



Northwind Business Performance Analysis

Objective: Analyze sales, customers, products, shipments, and employee performance.

Key Performance Indicators

\$1.27M

Total Revenue

Overall sales performance.

91

Total Customers

Customer base size.

830

Total Orders

Volume of transactions.

37

Delayed Orders

Shipment efficiency metric.

\$628....

Average Order Value

Revenue per transaction.



Product Performance

Product QDOMO generated the highest revenue.

Top 3 products drive most revenue:

- QDOMO (\$141.40K)
- VJXYN
- UKXRI

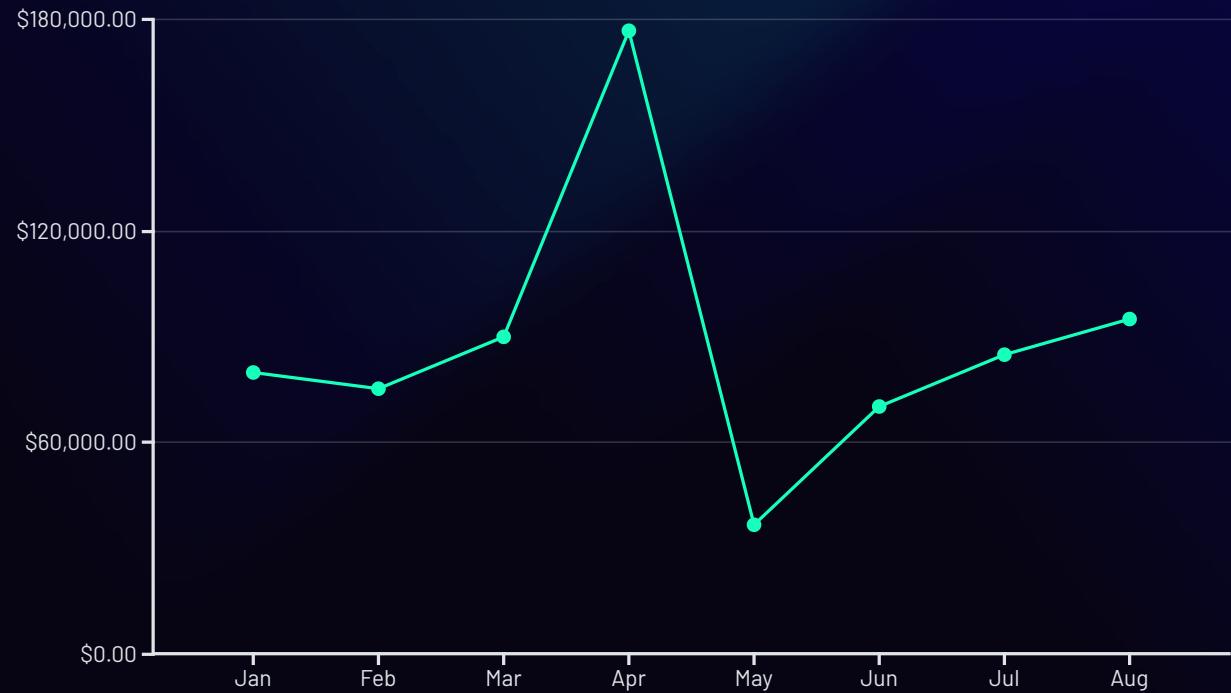


Monthly Revenue Trends

Revenue peaks in April, dips in May.

- Peak: April (\$176.83K)
- Lowest: May (\$36.36K)

Stable mid-year performance (70K-90K range).





Customer Insights

1

Veronesi

\$110K in revenue.

2

Kane

\$105K in revenue.

3

Navarro

\$104K in revenue.

Heavy reliance on top 3 customers.



Customer Concentration

Our top customers contribute significantly to overall revenue.

Top 3 Customers

Other Customers

Diversifying the customer base could mitigate risks.



Delayed Shipments



37 Delayed

Significant number of delayed shipments recorded.



Bottleneck

Indicates a potential operational bottleneck in logistics.



Improvement

Requires investigation and process improvement.

Employee Performance: Top YoY Performers



Judy Lew

Exceptional year-over-year growth.



Russell King

Strong performance and significant increase.



Don Funk

Impressive growth contributing to team success.

Project Conclusion

01

SQL Proficiency

Demonstrated advanced SQL querying skills.

02

DAX Capabilities

Utilized Data Analysis Expressions for complex calculations.

03

BI Visualization

Created compelling Power BI dashboards.

04

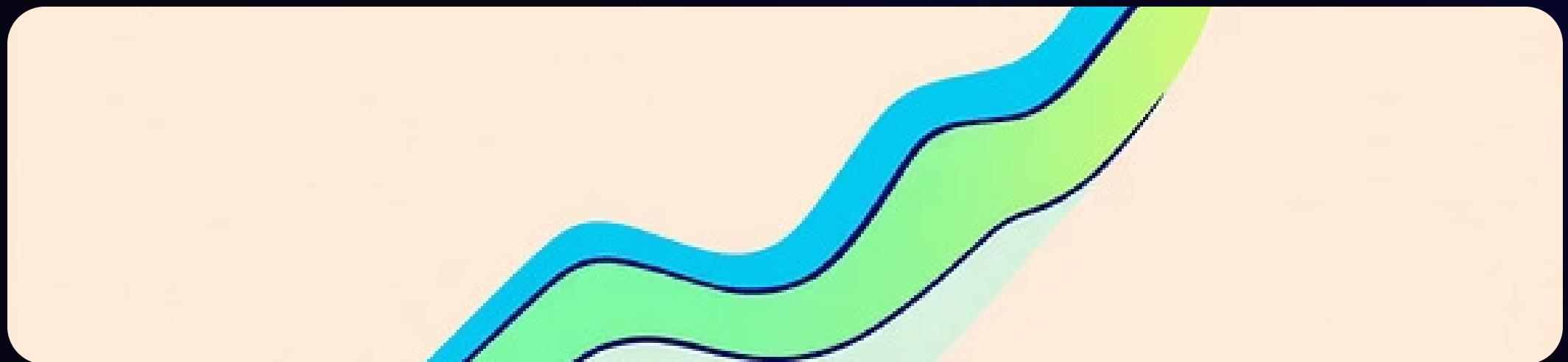
Business Insights

Generated actionable insights for strategic decisions.



Future Outlook

Leveraging these insights for continued growth and operational excellence.



Northwind is poised for strategic advancements.