# NorthWind Sales and Business Analysis Dashboard

Project Overview

This project is an exploration of how the business earns, grows, and behaves through its sales data, and through the dashboard, we see a company that is gaining strong momentum from a relatively narrow circle of loyal customers, high-performing products, and a few profitable regions. The monthly revenue pattern depicts a business with healthy demand with some variability, and the consistently high Average Order Value indicates that your customers generally make significant, high-value purchases instead of minor or frequent ones. Certain products, specifically the Côte de Blaye, obviously operate as "hero items" producing a large percentage of the profitability, and several countries, especially North America and Europe, account for most of your revenue footprint.

The market-basket analysis provides another dimension of insight by demonstrating natural product combinations that customers are already inclined to buy, creating opportunities for bundled products and personalized recommendations without having to change customer preferences. Overall, the data describes a company with strong buying behaviors and loyal long-term high-value customers, but the company should diversify its product and customer concentration to stabilize revenues as it scales.
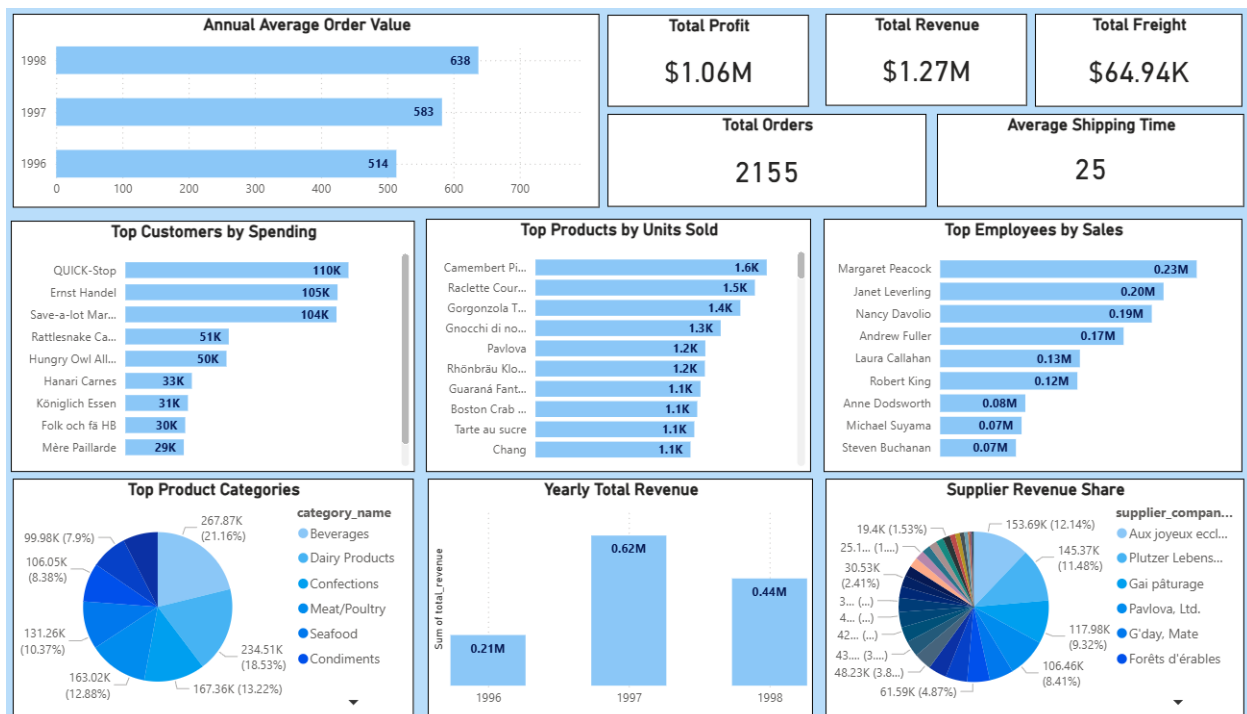
Insights:

The dashboard indicates that business is accelerating at a fast rate, mostly from a small circle of customers, products, employees, and suppliers. People are spending more per order every year, the strongest products are continuing to fly off the shelf, and a handful of employees are basically driving the sales department with their performance. That is great to see, but logistically, it puts a lot of strain on a small segment of the ecosystem, and relationally, it points to the importance of managing and caring for the relationships and products well. Not to mention, beyond a couple of suppliers and categories, there are components that act as the backbone for the whole thing, and the shipping times suggest that the logistics piece needs to be better articulated.

- Total revenue at $1.27M and profit margin at approximately $1.06, with a total of 2,155 orders completed.
- Average order value is on a meteoric rise! ($514 to $583, and then $638) and is a very positive sign.
- A small group of customers' accounts for an abnormal amount of total spending.
- Strong direct-to-consumer products like Camembert, Raclette, and Gorgonzola are driving most of the business.
- There is a small handful of employees producing most sales - Margaret Peacock and Janet Leverling stand out the most.
- The beverage and dairy categories are continuing to dominate the revenue split.
- The supplier performance is also concentrated; combinations of just a few suppliers are doing most of the work and sales.
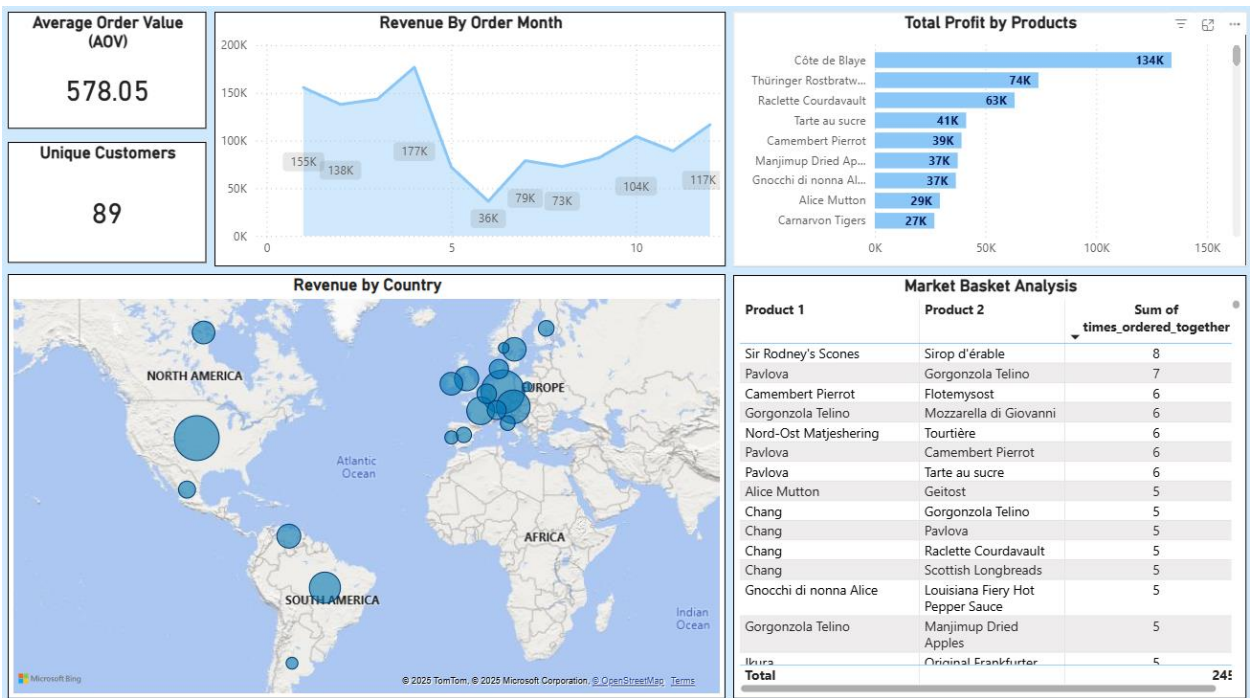
Insights:

The information indicates a business obtaining solid momentum, driven by strong order values, profitable hero products, and a relatively small but loyal set of customers and countries. The monthly revenue curve has some fluctuations, yet demand overall is steady over the year, and your average order value is strong meaning when people

buy, they tend to buy big. A few products and countries are clearly the cargo, and the market-basket patterns show natural product pairings that can be put together as bundles or targeted recommendations.

- Your Average Order Value is approximately $578, which shows that customers are routinely placing large, high-value orders.
- You have 89 unique customers, which indicates that your revenue is driven by a relatively small, but loyal customer base.
- Monthly revenue swings $36K to $177K, and there are clear spikes in certain months, which can assist in seasonal planning.
- Côte de Blaye clearly drives profitability (~$134K profit) far ahead of the other products, a true star SKU.
- There are also many high-profit products (Thüringer Rostbratwurst, Raclette Courdavault, Tarte au sucre) which signify a strong mix of specialty to premium products, good for the portfolio.
- Geographically, the USA and Europe generate the highest revenue, which are strong markets for expansion or deeper engagement.
- The Market Basket Analysis demonstrates natural pairings (for example, a charcuterie board), and sustainable food products drive similar pairings that will extend customer average order values.