Northwind Database

Customer Analysis:

Behavioral insights	Geographic insights	Value segmentation
Analyze order frequency, repeat purchases, and churn behavior.	Assess customer distribution by country, city, and region.	Segment customers by total spend, order count, and average order value.

Sales Analysis:

Sales trends	Revenue contribution	Discount impact
Analyze sales patterns over time (monthly, yearly, seasonal).	Identify top-selling products, categories, and customers.	Evaluate how discounts affect revenue, volume, and profitability.

Product & Category Analysis:

Category performance	Product performance	Pricing effectiveness
Compare revenue and volume across product categories.	Identify top-performing and underperforming products.	Analyze price vs demand and price vs revenue relationships.

Inventory Analysis:

Stock availability	Reorder risk	Discontinued products
Monitor units in stock vs units on order.	Identify products below reorder level.	Evaluate impact of discontinued products on sales and inventory.

Employee Performance Analysis:

Workforce distribution	Sales productivity	Tenure trends
Analyze employee distribution by title and geography.	Evaluate sales handled per employee.	Study hiring trends and experience levels across roles.

Supplier Analysis:	Supplier distribution	Category coverage	Pricing comparison
	Assess supplier presence across regions.	Analyze supplier participation across product categories.	Compare unit pricing across suppliers and regions.

Shipping & Logistics Analysis:	Carrier performance	Freight cost analysis	Delivery efficiency
	Evaluate shipment volume by shipper.	Analyze freight cost vs order value.	Measure shipping delays and on-time delivery trends.