

Northwind Traders Power BI Project

Problem Statement

This Power BI report creates a visually intuitive dashboard highlighting key performance metrics for Northwind Traders. It provides actionable insights into sales, customers, inventory, and employee performance to support data-driven decisions.

By integrating multiple Northwind tables, the dashboard offers a consolidated operational view. Interactive visuals and filters help stakeholders explore data efficiently and remain competitive.

Dataset Description

The Northwind database contains transactional and operational data for Northwind Traders, a fictitious global specialty food company. It includes orders, customers, products, suppliers, inventory, and employees.

MECE Framework & Key Insights

1. Sales Performance (WHAT)

Focus: Revenue trends and growth

Insights:

- Seasonal sales trends and regional performance
- Revenue concentration in top markets

2. Customer Analysis (WHO - Customers)

Focus: Customer behavior and contribution

Insights:

- High-value and repeat customers
- Key segments driving majority of revenue

3. Product & Category Analysis (WHAT is sold)

Focus: Product-level performance

Insights:

- Top- and underperforming products
- High-contribution categories

4. Inventory & Supplier Analysis (HOW operations run)

Focus: Stock efficiency and supplier dependency

Insights:

- Stock-out and overstock risks
- Fast- vs slow-moving products
- Reliance on key suppliers

5. Employee Performance (WHO - Employees)

Focus: Sales productivity

Insights:

- Top performers and revenue contribution
- Opportunities for training

6. Key Insights & Recommendations (SO WHAT)

Summary:

- Revenue driven by select regions, customers, and products
- Inventory imbalances affect efficiency
- Employee performance varies

Recommendations:

- Focus on high-value customers and regions
- Optimize inventory and underperforming products
- Support employees with targeted training

Conclusion

A MECE-based structure ensures clear, concise, decision-focused insights. The Power BI dashboard enables stakeholders to explore data efficiently and drive strategic business outcomes.