

NorthWind Data Analysis

Total Sales

\$1.35M

CY Sales

\$469.8K

-0.29

Total Profit

\$1.15M

CY Profit

\$401.3K

-0.27

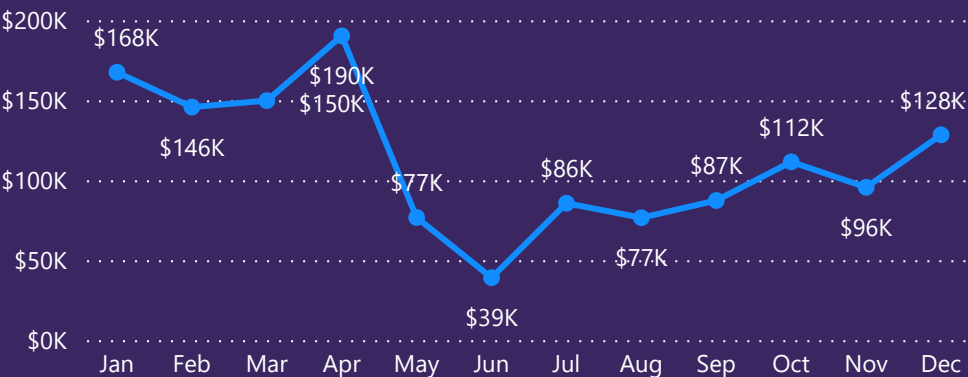
CY Total Orders

691

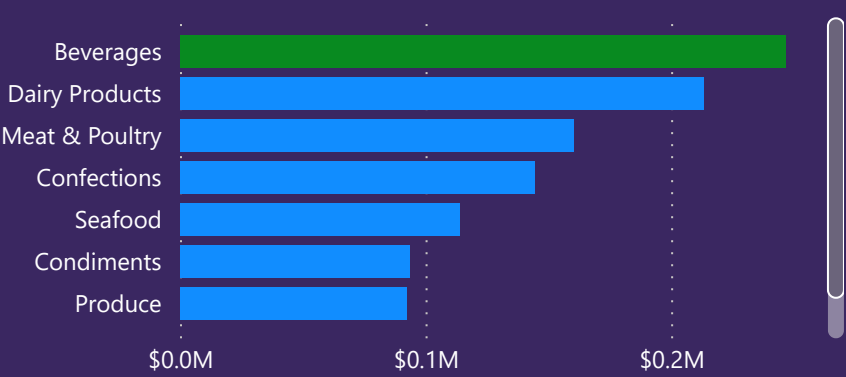
-0.35

2013
2014
2015

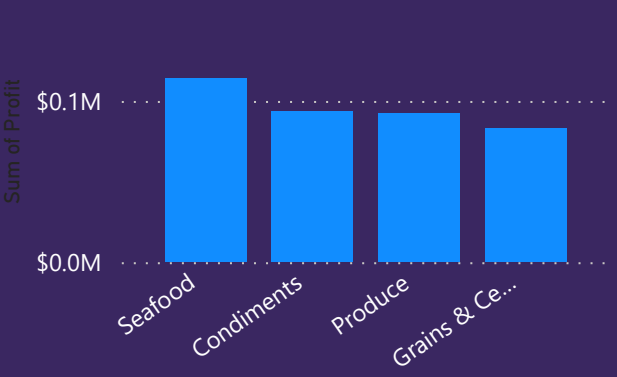
Sales by Months



Profit by Productcategory



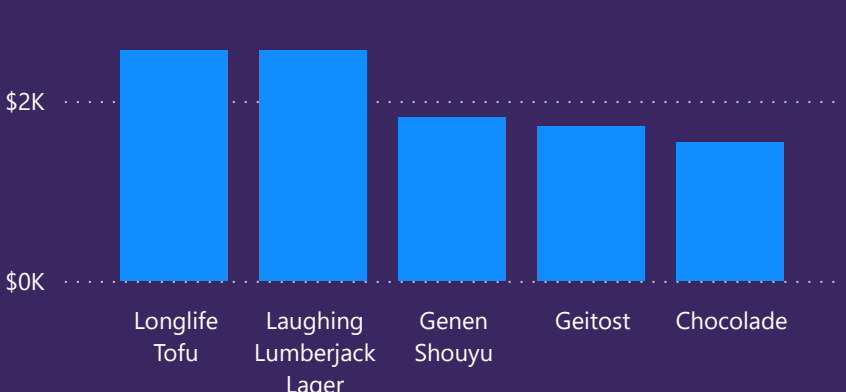
Lowest profit by categoryname



Sales by productname



Less Sold Product



CY Shipping Cost

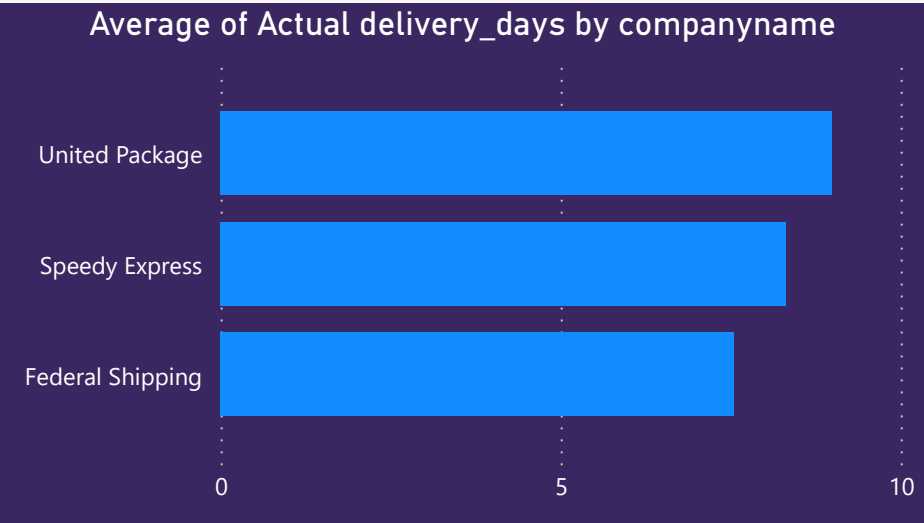
\$68,442.5

-0.36

NorthWind Data Analysis

Key Customers

Horst Kloss
\$117,483
Jose Pavarotti
\$115,673
Roland Mendel
\$113,237
Patricia McKenna
\$57,317
Paula Wilson
\$52,246
Mario Pontes
\$34,101
Maria Larsson
\$32,556
Jean Fresnière
\$32,204
Philip Cramer
\$21,716



productname	First product_category
Alice Mutton	continued
Aniseed Syrup	discontinued
Boston Crab Meat	discontinued
Camembert Pierrot	discontinued
Carnarvon Tigers	discontinued
Chai	discontinued
Chang	discontinued
Chartreuse verte	discontinued
Chef Anton's Cajun Seasoning	discontinued
Chef Anton's Gumbo Mix	continued
Total	continued

The Analysis has shown a decrease in sales for the current year with a 29% decrease compared to the previous year coupled with a 27% decrease in profit and 35% decrease in customers orders. the decrease in sales can be attributed to an increase in the company's price and also the most valuables products like 'Cote de Blaye', 'Raclette Courdavault', 'Cambembert Pierrot' and various other products that contributed to the