



NORTHWIND
TRADERS

Reported by : Ayub Indra

Product Name

All



Sales & Profit Loss

\$1.35M

Total Sales

7/4/1996

5/6/1998

Sales vs Gross Margin Trends

● Total Sales ● Total Gross Margin

\$0.1M

\$0.0M

Jul 1996

Jan 1997

Jul 1997

Jan 1998

830

Order Count

0.03%

Ava. Discount (%)

-7.02%

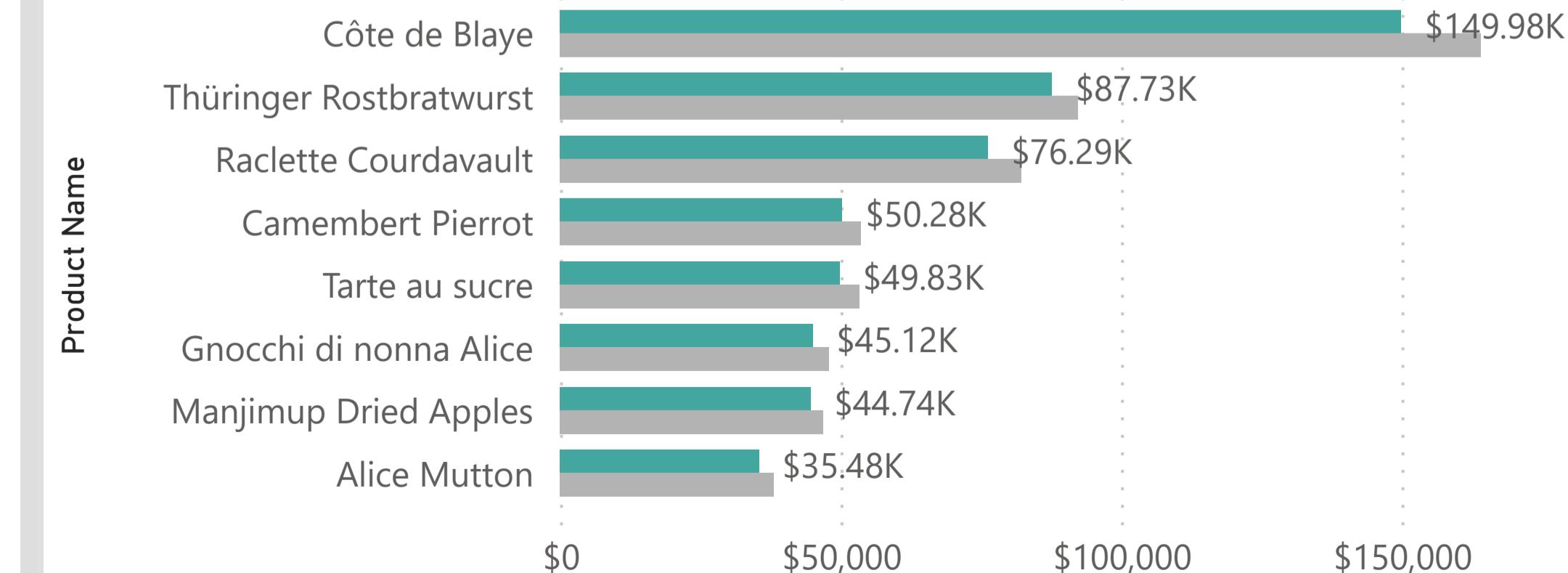
Gross Margin (%)

Avg. Discount vs Gross Margin vs Total Sales by Customer Name

Customer Name	Country	Avg. Discount (%)	Gross Margin (%)	Total Sales
Centro comercial Moctezuma	Mexico	0.00%	-25.00%	\$100.8
Comércio Mineiro	Brazil	0.00%	-21.70%	\$3,810.75
Vins et alcools Chevalier	France	0.00%	-19.69%	\$1,480
GROSELLA-Restaurante	Venezuela	0.00%	-18.53%	\$1,488.7
Blondesddsl père et fils	France	0.01%	-18.44%	\$19,087.25
Split Rail Beer & Ale	USA	0.04%	-17.86%	\$12,487.85
Simons bistro	Denmark	0.11%	-16.13%	\$18,136.35
Mère Paillarde	Canada	0.02%	-14.52%	\$32,202.05
Galería del gastrónomo	Spain	0.00%	-14.20%	\$836.7
Toms Spezialitäten	Germany	0.09%	-13.72%	\$4,952.75

Sales vs COGS by Product Name

● Total Sales ● Total COGS



Sales vs Gross Margin by Employee

Employee Name	Title	Gross Margin (%)	Total Sales
Margaret Peacock	Sales Representative	-9.97%	\$250,161.7
Steven Buchanan	Sales Manager	-8.19%	\$75,559.95
Laura Callahan	Inside Sales Coordinator	-8.00%	\$133,286.43
Robert King	Sales Representative	-7.30%	\$141,283.04
Michael Suyama	Sales Representative	-7.01%	\$78,188.95
Nancy Davolio	Sales Representative	-6.72%	\$202,126.72
Janet Leverling	Sales Representative	-5.90%	\$213,035.35
Anne Dodsworth	Sales Representative	-4.35%	\$82,956.7
Andrew Fuller	Vice President, Sales	-4.31%	\$177,738.71





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Shipping Summary



Supplier & Warehouse

50,119

Quantity Shipped

-19.47

Avg. of Date Diff.

\$97.95

Average of Freight

Quantity Shipped by Shippers and Category

Beverages Condiments Confections Dairy Products Grains/Cereals

United Package

3.7K 5K 3.4K 19K

Speedy Express

2.9K 5K 3.1K 16K

Federal Shipping

2.7K 5K 2.5K 15K

Average of Required and Shipped Date Diff. by Shippers

-19.01

-19.60

-19.93

United Package

Speedy Express

Federal Shipping

Quantity Shipped by Ship Name

Save-a-lot Markets 4,958

Ernst Handel 4,162

QUICK-Stop 3,961

Hungry Owl All-N... 1,684

Frankenversand 1,525

Rattlesnake Cany... 1,311

Folk och fä HB 1,234

HILARION-Abastos 1,096

0K

5K

Quantity Shipped

Shipping Trends

Federal Shipping Speedy Express United Package

Sum of Quantity Shipped

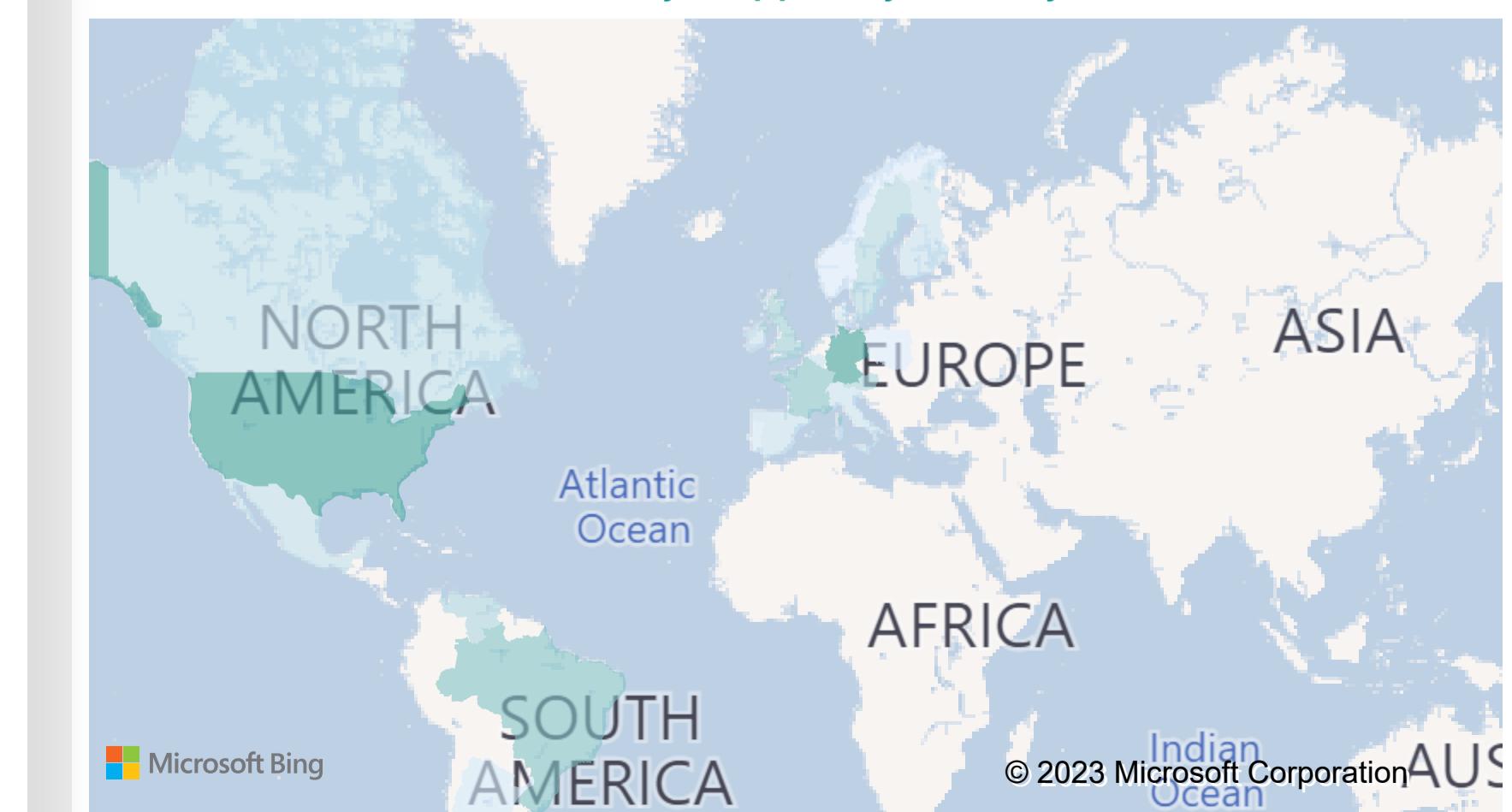
2K

1K

0K

Jul 1996 Oct 1996 Jan 1997 Apr 1997 Jul 1997 Oct 1997 Jan 1998 Apr 1998

Quantity Shipped by Country



0K 5K 10K 15K 20K





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Sales & Profit Loss



Shipping Summary



Supplier & Warehouse

51,317

Total Quantity Sold

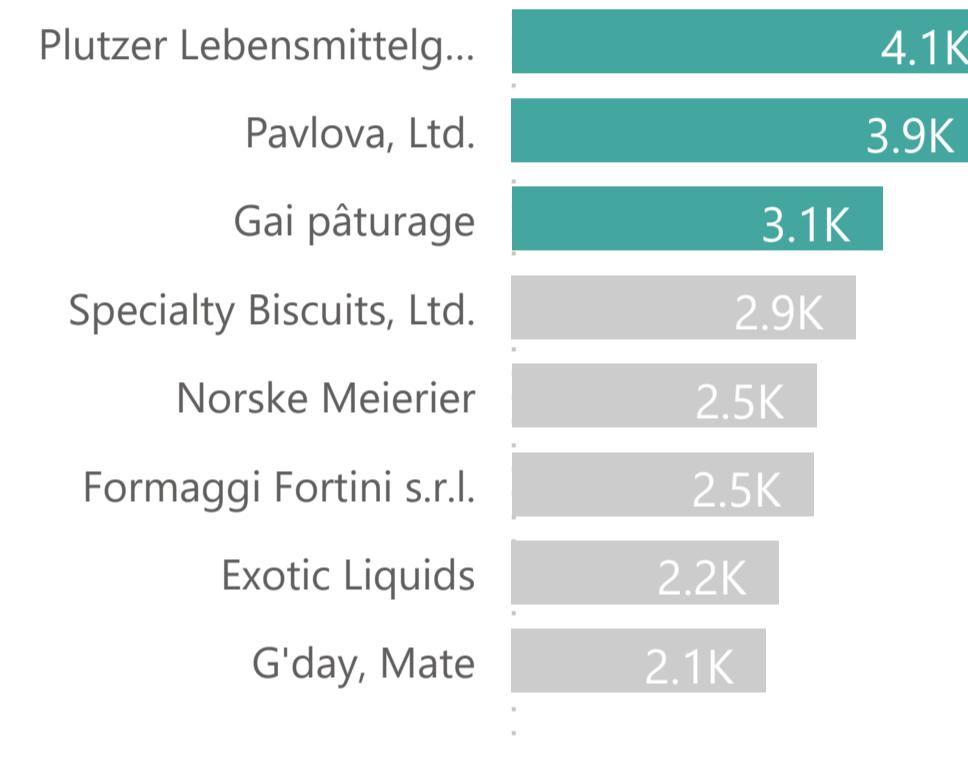
3119

Total Units In Stocks

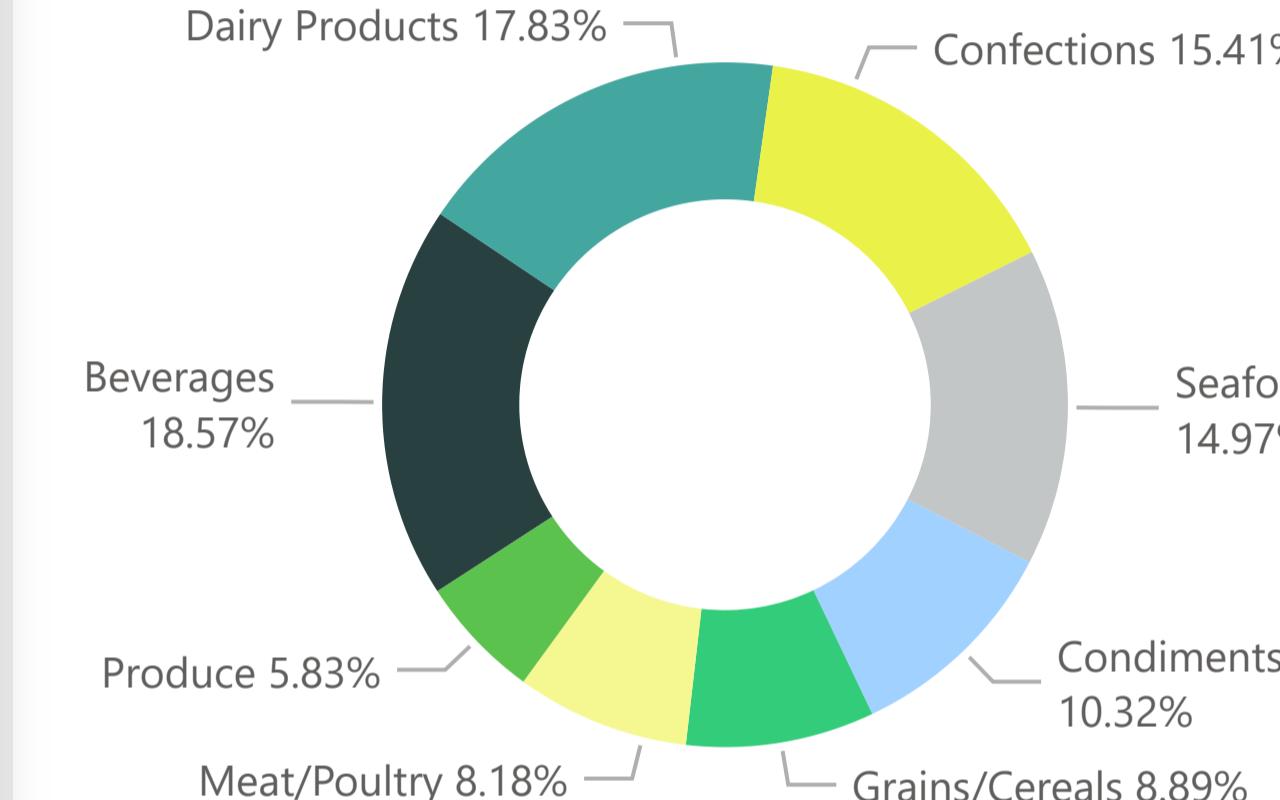
780

Total Units On Order

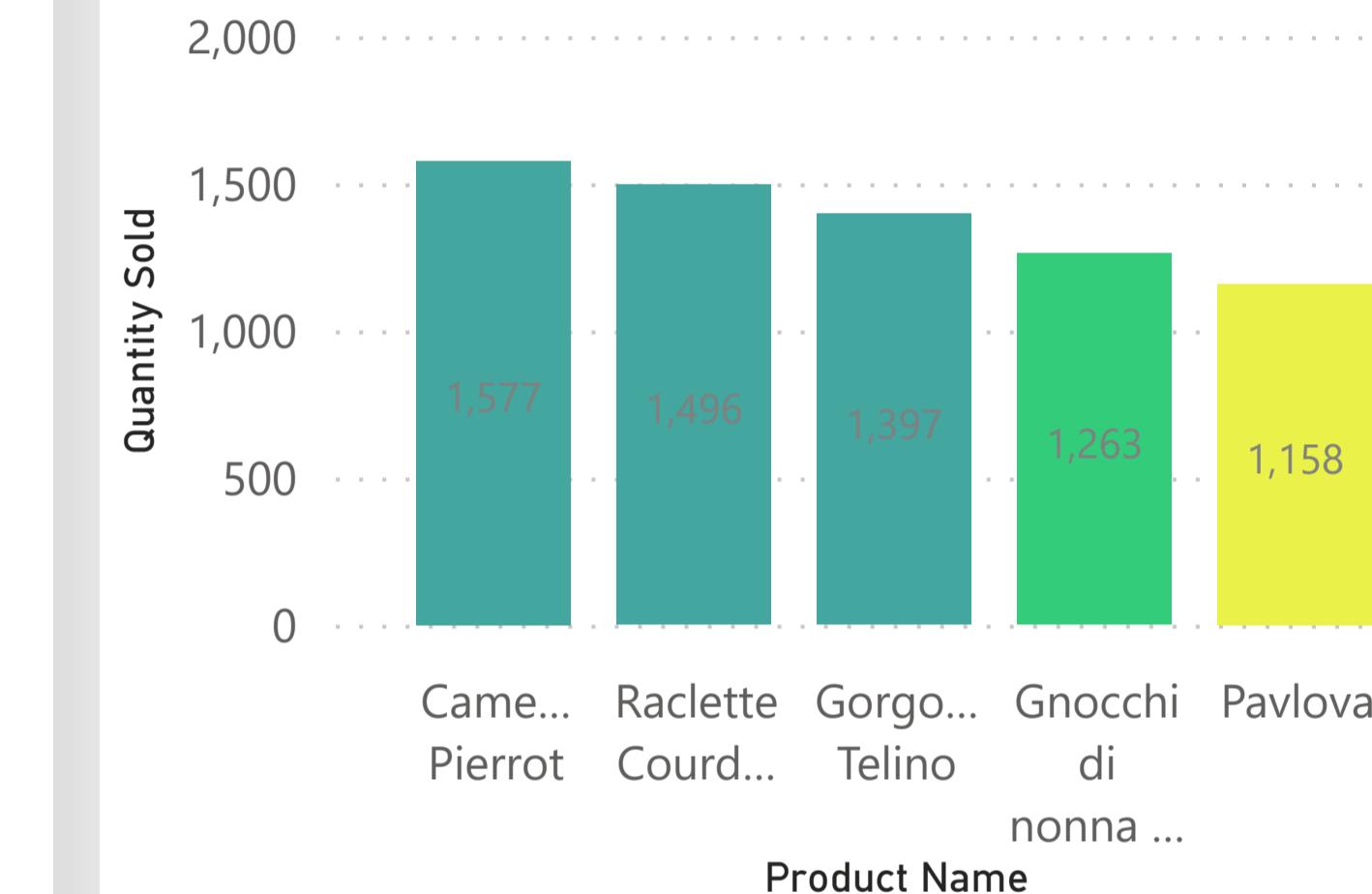
Quantity Sold by Supplier Name



Quantity Sold by Category



Quantity Sold by Product Name and Category



Supplier Name

All

Supplier Country

All

Year

All



Quantity Sold

Units In Stock

Units On Order

Product Name	Supplier Name	Quantity Sold	Units In Stock	Units On Order
Gorgonzola Telino	Formaggi Fortini s.r.l.	1,397	0.00	70.00
Perth Pasties	G'day, Mate	722	0.00	0.00
Chef Anton's Gumbo Mix	New Orleans Cajun Delights	298	0.00	0.00
Alice Mutton	Pavlova, Ltd.	978	0.00	0.00
Thüringer Rostbratwurst	Plutzer Lebensmittelgroß...	746	0.00	0.00
Sir Rodney's Scones	Specialty Biscuits, Ltd.	1,016	3.00	40.00
Louisiana Hot Spiced Okra	New Orleans Cajun Delights	239	4.00	100.00
Longlife Tofu	Tokyo Traders	297	4.00	20.00
Rogede sild	Lyngbysild	508	5.00	70.00

Stock Empty Need to Order ASAP

Quantity Sold by Supplier Country



Microsoft Bing

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NORTHWIND ANALYTICS DASHBOARDS