



Data Engineering  
International-5

# Team-2

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# Problem Statement

**Analyzing and improving Northwind's sales:**

**What are some ways Northwind's sales can be improved?**



# The Database

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- 21 Countries
- 8 Categories
- 77 Products
- 29 Suppliers
- 830 Orders
- 9 Employees



# Countries

## North & Central America:

**USA**

**Canada**

**Mexico**

## South America:

**Argentina**

**Brazil**

**Venezuela**

# Countries

## Europe:

**Austria**

**Belgium**

**Denmark**

**Finland**

**France**

**Germany**

**Ireland**

**Italy**

**Norway**

**Poland**

**Portugal**

**Spain**

**Sweden**

**Switzerland**

**UK**

# Categories

**Beverages**

**Condiments**

**Confections**

**Dairy Products**

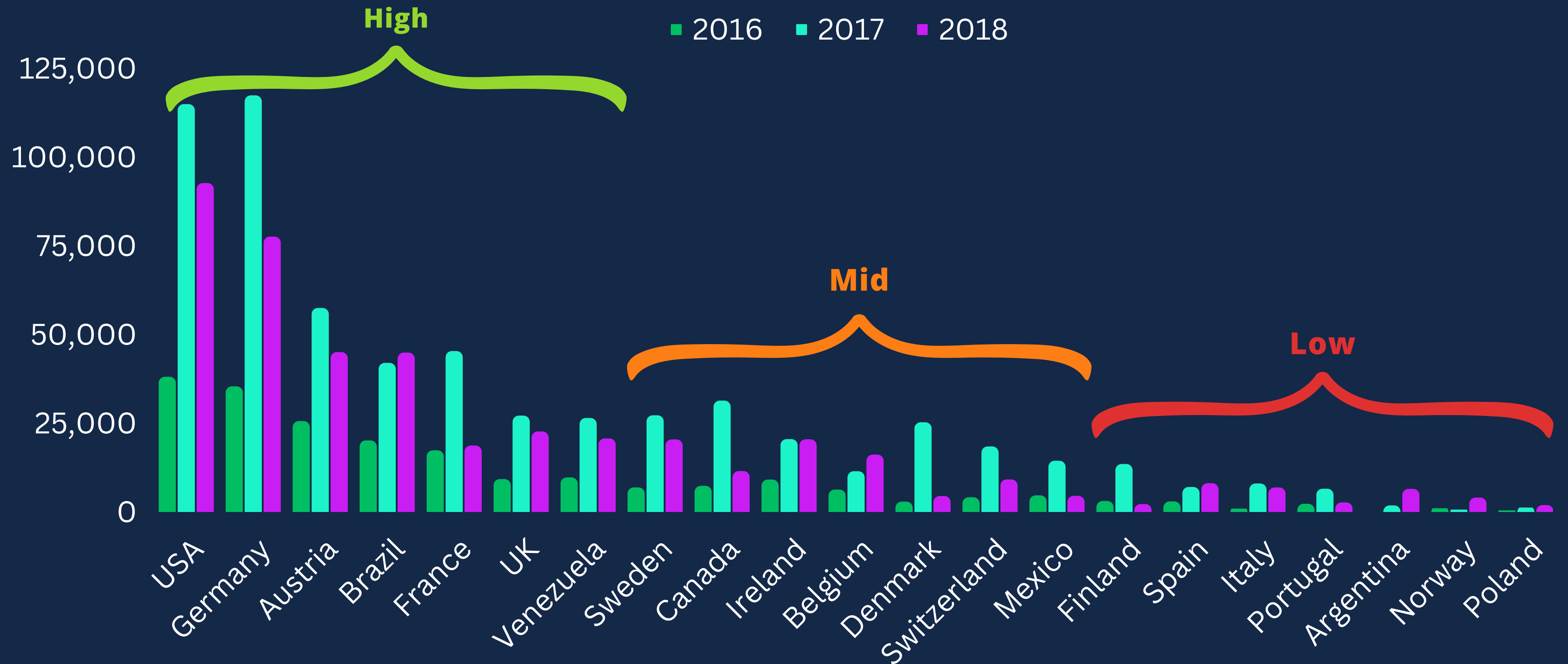
**Grains/Cereals**

**Meat/Poultry**

**Produce**

**Seafood**

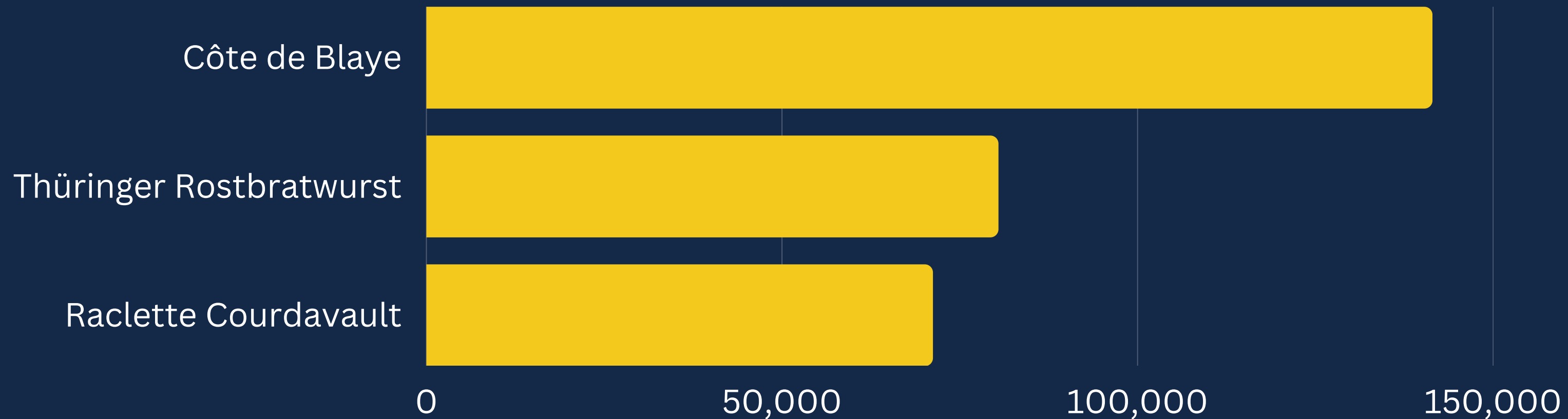
# Sales Totals per Country





# Top 3 Selling Products According To Revenue Generated

■ Sales Amount



# Employee Performance

ID	Employees	Sales Amount	Territory Count
4	Margaret Peacock	232890.85	3
3	Janet Leverling	202812.84	4
1	Nancy Davolio	192107.6	2
2	Andrew Fuller	166537.76	7
8	Laura Callahan	126862.28	4
7	Robert King	124568.24	10
9	Anne Dodsworth	77308.07	7
6	Michael Suyama	73913.13	5
5	Steven Buchanan	68792.28	7

# Category Analysis

Country	Sales Amount	Categories Shipped
Poland	3531.95	1,2,3,4,6,7,8
Norway	5735.15	1,2,3,4,6,7,8
Argentina	8119.1	1,2,3,4,5,7,8
Portugal	11472.36	1,2,3,4,5,6,7,8
Italy	15770.16	1,2,3,4,5,6,7,8
Spain	17983.2	1,2,3,4,5,6,7,8
Finland	18810.05	1,2,3,4,5,6,7,8

# Shipment Analysis

(of the 7 lowest selling regions)

Detailed table\*

- **Italy;**
    - received late shipments in the Confections, Grains/Cereals, and Meat/Poultry categories
  - **Poland;**
    - received late shipments in all the categories but Meat/Poultry
  - **Norway;**
    - received late shipments in all the categories
-

# Effect of Discount

Low Sales Regions		
Country	Amount	Avg. Discount
Poland	3531.95	0
Norway	5735.15	0
Argentina	8119.1	0
Portugal	11472.36	10%
Italy	15770.16	5%
Spain	17983.2	3%
Finland	18810.05	4%

High Sales Regions		
Country	Amount	Avg. Discount
Venezuela	56810.63	7%
UK	58971.31	2%
France	81358.32	6%
Brazil	106925.78	7%
Austria	128003.84	7%
Germany	230284.63	6%
USA	245584.61	6%

# Conclusions

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- **Employees with high workloads result in lower sales**
  - **Low sales countries generally have lower average discounts**
  - **Shipping delays tend to happen to countries with low sales numbers**
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**THANK**  
**YOU** 😊

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