Northwind Traders KPI Dashboard (2013-2015)

Background:
Northwind Traders is a fictional global import and export company that specializes in supplying high-quality gourmet food products to restaurants, cafes, and specialty food retailers around the world. This KPI dashboard presents the facts and figures of their performance in key areas such as sales trends, product performance, key customers and shipping costs.

Tools used for the project:
- Data Analysis: Microsoft Excel, Microsoft Power BI Dax.
- Dashboard Design: Microsoft Power Point.
- Data Visualization: Microsoft Power BI.

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Northwind Traders KPI Dashboard (2013-2015)

Location
All

Time
All

Category
All

Product
All

Shipping Company
All

Employee
All

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#Orders
830

Net Profit
$1.20M

Freight Cost
$64.94K

#Customers
91

#Unique Products
77

Net Sales Trend

$100K

$50K

$28K
$25K
$61K
$38K
$54K
$36K
$67K
$44K
$110K

Jul 2013 | Oct 2013 | Jan 2014 | Apr 2014 | Jul 2014 | Oct 2014 | Jan 2015 | Apr 2015

Shipping Cost

$16.19K (24.92%)
$28.24K (43.49%)
$20.51K (31.59%)

Shipping Company
- United Package
- Federal Shipp...
- Speedy Express
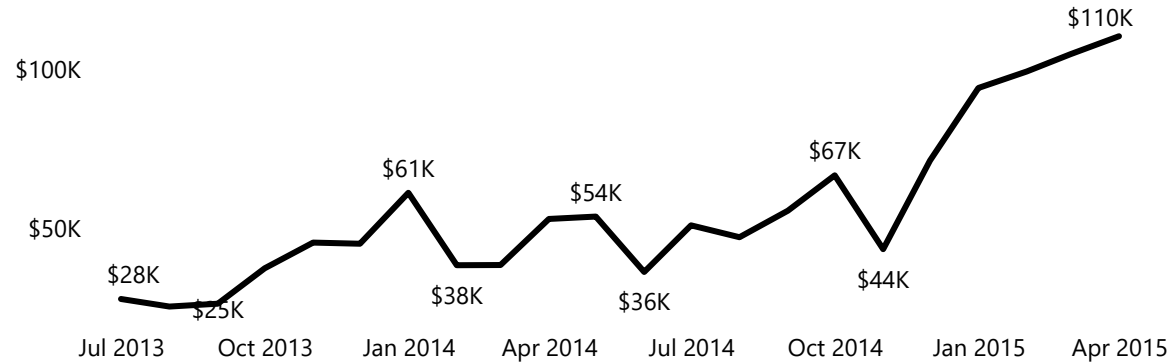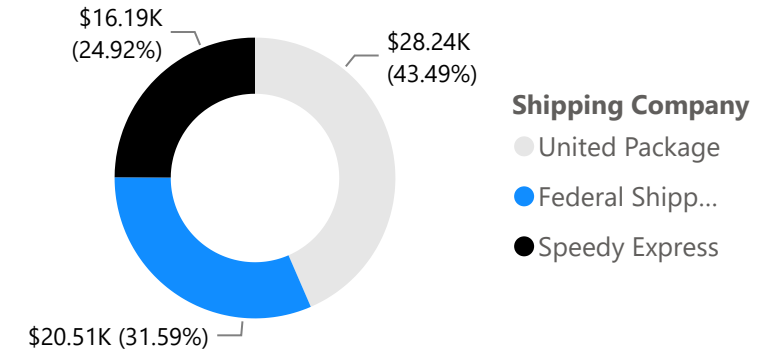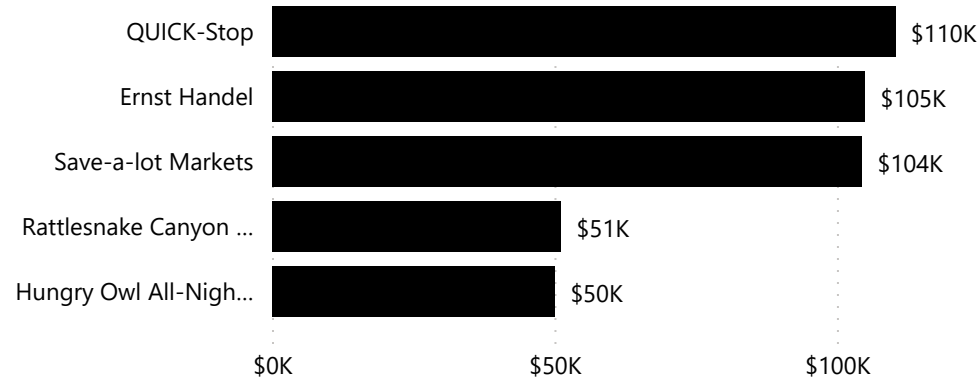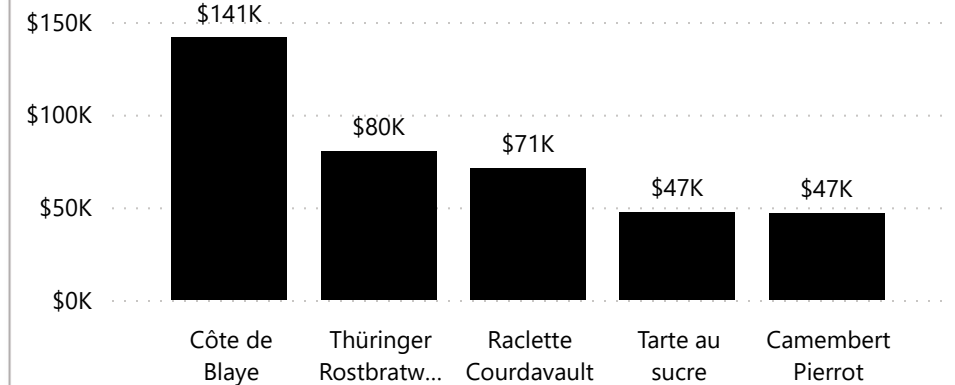
This executive level KPI dashboard displays Northwind Traders' performance in key areas including sales, product, shipping and customers.

Top 5 Customers by Net Revenue

QUICK-Stop — $110K
Ernst Handel — $105K
Save-a-lot Markets — $104K
Rattlesnake Canyon ... — $51K
Hungry Owl All-Nigh... — $50K

$0K | $50K | $100K

Top 5 Products by Net Revenue

$150K
$100K
$50K
$0K

$141K — Côte de Blaye
$80K — Thüringer Rostbratw...
$71K — Raclette Courdavault
$47K — Tarte au sucre
$47K — Camembert Pierrot

Northwind Traders KPI Dashboard (2013-2015)

Gross Revenue	Net Revenue	Discount	Gross Profit
$1.35M	$1.27M	$88.67K	$1.29M

Location
All

Time
All

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All

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All

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All

Employee
All

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Employee Sales Performance

Name	Title	#Orders	Gross Revenue	Gross Profit
Andrew Fuller	Vice President Sales	96	$177,749.26	$169,052.85
Anne Dodsworth	Sales Representative	43	$82,964.00	$79,637.74
Janet Leverling	Sales Representative	127	$213,051.30	$202,166.56
Laura Callahan	Sales Manager	104	$133,301.03	$125,813.15
Margaret Peacock	Sales Representative	156	$250,187.45	$238,841.31
Total		**830**	**$1,354,458.59**	**$1,289,515.90**

Top 5 Cities by Net Revenue

City	Net Revenue
Cunewalde	$110K
Graz	$105K
Boise	$104K
London	$53K
Rio de Janeiro	$52K

Net Revenue by Country

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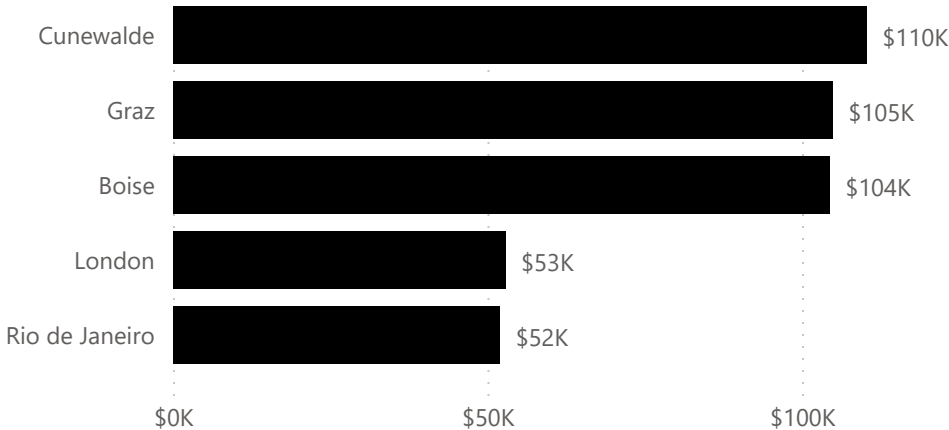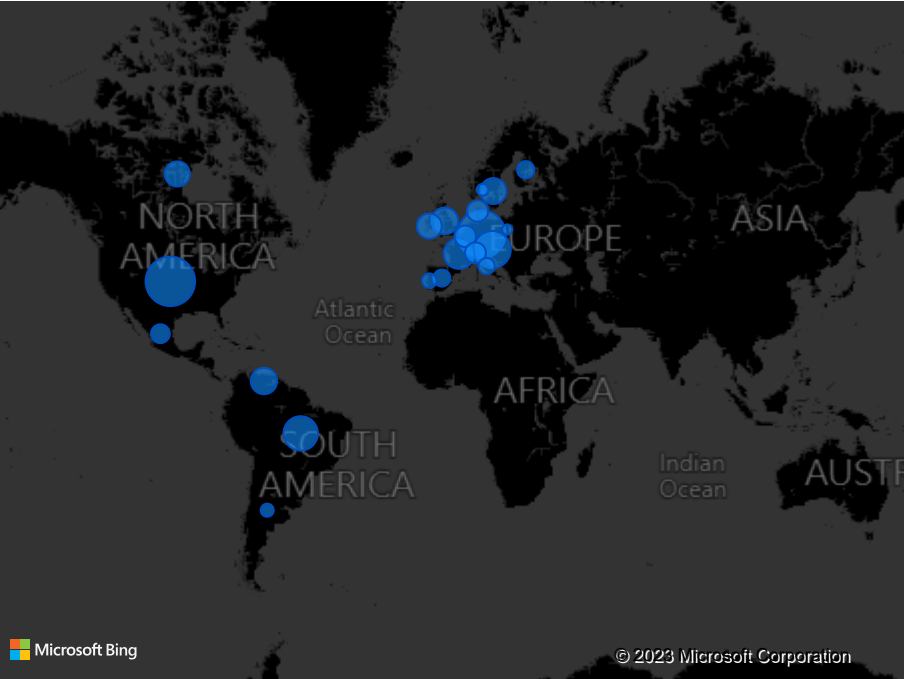
Annual Profit Matrix

Year	#Orders	Gross Profit	Net Profit	Net Profit YoY%	Net Revenue YoY%
2013	152	$216,018.63	$197,804.10		
2014	408	$625,919.98	$584,616.43	195.55%	196.56%
2015	270	$447,577.29	$418,429.82	-28.43%	-28.60%

Northwind Traders KPI Dashboard (2013-2015)

#Products	Top Selling Product	Worst Selling Product	Revenue from Discontinued Products
77	Cote de Blaye	Chocolade	$120,048.34

Product Performance Matrix

Product	Unit Price	#Orders	Net Revenue	Net Revenue YoY%
Côte de Blaye	$263.50	24	$141,396.74	90.89%
Thüringer Rostbratwurst	$123.79	32	$80,368.67	72.15%
Raclette Courdavault	$55.00	54	$71,155.70	58.79%
Tarte au sucre	$49.30	48	$47,234.97	51.19%
Camembert Pierrot	$34.00	51	$46,825.48	58.57%
Gnocchi di nonna Alice	$38.00	50	$42,593.06	20.43%
Manjimup Dried Apples	$53.00	39	$41,819.65	36.09%
Alice Mutton	$39.00	37	$32,698.38	33.10%
Carnarvon Tigers	$62.50	27	$29,171.88	41.10%
Rössle Sauerkraut	$45.60	33	$25,696.64	37.37%
Mozzarella di Giovanni	$34.80	38	$24,900.13	35.51%
Ipoh Coffee	$46.00	28	$23,526.70	47.03%
Sir Rodney's Marmalade	$81.00	16	$22,563.36	62.81%
Total	**$2,222.71**	**2155**	**$1,265,793.04**	**53.40%**

Product Status

8 (10.39%)
69 (89.61%)

Product status
- selling
- discontinued
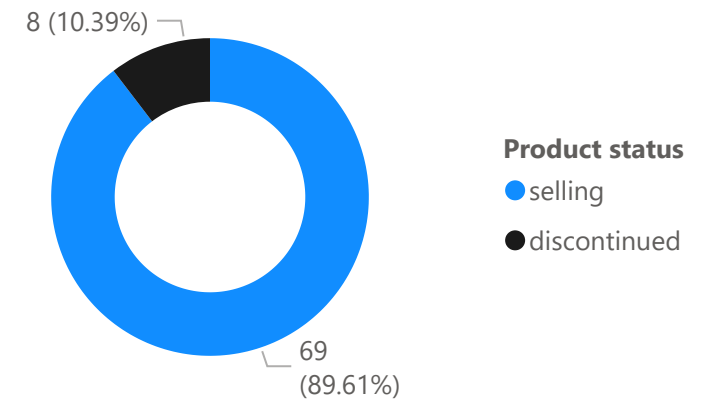
Net Revenue of Product Categories
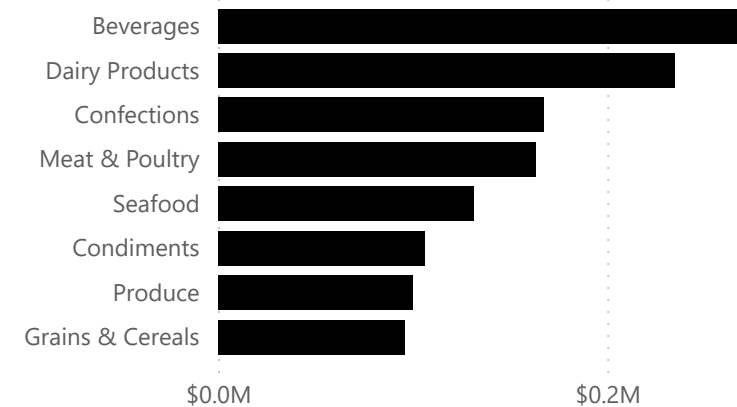
- Beverages
- Dairy Products
- Confections
- Meat & Poultry
- Seafood
- Condiments
- Produce
- Grains & Cereals

$0.0M $0.2M

Location
All

Time
All

Category
All

Product
All

Shipping Company
All

Employee
All

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Northwind Traders KPI Dashboard (2013-2015)

Location
All ▾

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All ▾

Category
All ▾

Product
All ▾

Shipping Company
All ▾

Employee
All ▾

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Average Shipping Cost
$78.24

Shipping Cost Per Customer
$713.66

Average Days to Ship
8.49

Shipping Cost Per Order Trend

Deliveries

61 (7.35%)

769 (92.65%)

Delivery time
● On time
● Late
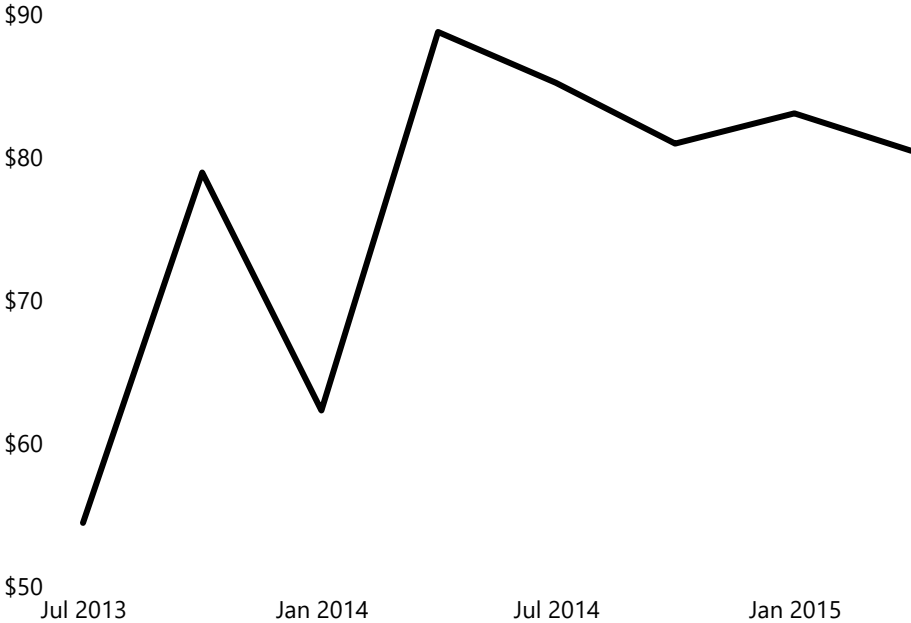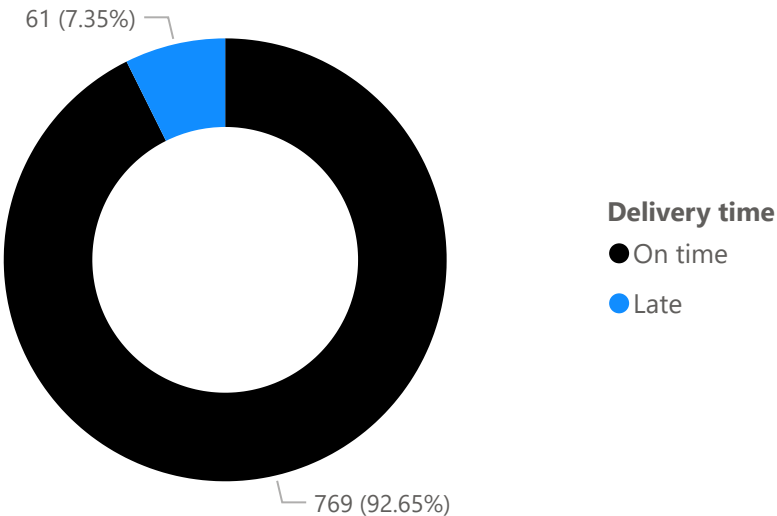
Shipping Company Performance Matrix

Name	#Orders	Net Revenue	Shipping Cost	Average Shipping Cost	Average Days to Ship
United Package	315	$516,580.00	$27,556.76	$87.48	9.23
Federal Shipping	249	$377,044.57	$20,363.10	$81.78	7.47
Speedy Express	245	$346,231.04	$16,035.16	$65.45	8.57
Total	**809**	**$1,239,855.61**	**$63,955.02**	**$79.05**	**8.49**

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All

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All

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All

Product
All

Shipping Company
All

Employee
All

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Average Order Value	Average Revenue Per User	Average Purchase Frequency
$1.53K	$13.91K	9

Customer Performance Matrix

Name	Country	#Orders	Net Revenue	CLV
QUICK-Stop	Germany	28	$110,277.31	$330,831.92
Ernst Handel	Austria	30	$104,874.98	$314,624.94
Save-a-lot Markets	USA	31	$104,361.95	$313,085.85
Rattlesnake Canyon Grocery	USA	18	$51,097.80	$153,293.40
Hungry Owl All-Night Grocers	Ireland	19	$49,979.91	$149,939.72
Hanari Carnes	Brazil	14	$32,841.37	$98,524.11
Königlich Essen	Germany	14	$30,908.38	$92,725.15
Folk och fä HB	Sweden	19	$29,567.56	$88,702.69
Mère Paillarde	Canada	13	$28,872.19	$86,616.57
White Clover Markets	USA	14	$27,363.61	$82,090.82
Frankenversand	Germany	15	$26,656.56	$79,969.68
Queen Cozinha	Brazil	13	$25,717.50	$77,152.49
Berglunds snabbköp	Sweden	18	$24,927.58	$74,782.73
Suprêmes délices	Belgium	12	$24,088.78	$72,266.34
Piccolo und mehr	Austria	10	$23,128.86	$69,386.58
HILARION-Abastos	Venezuela	18	$22,768.76	$68,306.29
Bon app'	France	17	$21,963.25	$65,889.76
Bottom-Dollar Markets	Canada	14	$20,801.60	$62,404.80
Richter Supermarkt	Switzerland	10	$19,343.78	$58,031.34
Lehmanns Marktstand	Germany	15	$19,261.41	$57,784.23
Blondesddsl père et fils	France	11	$18,534.08	$55,602.24
Total		**830**	**$1,265,793.04**	**$41,729.44**

#Customers in Each Country

Country	Count
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
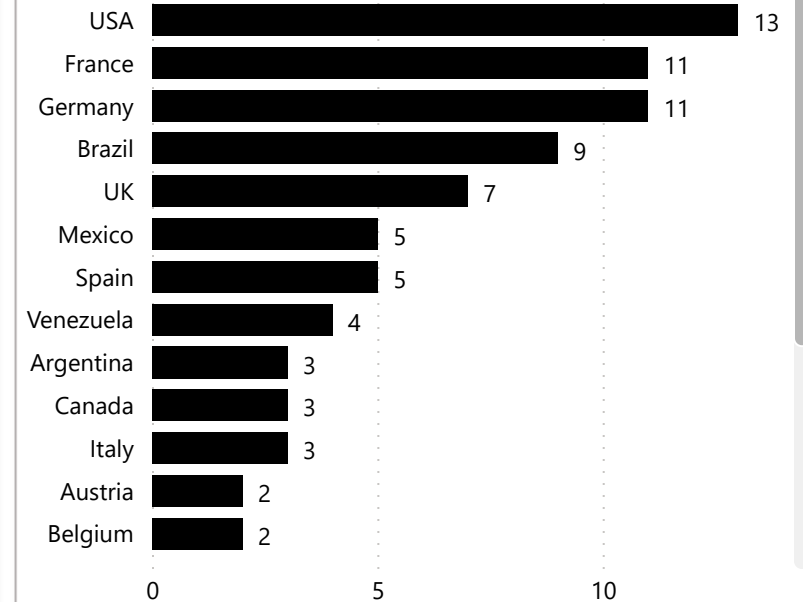
Metrics Explained:
- CLV (Customer Lifetime Value): The total expected revenue or profit a customer will generate throughout their entire relationship with the business (next 3 years assumption).
- Average Revenue Per User: The average revenue generated by each customer over a specific time period,.
- AOV (Average Order Value): The average amount of money spent in a single transaction or order by customers.