

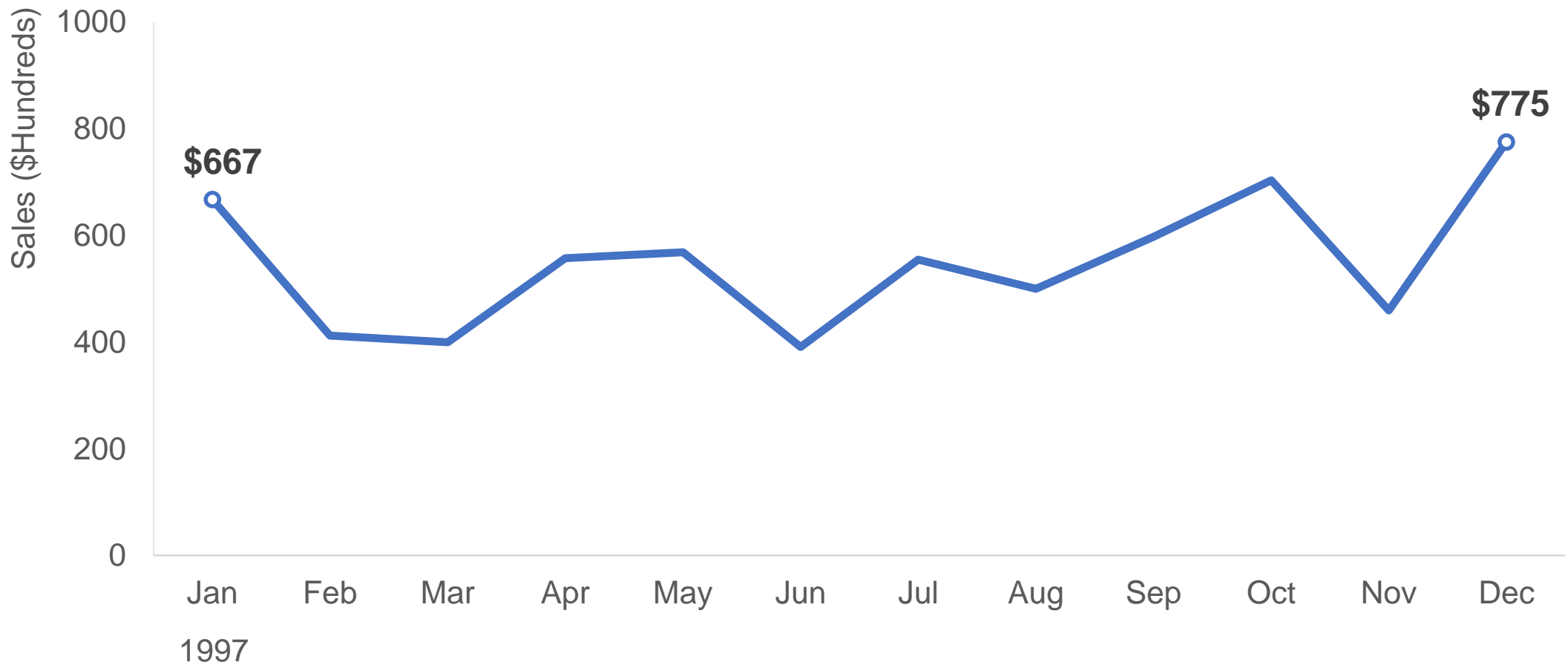
# **Northwind Brief Performance Review**

1997–1998

# **OUR GOALS**, in the next 5 minutes...

1. Understand how our sales revenue have increased over the year.
2. Understand which products contributed the most to total revenue.
3. ...

Through ups and downs, we closed this year with increased sales revenue 🙌🙌







# **Further analysis is needed to establish actionable insights.**

In the meantime, here are some questions worth reflecting on:

1. How do we define success in terms of sales goals?
2. To what extent should we diversify our products?
3. ...

# Appendix