

# Northwind

Data Analysis Project



You are data analysts working for the wholesale distributor -  
**Northwind**

You have been given an assignment:



# Task

The company's board wants to know how to increase its **profits**, and have come to you for answers.

Using the data you have from the company's digital store, think about the parameters that can generate more profit for the company.

Analyze the data via 3 key questions/parameters as your choice.

**Create a dashboard + presentation of your findings to show in class**



# The Data

- All the company's data is stored in dataset Northwind.
- Before you start - analyze and understand the tables in the database.
- Important note: the UnitPrice in the Products table is the buying cost for the company, and the UnitPrice in the Order Details table is the selling price. ATTENTION - The Products table's UnitPrice column has been engineered to show different values than the original DB



# Tools

- You can use all of the tools and abilities you have learned so far:
- SQL
- Excel
- Tableau
- Python



# Project Deliverables

## 1. Dashboard

- **Visual Dashboard:** Create an engaging dashboard to showcase key findings, trends, and recommendations.
- **Clarity & Impact:** Make the dashboard easy to interpret, focusing on insights that are actionable and clear.

## 2. Presentation (~10 min)

- **Objective:** Present key findings in a business-style format.
- **Structure:**
  - **Introduction:** Brief overview of Northwind and project goals.
  - **Company Metrics:** General metrics to understand Northwind's business context.
  - **Analysis:** Summarize insights across 3 chosen focus areas.
  - **Conclusions & Recommendations:** Key takeaways from each focus area and overall insights.
- **Appendix:** Include all relevant resources (SQL queries, Tableau url (if there is), Excel sheets, etc.) for further review.



# Tips

- **Understand your data:** Before diving into the analysis, understand the company's data - which table connects to another, what is the information in each table, etc.
- **Plan First:** Before diving into the analysis, outline your approach to stay focused.
- **Use Visuals:** Choose appropriate charts or graphs that clearly convey your findings.
- **Stay Organized:** Document every step. It will make it easier to write your report and ensure you have all the information needed.
- **Actionable Insights:** When making recommendations, focus on practical actions Northwind could realistically implement.



# Creating Your Work Plan - Reminder

1. Write down all of your research questions and sub-questions. (At least three).
2. Make a list of detailed tasks
  - a. Specify exactly which queries, scripts, etc. you plan on running
3. Document your work process with as much detail as possible
4. Create the report.

