**NorthWind Data Analysis**

**Customer Segmentation -**

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| **Demographic Insights** | **Contact Details** |
| **Demographic insights such as location, Company Name** | **Contact details such as Phone No., Contact Title, customer id, Name** |

**Employee Analysis-**

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| **Demographic Insights** | **Contact Details** | **Job Details** | **Employee Performance** |
| **Demographic Insights such as**  **Location, age** | **Details such as Employee id, name, phone No.,** | **Details such as Job Title, hire date** | **Top and bottom Employee who has sell most product** |

**Product Analysis-**

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| **Categorizing** | **Sales Performance** | **Price Distribution and Quantity** |
| **Categorize the products in subcategory** | **Top and bottom selling products in countries** | **Analyzing the Price of products and Order quantity per products** |

**Sales Analysis-**

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| **Sales Over Time** | **Sales of Products** | **Quantity Performance** |
| **Analysis of sales over time** | **Top and bottom selling products in countries** | **Total Quantities purchased by customers** |

**Shipper Analysis-**

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| **Shipper Performance** | **Time Analysis** |
| **No. Of orders delivered, most favored shipper** | **Time Analysis for a product to delivered** |