



SALES PERFORMANCE OVERVIEW

OVERVIEW

CUSTOMER

SHIPPING

PRODUCT

EMPLOYEE



Total Revenue

\$1.27M

MOM ▲ 1.47%

Gross Revenue

\$1.35M

MOM ▲ 8.58%

Total Order

830

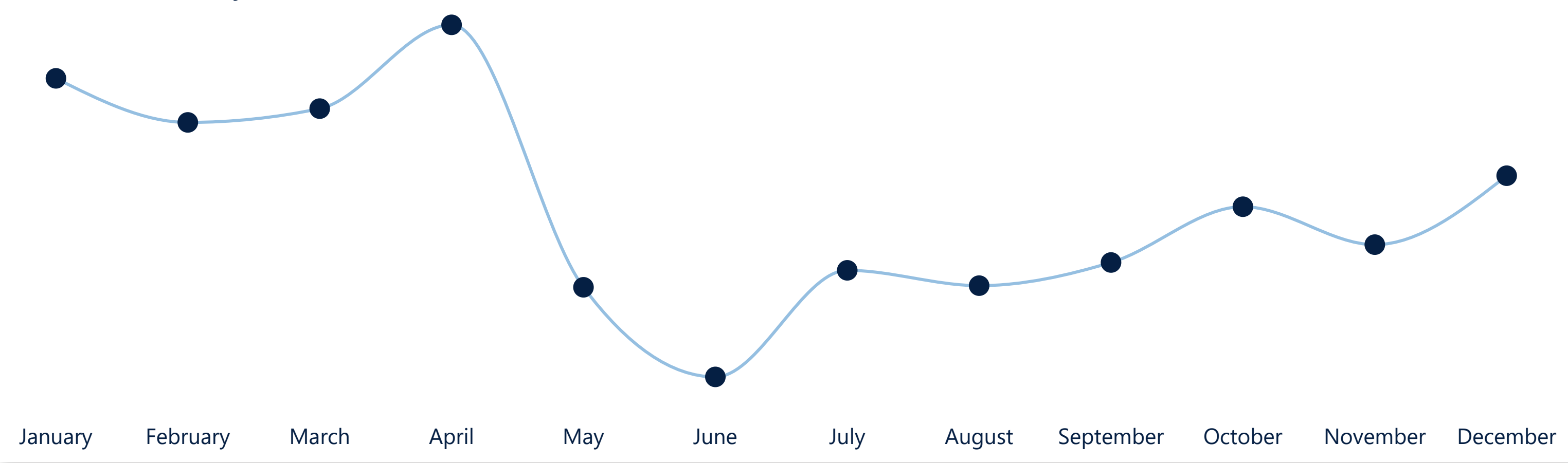
MOM ▲ 1.72%

Average Order Value

1525

MOM ▼ -0.24%

Total Revenue by Month Name



Northwind Traders recorded a total revenue of **\$1.27M**, showing a **1.47%** Month-over-Month (MoM) increase. Gross revenue surged by **8.58%**, indicating improved profitability. With **830 orders**, total sales volume also rose by **1.72%**, though the **Average Order Value** slightly dipped by **0.24%**, suggesting either smaller orders or more discounts.

TOP PERFORMANCE

Customer

Horst Kloss

\$110,277.31

Roland Mendel

\$104,874.98

Jose Pavarotti

\$104,361.95

Product

Côte de Blaye

\$141,396.74

Thüringer Rostbratwurst

\$80,368.67

Raclette Courdavault

\$71,155.70

Category

Beverages

\$267,868.18

Dairy Products

\$234,507.29

Confections

\$167,357.22

Employees

Margaret Peacock

\$232,890.85

Janet Leverling

\$202,812.84

Nancy Davolio

\$192,107.60

Shipper

United Package

\$533,547.63

Federal Shipping

\$383,405.47

Speedy Express

\$348,839.94

CUSTOMER BEHAVIOUR

Total Customers

91

Avg Revenue Per Customer

13.91K

Returning Customers

88

Customer Lifetime Value

\$1.27M

OVERVIEW

CUSTOMER

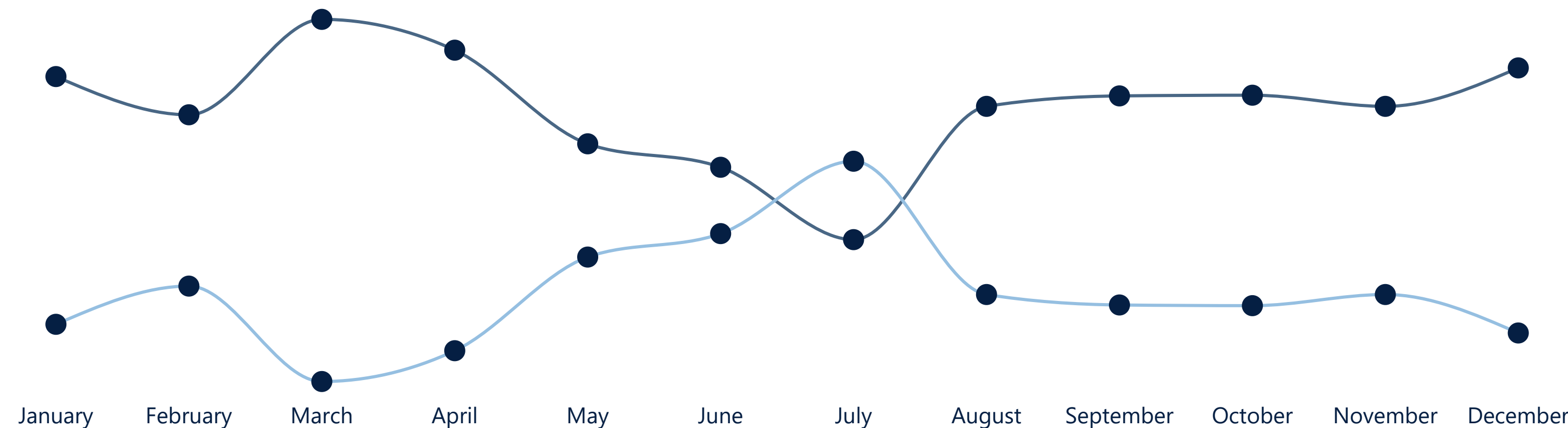
SHIPPING

PRODUCT

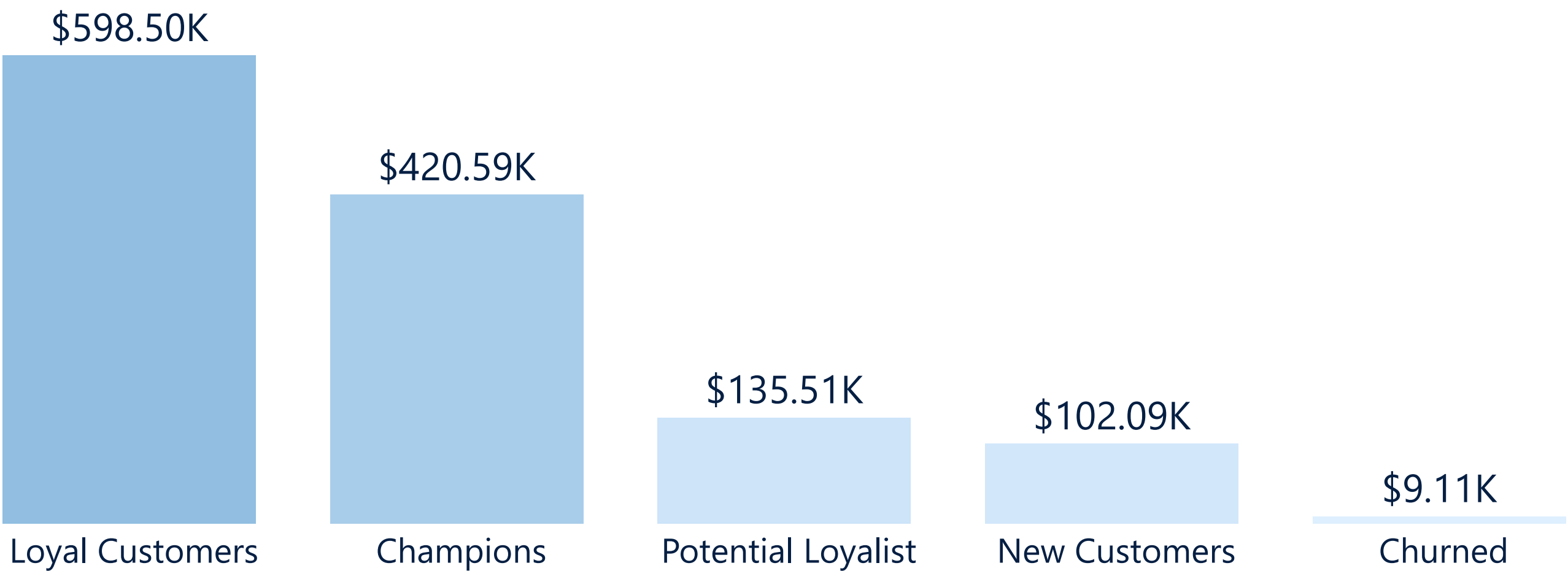
EMPLOYEE

Retention Rate and Churn Rate by Month

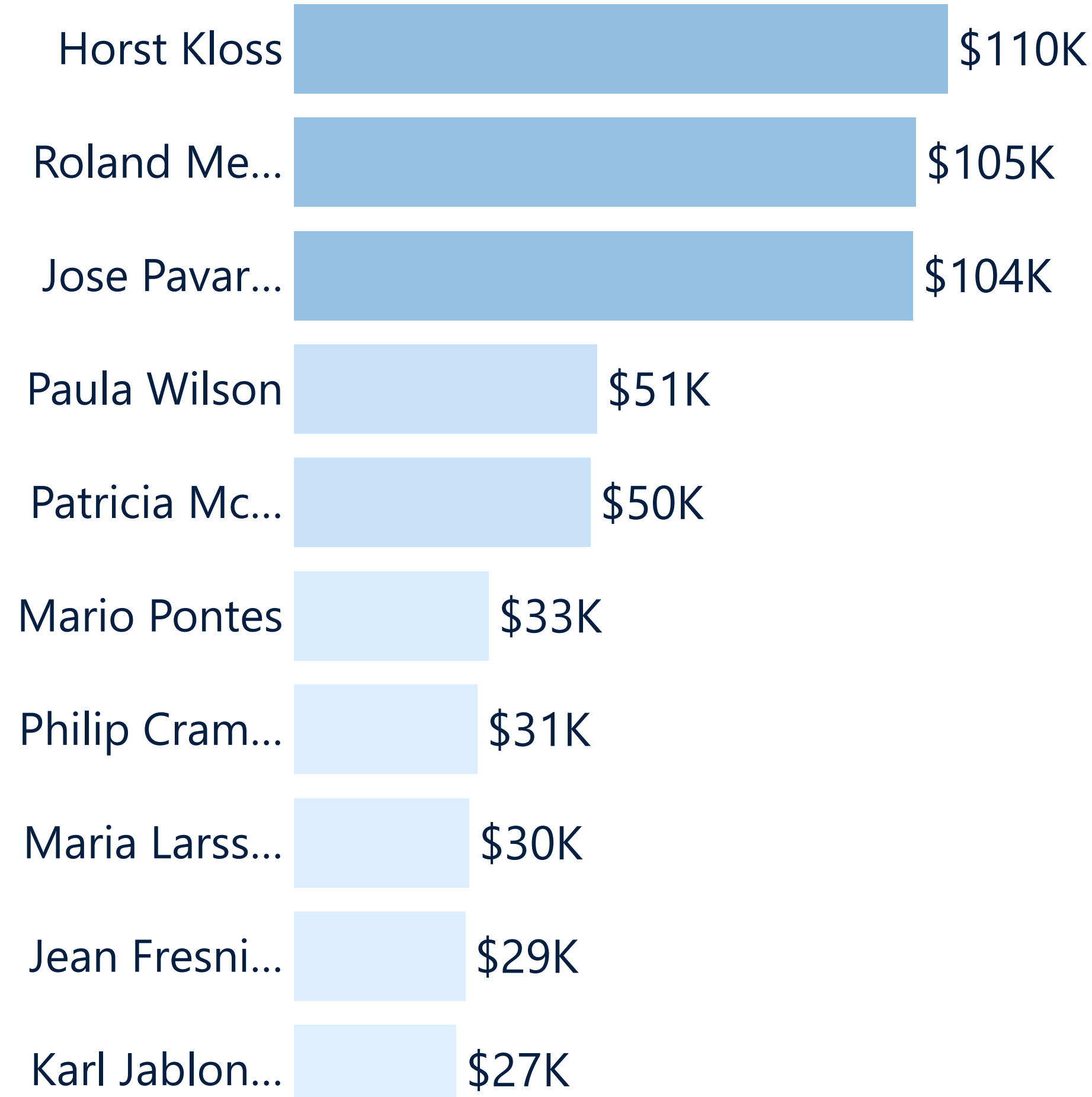
● Retention Rate ● Churn Rate



CLV by Customer Segment



Total Revenue by Contact Name





OVERVIEW

CUSTOMER

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PRODUCT

EMPLOYEE



ORDER FULFILLMENT & SHIPPING

5

Total Freight

\$64.94K

Average Delivery Time

8

Total Late Shipments

37

On Time %

98.02%

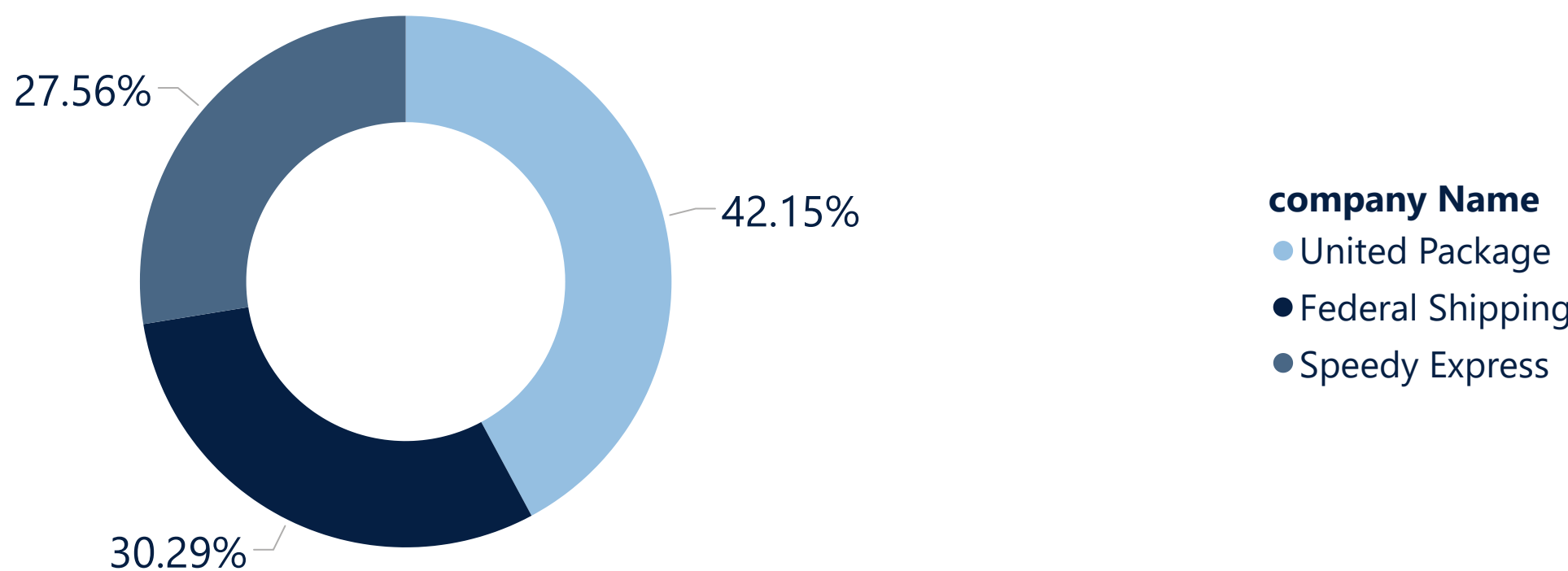
Total Order

Late Shipment

Bottom

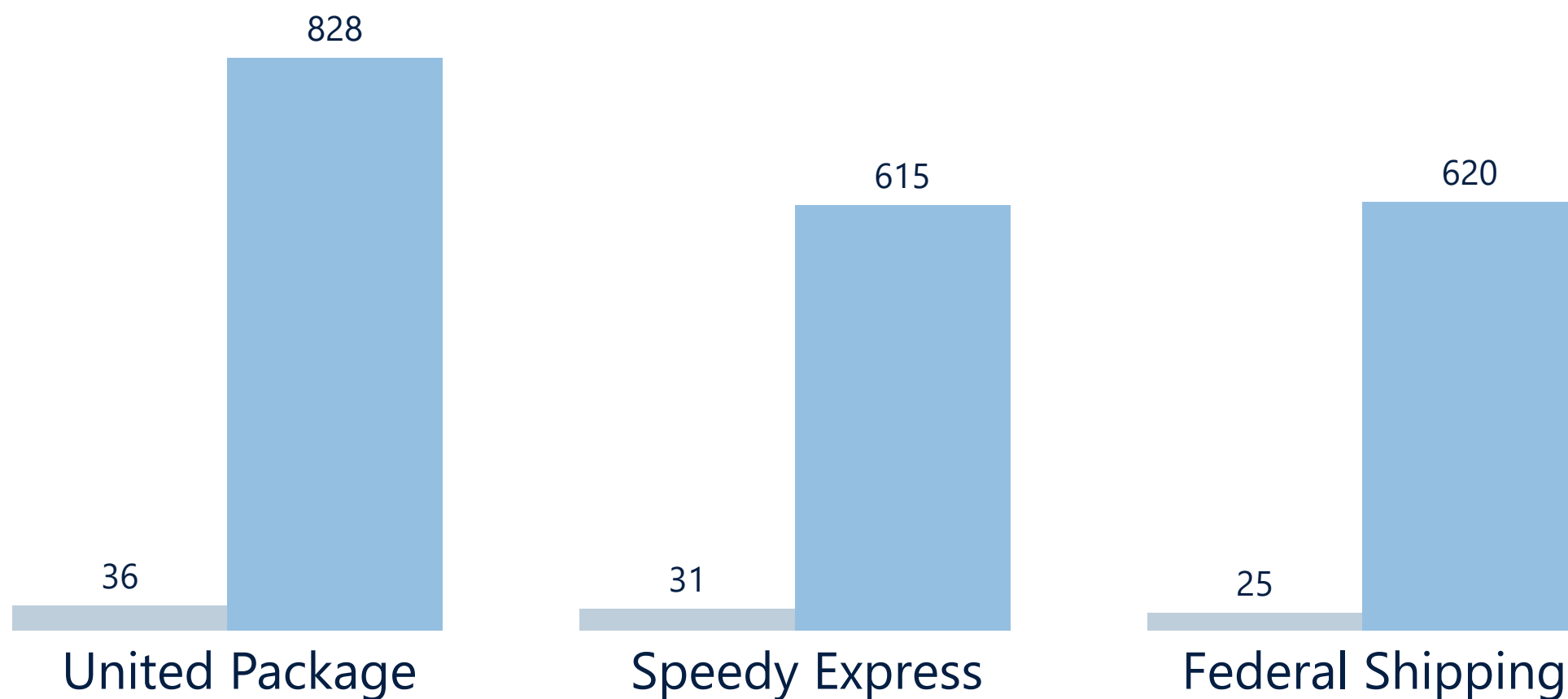
Top

Total Revenue by Shipping company

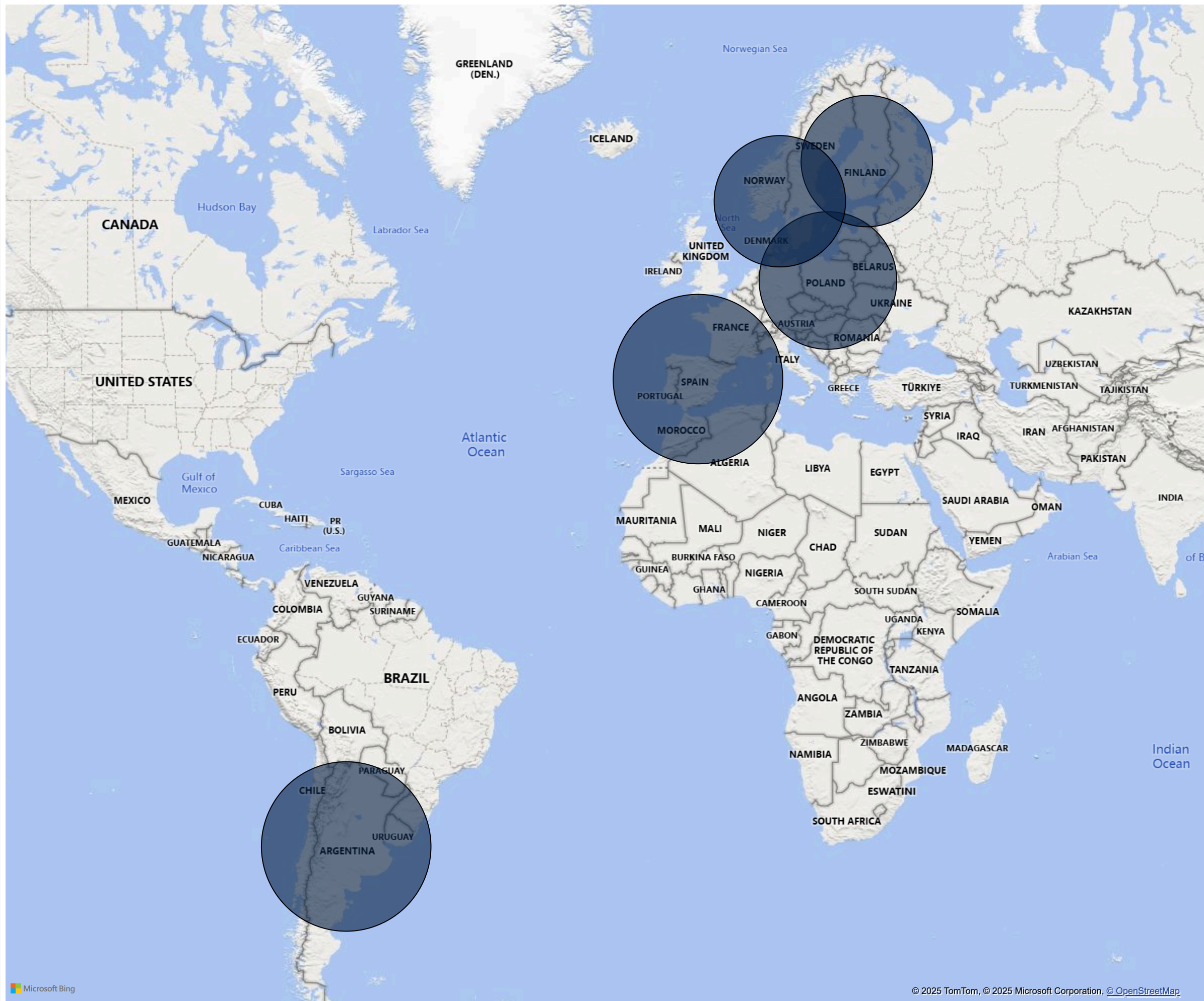


Delivery Tracking Summary by Company

DeliveryStatus ● Late ● On Time



Late Shipment by Country





PRODUCT INSIGHT

OVERVIEW

CUSTOMER

SHIPPING

PRODUCT

EMPLOYEE



Total Product Unit Sold

4M

Best Selling Product

Côte de Blaye

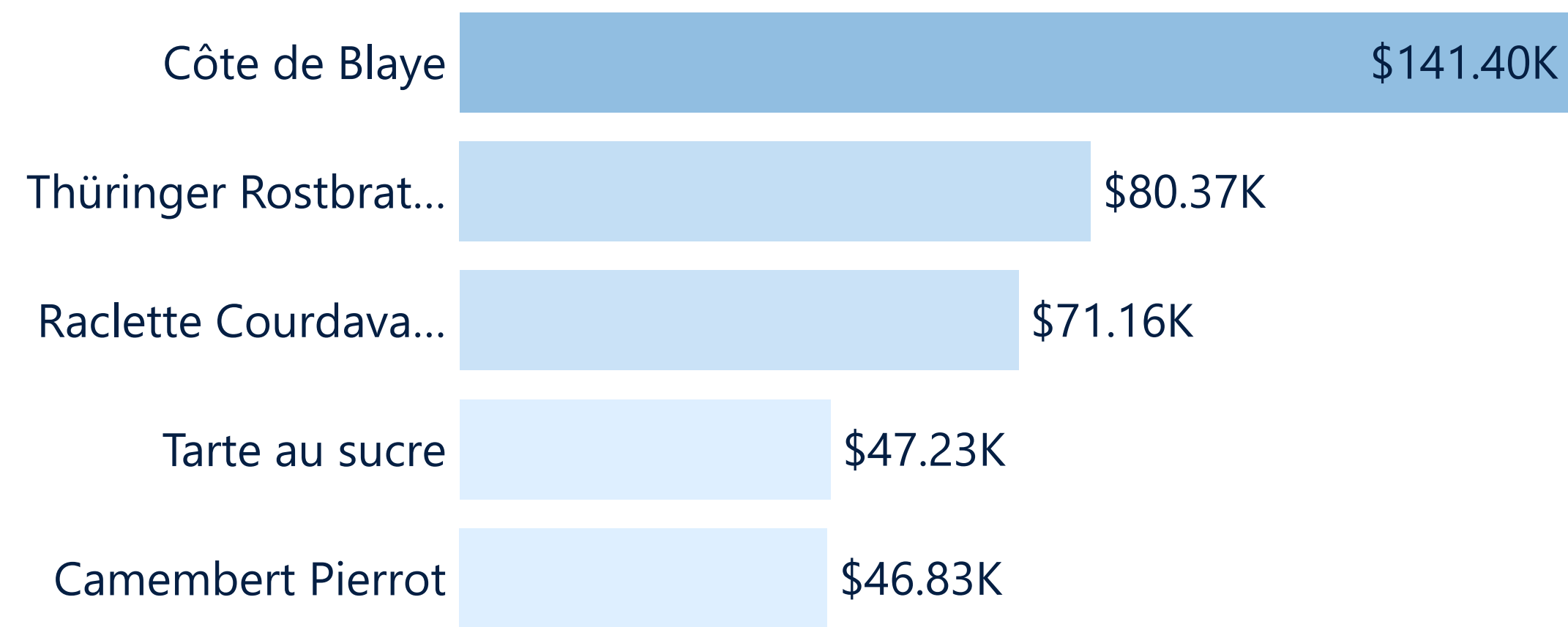
AVG Revenue Per Product

16.44K

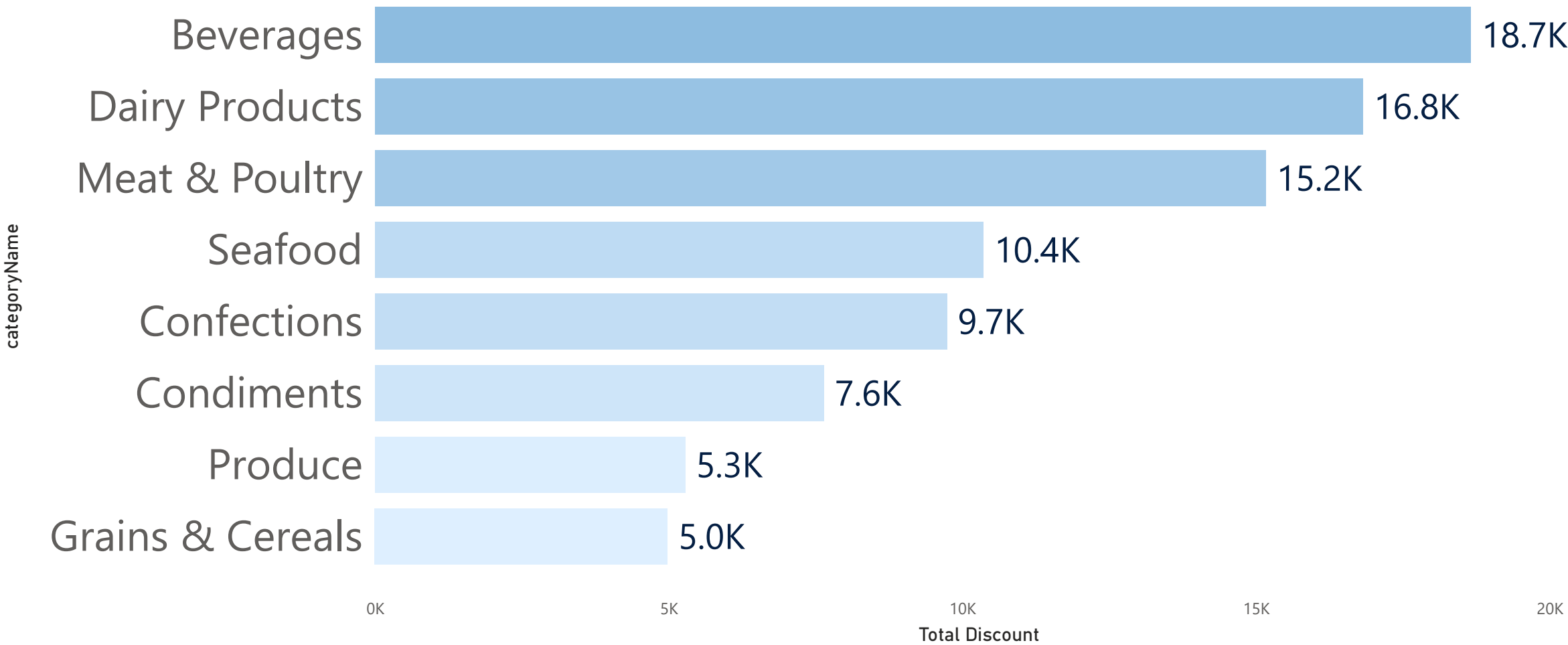
Discontinued Products

10.39%

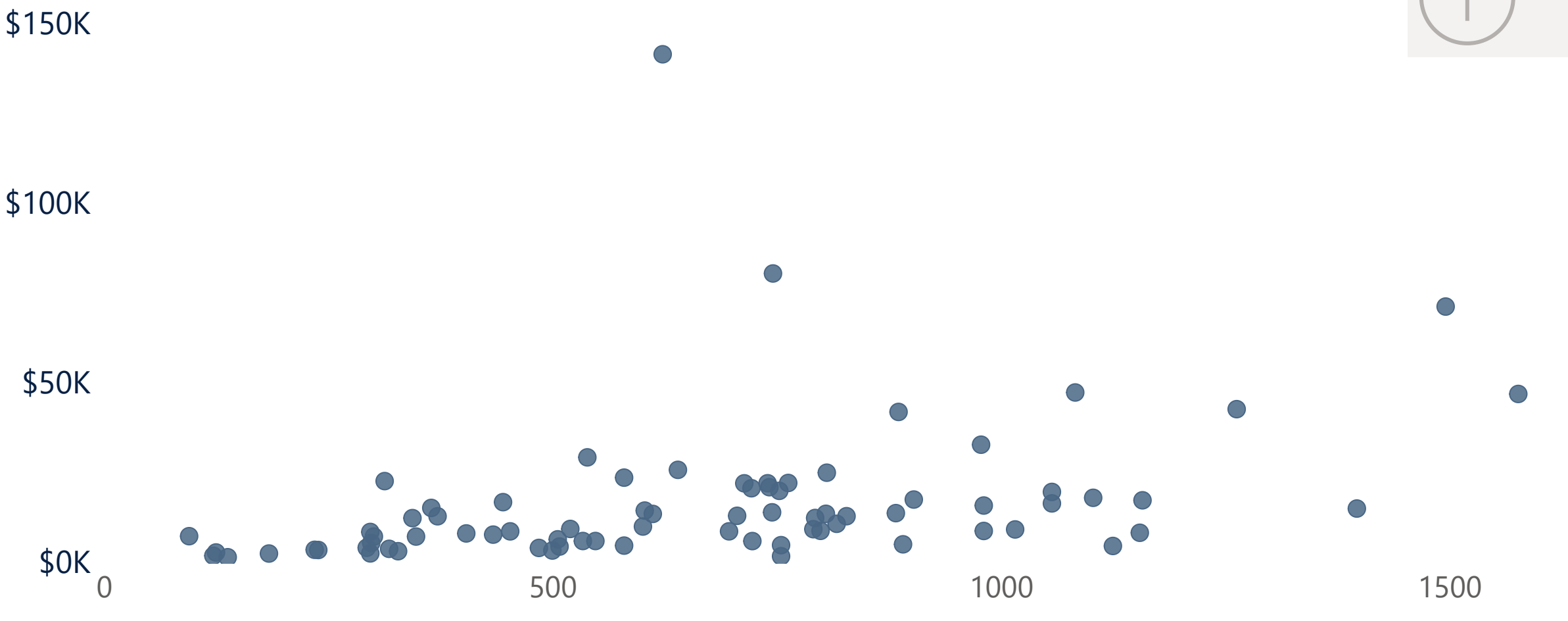
Total Revenue by product



Revenue Lost from Discounts by category



Total Units Sold and Total Revenue by product



category	Total Revenue	Gross Revenue	Total Orders
Beverages	\$267,868.18	\$286,526.95	354
Condiments	\$106,047.09	\$113,694.75	193
Confections	\$167,357.22	\$177,099.10	295
Dairy Products	\$234,507.29	\$251,330.50	303
Grains & Cereals	\$95,744.59	\$100,726.80	182
Meat & Poultry	\$163,022.36	\$178,188.80	161
Produce	\$99,984.58	\$105,268.60	129
Seafood	\$131,261.74	\$141,623.09	291

EMPLOYEE PERFORMANCE

OVERVIEW

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EMPLOYEE

OVERVIEW

CUSTOMER

SHIPPING

PRODUCT

EMPLOYEE

Number Of Employees

9

Top Employee

Margaret Peacock

Avg Revenue Per Employees

140.64K

AOV By Employees

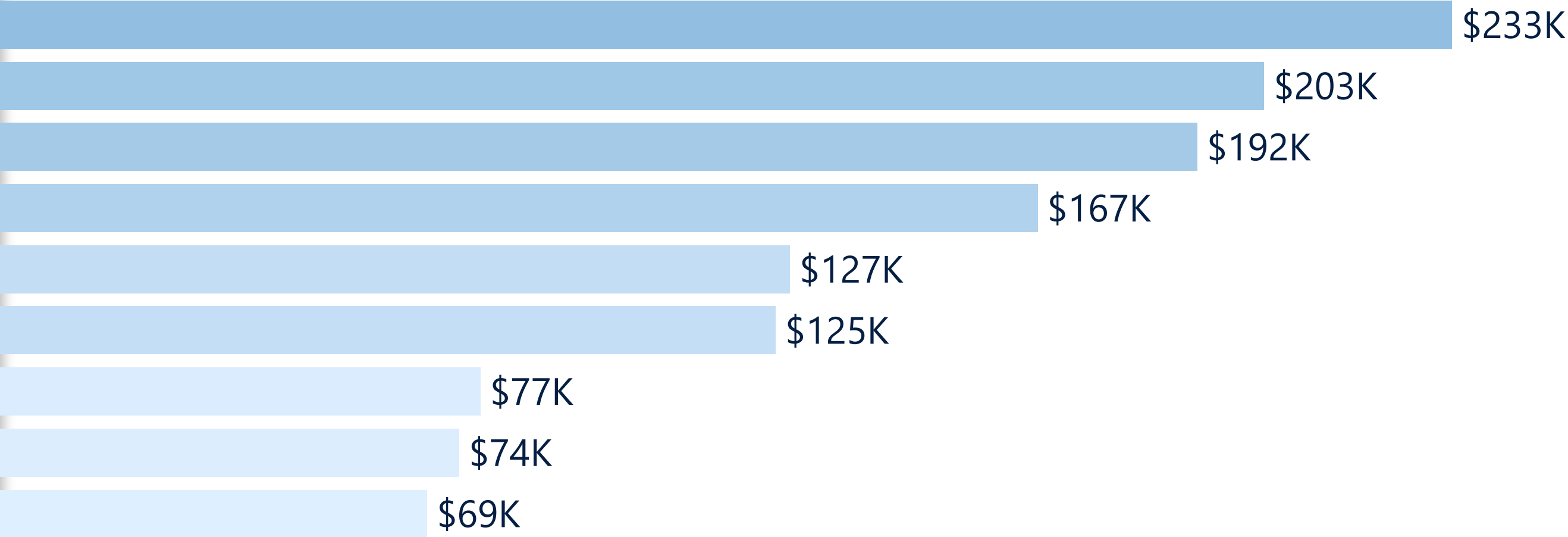
1.53K

Total Revenue

Total Orders

Employee Customer ID Country AOV Employee Rank

Margaret Peacock	75	USA	1493	1
Janet Leverling	63	USA	1597	2
Nancy Davolio	65	USA	1562	3
Andrew Fuller	59	USA	1735	4
Laura Callahan	56	USA	1220	5
Robert King	45	UK	1730	6
Anne Dodsworth	29	UK	1798	7
Michael Suyama	43	UK	1103	8
Steven Buchanan	29	UK	1638	9



Month Andrew Fuller Anne Dodsworth Janet Leverling Laura Callahan Margaret Peacock Michael Suyama Nancy Davolio Robert King Steven Buchanan

January	\$7,410.99	\$6,320.12	\$32,686.02	\$17,848.68	\$42,982.44	\$3,254.83	\$15,446.96	\$17,827.34	\$11,702.80
February	\$24,711.55	\$19,203.34	\$31,752.88	\$7,509.36	\$22,765.06	\$3,277.64	\$13,093.91	\$10,208.13	\$5,377.06
March	\$16,782.54	\$8,550.18	\$27,959.53	\$25,424.12	\$13,528.53	\$6,264.18	\$29,951.53	\$10,018.35	\$4,922.44
April	\$44,108.93	\$10,066.30	\$23,209.91	\$14,577.60	\$23,413.70	\$14,840.45	\$12,827.23	\$33,577.53	\$210.00
May	\$6,303.30	\$139.80	\$18,049.60	\$7,117.00	\$12,926.03	\$747.70	\$15,633.43	\$6,697.80	\$4,500.28
June	\$6,882.20	\$3,482.50	\$5,599.79	\$2,262.91	\$4,082.85	\$3,464.81	\$5,468.35	\$2,082.00	\$3,037.40
July	\$9,141.00	\$4,388.10	\$4,045.19	\$5,233.08	\$17,391.35	\$3,860.03	\$21,145.81	\$5,563.98	\$8,114.22
August	\$1,871.50	\$1,446.00	\$9,283.68	\$12,757.53	\$19,865.52	\$6,116.56	\$10,660.60	\$7,185.99	\$3,585.58
September	\$12,237.45	\$8,776.15	\$5,317.90	\$7,591.10	\$11,506.39	\$4,587.82	\$14,092.55	\$14,456.46	\$3,444.83
Total	\$166,537.76	\$77,308.07	\$202,812.84	\$126,862.28	\$232,890.85	\$73,913.13	\$192,107.60	\$124,568.24	\$68,792.28