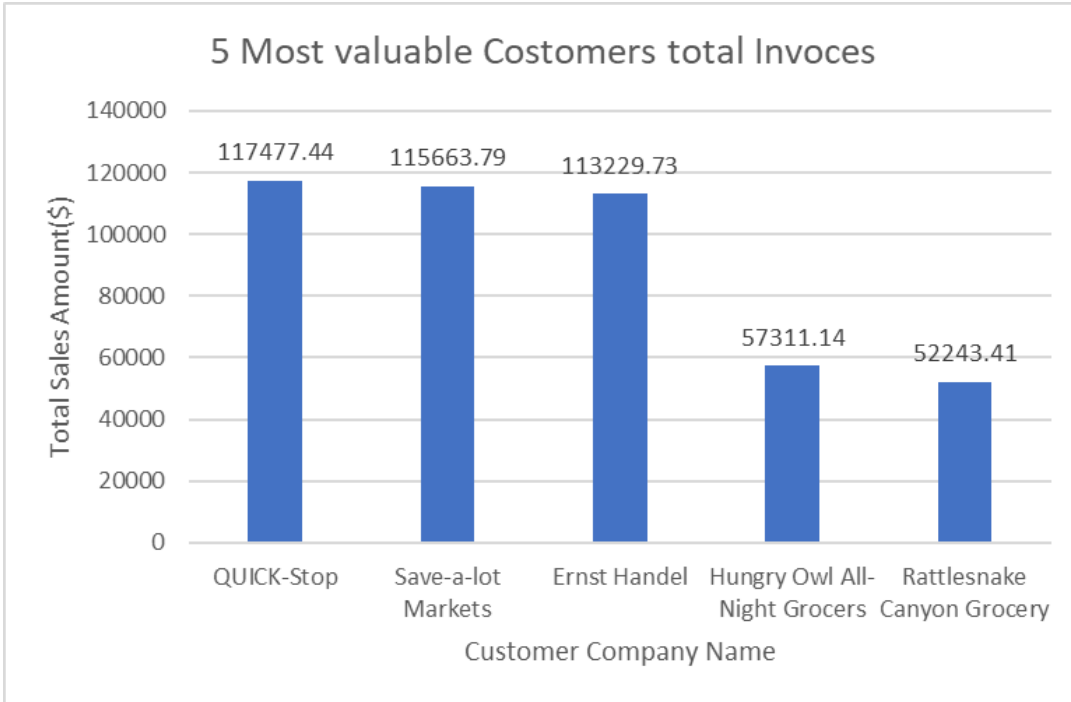


Customers Analysis For Northwind Company

Shahrooz Govahi

5 most Valuable Customers



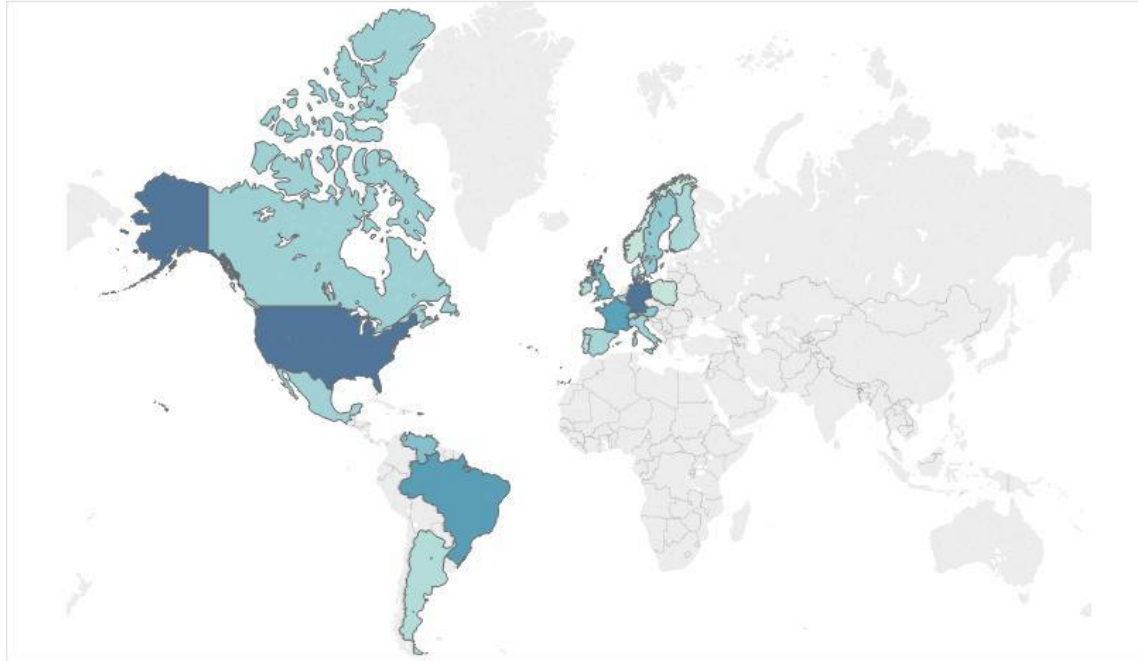
This visualization displays “Customer Company Name” on the X axis and “Total Invoice Amount(\$)” on the Y axis.

According to this visualization the most valuable customers are:

1. QUICK-Stop
2. Save-a-lot Markets
3. Ernst Handel
4. Hungry Owl All-Night Grocers
5. Rattlesnake Canyon Grocery

Number of Orders in Each Country

Countries Number of Orders



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Num Invoices. Details are shown for Country.

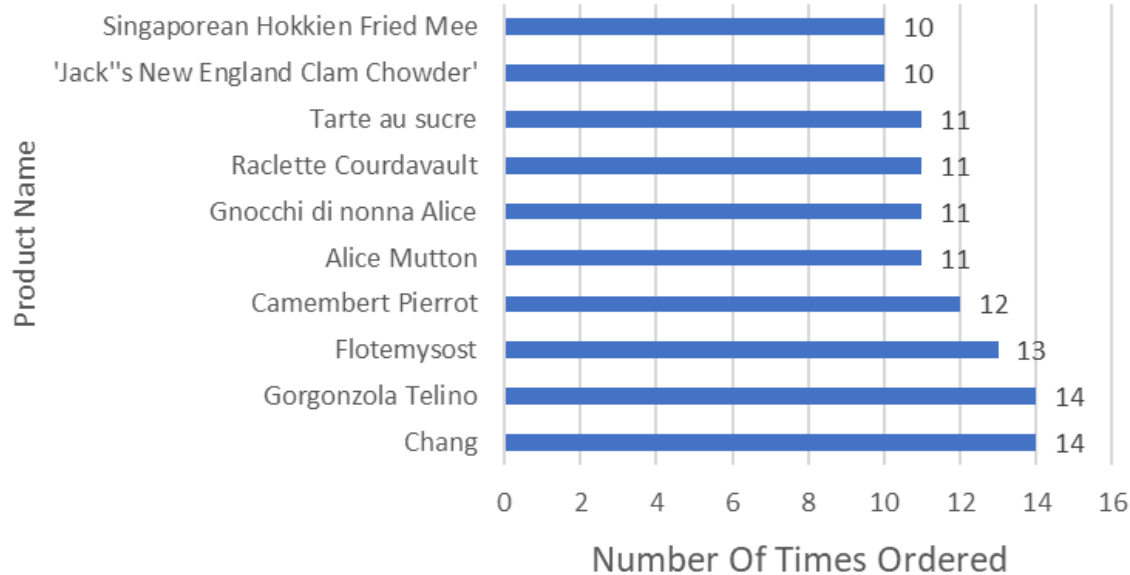
Num Invoices



This visualization displays total number of orders in each Country on the world map. The maximum number of orders is **122** and it happens in "**Germany**" and "**USA**". The least number of orders happens in "**Norway**" and it is **6** orders. Many countries on the map has no blue color and it means there is no customer. The more strong the blue color indicates bigger number of orders in a country and vice versa.

Most Important Products, Best Customers Bought

Best Seller Products for Most Valuable Customers

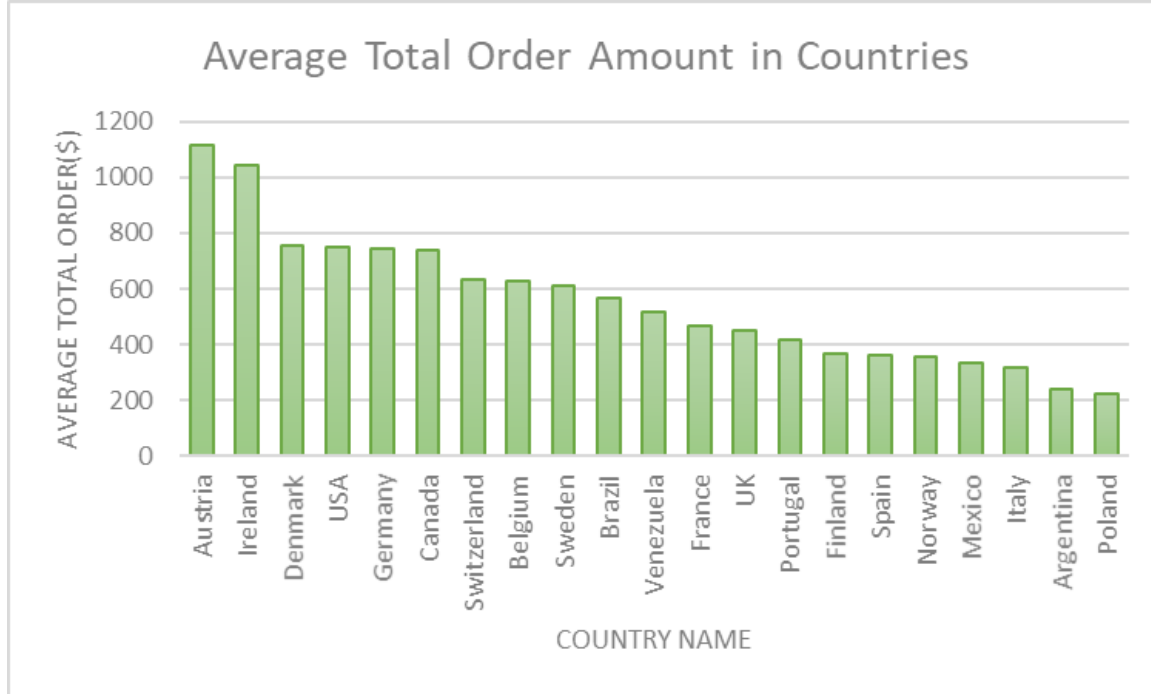


This visualization displays "Number of Times a Product Ordered" on the X axis and "Product Name" on the Y axis. These are 10 best seller products that 5 most valuable customers ordered most.

According to this visualization the most sold products and number of time they ordered are:

1. Chang : 14
2. Gorgonzola Telino: 14
3. Flotemysost: 13

Average Total Sales Amount in Countries



This visualization displays "Country Name" on the X axis and "Average Total Order Amount(\$)" on the Y axis.

According to this visualization the most Average Order Amount is in these countries:

1. Austria: \$1116
2. Ireland: \$1042
3. Denmark: \$756