

91

Number of customers

8

Categories

NORTHWIND TRADERS

SALES AND ORDER DASHBOARD

Northwind Traders, a premier gourmet food supplier, has served 91 customers across 21 countries. We offer a diverse range of 77 products spread over 8 categories, encompassing beverages, dairy products, confections, seafood, condiments, grains & cereals, meat & poultry, and produce. Our dedication is focused on delivering promptly, maintaining exceptional product quality, and offering competitive pricing to consistently surpass the expectations of our esteemed clientele.

21

Number of country

77

Number of products

SALES PERFORMANCE

\$1.27M

Total Revenue

51317

Total Quantity Ordered

In reviewing the monthly sales trends, the peak occurred in April 2015, reaching \$123,799. However, the subsequent month saw a sharp decline to \$18,334, marking an 85.2% decrease. Looking at quarterly performance, Q1 2015 stands out with total sales amounting to \$208,492. Across product categories, beverages lead with 18.6% of total orders, while produce registers the lowest order frequency at 6.76%. Beverages and dairy products top sales figures, amounting to \$267,888 and \$234,507 respectively, whereas produce and grains & cereals show the least success with sales of \$99,985 and \$95,745 respectively. Among 77 products, 8 have been discontinued, with three ranking in the top 10 based on sales.

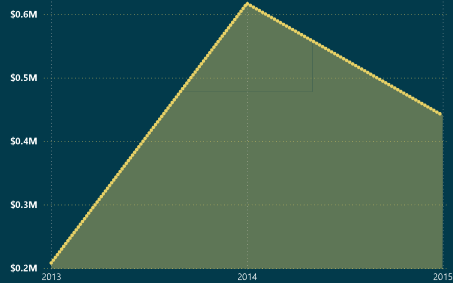
Sales Trends Over Time

Yearly

Quarterly

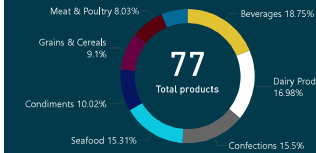
Monthly

Daily

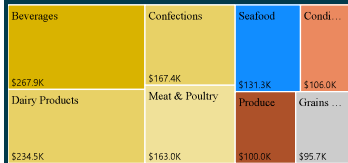


PRODUCT PERFORMANCE

No. of Orders by Product Category



Revenue by Product Category



Top 10 Product Performance by Revenue

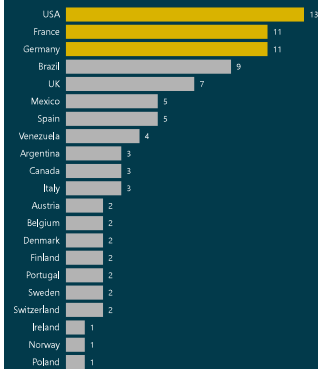
Product	Category	Quantity Sold	Revenue
Côte de Blaye	Beverages	623	\$141,396.74
Thüringer Rostbratwurst	Meat & Poultry	746	\$80,368.67
Raclette Courdavault	Dairy Products	1406	\$71,155.70
Tarte au sucre	Confections	1033	\$47,234.97
Camembert Pierrot	Dairy Products	1577	\$46,825.48
Gnocchi di nonna Alice	Grains & Cereals	1263	\$42,593.06
Maringnap Dried Apples	Produce	888	\$41,819.65
Alice Mutton	Meat & Poultry	978	\$32,698.38
Camaron Tigres	Seafood	539	\$29,171.88
Rössle Sauerkraut	Produce	640	\$25,696.64

Bottom 10 Product Performance by Revenue

Product	Category	Quantity Sold	Revenue
Chocolade	Confections	138	\$1,368.71
Gelbst	Dairy Products	755	\$1,648.13
Ginsu Shoyu	Condiments	122	\$1,784.83
Laughing Lumberjack Lager	Beverages	184	\$2,396.80
Longlife Tofu	Produce	297	\$2,432.50
Gravid lax	Seafood	125	\$2,689.40
Aniseed Syrup	Condiments	328	\$3,044.00
Filo Mix	Grains & Cereals	500	\$3,232.95
Louisiana Hot Spiced Okra	Condiments	239	\$3,383.00
Valkoinen suola	Confections	235	\$3,437.69

KEY CUSTOMERS

No. of Customer by Country



Out of 91 customers, the United States leads with 13 companies, followed by France and Germany, each with 11. Save-a-lot Markets in the U.S shows the most frequent purchases with 31 orders, followed closely by Ernst Handel from Austria with 30, and QUICK-Stop from Germany with 28 orders.

Top 10 Amount of Order by Company

Country	City	Company	Number of Order	Revenue
USA	Boise	Save-a-lot Markets	31	\$104,361.95
Austria	Graz	Ernst Handel	30	\$104,874.98
Germany	Cunevalde	QUICK-Stop	28	\$110,272.31
Ireland	Cork	Hungry Owl All-Night Grocers	19	\$49,979.91
Sweden	Bräcke	Folk och fa HB	19	\$29,567.56
Sweden	Luleå	Berglunds snabbköp	18	\$24,927.58
USA	Albuquerque	Ranfacarrie Canyon Grocery	18	\$510,997.80
Venezuela	San Cristóbal	HILARIO-Abastos	18	\$22,768.76
France	Marseille	Bon app'	17	\$21,963.25

Bottom 10 Amount of Order by Company

Country	City	Company	Number of Order	Revenue
Mexico	Mexico City	Centro comercial Moctezuma	1	\$100.80
USA	Walla Walla	Lazy K Country Store	2	\$357.00
Venezuela	Caracas	GROZILA-Restaurante	2	\$1,688.70
Canada	Vancouver	Laughing Bacchus Wine Cellars	3	\$522.50
France	Nantes	France restauration	3	\$3,172.16
Spain	Madrid	Boldo Comidas preparadas	3	\$4,232.85
UK	London	Consolidated Holdings	3	\$17,119.10
UK	London	North/South	3	\$649.00

SHIPPING

Avg. Processing time



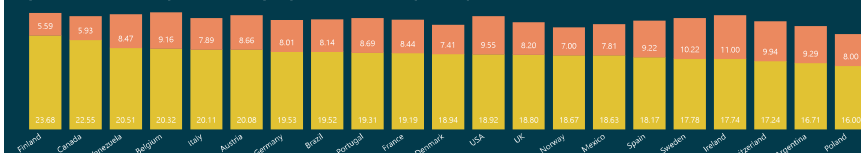
Avg. Days to Fulfill Order



Avg. Shipping Cost by Shipper



Avg. Order Fulfillment Days vs. Remaining Days Before Deadline by Country



KEY RECOMMENDATION

The decline in the company's sales in May 2015 might be attributed to the termination of sales of these products. Moving forward, the company must actively seek replacements for these discontinued products, especially those that were previously top-selling, to sustain and potentially improve market performance. Retaining the loyal customer base and increasing the frequency and quantity of purchases from countries with lower order volumes are crucial objectives. Strategies such as offering special discounts based on specific purchase thresholds and understanding customer needs for particular products are essential. Regarding order fulfillment, the company consistently meets deadlines well ahead of customer expectations. To further improve, prioritizing efforts to enhance order fulfillment speed, especially for customers in Switzerland, Sweden, and Ireland, is recommended.