

After analysing the Northwind Traders Dashboard these are the key positive insights I discovered :

Sales Performance:

1. The month of April (190.33K) and the year 2014 (658.39K) overall stand out as periods with the highest sales, reflecting exceptional revenue generation during those times.
2. Quarterly analysis reveals that Q1 (463.12K) consistently demonstrates the highest sales, indicating a strong start to each year for Northwind Traders.

Sales by Category:

1. Beverages, Dairy Products, and Meat & Poultry collectively account for approximately (715K) which is more than half of the company's sales, underscoring their significance in revenue generation.
2. Beverages show the highest sales in the USA (63.4K) , Germany (57.6K) and Brazil (40.4K) indicating a strong market demand in these regions.
3. Dairy Products achieve their highest sales in the Germany (53.2K), USA (41.5K) and Austria (30.3K) suggesting a favorable market for these products in those countries.
4. Meat & Poultry sales are strongest in the USA (45.4K) highlighting a preference for these items among American consumers.

Employee Sales Performance:

1. Margaret Peacock (250.19K) is the top-performing employee, consistently delivering exceptional sales figures.
2. Margaret's outstanding sales performance is particularly notable in the USA (50.7K) , Germany (41.3K) and France (26K) demonstrating her effectiveness across diverse markets and product categories.

Sales Performance by Company :

1. Quick-Stop (117.48K) , Save-a-lot-Markets (115.67K) , Ernst Handel (113.24K) has the highest sales.
2. Andrew Fuller's most sales are from Quick-Stop (45.01K)
3. Best-Selling Product:
4. Cote de Blaye is the most sold product, with a sales volume of (149.9K). This indicates its popularity and customer preference, contributing significantly to overall revenue.

Shipping :

1. Federal shipping is the preferred option, covering almost 45% of the shipping consignments. This highlights its reliability and efficiency in meeting customer demands.

Sales by Location:

1. Cunevalde (117.48K) and Boise (115.67K) City exhibit the highest sales figures, signifying their importance as key markets for Northwind Traders.
2. The USA (263.6K) and Germany (244.6K) are the top-performing countries, demonstrating strong sales performance and revenue generation.

Contributing :

Contributions are welcome! If you would like to contribute to this project, please follow the same guidelines mentioned in the README file