

Northwind

Executive
Sales history

Data As Of:
Oct 28, 2023

Filter

Year

- Select all
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023

\$438.13M

Total Sales

9.22%

Top 5 Customers Share %

-17.2%

Sales YoY %

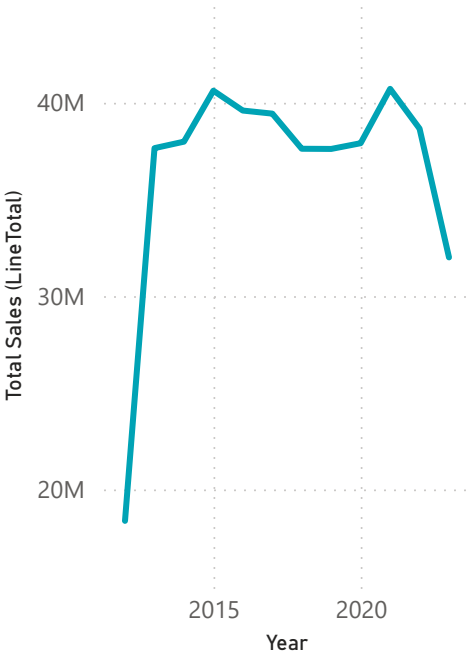
15947

Total Orders

91

Active customers

Sales History — Years:
2012–2023



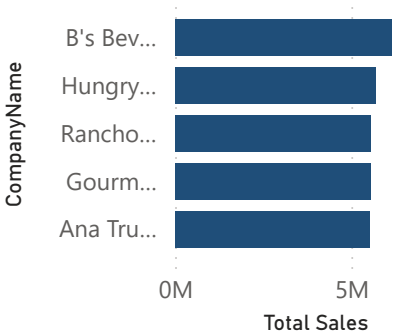
Sales Seasonality Heatmap

Month	2013	2014	2015	2016
Jan	2,997,440.24	2,644,227.23	3,336,556.00	3,490,712.0
Feb	2,895,785.69	2,465,953.00	2,871,541.42	3,146,821.7
Mar	3,390,806.37	3,824,473.91	3,238,811.49	3,558,920.0
Apr	3,163,928.19	3,313,089.86	3,154,328.42	2,907,849.2
May	3,479,084.12	3,224,233.58	3,385,163.93	3,377,499.9
Jun	2,889,118.17	3,506,381.40	2,832,813.70	3,222,695.5
Jul	4,170,363.85	3,139,908.89	3,631,414.82	3,621,000.1
Aug	2,872,435.84	3,404,010.43	4,340,103.41	3,153,481.3
Sep	2,616,469.64	2,622,549.48	3,386,038.89	3,228,531.5
Oct	2,990,477.80	2,984,176.55	3,343,775.51	3,234,244.9
Nov	2,993,979.13	3,152,673.60	3,223,142.30	3,039,458.8
Dec	3,188,199.71	3,700,804.06	3,875,572.13	3,610,612.0

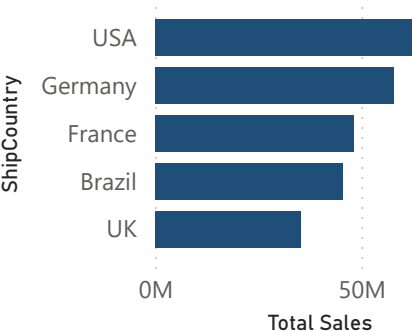
Top 10 Cities By Sales



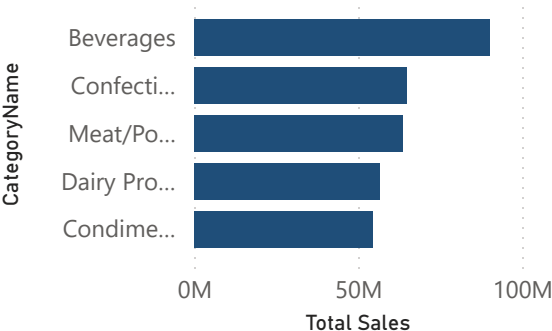
Top 5 Customers By Sales



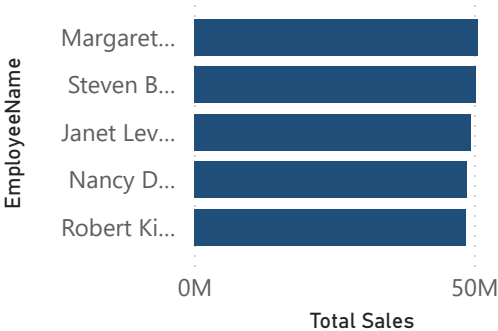
Top 5 Countries By Sales

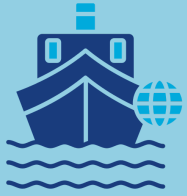


Top 5 Categories By Sales



Top 5 Employees By Sales





Northwind

Current Year

Snapshot of
Global YTD
Performance vs
Prior Year

Data As Of:
Oct 28, 2023

No Filters On This
Page

\$32M

Sales YTD

\$31.4M

Sales YTD LY

1.89%

Sales YTD YoY %

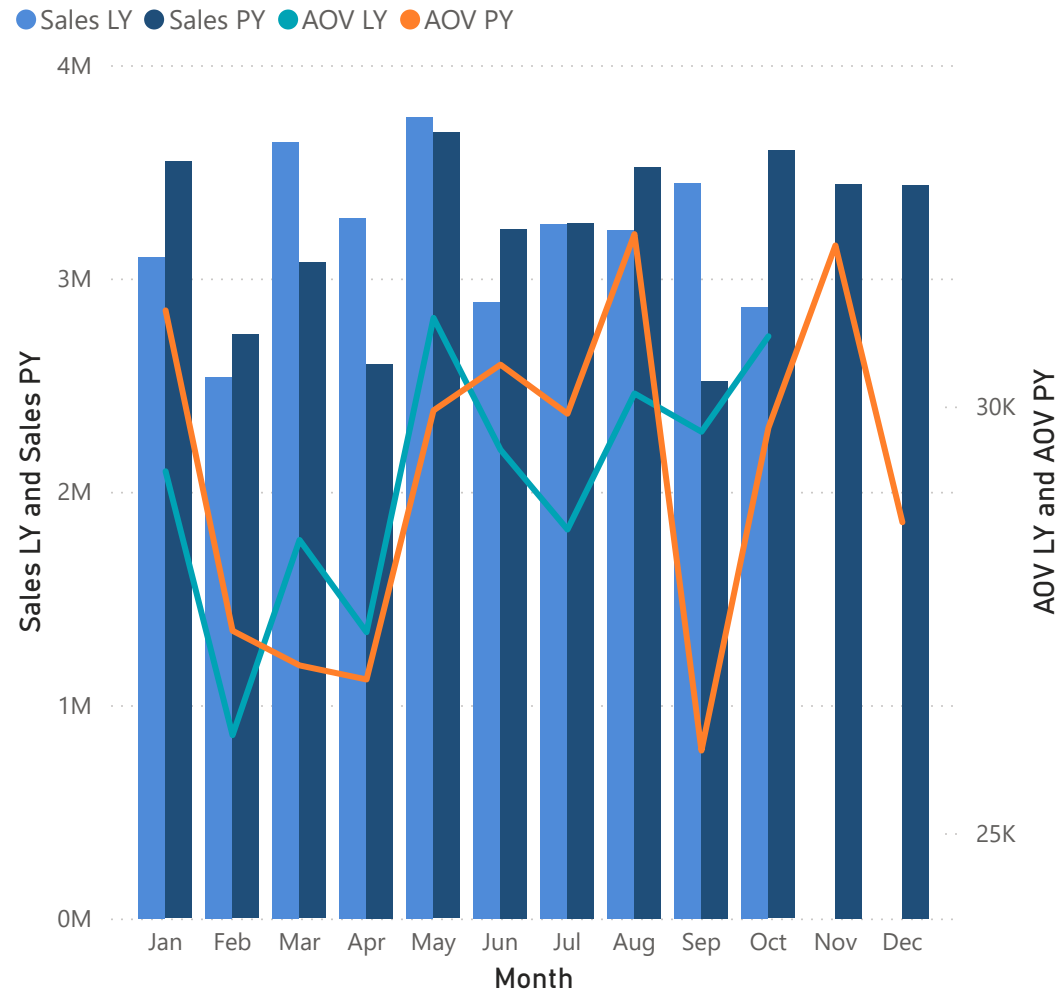
1100

Orders YTD

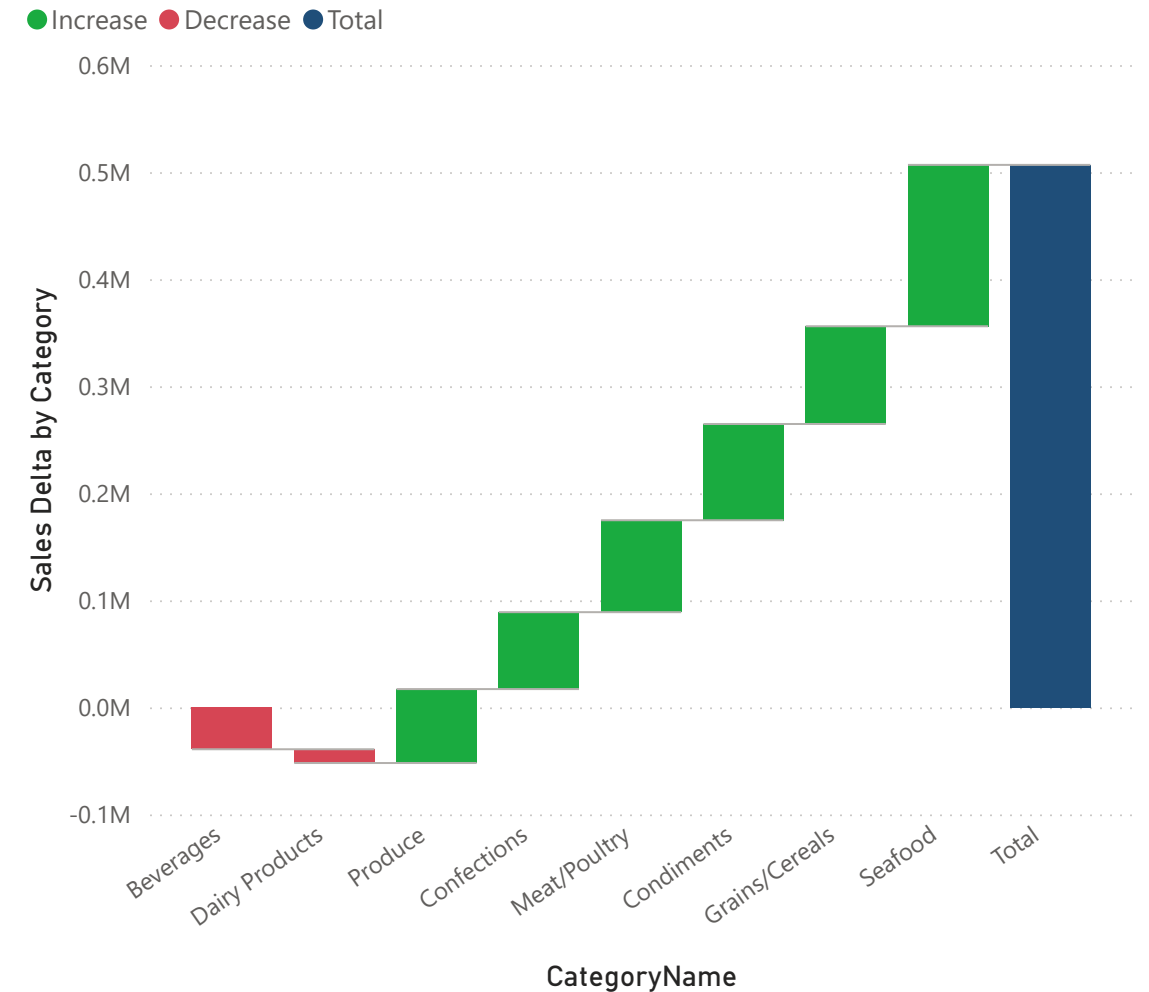
1.57%

Orders YTD YoY %

Sales LY, Sales PY, AOV LY, AOV PY and Sales YoY % (Latest vs Prior) by Month



Sales Delta by Category, Sales Prior Year by Category and Sales Latest Year by Category by CategoryName





Northwind

Customer
Analysis

Data As Of:

Oct 28, 2023

Filter

Region

All

Country

All

City

All

91

Total Customers

(Blank)

New Customers YTD

100.00%

Repeat Purchase Rate

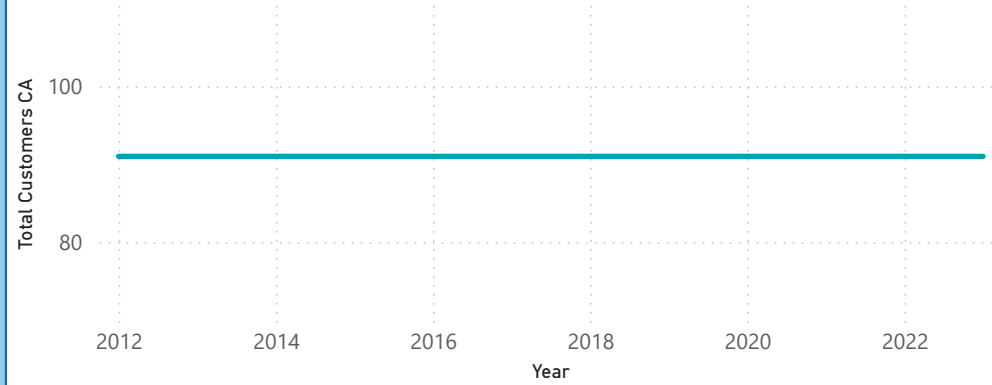
175.24

Avg Orders per Customer

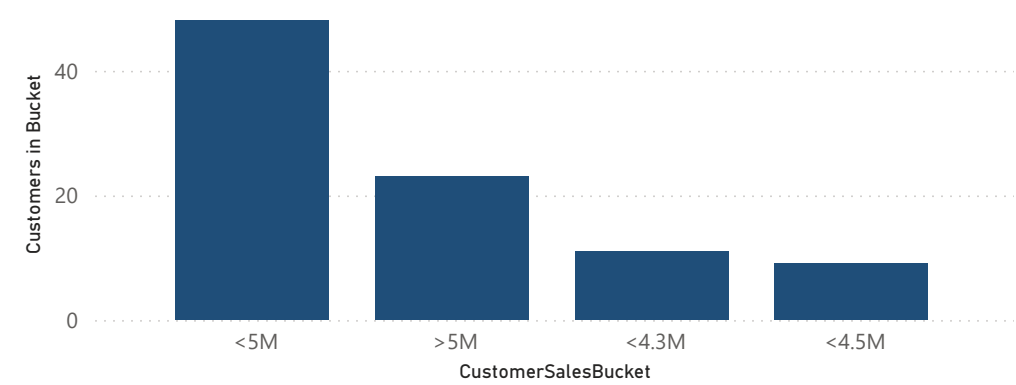
\$4.81M

Avg Customer LTV

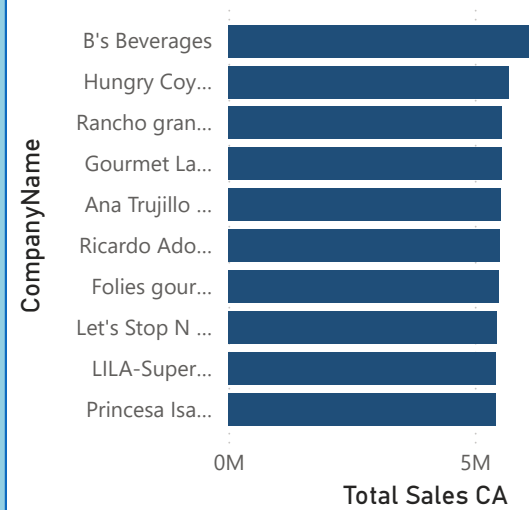
Total Customers By Year



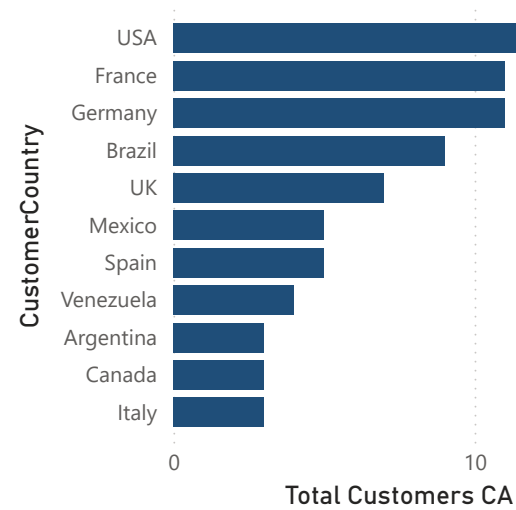
Customer Count by Sales Bucket



Top 10 Customers By Sales



Top 10 Customers By Countries



Top 10 Cities By Customers





Northwind Employees

Data As Of:
Oct 28, 2023

Filter

Title

All

Employee

All

Country

All

\$48.68M

Sales Per Employee

1.77K

Orders Per Employee

9

Active Employees 12M

10.36

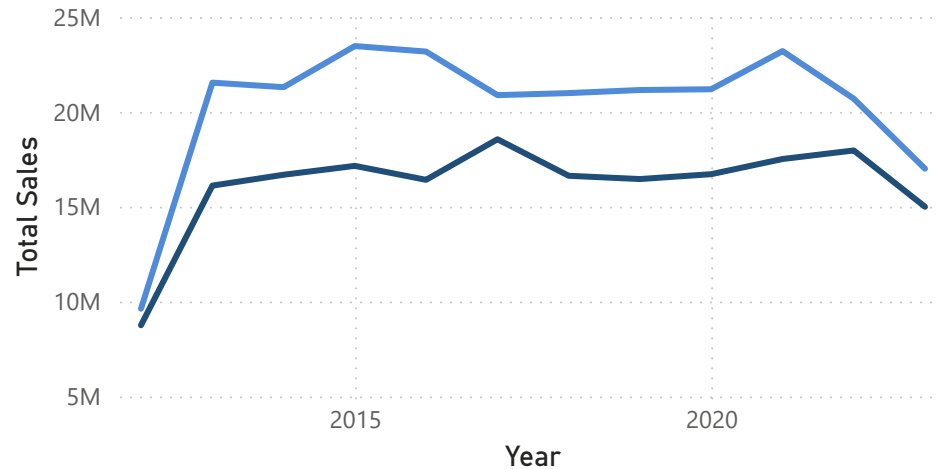
Avg Tenure (yrs)

47.11

Avg Age (yrs)

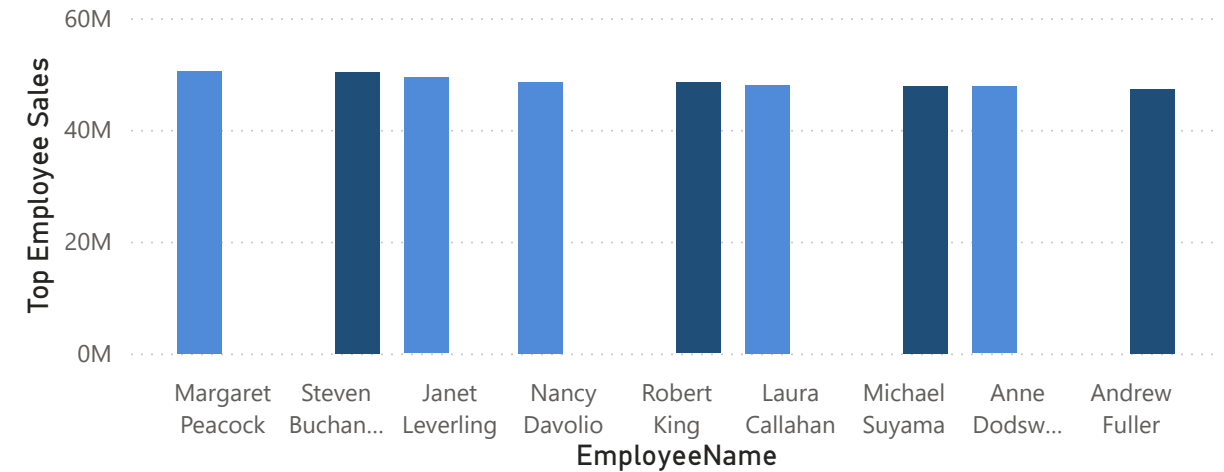
Total Sales By Genders

Gender ● Female ● Male



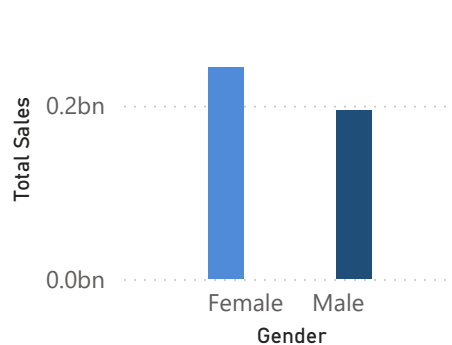
Top Employee By Sales

Gender ● Female ● Male



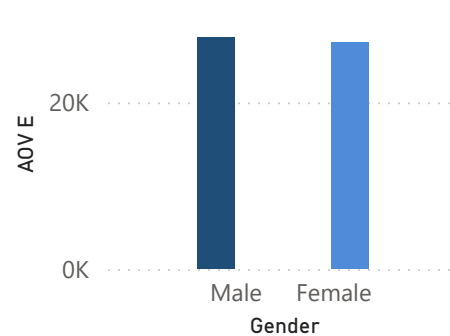
Total Sales and Total Orders by Gender and Gender

Gender ● Female ● Male



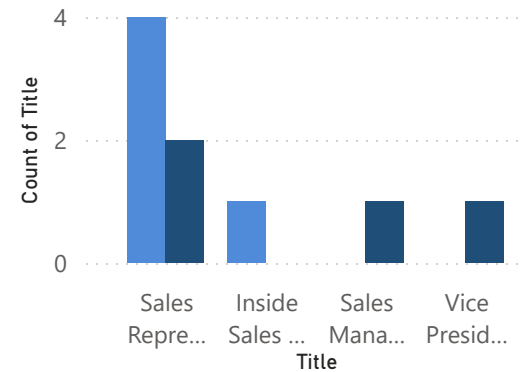
Average Order Value By Genders

Gender ● Male ● Female



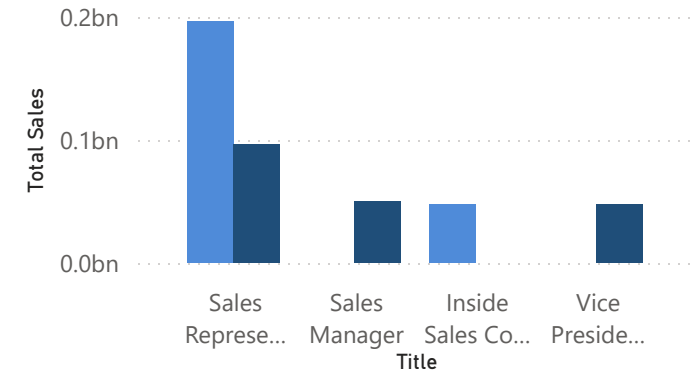
Count Of Employees By Title

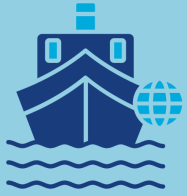
Gender ● Female ● Male



Total Sales By Titles

Gender ● Female ● Male





Northwind

Product &
Category

Data As Of:
Oct 28, 2023

Filter

Year

All

Category

All

Product

All

\$438.13M

Total Sales

15M

Units Sold

\$28.83

Avg Unit Price

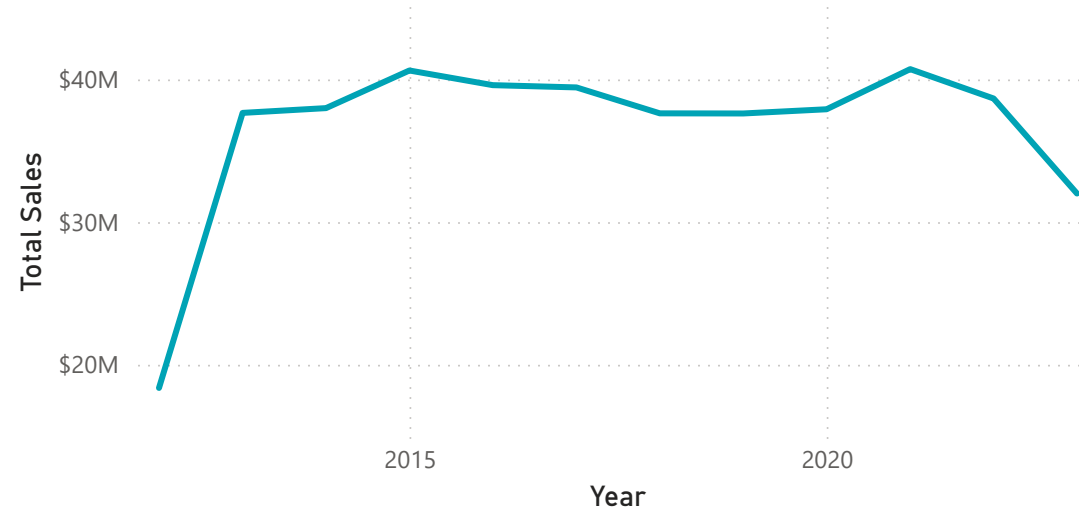
7.88%

Product Sales YoY %

\$27.47K

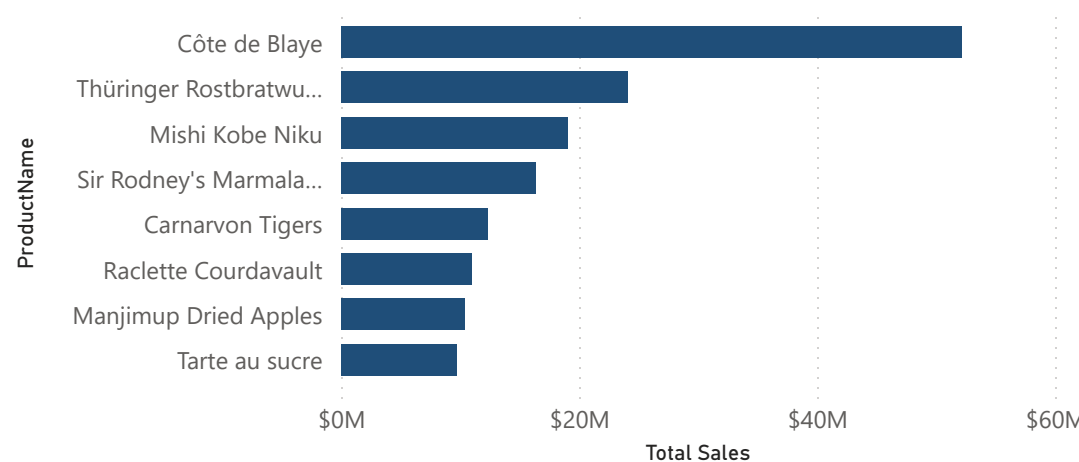
AOV

Total Sales by Year

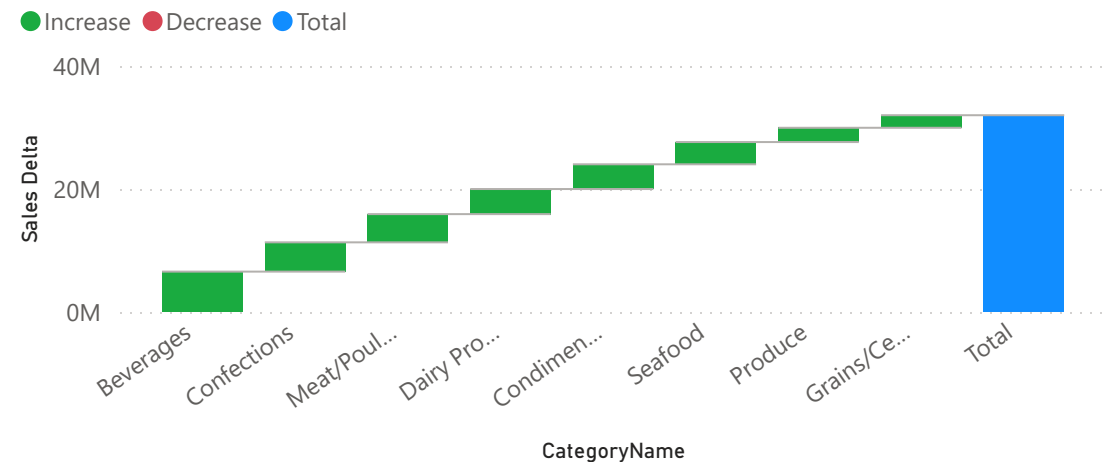


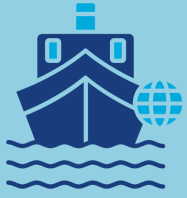
Category	Total Sales	Units Sold	AOV	Product Sales YoY %
Dairy Products	\$56,641,643.76	1974485	\$3,966.22	7.76%
Meat/Poultry	\$63,468,073.06	1181744	\$4,750.96	7.79%
Produce	\$31,919,334.83	987382	\$2,461.96	7.84%
Beverages	\$90,128,652.20	2373571	\$6,210.20	7.86%
Grains/Cereals	\$27,920,650.93	1382822	\$2,050.28	7.89%
Confections	\$64,801,987.10	2571333	\$4,442.45	7.93%
Condiments	\$54,520,223.32	2369261	\$3,791.92	7.97%
Seafood	\$48,733,483.27	2357449	\$3,368.83	8.02%
Total	\$438,134,048.47	15198047	\$27,474.39	7.88%

Total Sales by ProductName



Sales Delta and Sales Delta % by CategoryName





Northwind

Orders
Operations

Data As Of:
Oct 28, 2023

Filter

Year

All

Country

All

city

All

CompanyN...

All

16K

Orders Count

76.81%

On Time deliveries %

3698

Late Orders

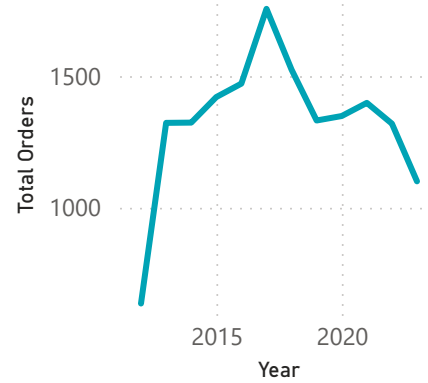
21

Open Orders (distinct)

7.83

Avg Days to Ship

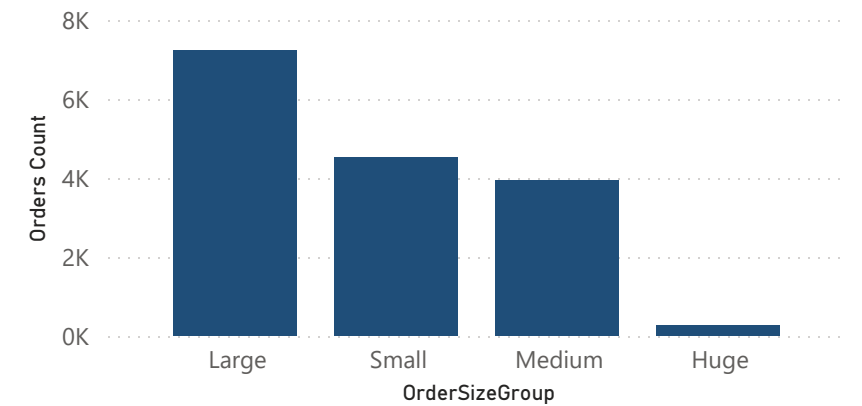
Total Orders by Year



Total Orders and Late Orders by Country



Orders By Order Quantity Group



late shippers

