Northwind Traders Sales Analysis

Sales Performance

Revenue Trends	Top Performing Products	Geographic Revenue Distribution
Analyze revenue performance over time to identify growth patterns, seasonality effects, and momentum shifts.	Identify high-revenue products and category leaders driving overall sales contribution.	Evaluate revenue concentration across countries to assess market dependence and expansion opportunities.

Customer Analysis

Order Behavior	High-Value Customers	Geographic Segmentation
Assess customer purchase frequency and average order value to measure engagement levels.	Identify repeat customers contributing disproportionate revenue and evaluate retention importance.	Analyze customer distribution by region to understand demand clusters and growth markets.

Product & Category

Category Contribution	Pricing Distribution	Sales Volume Trends
Measure revenue and volume contribution by product category to identify growth drivers.	Evaluate product pricing spread to understand premium, mid-tier, and low-cost positioning.	Analyze quantity movement over time to detect seasonality and demand fluctuations.

Operations & Logistics

Shipping Performance	Shipper Revenue Impact	Order Fulfillment Trends
Measure late shipment percentage to evaluate operational efficiency and service reliability.	Analyze revenue distribution by shipping provider to assess logistics performance contribution.	Evaluate order processing timelines to identify bottlenecks and service risks.

Supplier & Procurement

Supplier Pricing Comparison	Supplier Concentration	Regional Supplier Distribution
Assess median pricing variations across supplier regions to understand procurement cost differences.	Identify supplier dependency risks within key product categories.	Analyze geographic sourcing patterns to evaluate diversification and supply stability.