6683.700000000001
ERNSH	Ernst Handel	6205.39
QUICK	QUICK-Stop	5605.63
HUNGO	Hungry Owl All-Night Grocers	2755.2400000000002
RATTC	Rattlesnake Canyon Grocery	2134.21
QUEEN	Queen Cozinha	1982.6999999999998
FOLKO	Folk och fä HB	1678.0800000000002
BERGS	Berglunds snabbköp	1559.5199999999995

Customer Targeting: Identify the customers who are the biggest spenders in terms of total amount spent on orders and focus on retaining and nurturing these high-value customers. Offer them personalized deals, discounts, or loyalty rewards to encourage repeat purchases and strengthen customer loyalty.