

Northwind Traders Sales Analysis

Year

All

Month

All

Product Category

All

Company Name

All

Country

All

Total Sales
\$1.27M

CY: \$440.6K | PY: \$617.1K | -28.6% ▼

Total Orders
830

CY: 270 | PY: 408 | -33.8% ▼

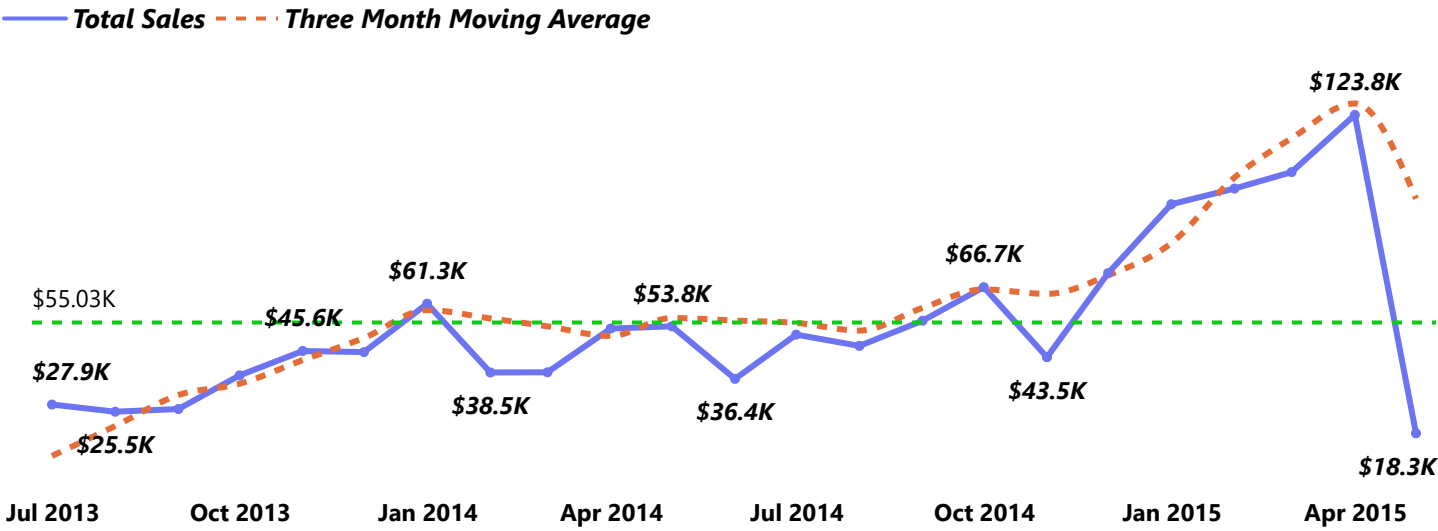
Average Order Value
\$1525.1

CY: \$1631.9 | PY: \$1512.5 | 7.9% ▲

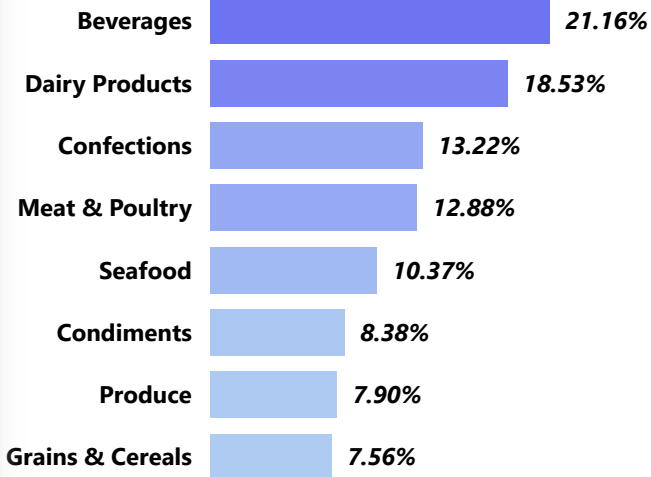
Total Quantity
51.3K

CY: 16.25K | PY: 25.49K | -36.3% ▼

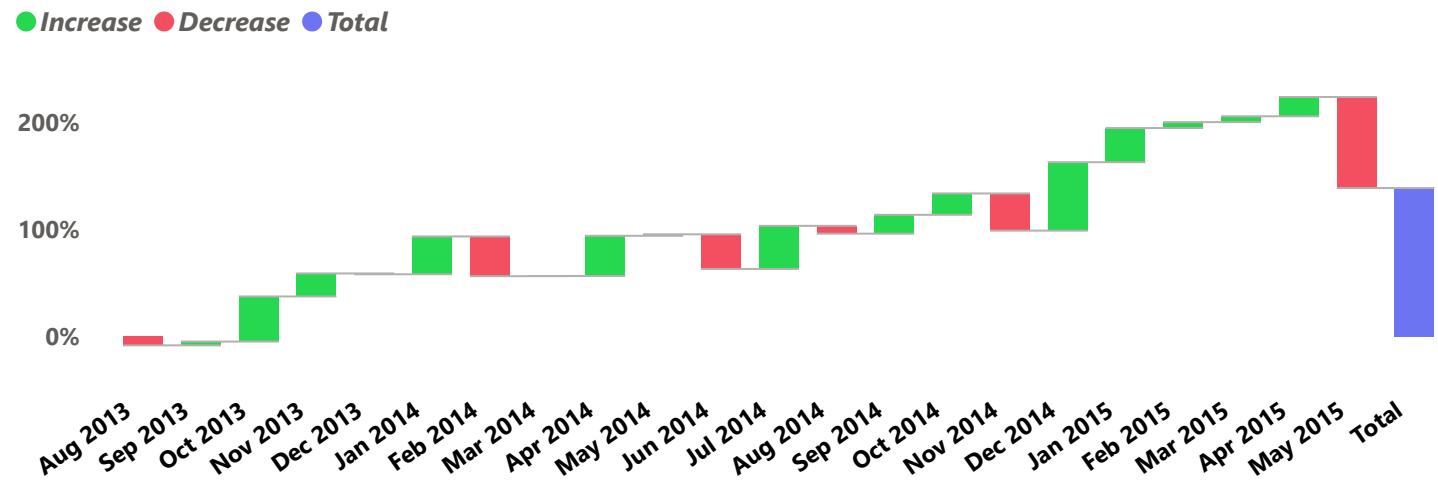
Sales Trends Over the Years



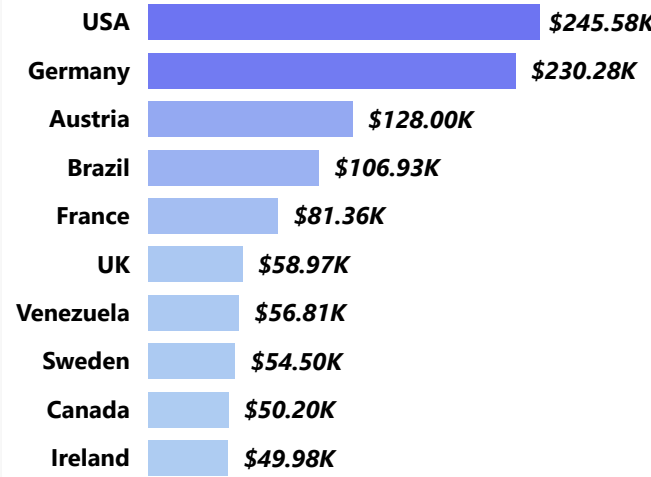
Sales By Category



Month Over Month Growth



Top 10 Countries



Northwind Traders Customer Analysis

Year

All

Product Name

All

Product Category

All

Company Name

All

Country

All

Total Sales

\$1.27M

Total Orders

830

Total Customers

91

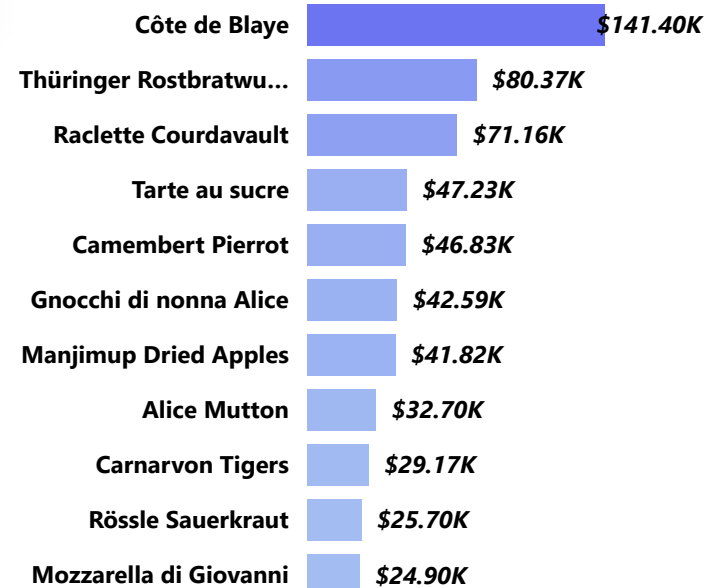
Total Products

77

Products Purchased

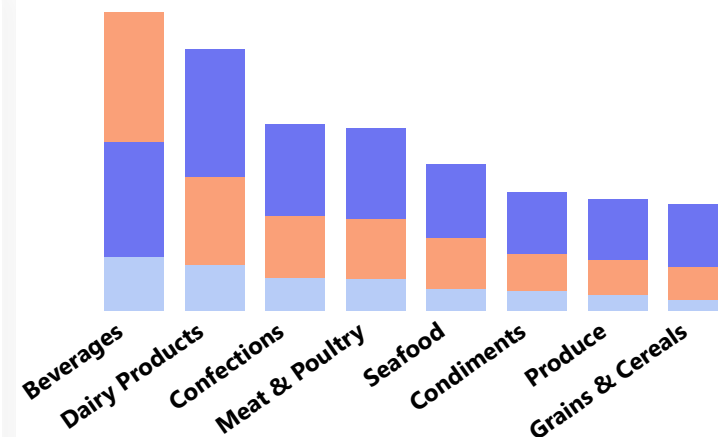
Customer Analytics: Sales, Orders, and AOV

Company Name	Country of Company	Total Sales	Sales Contribution	Total Orders	No of Product Purchased	AOV
Quick Stop	Germany	\$1,10,277	8.7%	28	49	\$3,938
Ernst Handel	Austria	\$1,04,875	8.3%	30	56	\$3,496
Save A Lot Markets	USA	\$1,04,362	8.2%	31	53	\$3,367
Rattlesnake Canyon Grocery	USA	\$51,098	4.0%	18	45	\$2,839
Hungry Owl All Night Grocers	Ireland	\$49,980	3.9%	19	36	\$2,631
Hanari Carnes	Brazil	\$32,841	2.6%	14	23	\$2,346
Königlich Essen	Germany	\$30,908	2.4%	14	29	\$2,208
Folk och Fä Hb	Sweden	\$29,568	2.3%	19	30	\$1,556
Total		\$12,65,793	100.0%	830	77	\$1,525



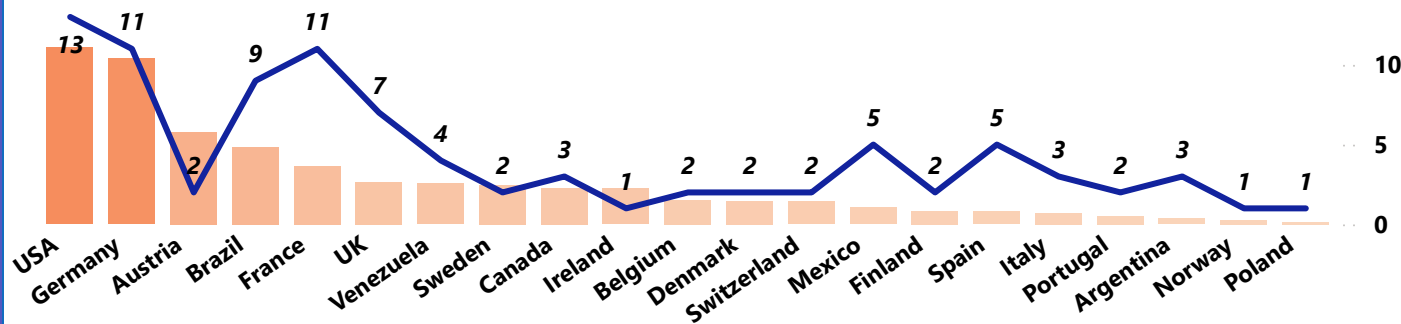
Sales Distribution by Category

Year 2013 2014 2015



Customer Distribution and Sales By Country

Total Sales Total Customers



Northwind Traders Product Analysis

Year

All

Product Category

All

Product Name

All

Company Name

All

Country

All

Total Sales

\$1.27M

Total Orders

830

Total Products

77

Avg. Order Value

\$1.53K

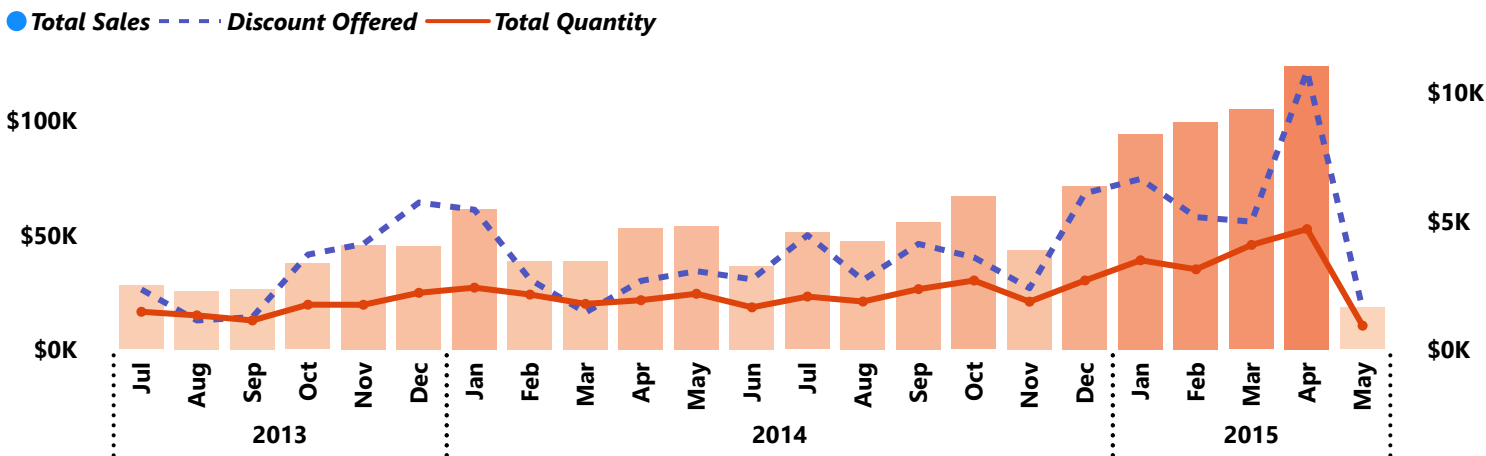
Total Discount

\$88.7K

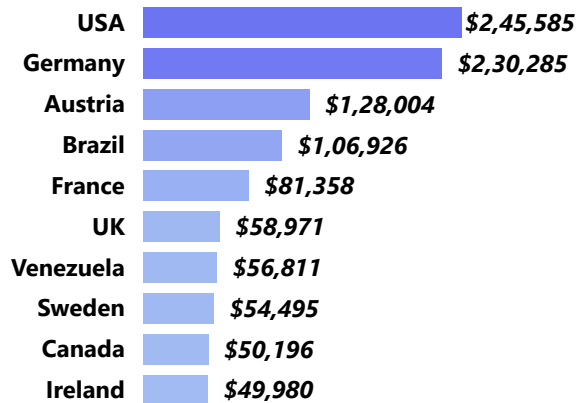
Product Performance Overview

Product	Total Sales (\$)	Sales Contribution (%)	Total Orders	Total Qty	AOV (\$)	Disc. (%)	YoY Growth (%)	Overall Growth (%)	Top Country by Sales	Top Company by Sales
Côte de Blaye	\$1,41,397	11.2%	24	623	\$170.4	5.7%	36.8% ▲	170.7% ▲	USA	Quick Stop
Thüringer Rostbratwurst	\$80,369	6.3%	32	746	\$96.8	8.4%	-3.1% ▼	182.4% ▲	USA	Hungry Owl All Night Grocers
Raclette Courdavault	\$71,156	5.6%	54	1496	\$85.7	6.7%	-26.4% ▼	191.6% ▲	Germany	Ernst Handel
Tarte au sucre	\$47,235	3.7%	48	1083	\$56.9	5.2%	-26.1% ▼	66.5% ▲	USA	Rattlesnake Canyon Grocery
Camembert Pierrot	\$46,825	3.7%	51	1577	\$56.4	6.9%	-15.7% ▼	91.6% ▲	Germany	Quick Stop
Gnocchi di nonna Alice	\$42,593	3.4%	50	1263	\$51.3	5.6%	-77.8% ▼	161.5% ▲	USA	Save A Lot Markets
Manjimup Dried Apples	\$41,820	3.3%	39	886	\$50.4	6.5%	-54.9% ▼	80.1% ▲	Germany	Ernst Handel
Total	\$12,65,793	100.0%	830	51317	\$1,525.1	6.5%	-28.6%	111.8%		

Total Sales, Quantity & Discount Over Time



Sales by Country



Northwind Traders Shipping Analysis

Year

All

Month

All

Shipping Company

All

Country

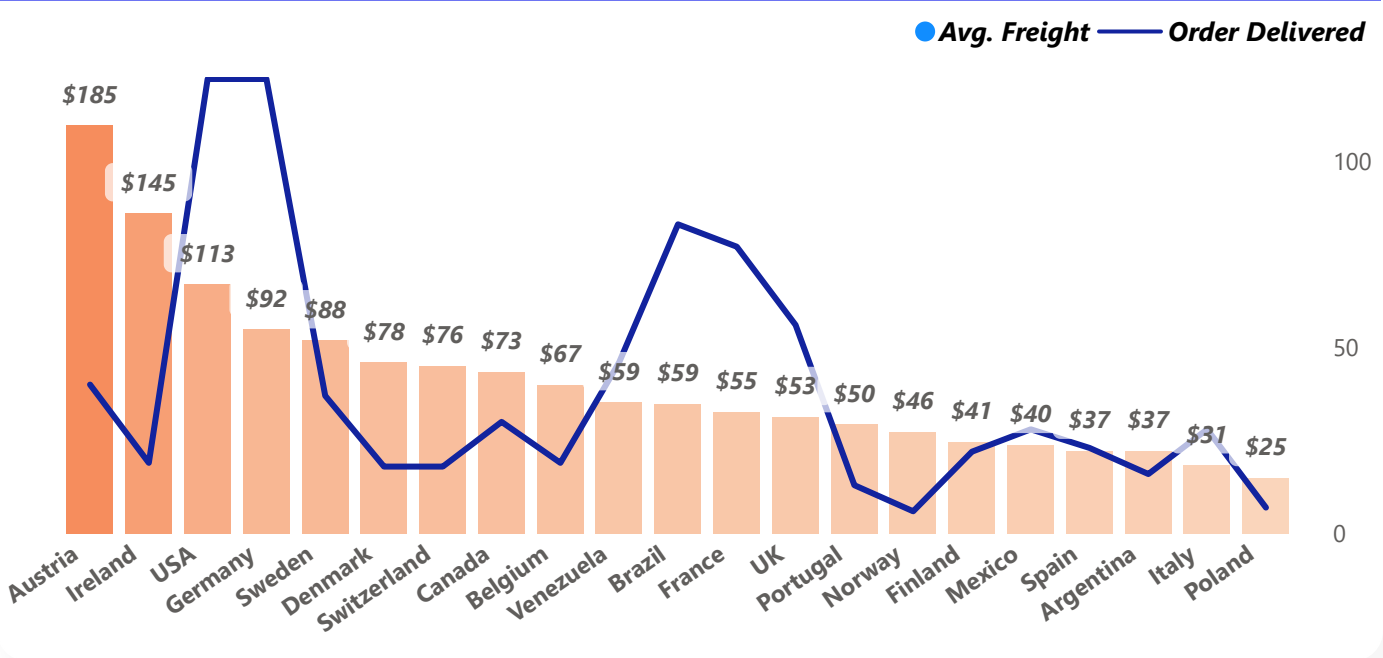
All

City

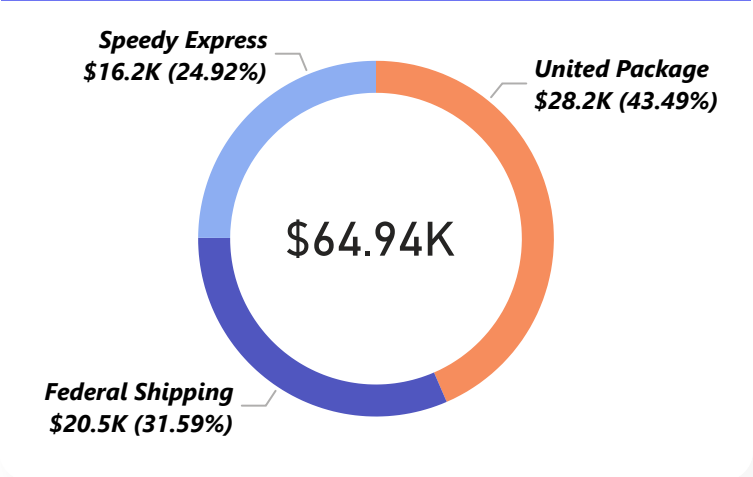
All

Total Freight	Shipping Cost / Order	Total Orders	Avg. Lead Time	Order Fulfillment Rate	Total Countries
\$64.94K	78.24	830	27.88	95.5%	21

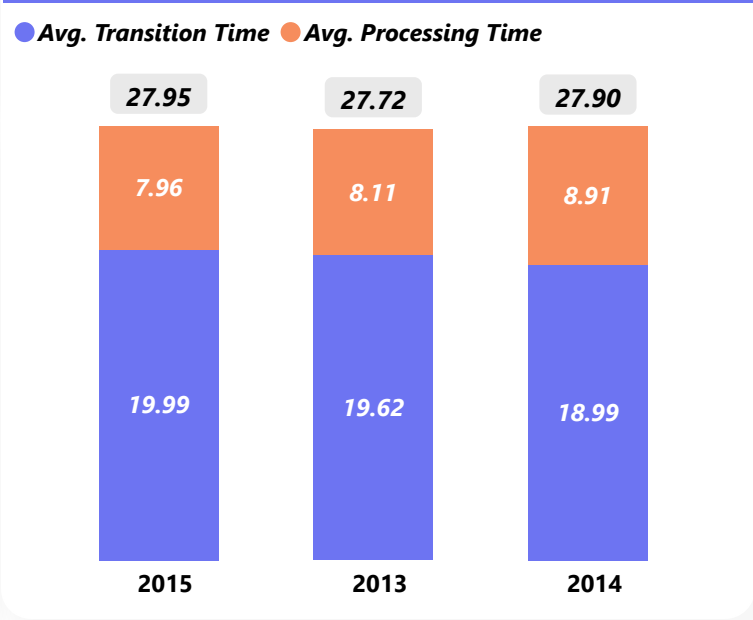
Freight and Order Delivered By Country



Freight By Shipping Company



Avg. Processing Time & Transition Time



Shipping Companies Stats

Shipping Company	Total Orders	Total Freight (\$)	Freight Per Order (\$)	Avg. Processing Time (Days)	Avg. Transition Time (Days)	Avg. Lead Time (Days)	No. Of Order Delayed	Order Fulfillment Rate (%)
United Package	326	\$28.2K	87	9.2	18.9	28.0	16	95.1%
Federal Shipping	255	\$20.5K	80	7.5	20.0	27.5	9	96.5%
Speedy Express	249	\$16.2K	65	8.5	19.5	28.1	12	95.2%
Total	830	\$64.9K	78	8.5	19.4	27.9	37	95.5%