



NORTHWIND

TRADERS

Introduction

Welcome to the Northwind Traders Sales and Order Analysis Dashboard.

Northwind Traders is a renowned gourmet food supplier that prides itself on delivering high-quality products to customers around the globe. This dashboard showcases an in-depth review of sales and order data, including insights into consumer behaviour, product performance, shipping efficiency, and staff contributions.

Our objective is to present a comprehensive and data-driven assessment of the company's activities, emphasizing major trends and prospects for growth.

The analysis covers the following key aspects:

- We are identifying noticeable sales trends over time to understand the overall performance and growth of the business.
- We determine the best and worst-selling products, providing insight into product demand and inventory management.
- Identify key customers who contribute significantly to sales, inform targeted marketing and customer retention strategies.
- Assessing whether shipping costs are consistent across different providers helps to optimize logistics and reduce expenses.

This analysis serves as a foundation for strategic decision-making and operational improvements, ensuring that Northwind Traders continues to thrive in the competitive gourmet food market.

Identifying noticeable sales trends over time

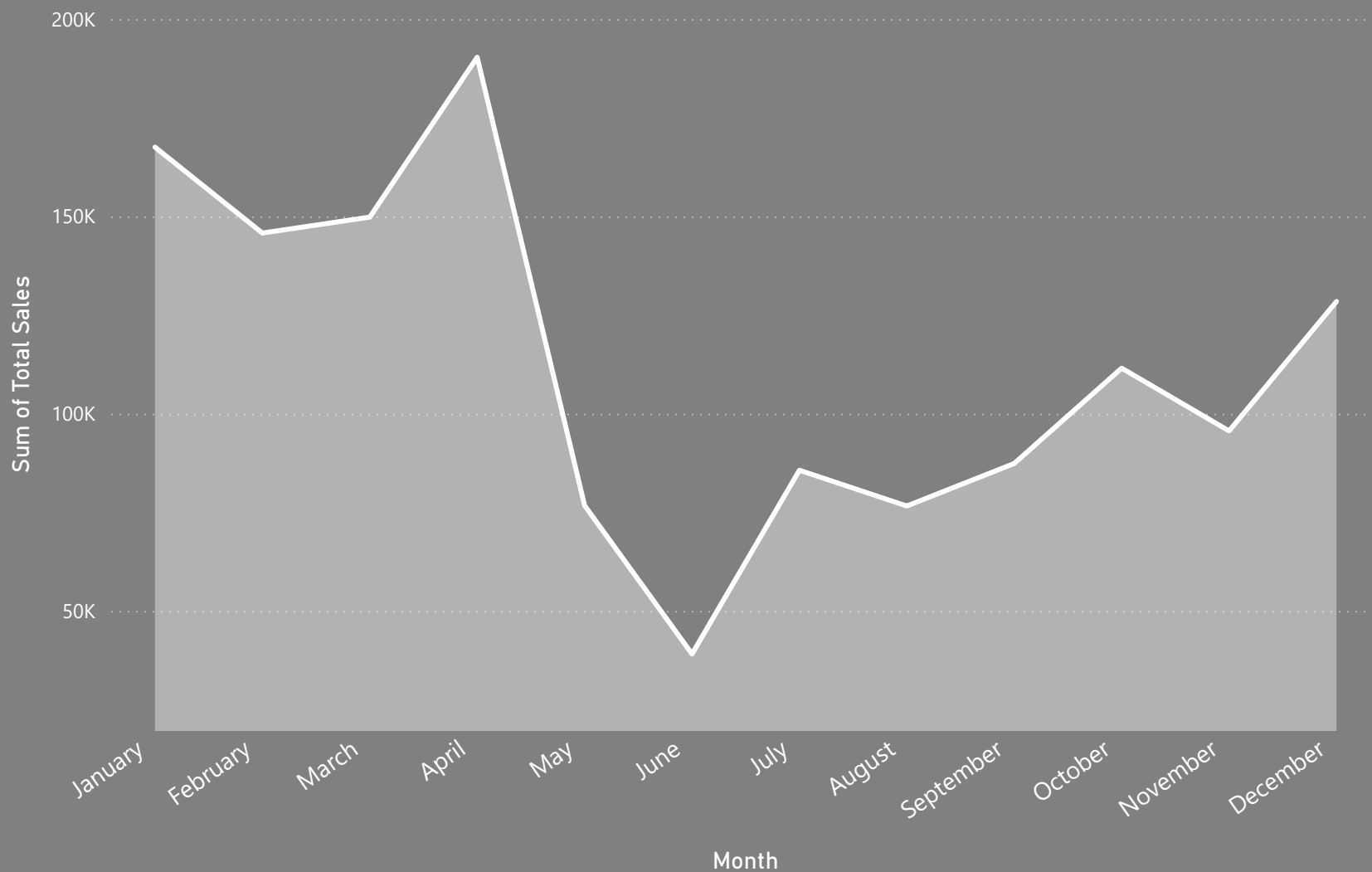
Year ☒

☐ 2013

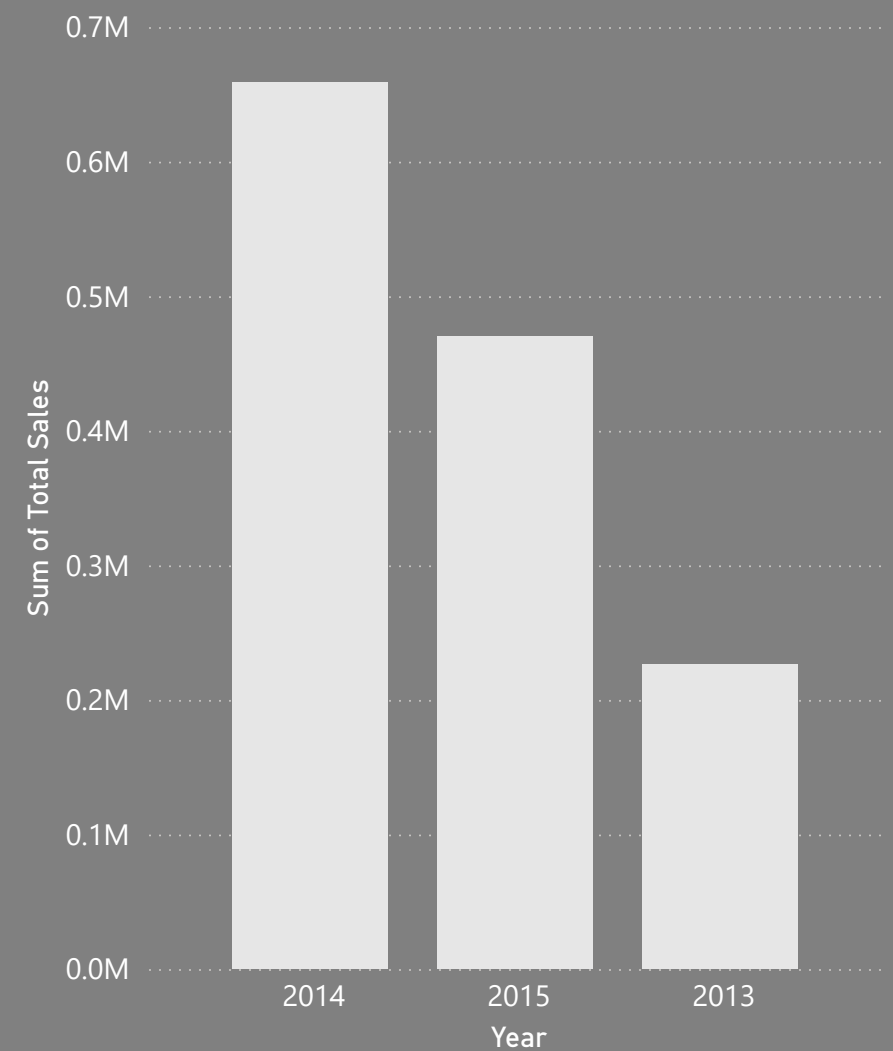
☐ 2014

☐ 2015

Sum of Total Sales by Month



Sum of Total Sales by Year



Determine the best and worst-selling products

Year



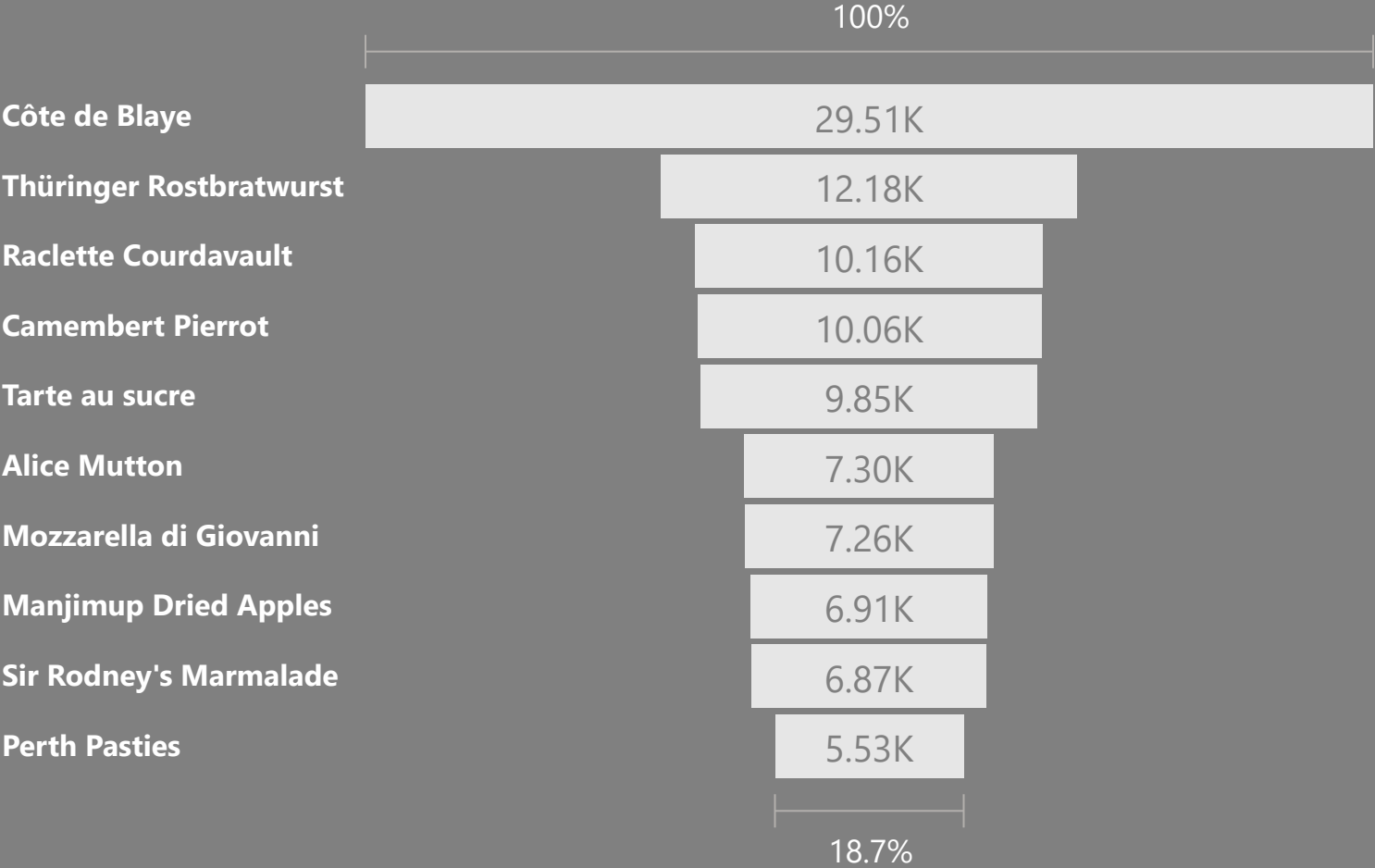
2013

2014

2015

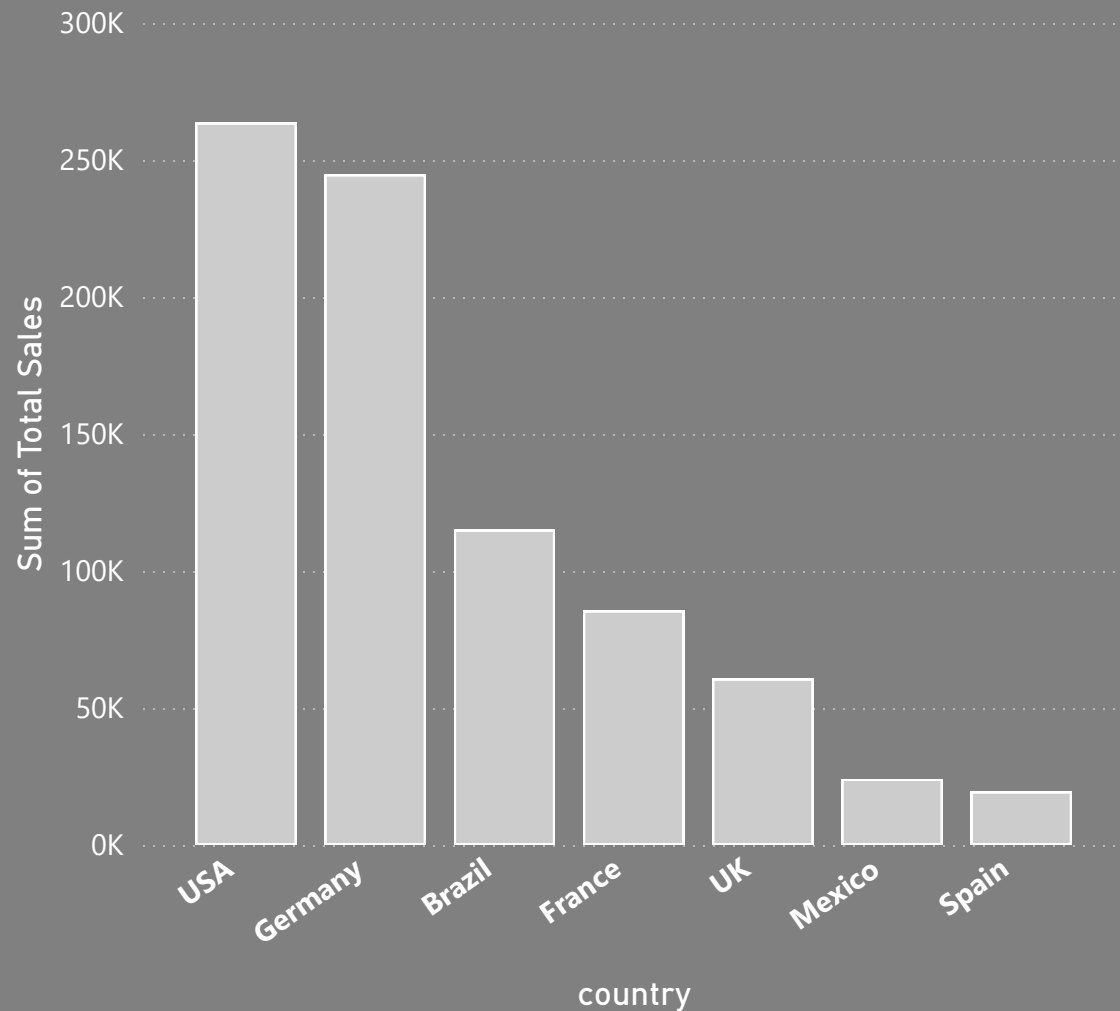
productName	Sum of Total Sales
Aniseed Syrup	240.00
Filo Mix	268.80
Geitost	394.00
Genen Shouyu	310.00
Gustaf's Knackebröd	100.80
Laughing Lumberjack Lager	56.00
Queso Manchego La Pastora	364.80
Röd Kaviar	300.00
Rogede sild	114.00
Valkoinen suklaa	390.00
Zaanse koeken	121.60
Total	2,660.00

Sum of Total Sales by productName



Identify key customers who contribute significantly to sales

Sum of Total Sales by country



companyName	Sum of Total Sales	country
QUICK-Stop	117,483.39	Germany
Save-a-lot Markets	115,673.39	USA
Ernst Handel	113,236.68	Austria
Hungry Owl All-Night Grocers	57,317.39	Ireland
Rattlesnake Canyon Grocery	52,245.90	USA
Hanari Carnes	34,101.15	Brazil
Folk och fä HB	32,555.55	Sweden
Mère Paillarde	32,203.90	Canada
Königlich Essen	31,745.75	Germany
Queen Cozinha	30,226.10	Brazil
Total	616,789.20	

Assess whether shipping costs are consistent across different

1.35M

Sum of Total Sales

77

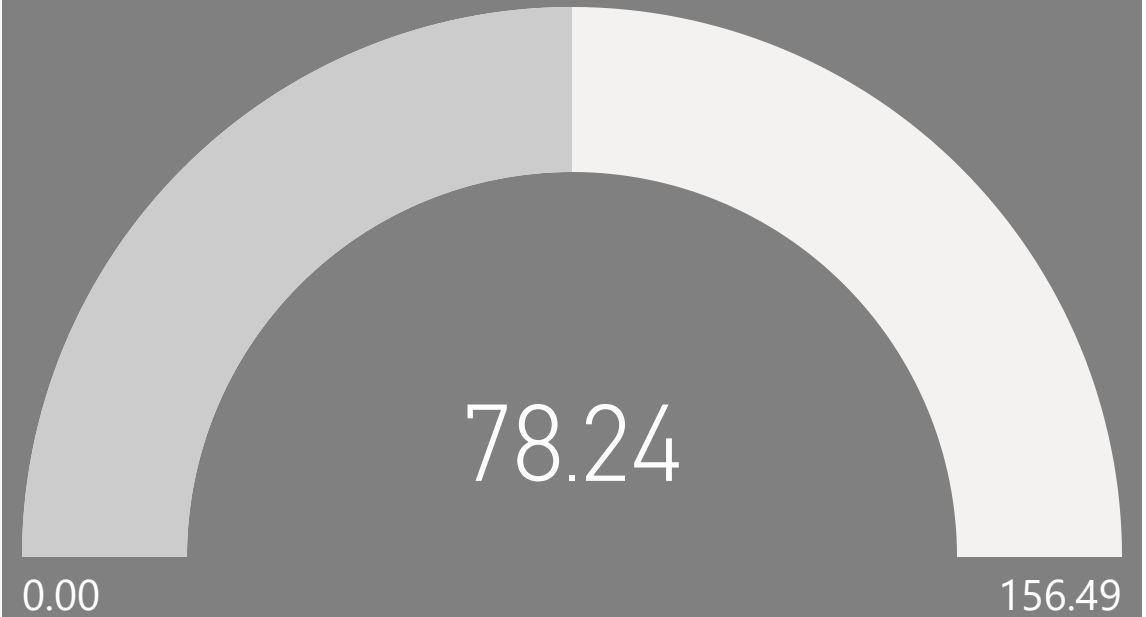
ProductCount

AvgFreight by companyName

● Increase ● Decrease ● Total



AvgFreight



Conclusion

Conclusion

There were significant sales trends, including seasonal changes, with the lowest sales occurring in August 2013 and the largest in December 2014. This information is crucial for understanding the dynamics of consumer demand and planning accordingly. The analysis also highlighted the best and worst-selling products, identified major customers who drive substantial revenue, and evaluated the consistency of shipping costs across different providers.

Recommendations

To enhance Northwind Traders' business performance:

The company should boost marketing during peak seasons, optimize product offerings by focusing on best-sellers, and improve customer loyalty programs.

Additionally, reviewing and negotiating shipping costs can improve operational efficiency.