

# Northwind Traders Dashboard

Year, Month

All

Country

All

Total Sales

1.27M

Average Shipping Days

19

Average Processing Days

8

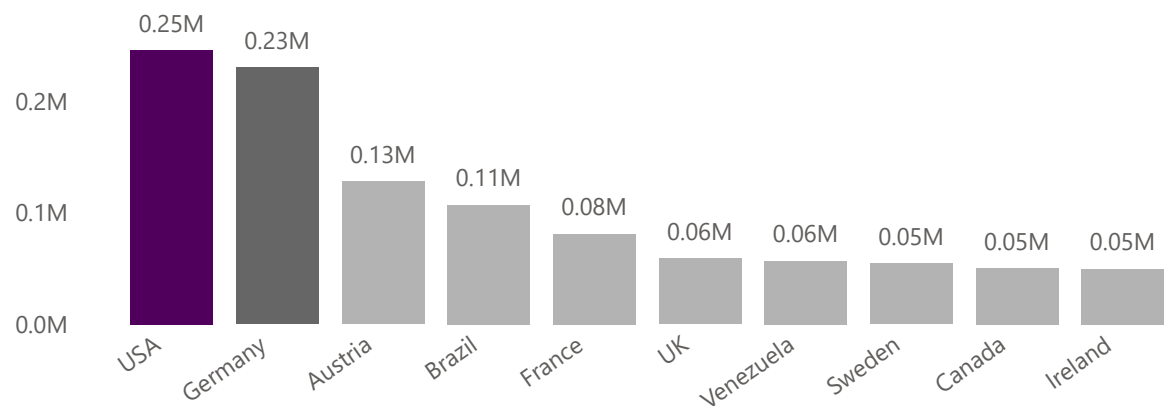
Customers

91

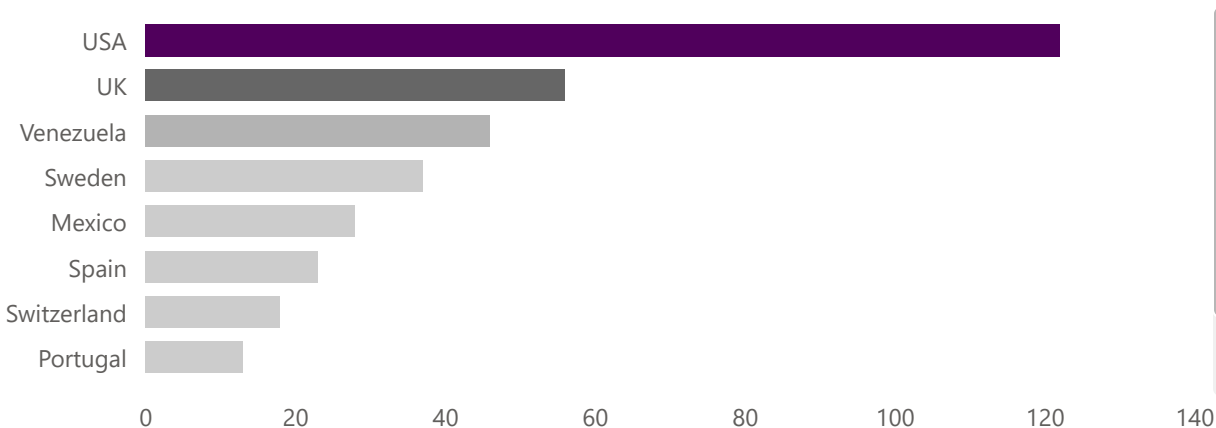
Products

77

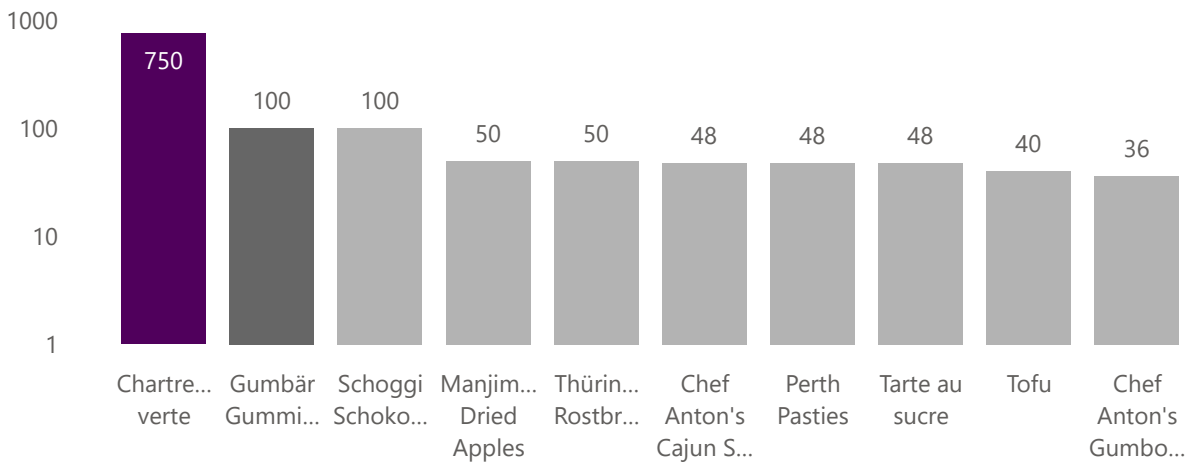
Total Sale by Country



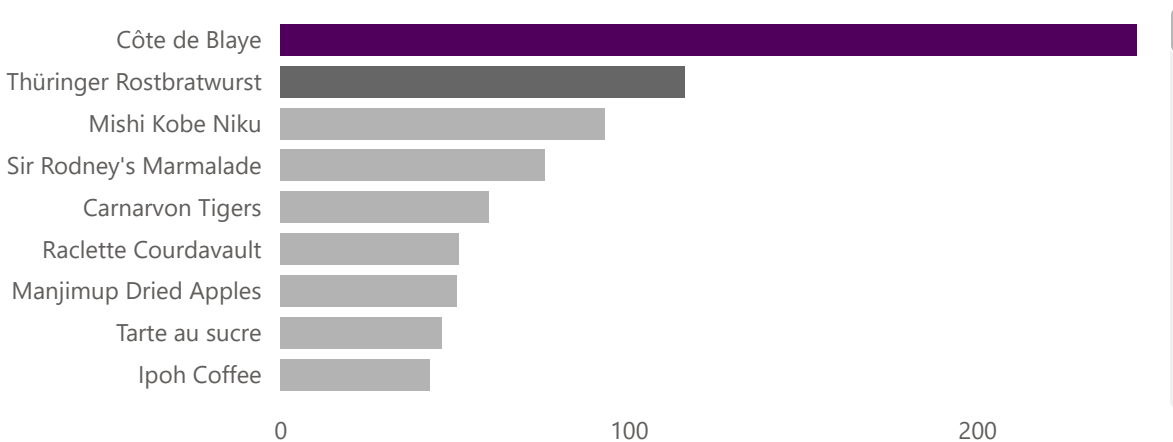
Count of Shipping days by Country



Most Purchased Product



Average Unit Price by Product Name



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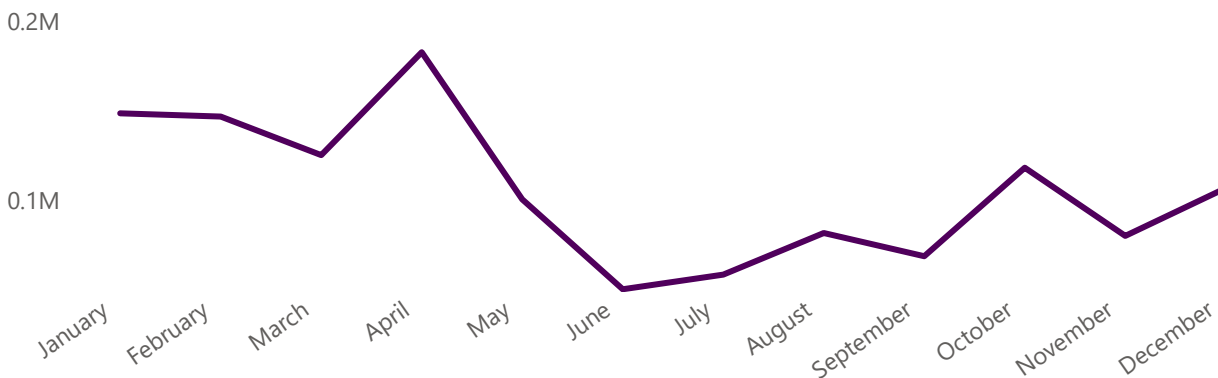
Customers

91

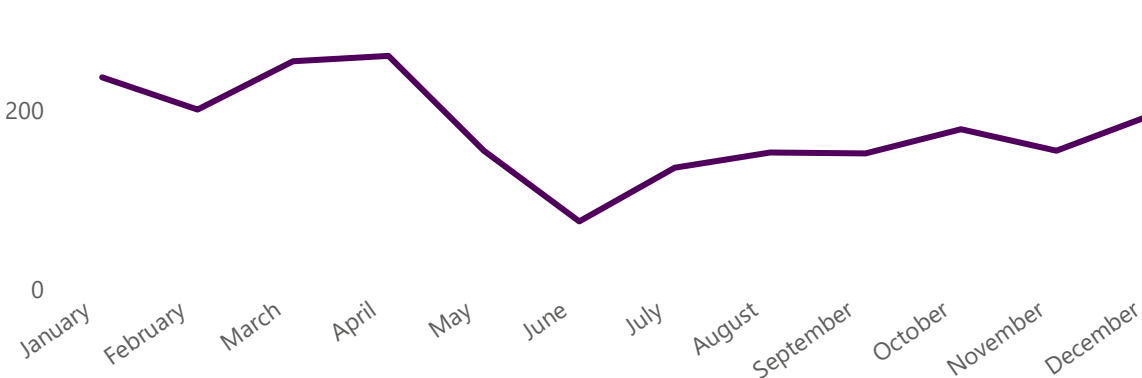
Products

77

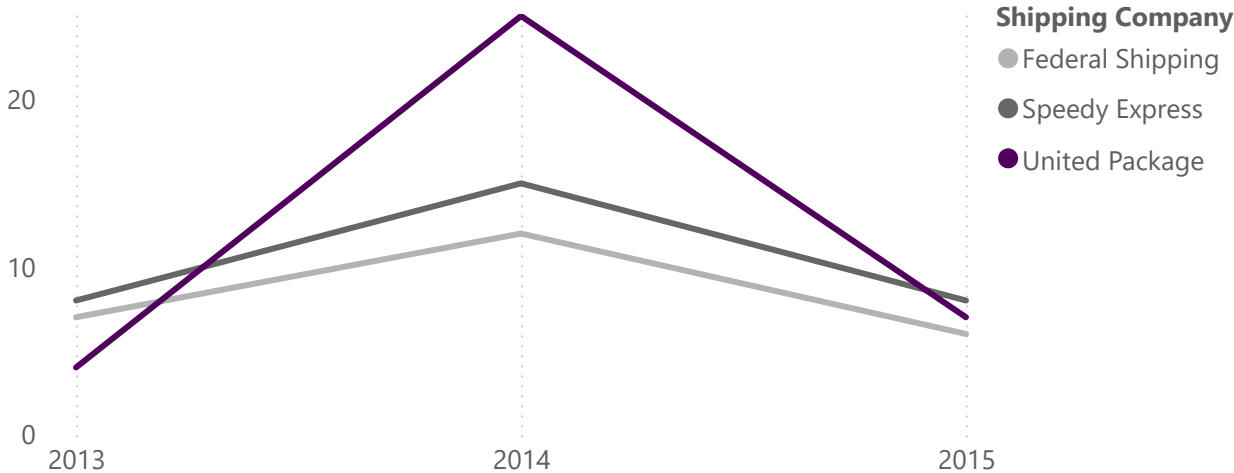
Total sales by shipped date



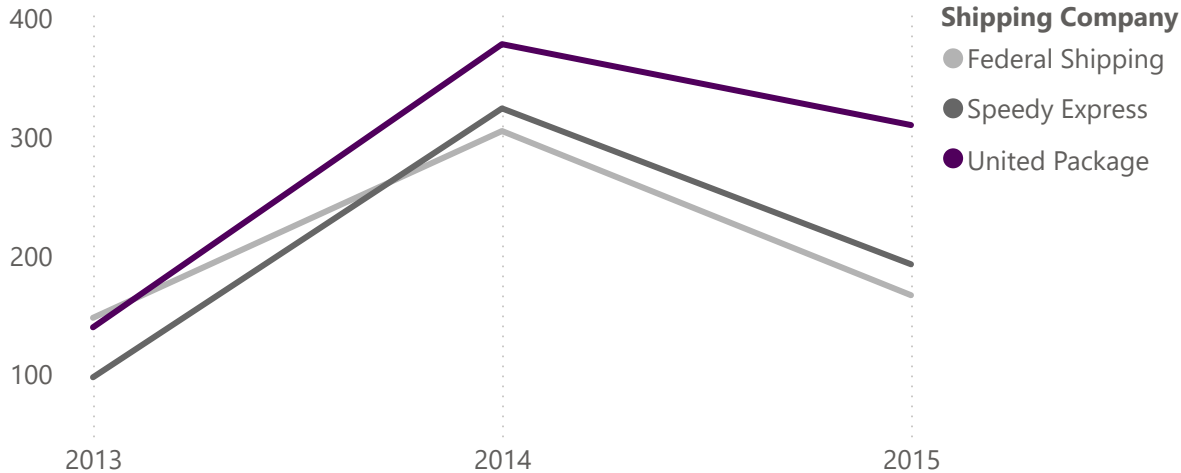
Total orders by Month



Late shipped order trend by Shipping Company



On time shipped order trend by Shipping Company



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Customers  
91

Products  
77

### Total Sales by Employee

Employee ID	Total Sales
1	192,107.60
2	166,537.76
3	202,812.84
4	232,890.85
5	68,792.28
6	73,913.13
7	124,568.24
8	126,862.28
9	77,308.07
Total	1,265,793.04

### Average Processing Days

Employee ID	Average of Processing days
9	10.65
6	9.00
4	8.71
8	8.52
3	8.43
7	8.29
2	7.93
1	7.73
5	7.02
Total	8.41

### Total orders by employee

Employee ID	Total Order
4	156
3	127
1	123
8	104
2	96
7	72
6	67
9	43
5	42
Total	830

### Dashboard Overview

- United Package has the most orders and highest freight cost among the three shipping companies.
- United Package has the highest on-time order trend
- USA makes the most sales but has the longest shipping time.

United Package's high orders and freight cost could be due to their high on-time order trend which may result in more customers choosing their services.

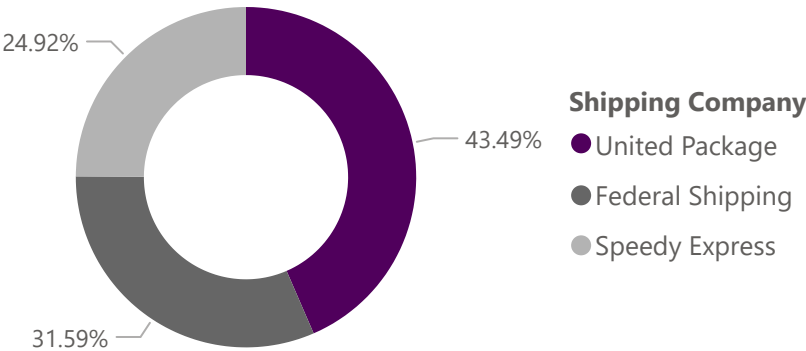
USA's high sales and long shipping time could be due to the country's large size and diverse geography making shipping time longer.

### Recommendations:

United Package may need to optimize their shipping routes to reduce freight cost. And companies selling products in the USA may want to consider offering expedite shipping options.

Analysis by Corlette Kabasia

### Freight Cost by Shipping Company



### Total orders by Shipping Company

