



# Northwind Traders - Sales Analysis

04-07-2013

06-05-2015

Employee Name

All

Revenue

\$1.35M

Sales

\$1.2M

Shipping Cost

\$64.94K

Quantity Sold

51K

Total Orders

830

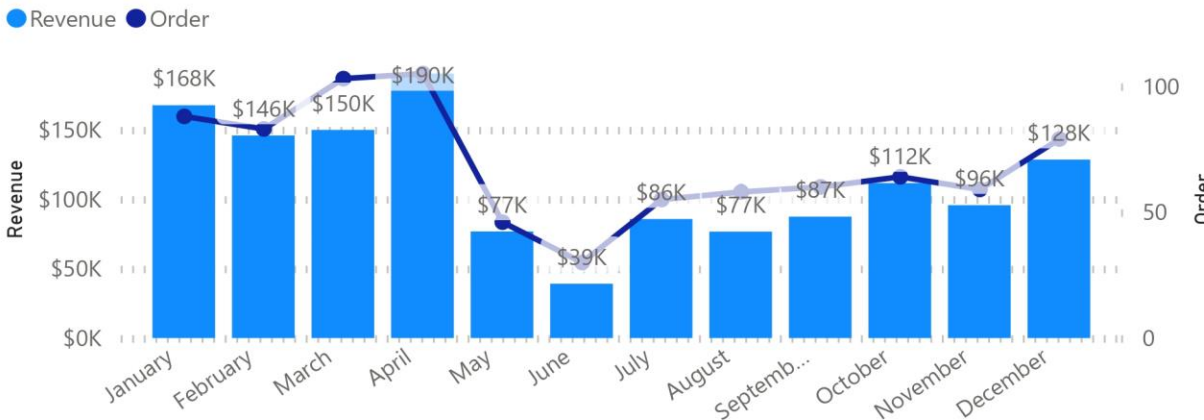
Total Product

77

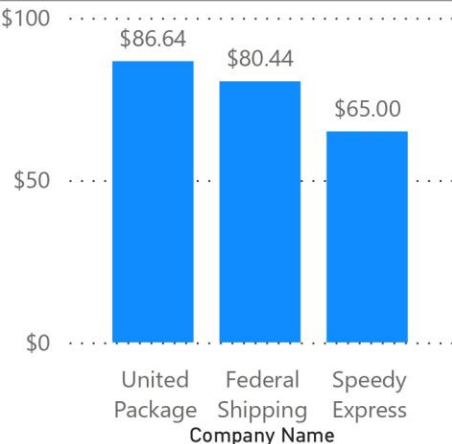
Total Customers

91

Revenue and Order by Month



Average Shipping Cost

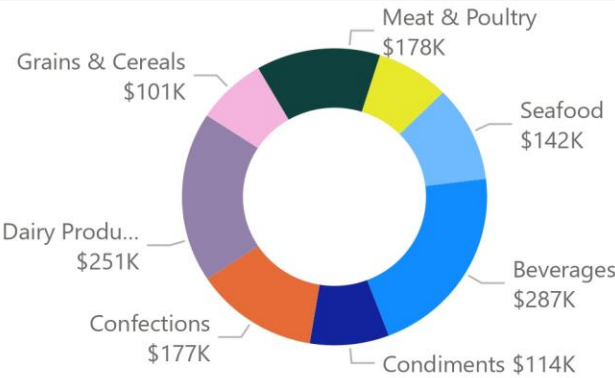


Revenue by Customer Name



Product Name	Quantity	Revenue
Côte de Blaye	623	\$1,49,984.20
Thüringer Rostbratwurst	746	\$87,736.40
Raclette Courdavault	1496	\$76,296.00
Camembert Pierrot	1577	\$50,286.00
Tarte au sucre	1083	\$49,827.90
Gnocchi di nonna Alice	1263	\$45,121.20
Manjimup Dried Apples	886	\$44,742.60
Alice Mutton	978	\$35,482.20

Revenue by Category



Revenue by Country



► Here are some of the key findings we've uncovered:

► **(a) Sales Trends:**

- ✓ Total orders placed: 830
- ✓ Total revenue generated: \$1.35 million
- ✓ Total sales: \$1.2 million

► 🌐 The best-performing regions:

USA, Germany, Austria, Brazil, and France.

📉 Regions with low sales:

Poland, Norway, Argentina, Portugal, and Italy.

► 📦 Best performing product categories:

Beverages (\$287K), dairy products (\$251K), and meat & poultry (\$178K).

👉 The top-performing companies:

"Quick Stop" and "Save a lot markets," driving impressive sales figures.

► 📊 The highest revenue year: 2014, with a revenue of \$658,388 and a total sold quantity of 25,489 units.

► **(b) Product Performance:**

🏆 Top-performing products: Côte de Blaye, Thüringer Rostbratwurst, and Raclette Courdavault.

📉 Underperforming products: Chocolate, Geitost, and Genen Shouyu.

► **(c) Key Customers:**

🤝 Our top 3 customers: Horst Kloss, Jose Pavarotti, and Roland Mendel, who have shown immense loyalty and contributed significantly to our success.

► **(d) Shipping Costs:**

✈️ Speedy Express has the lowest average cost at \$65.

🕒 Federal Shipping provides the earliest shipment after an order, with an average of 7.5 days.

► These insights have guided us in identifying strengths, areas for improvement, and actionable recommendations to drive growth and optimize operations. ☑️

► Based on these insights, here are some recommendations to improve the company's performance:

► **(a) Sales Trends**

1. The company should focus on increasing sales in regions with low sales, such as Poland, Norway, Argentina, Portugal, and Italy. This can be done by offering discounts on products or providing faster delivery to customers in these regions.
2. The company should continue to focus on its best-performing regions, such as the USA, Germany, Austria, Brazil, and France, and increase marketing efforts to further increase sales in these regions.
3. The company should continue to focus on its best-performing product categories, such as beverages, dairy products, and meat and poultry, and introduce new products in these categories to keep customers interested.
4. The company should continue to work with its best-performing companies, such as Quick Stop and Save a Lot Markets, to increase sales and identify opportunities for new product offerings.

► **(b) Product Performance**

1. The company should consider promoting the top-performing products, such as Côte de Blaye, Thüringer Rostbratwurst, and Raclette Courdavault, to increase sales and revenue.
2. The underperforming products, such as Chocolade, Geitost, and Genen Shouyu, should be evaluated to determine if changes can be made to increase sales. If not, the company should consider discontinuing these products to focus on more profitable products.

### ► **(c) Key Customers**

1. The company should focus on retaining its top customers, such as Horst Kloss, Jose Pavarotti, and Roland Mendel, by providing them with excellent customer service and offering them exclusive deals and discounts.
2. The company should identify other customers with high sales and develop strategies to retain their business.

### ► **(d) Shipping Costs**

1. The company should consider using Speedy Express for shipping to reduce shipping costs.
2. The company should work with Federal Shipping to ensure that products are shipped as quickly as possible to meet customer expectations and reduce shipping times.