

Sales Trend Report



Date

All

Customer

All

City

All

Country

All

Product

All

Category

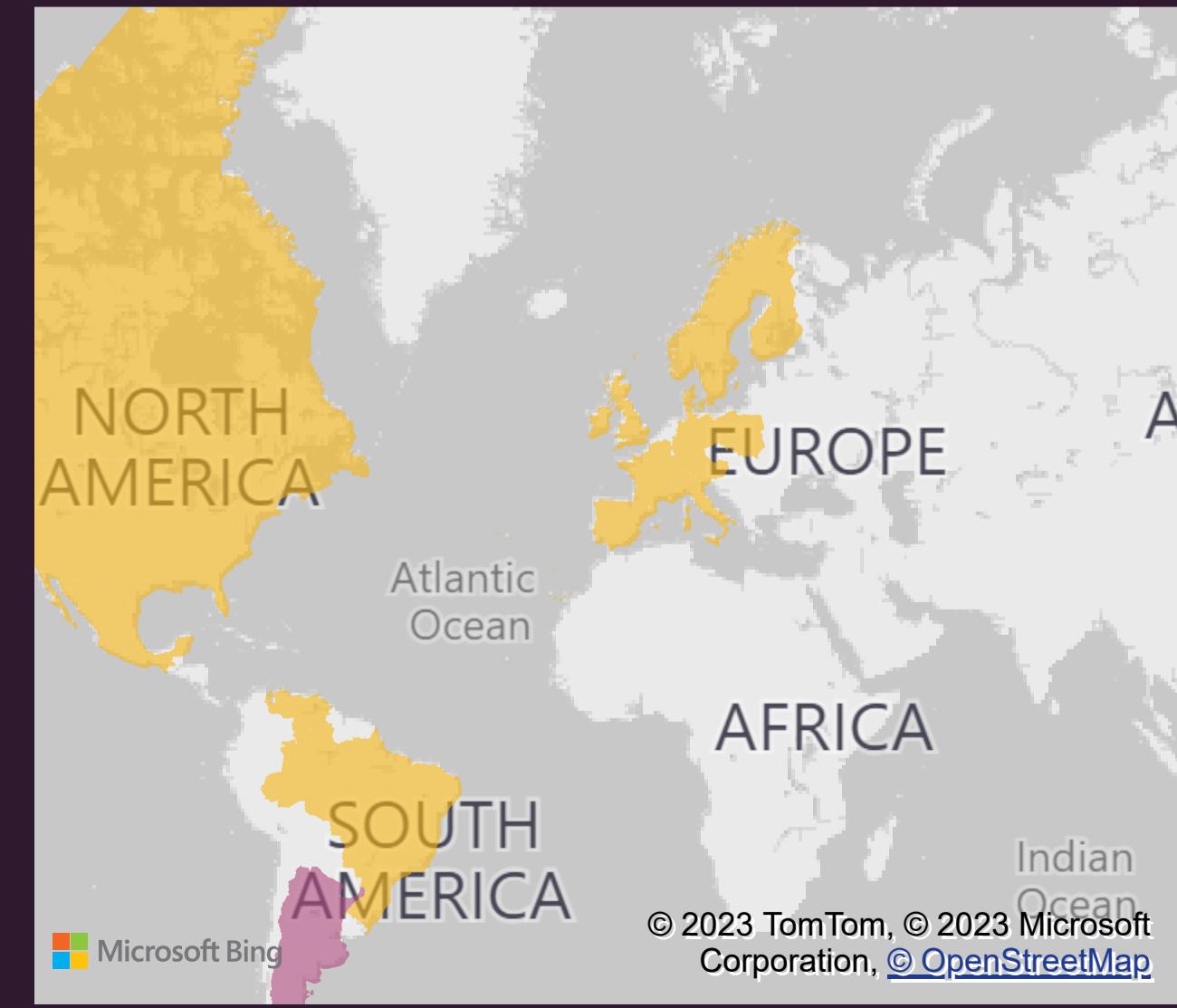
All

Employee

All

Revenue by Countries

| | |
|-----------|------|
| USA | 244K |
| Germany | 228K |
| Austria | 118K |
| Brazil | 103K |
| France | 81K |
| UK | 59K |
| Sweden | 55K |
| Venezuela | 53K |
| Ireland | 50K |



Revenue by Customers

| | |
|-------------|------|
| QUICK... | 110K |
| Save-a... | 105K |
| Ernst H... | 95K |
| Hungry... | 50K |
| Rattles... | 50K |
| Hanari ... | 33K |
| Königlic... | 31K |
| Folk oc... | 30K |
| Mère P... | 29K |

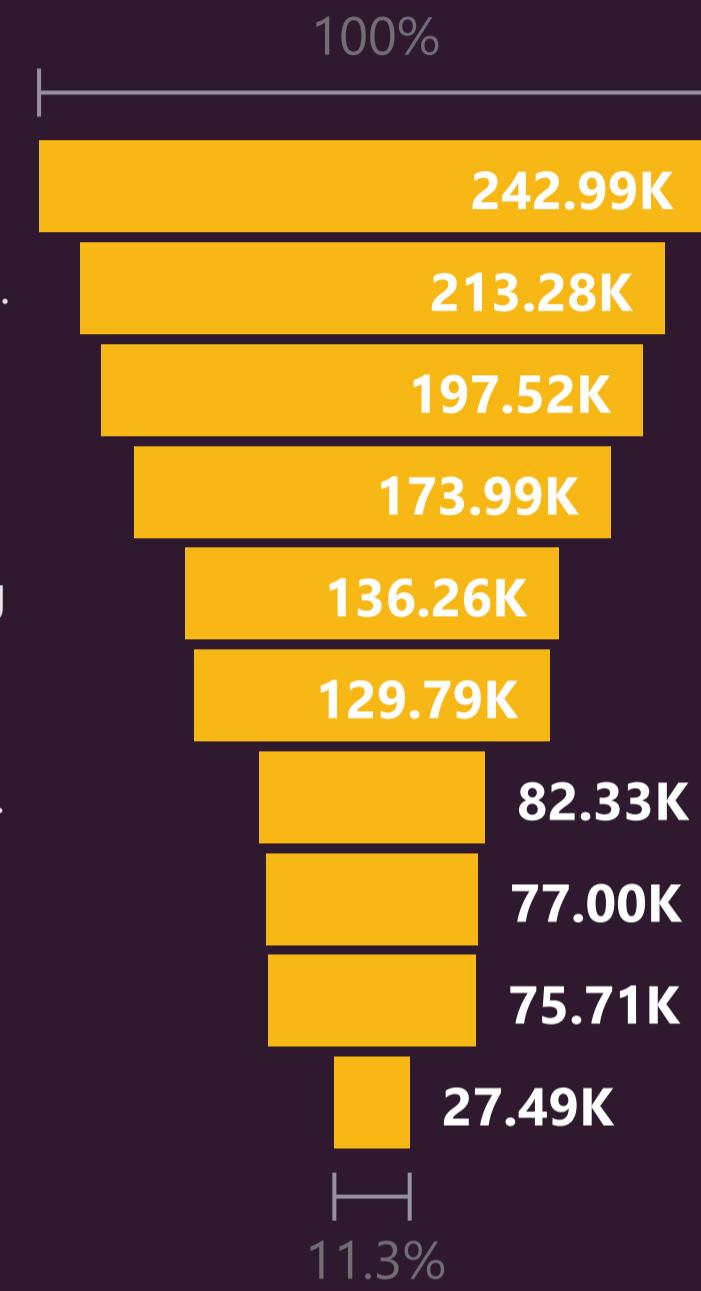
Revenue by Categories

| | |
|-------------|------|
| Beverages | 268K |
| Dairy Pr... | 235K |
| Confecti... | 167K |
| Meat & ... | 163K |
| Seafood | 132K |
| Condim... | 106K |
| Produce | 100K |
| Grains &... | 96K |

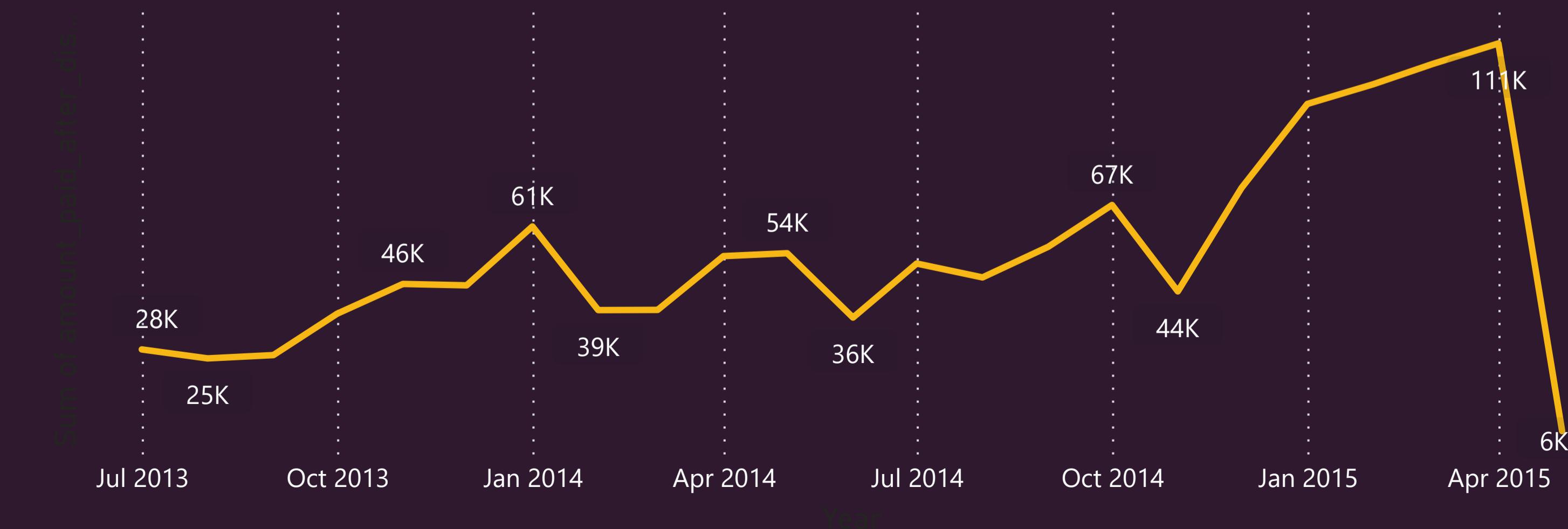
Northwind Traders

Executive Overview

Revenue by Employees



Sales Trend Over the Years





Northwind Traders Project

You'll be working as a BI Developer for Northwind Traders, a global import and export company that specializes in supplying high-quality gourmet food products to restaurants, cafes, and specialty food retailers around the world.

As part of your role, you've been tasked with building a top-level KPI dashboard for the executive team. Its purpose should be to allow them to quickly understand the company's performance in key areas, including:

- Sales trends
- Product performance
- Key customers
- Shipping costs

The dashboard should be built to evolve and accommodate new data over time, but you've been encouraged by your manager to have insights & recommendations ready to share with the VPs. This is your chance to impress!

About The Data Set

Sales & order data for Northwind Traders, a fictitious gourmet food supplier, including information on customers, products, orders, shippers, and employees.

Download Dataset here:

https://drive.google.com/file/d/1aSxLkZfbxGt_Ua0Pl0WIAVTG6_fuk42B/view?usp=sharing



Northwind Traders Report

Over a three-year period, Northwind Trader achieved impressive revenue, generating over one million dollars through the successful execution of 2,155 orders from 91 customers. Notably, April 2015 marked the highest sales month, reaching a remarkable total of \$110,000.

Key Findings:

***** Top-Selling Product:** The analysis reveals that the "Cote de Blaye" product contributed significantly to sales, amounting to approximately \$25,000.

***** Customer Demographics:** The primary customer base consists of customers located in the United States.

***** Leading Customer:** "Quick-Stop" emerges as our most prominent customer, having completed 86 orders with Northwind Traders.

***** Highest Sales Category:** Beverages emerge as the category with the highest sales, accounting for orders worth \$268,000.

***** Top Performing Staff:** Margaret Peacock demonstrates exceptional sales performance, generating over \$242,000 in revenue over the past three years.

Please note that the above findings are based on the available data and may not represent the complete picture. Further analysis and evaluation may be necessary to gain a comprehensive understanding of Northwind Trader's sales performance.

For a more detailed analysis, please refer to the complete report.

By

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