




NORTHWIND

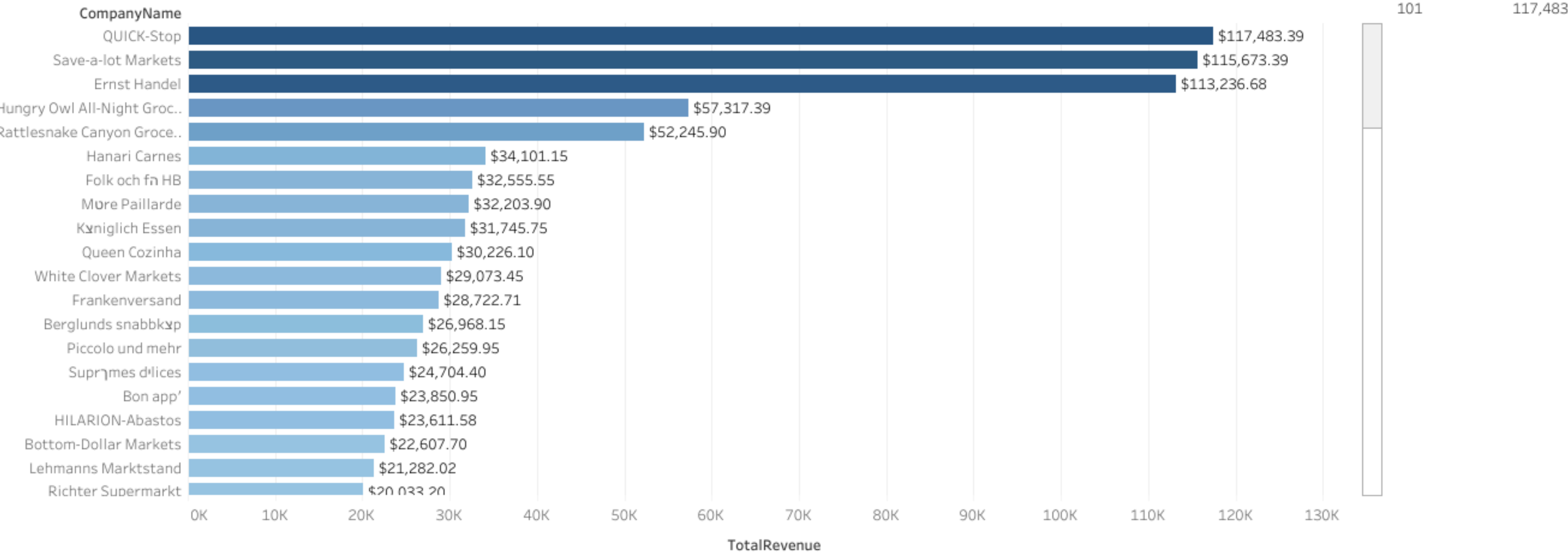
PROJECT



CONTENT


- 
- 03** REVENUE BY CUSTOMERS
 - 05** EMPLOYEES SALES
 - 07** REVENUE BY CATEGORIES
 - 09** REVENUE BY PRODUCTS
 - 10** PRODUCTS BY ORDERS
 - 12** REVENUE BY COUNTRIES

Revenue by customers

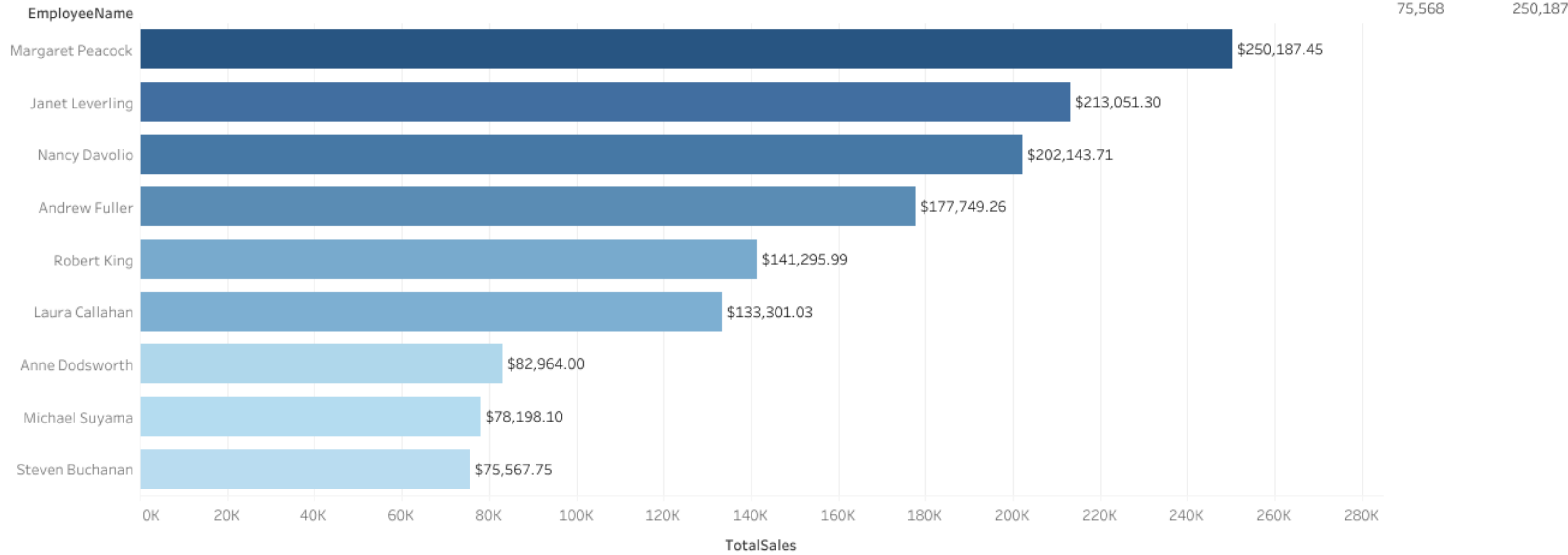




CONCLUSIONS

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- 01** CHECK FOR ANY SIMILARITIES IN
PRODUCT ORDERS
 - 02** CHECK FOR ANY SIMILARITIES IN
CATEGORY ORDERS
 - 03** CHECK FOR THE CUSTOMER'S
COUNTRY'S ECOOMIC STATE
 - 04** CHECK FOR ORDERS ON ANY
SPECIAL TIMES OR SEASONS.
 - 05** CONSIDER REMOVING ANY
UNPROFITABLE CUSTOMERS

Revenue by employees

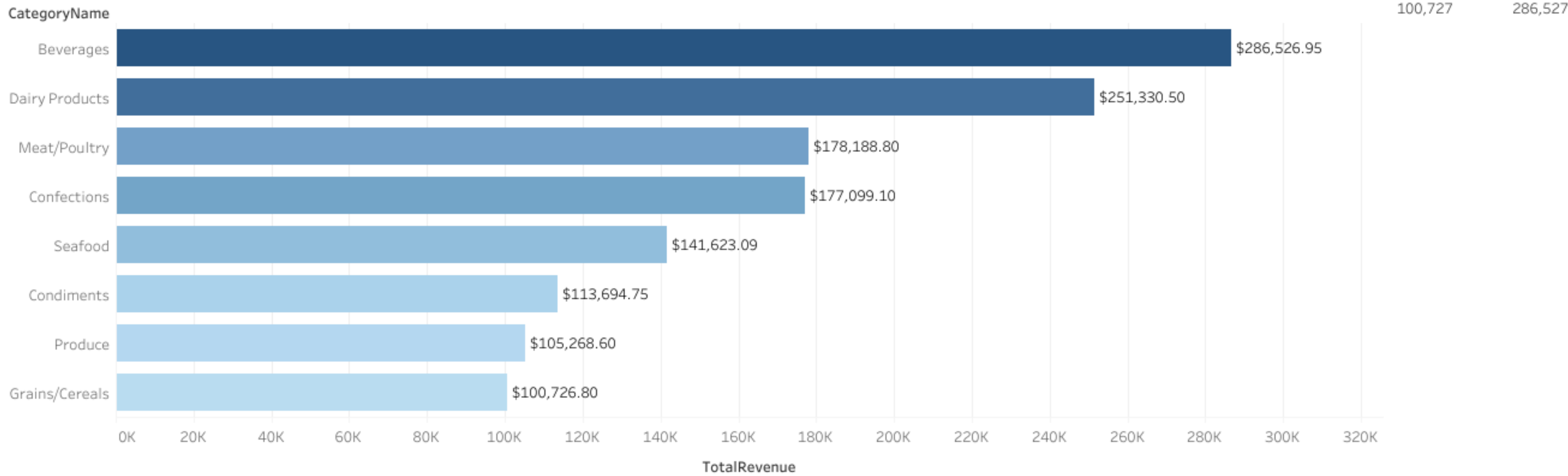




CONCLUSION

While there aren't any employess with any peculiar sale numbers for good or bad, it is recommended to let the leading employees supervise and teach the others to better their sales.

Revenue by categories

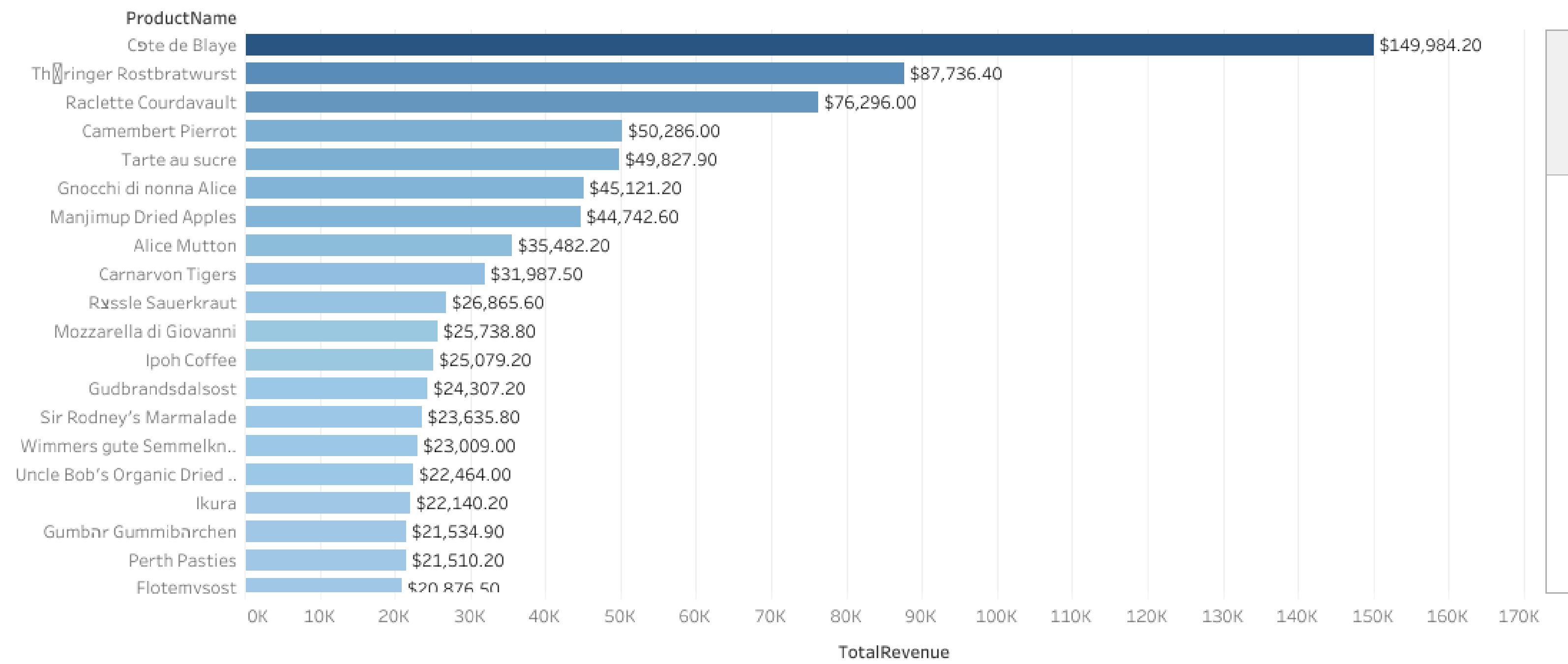




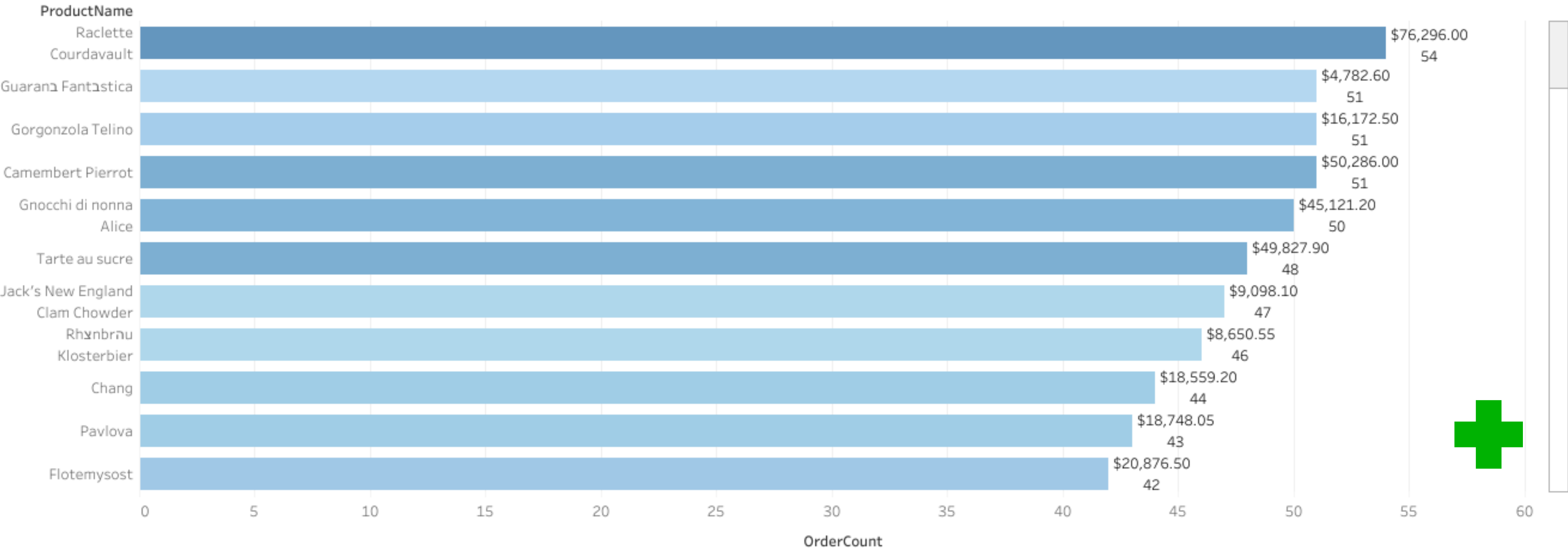
CONCLUSION

No categories have been found to be not profitable enough to take off the shelves, but it is recommended to keep track in case removal in other ways might affect these numbers.

Revenue by products



Products by orders

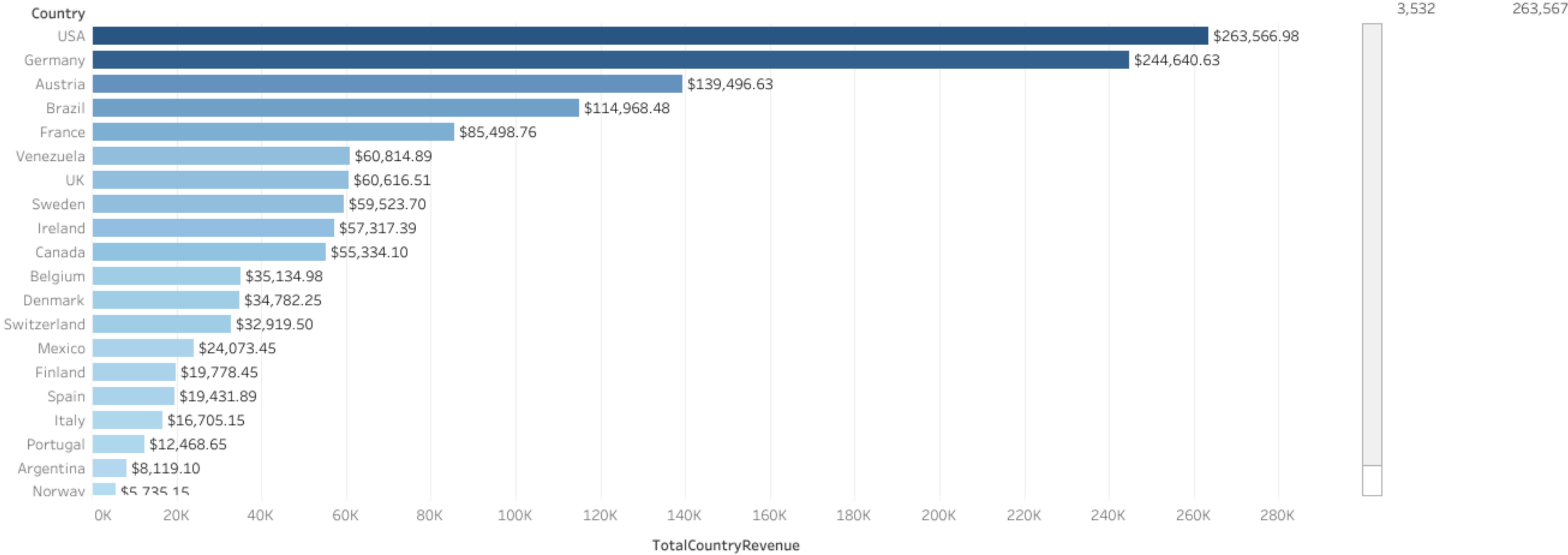




CONCLUSION

While there are definitely products with significantly low revenue, it is highly recommended to consider variety, for our customers may be still loyal due to being able to buy one unprofitable product and another highly profitable one.

Revenue by countries





CONCLUSION

I would highly recommend, with shipping costs being one of the highest expenses, considering the cease of sales to countries from which's profits do not exceed the costs of shipping or other costs such as storing and COGs.

**THANKS FOR
WATCHING**

**NORTHWIND
INC.**

