**Northwind Traders Power Bi Dashboard & Insights**

metin, ekran görüntüsü, çizgi film içeren bir resim

Açıklama otomatik olarak oluşturuldu

*📝 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**

metin, ekran görüntüsü, diyagram, yazı tipi içeren bir resim

Açıklama otomatik olarak oluşturuldu

**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**

metin, ekran görüntüsü, grafik yazılımı, multimedya yazılımı içeren bir resim

Açıklama otomatik olarak oluşturuldu

* 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**

metin, ekran görüntüsü, yazılım, bilgisayar simgesi içeren bir resim

Açıklama otomatik olarak oluşturuldu

* 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**

metin, ekran görüntüsü, diyagram, yazı tipi içeren bir resim

Açıklama otomatik olarak oluşturuldu

* Federal Shipping stands out for speed, averaging 7 days per delivery. Conversely, the USA and Germany experience the highest late delivery rates, highlighting areas for process improvements.
* Shipping costs are highest for "Beverages" and "Dairy Products," while "Produce" and "Grains/Cereals" incur lower expenses.

**Employees**

metin, ekran görüntüsü, diyagram, yazılım içeren bir resim

Açıklama otomatik olarak oluşturuldu

* Sales Representatives account for 70.84% of orders, demonstrating their importance to the sales pipeline.
* Margaret Peacock leads in revenue generation, while other employees exhibit growth potential with appropriate training and support.