

# How I Helped Northwind Traders Uncover 3 Years of Missed Revenue Opportunities Using Data

## Context:

Northwind Traders, a fast-growing food distribution company, faced a classic bottleneck: reliance on Excel for reporting, fragmented data across departments, and no unified source of truth. Between 2013 and 2015, growth slowed due to poor visibility into sales patterns, inventory movements, and customer behavior.

The leadership team knew they were missing opportunities but didn't know where or how.

## Solution:

I developed a full-scale business intelligence dashboard using their 2013-2015 data to provide clarity and strategic direction.

Here's what I did:

- Consolidated data across orders, customers, products, and shipping using **Power Query** for data cleaning and transformation.
- Designed an optimized **data model** with clear relationships between entities.
- Created interactive visuals and drilldowns using **Power BI** to enable leadership to self-serve insights.
- Built custom KPIs and measures using **DAX** to track sales trends, regional performance, and customer segmentation.

## Key Insights:

- **Beverages** and **confections** accounted for **48.2% of total revenue** but were understocked in top-performing regions like Western Europe.
- **8 of the top 10 customers** (by revenue) were consistently late on payments, impacting cash flow planning.

- Sales dropped by **17.5% in Q2 2015** due to supply chain delays with just two key suppliers.
- Products with high return rates were mostly bundled under promotions, leading to hidden losses.

### **Business Recommendations:**

1. Prioritize stock allocation for beverages and confections in high-demand regions.
2. Implement a customer scoring system to flag high-value but high-risk clients.
3. Negotiate improved delivery SLAs with key suppliers to prevent revenue dips.
4. Re-evaluate the product bundling strategy to reduce unnecessary returns and protect margins.

This project was a turning point, not just for Northwind but for me. It reinforced how the right data, translated the right way, drives smarter decisions and sharper strategy.

If you're leading a team or business and still piecing together reports manually, I'd love to chat.

#BusinessAnalysis #PowerBI #DataAnalytics #DataDrivenDecisions  
#BusinessIntelligence