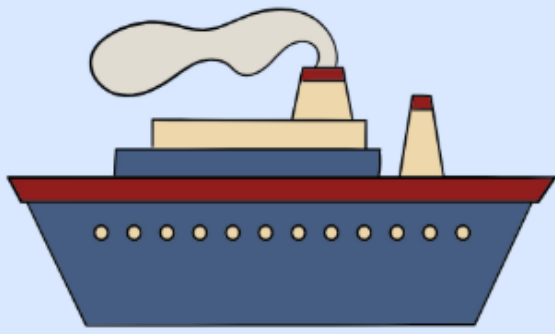


Northwind Traders Power Bi Dashboard & Insights



NORTHWIND TRADERS

Welcome to the Northwind Traders Dashboard!

This dynamic presentation delivers valuable insights into customer behavior, product success, shipping operations, and employee performance. 🚀

By highlighting key trends and potential growth areas, the dashboard supports decisions to improve efficiency and outcomes. 📈

Overview

Customer

Products

Shipment

Employee



 *Note: The visuals are derived from Power BI's dynamic reporting tools, enabling an interactive exploration of the data.*

- Each section integrates SQL queries and Python-based analytics to deliver actionable insights, supplemented by detailed visuals for a holistic understanding of the business data.

Overview



Key Metrics

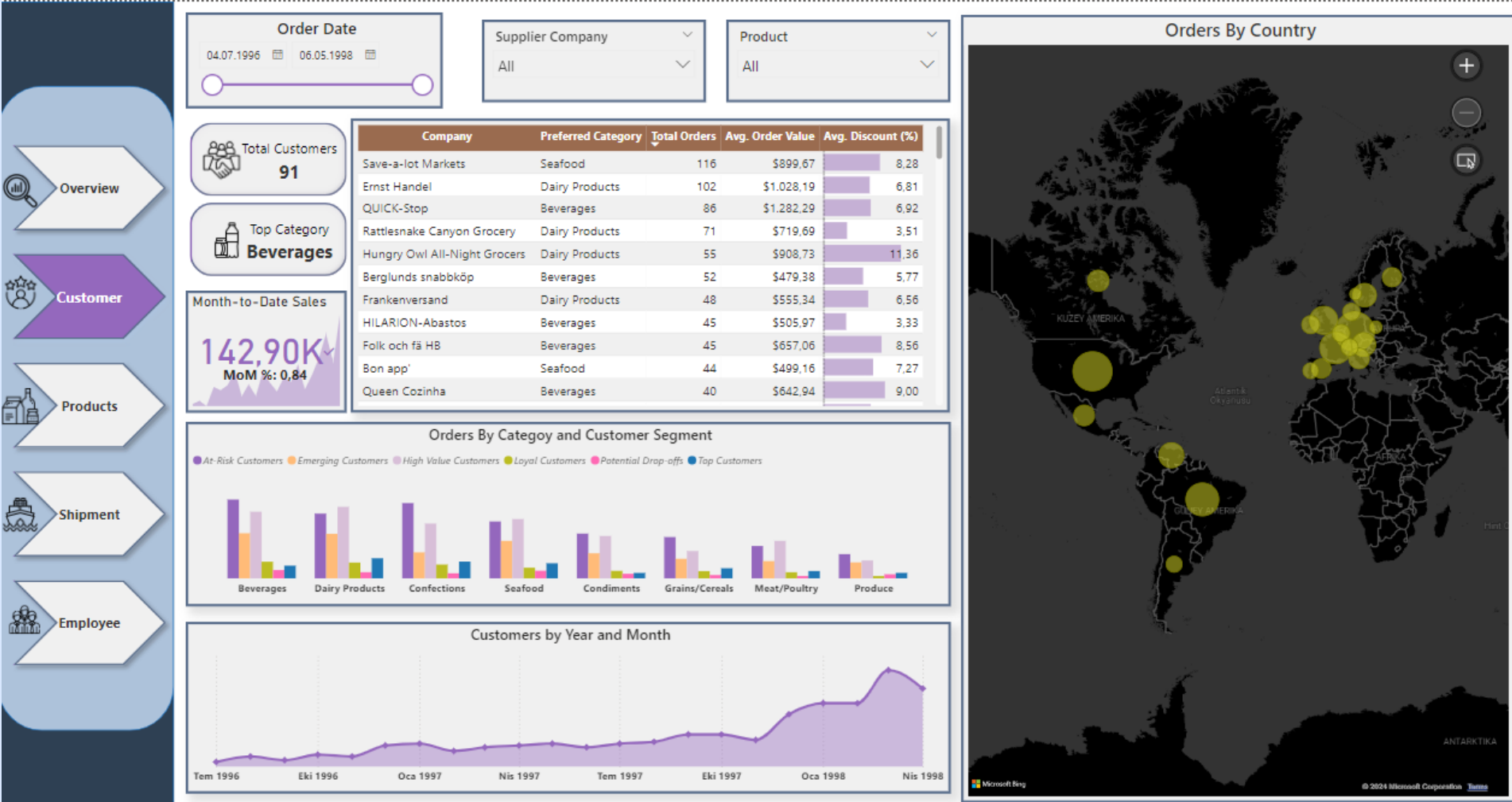
The dashboard summarizes the following key metrics:

- **Gross Sales:** \$1.4M
- **Net Sales:** \$1.27M
- **Total Profit:** \$1.20M
- **Average Order Value:** \$457.91
- **Shipment Cost:** \$64.94K
- **Total Products:** 77

Key insights from this page:

- Orders by Reorder Status:** 53% of the orders are placed without any reordering, indicating a strong base of new customers. However, the data also suggests significant opportunities in nurturing loyalty.
- Discounted Sales by Category:** Categories like "Seafood" and "Produce" have higher discounted sales, signaling potential areas to optimize pricing or promotion strategies.
- Top 5 Countries by Shipped Orders:** Germany and the USA are leading in shipments, while the UK and France show growth potential with fewer orders but substantial room for expansion. This page serves as a summary, with deeper analysis available in the following sections.

Customers



- 53% of orders are placed without reordering, suggesting a healthy influx of new customers. However, opportunities exist to increase customer loyalty by encouraging repeat purchases.
- Germany and the USA lead in shipments, indicating strong performance in these regions. The UK and France show potential for growth, with fewer orders but opportunities for expansion.
- Using RFM analysis, customers are grouped into segments like “Top Customers” and “At-Risk Customers.” These insights help prioritize retention strategies and identify high-value opportunities.

Products



- Categories like “Seafood” and “Produce” heavily depend on discounts to drive sales. Beverages, while also benefiting from discounts, demonstrate consistent demand.
- The most profitable products include "Raclette Courdavault" and "Côte de Blaye," while items like "Mishi Kobe Niku" fall among the least-performing, requiring targeted promotional strategies.

Shipping and Logistics

