

MAVEN NORTHWIND CHALLENGE

For the Maven Northwind Challenge, I'll be working as a BI Developer for Northwind Traders, a global import and export company that specializes in supplying high-quality gourmet food products to restaurants, cafes, and specialty food retailers around the world.

As part of my role, I've been tasked with building a top-level KPI dashboard for the executive team. Its purpose should be to allow them to quickly understand the company's performance in key areas, including:

Sales trends

Product performance

Key customers

Shipping costs



SALES

PRODUCTS

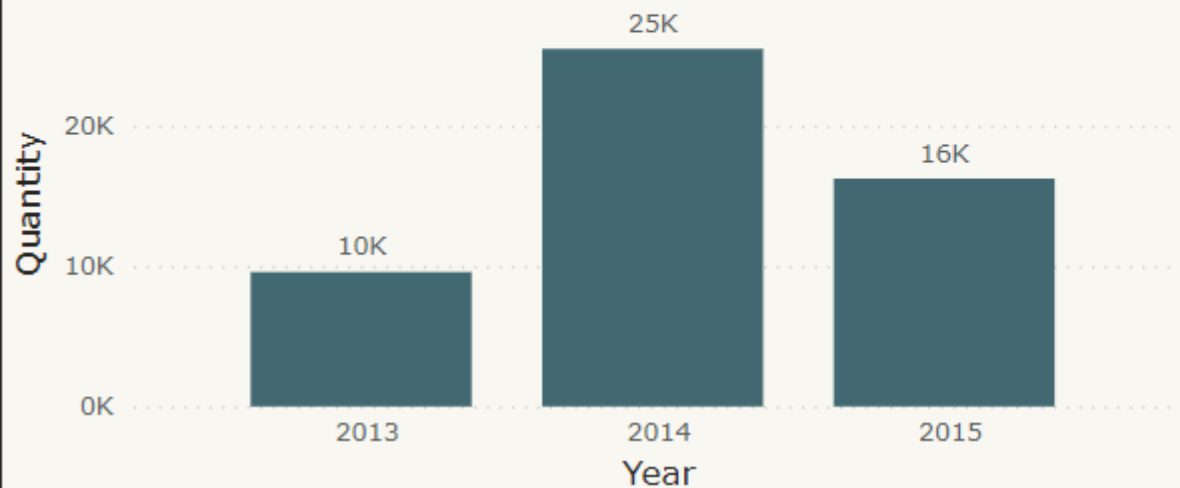
CUSTOMERS

SHIPPING

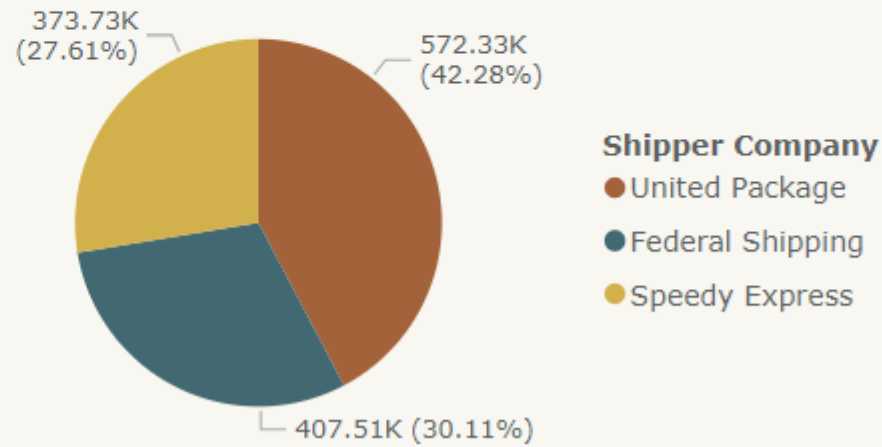
INSIGHTS

SALES TRENDS

Quantity by Year



Revenue by Shipper Company



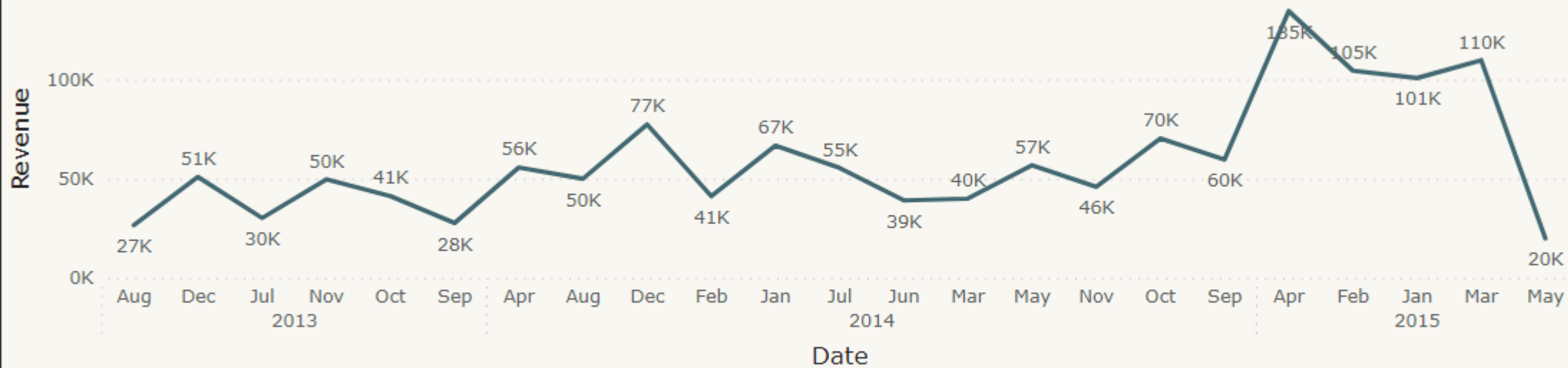
830

Total Number of Orders

1.35M

Total Revenue

Monthly Revenue



886.66

Total Amount of Discount

64.94K

Total Shipping Cost

HOME

PRODUCTS

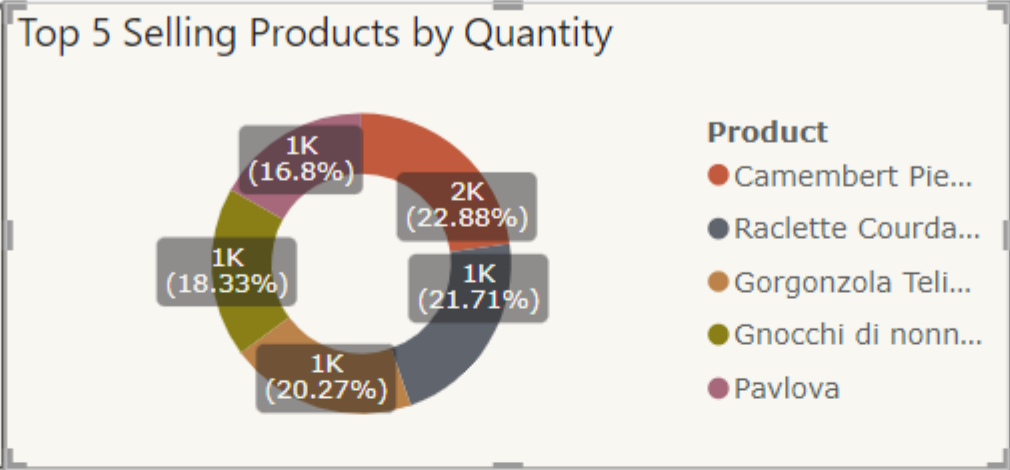
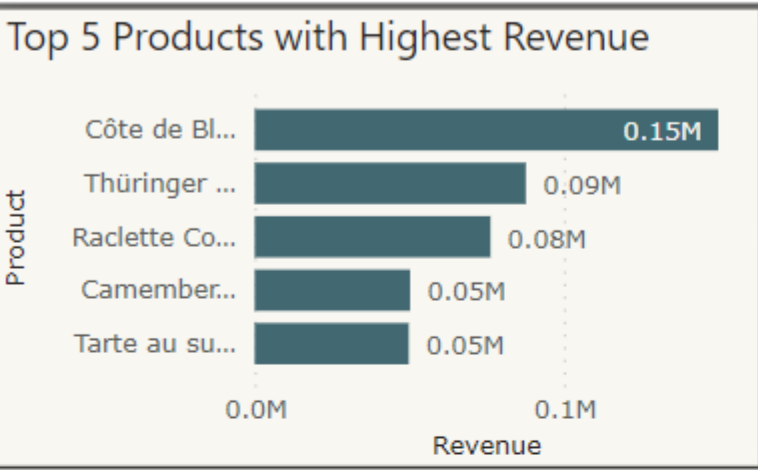
CUSTOMERS

SHIPPING

INSIGHTS

NORTHWIND TRADERS - SALES

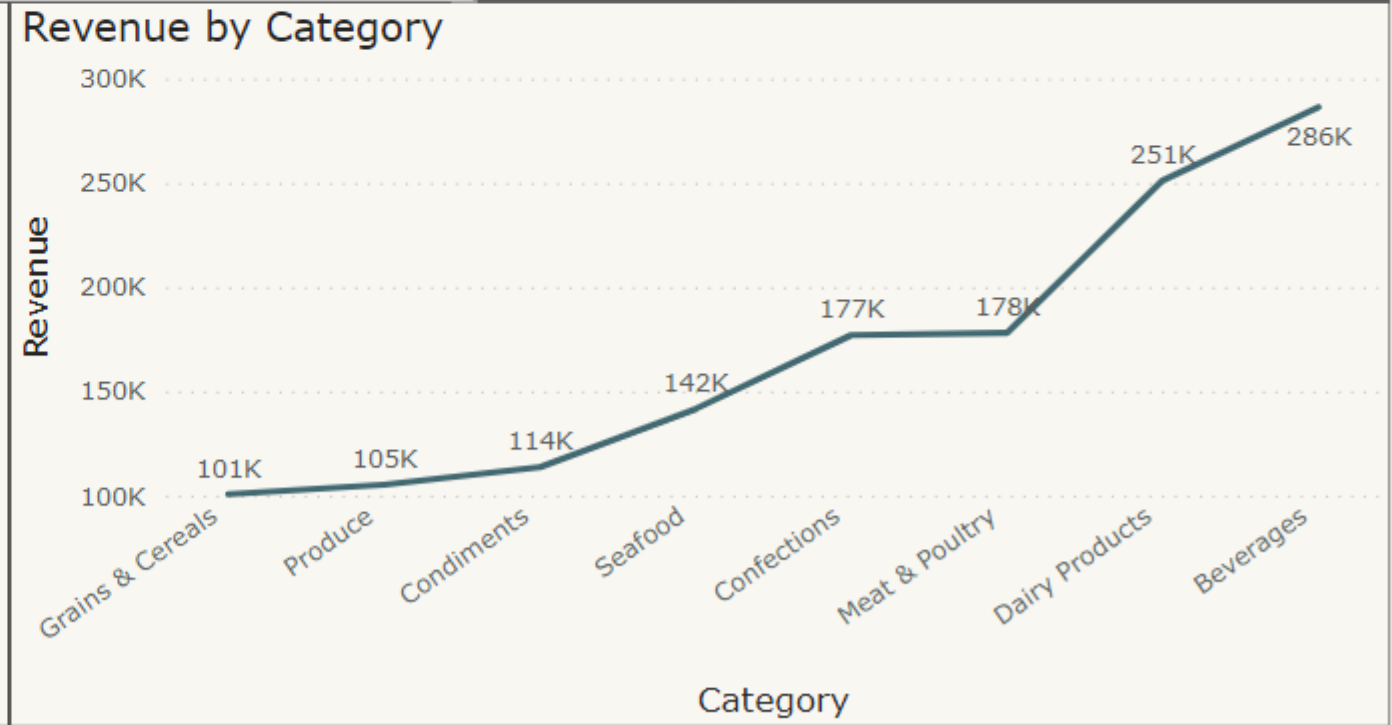
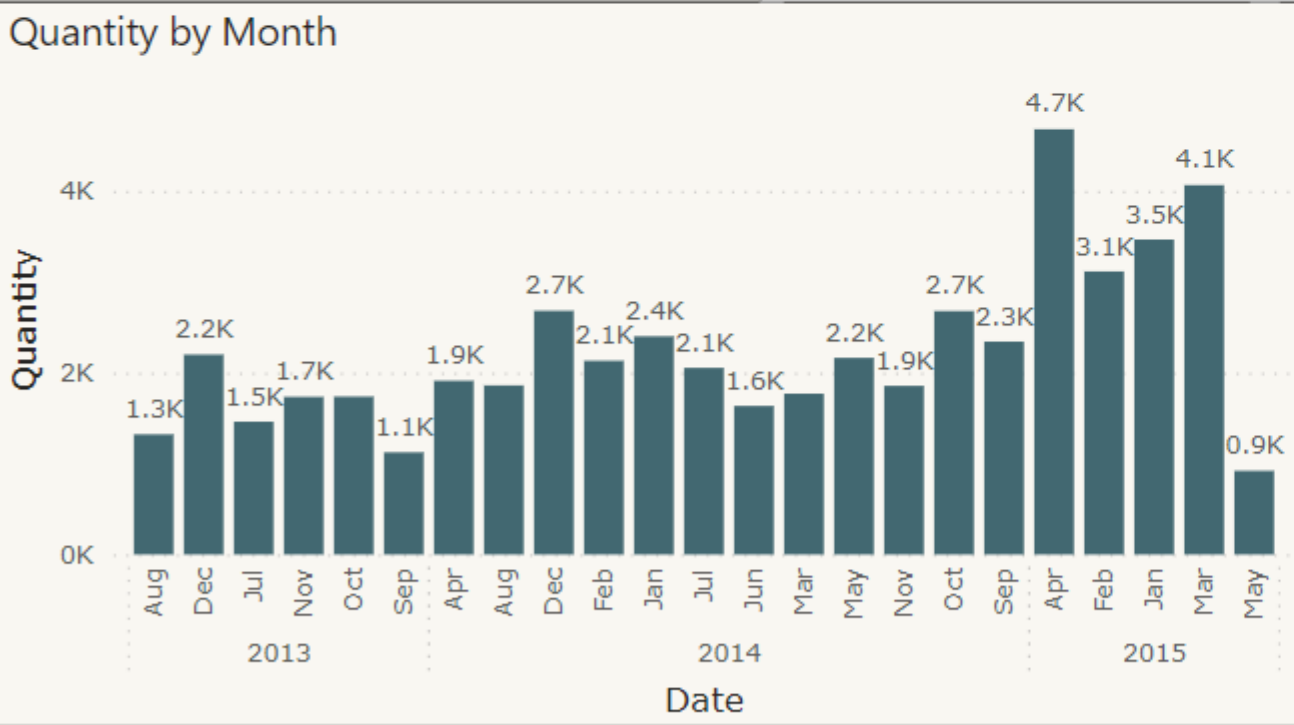
PRODUCT PERFORMANCE



51K
Total Number of Products

Summary

Category/Products	Quantity	Revenue
Beverages	9532	286,340.36
Condiments	5298	113,618.27
Confections	7906	177,001.68
Dairy Products	9149	251,162.27
Grains & Cereals	4562	100,676.98
Meat & Poultry	4199	178,037.14
Produce	2990	105,215.76
Seafood	7681	141,519.48





KEY CUSTOMERS

91

Number of Customers

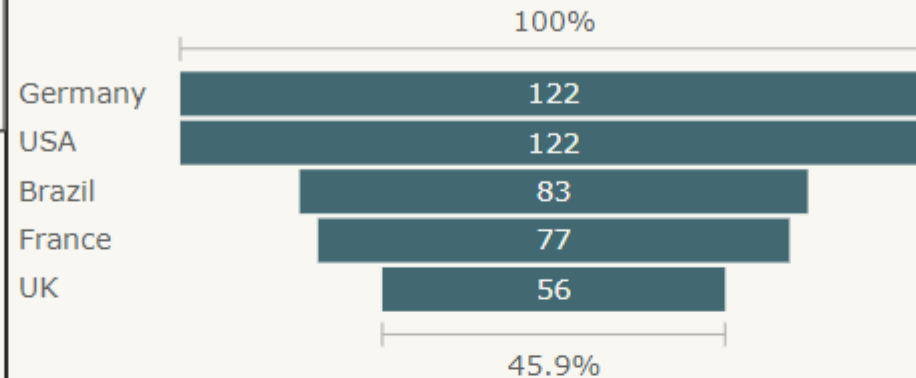
21

Number of Countries

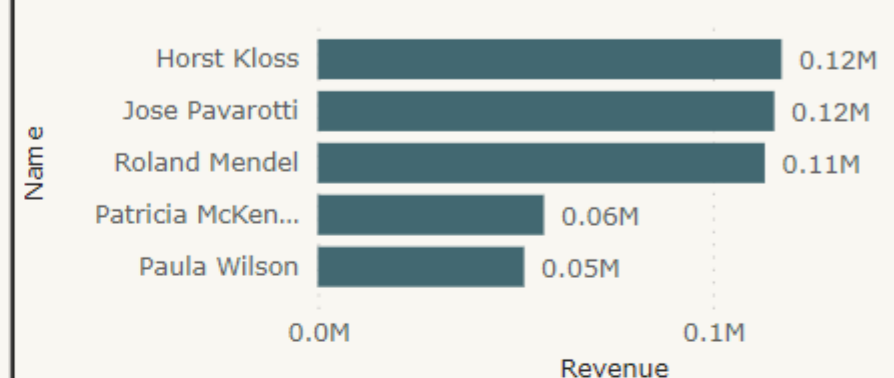
Number of Customers in each Country

Country	Number of Customers
USA	13
France	11
Germany	11
Brazil	9
UK	7
Mexico	5
Spain	5
Venezuela	4
Argentina	3
Canada	3
Italy	3
Austria	2
Belgium	2
Denmark	2
Finland	2
Portugal	2
Sweden	2
Switzerland	2
Ireland	1
Norway	1
Poland	1

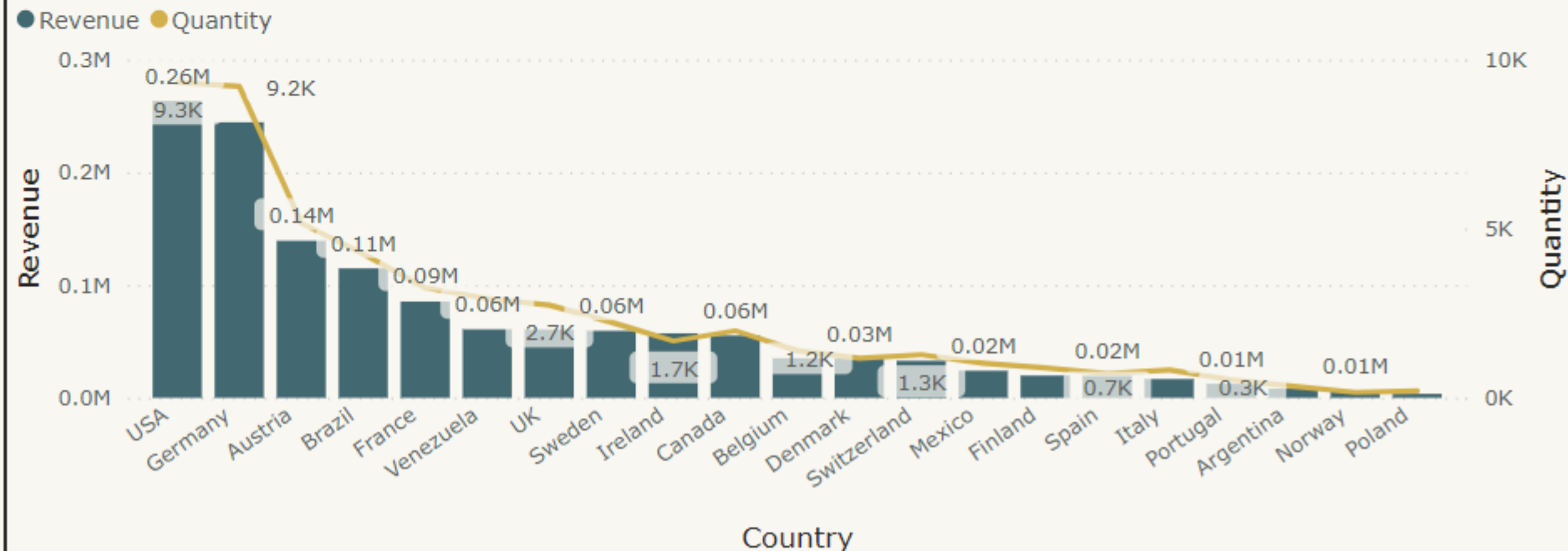
Top 5 Countries with the most Number of Orders



Top 5 Customers Who Spent The Most



Revenue and Quantity by Country



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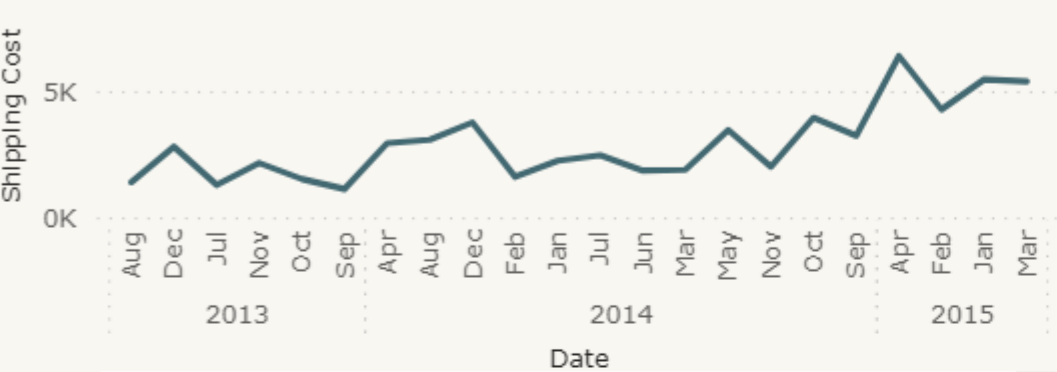
INSIGHTS

NORTHWIND TRADES - CUSTOMERS

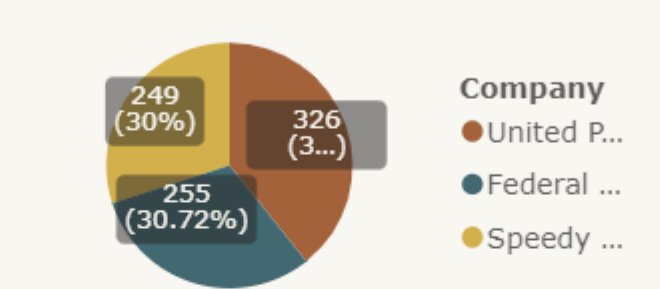
SHIPPING COST



Monthly Shipping Cost



Number of Orders By Shipping Companies



Shipping Cost by Shipping Companies

United Package	Federal Shipping	Speedy Expr...
28.24K	20.51K	16.19K

Summary

Country	Number of Orders	Revenue	Shipping Cost
Argentina	16	8,119.10	598.58
Austria	40	139,381.70	7,391.50
Belgium	19	35,121.88	1,280.14
Brazil	83	114,888.05	4,880.19
Canada	30	55,282.72	2,198.09
Denmark	18	34,761.04	1,396.19
Finland	22	19,768.77	910.89
France	77	85,457.36	4,237.84
Germany	122	244,497.07	11,283.28
Ireland	19	57,244.02	2,755.24
Italy	28	16,695.80	864.44
Mexico	28	24,068.54	1,122.78
Norway	6	5,735.15	275.50
Poland	7	3,531.95	175.74
Portugal	13	12,458.69	643.53
Spain	23	19,417.40	861.89
Sweden	37	59,473.41	3,237.60
Switzerland	18	32,907.23	1,368.53
UK	56	60,600.06	2,954.27
USA	122	263,387.16	13,771.29
Venezuela	46	60,774.85	2,735.18

Countries



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NORTHWIND TRADES - SHIPPING

INSIGHTS

SALES TRENDS:

- The total amount of revenue: **\$1.35M**. The total cost of shipping: **\$64.94K**. There are **830** unique orders.
- The **United Package** Shipping Company generated the highest amount of revenue compared to other shipping companies: **\$572.33K**.
- **2014** has the **highest amount of products** sold compared to 2013 and 2015: **\$25K**.
- The **highest revenue** in monthly distribution was generated in **April 2014: \$134K**. The **lowest revenue** in monthly distribution was generated in **May 2015: \$18K**.

PRODUCT PERFORMANCE:

- Total number of products: **51K**.
- The **highest revenue** was generated by the category **Beverages: \$286K**, and the **lowest revenue** was generated by the category **Grains & Cereals: \$100K**.
- **Beverages** has the **most amount of product numbers sold: 9532**, and the **least amount of product numbers sold** belong to the **Produce** category: **2990**.
- The **highest quantity** was sold in **April 2014: 4.7K**, and the **lowest quantity** was sold in **May 2015: 0.9K**.
- Top 5 products earned the **highest revenue** compared to other products: **Cote de Blaye, Thüringer Rostbratwurst, Raclette Courdavault, Camembert Pierrot, Tarte au sucre**.
- The **highest quantity** is sold from these top 5 products: **Camembert Pierrot, Raclette Courdavault, Gorgonzola Telino, Gnocchi di nonna Alice, Pavlova**.

KEY CUSTOMERS:

- There are **91** customers from **21** different countries. **USA** has the **highest number of customers: 13**.
- The **highest revenue** is generated by the **USA: \$263K** and the **lowest revenue** is generated by **Poland: \$3K**.
- The **most products were sold** in the **USA: 9330**, and the **less amount of products** were sold in **Norway: 161**.
- Top 5 countries with the **most number of orders: Germany, USA, Brazil, France, UK**.
- Top 5 customers who has **spent the most amount of money: Horst Kloss, Jose Pavarotti, Roland Mendel, Patricia McKenna, Paula Wilson**.

SHIPPING COST:

- The **highest amount** of shipping cost is for the **USA: \$13K**.
- **United Package** is the shipping company with the **highest shipping cost: \$28.24K**.
- **Most the the orders** were delivered by **United Package: 326**.
- The shipping cost was the **highest** in **April 2014: \$6K**.

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