



NorthWind Traders



Sales Analysis Dashboard

Sales
Overview



Customer
Performance



Product
Performance



Shipping
Performance



Employee
Performance





\$1.23M

Total Sales

63.86K

Sum of freight

9

OFT (Days)

95.40%

OTDR

\$79.32

SCPO

\$1.53K

AOV

2013

2014

2015

04/07/2013

30/04/2015

805

No. of Orders

21

Countries #

91

Customers #

77

Products #

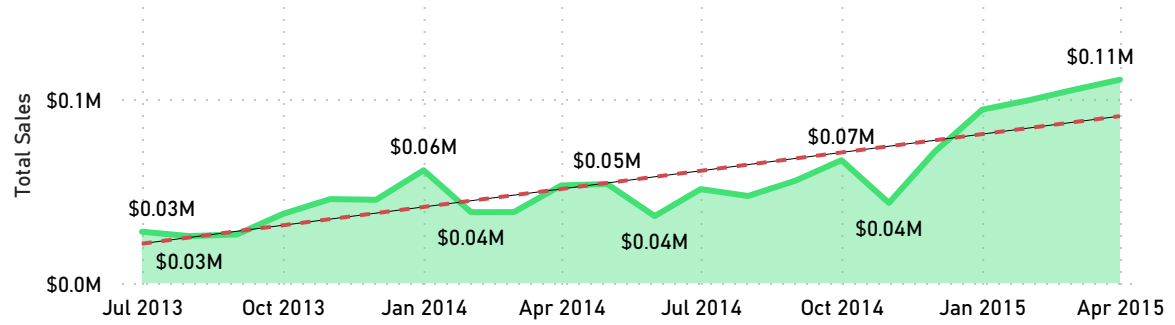
69

Active products #

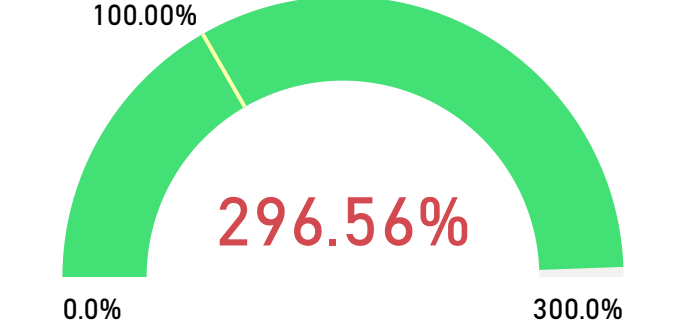
8

Discontinued #

Total Sales over time



Sales Growth Jul 2013 vs Apr 2015



Month

All

Product category

All

Customer

All

Customer count...

All

Customer city

All

Product Name

All

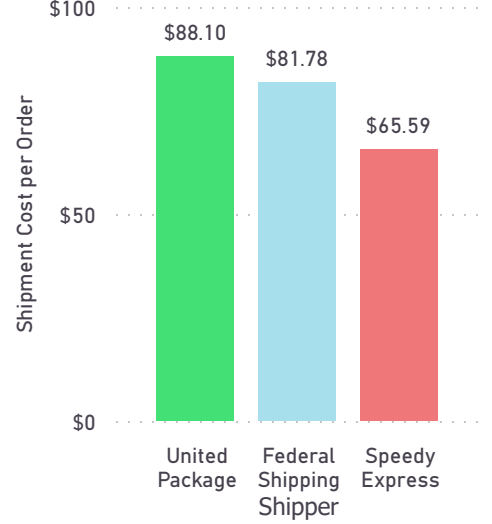
Employee Name

All

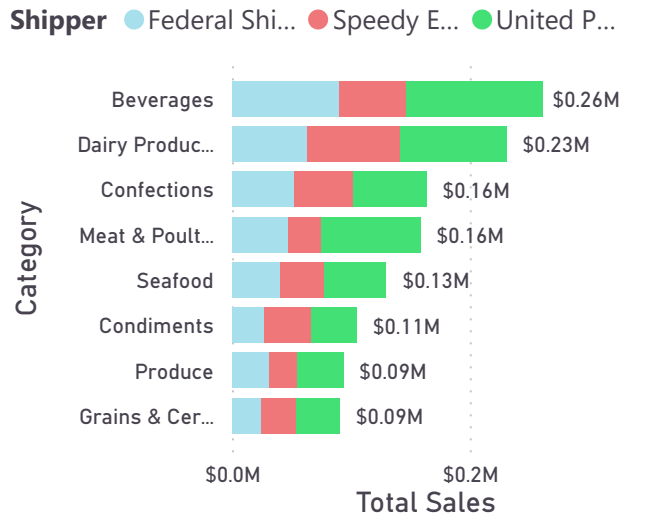
Shipping compa...

All

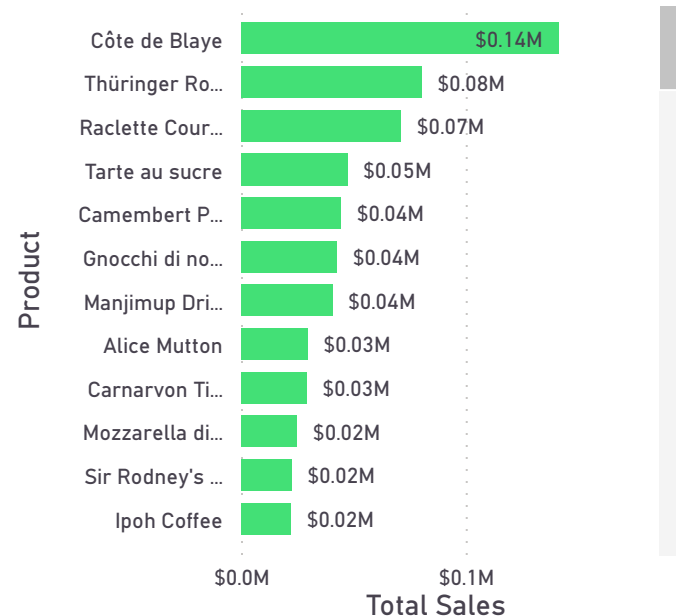
SCPO by shipper



Total Sales by Category and Shipper



Total Sales by Products





Customer	Country	Total Sale	Sales %	SCPO	OFT	OTDR	No. of Orders	Delayed delivery	Total Freight cost	AOV
QUICK-Stop	Germany	\$110,277.31	8.94%	\$200.20	10	92.86%	28	2	5,605.63	\$3,938.48
Save-a-lot Markets	USA	\$100,031.55	8.11%	\$221.79	9	96.67%	30	1	6,653.61	\$3,334.39
Ernst Handel	Austria	\$94,976.08	7.70%	\$209.55	8	100.00%	28	0	5,867.29	\$3,392.00
Hungry Owl All-Night Grocers	Ireland	\$49,979.91	4.05%	\$145.01	11	84.21%	19	3	2,755.24	\$2,630.52
Rattlesnake Canyon Grocery	USA	\$49,842.08	4.04%	\$125.04	7	100.00%	17	0	2,125.68	\$2,931.89
Hanari Carnes	Brazil	\$32,841.37	2.66%	\$51.77	7	100.00%	14	0	724.77	\$2,345.81
Königlich Essen	Germany	\$30,908.38	2.50%	\$58.12	6	100.00%	14	0	813.68	\$2,207.74
Folk och fä HB	Sweden	\$29,567.56	2.40%	\$88.32	10	94.74%	19	1	1,678.08	\$1,556.19
Total		\$1,234,149.61	100.00%	\$79.32	9	95.40%	805	37	63,856.56	\$1,533.11

2013

2014

2015

Month

All

Product category

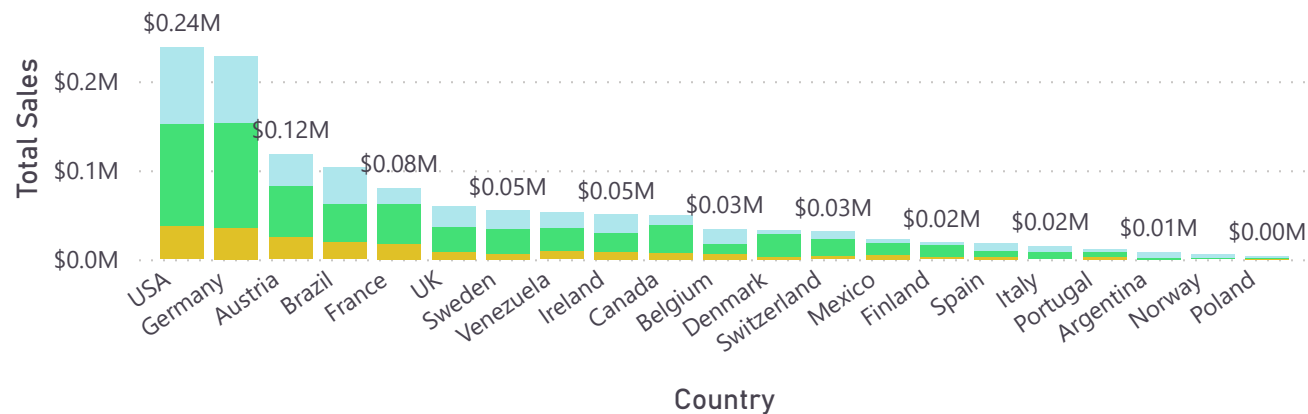
All

Shipping company

All

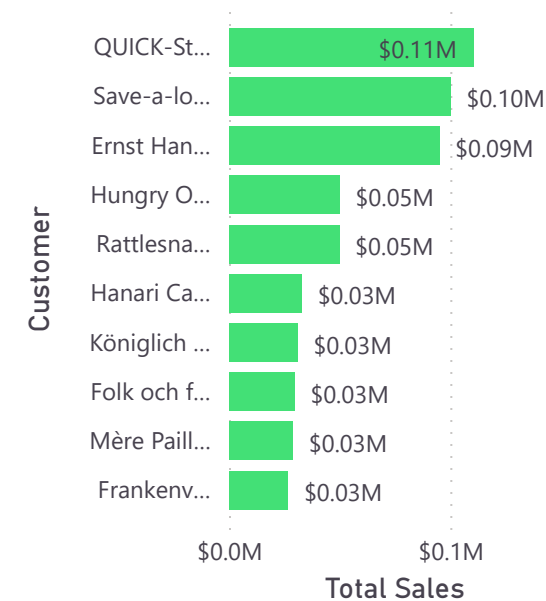
Total Sales By Country

Year ● 2013 ● 2014 ● 2015

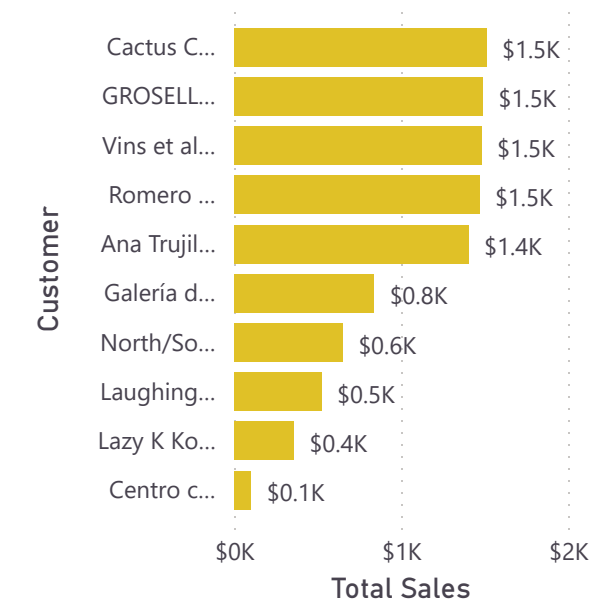


AOV = Average Order Value, OFT = Order Fulfillment Time, OTDR = On-Time Delivery Rate, SCPO = Shipment Cost Per Order

Top 10 Customers By Total Sales



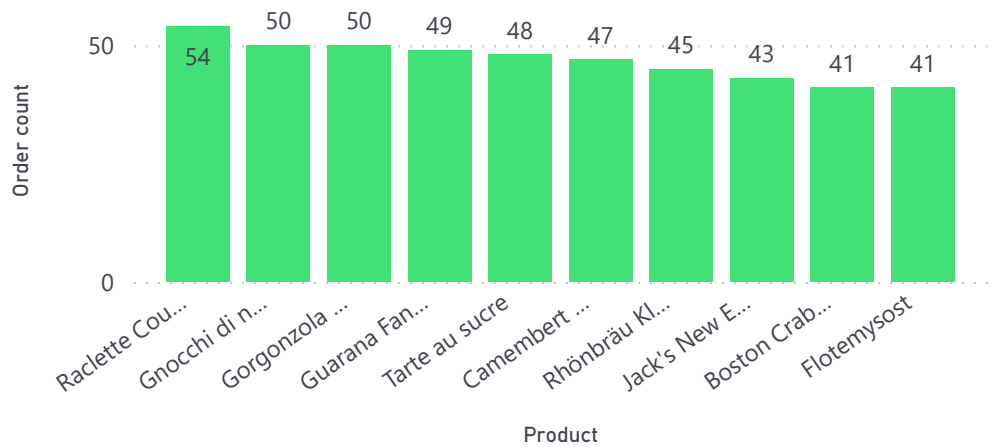
Bottom 10 Customers By Total Sales



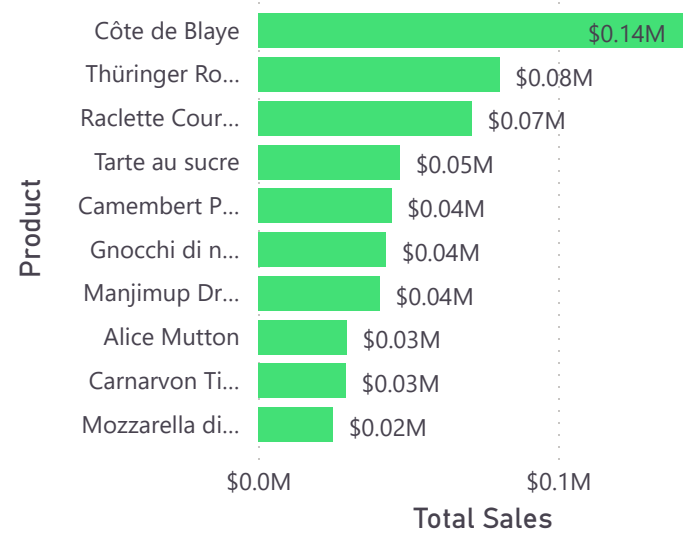


Product	Total Sales	Market Share	No. of Orders	AOV	Total Qty	Discontinued
Côte de Blaye	\$141,396.74	11.46%	24	\$175.65	623	No
Thüringer Rostbratwurst	\$80,368.67	6.51%	32	\$99.84	746	Yes
Raclette Courdavault	\$71,155.70	5.77%	54	\$88.39	1496	No
Tarte au sucre	\$47,234.97	3.83%	48	\$58.68	1083	No
Camembert Pierrot	\$44,347.56	3.59%	47	\$55.09	1504	No
Gnocchi di nonna Alice	\$42,593.06	3.45%	50	\$52.91	1263	No
Total	\$1,234,149.61	100.00%	805	\$1,533.11	49837	

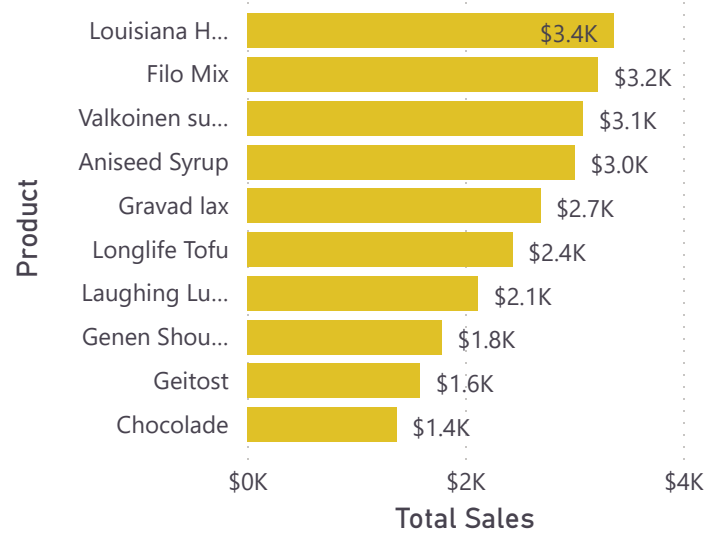
Top 10 Products By No. of Orders



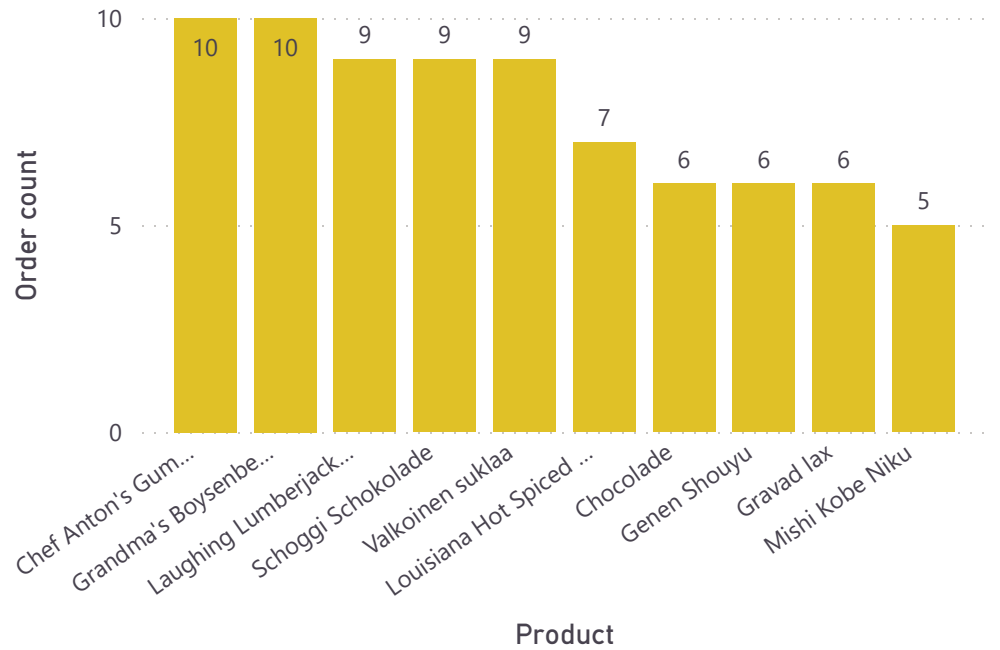
Top 10 Products by sales

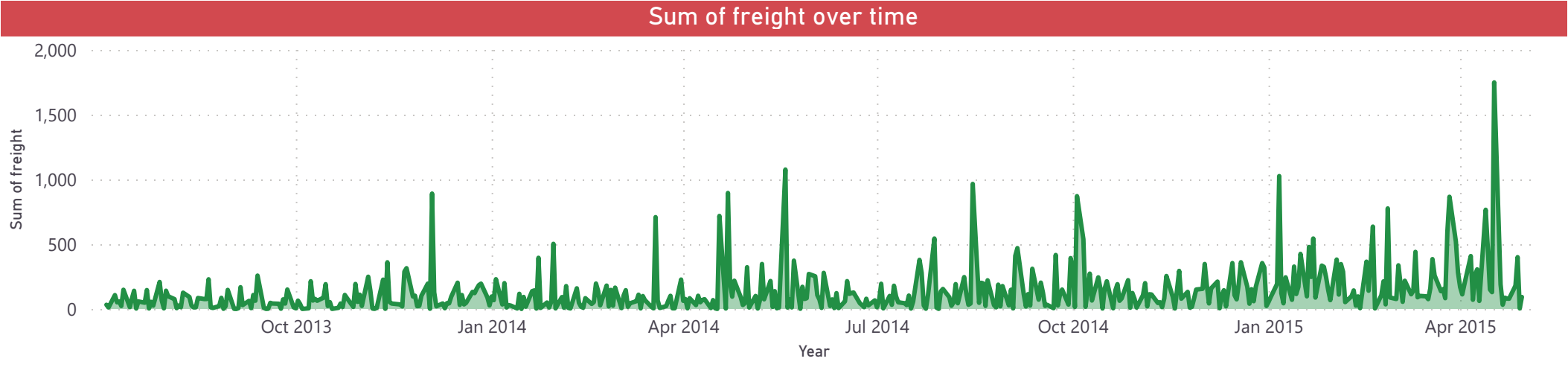


Bottom 10 Products by sales



Bottom 10 Products By No. of Orders

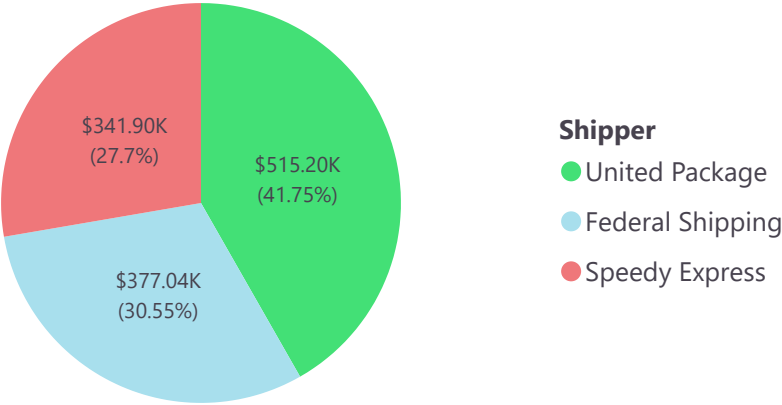




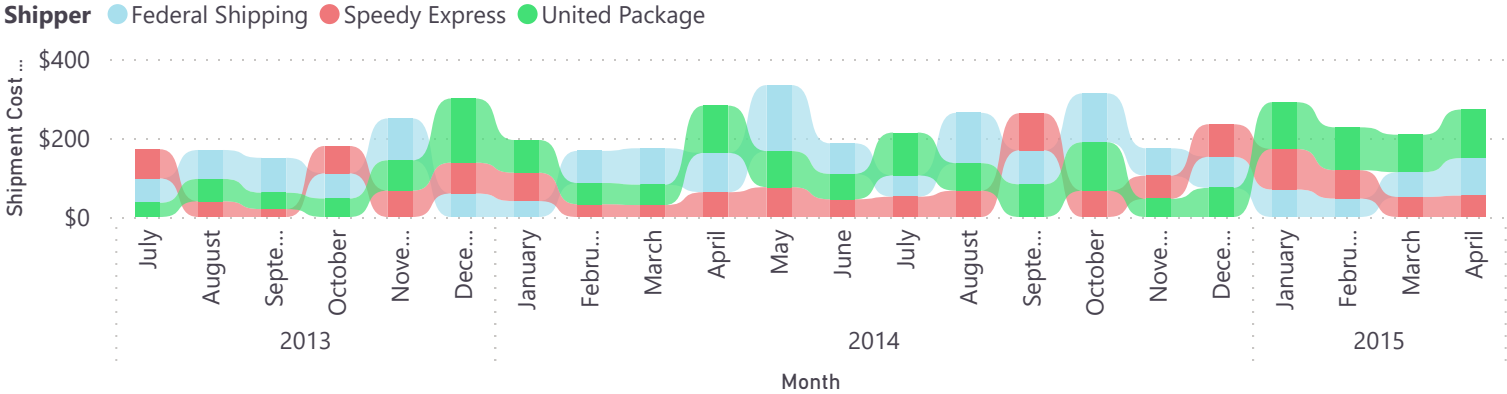
2013 2014 2015

Month
All
Customer
All
Customer country
All

Sales by shipment company



SCPO Over time



AOV = Average Order Value, OFT = Order Fulfillment Time, OTD = On-time Delivery
OTDR = On-Time Delivery Rate, SCPO = Shipment Cost Per Order

Shipper	Total sale	Total Freight cost	Total Orders	OTD	Delayed	OTDR	Avg freight	OFT
United Package	\$515,204.40	27,488.39	312	296	16	94.87%	88.10	9
Federal Shipping	\$377,044.57	20,363.10	249	240	9	96.39%	81.78	7
Speedy Express	\$341,900.64	16,005.07	244	232	12	95.08%	65.59	9
Total	\$1,234,149.61	63,856.56	805	768	37	95.40%	79.32	9



Employees	Title	Total sale	No. of Orders	OTDR	AOV	OFT	Average Freight	Sum of freight
Margaret Peacock	Sales Representative	\$225,763.70	151	93.38%	\$1,495.12	9	72.76	10,986.44
Janet Leverling	Sales Representative	\$202,812.84	127	96.06%	\$1,596.95	8	85.71	10,884.74
Nancy Davolio	Sales Representative	\$182,500.13	117	98.29%	\$1,559.83	8	74.43	8,708.44
Andrew Fuller	Vice President Sales	\$162,769.78	93	95.70%	\$1,750.21	8	90.86	8,449.66
Laura Callahan	Sales Manager	\$123,842.68	100	96.00%	\$1,238.43	9	73.87	7,386.70
Robert King	Sales Representative	\$118,690.50	68	94.12%	\$1,745.45	8	95.88	6,520.03
Michael Suyama	Sales Representative	\$76,459.97	42	92.48%	\$1,820.24	11	78.16	3,285.12
Steven Buchanan	Sales Representative	\$69,000.00	42	95.24%	\$1,642.86	10	85.71	3,600.00
Total		\$1,234,149.61	805	95.40%	\$1,533.11	9	79.32	63,856.56

Customer

All

2013

2014

2015

Shipping company

All

Month

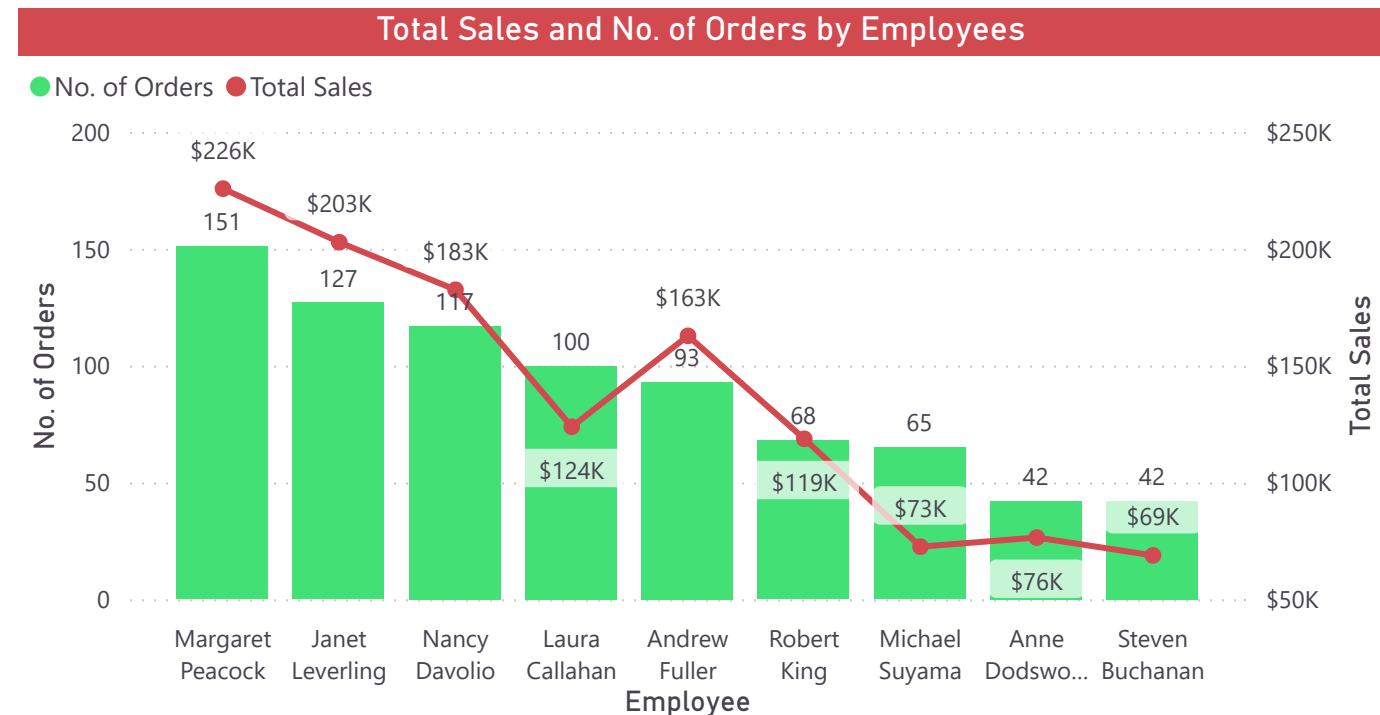
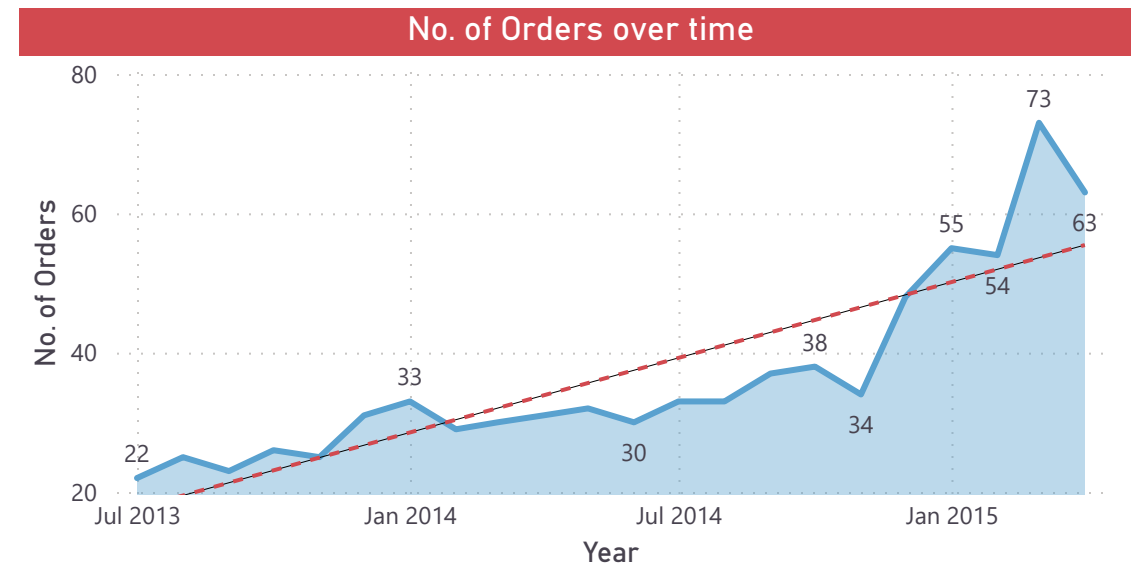
All

Product Name

All

Product category

All



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SCPO = Shipment Cost Per Order