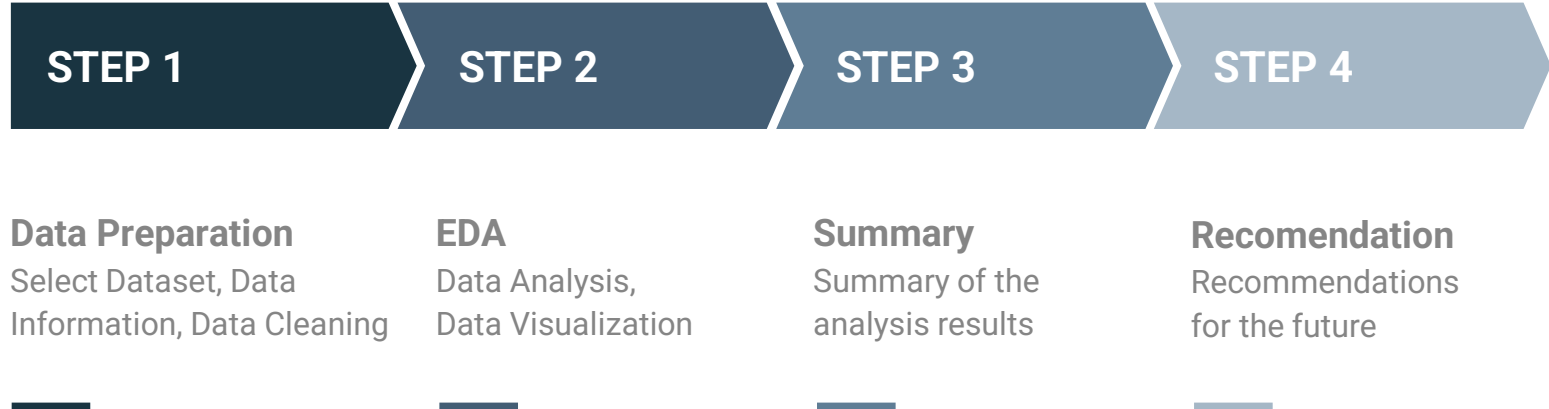




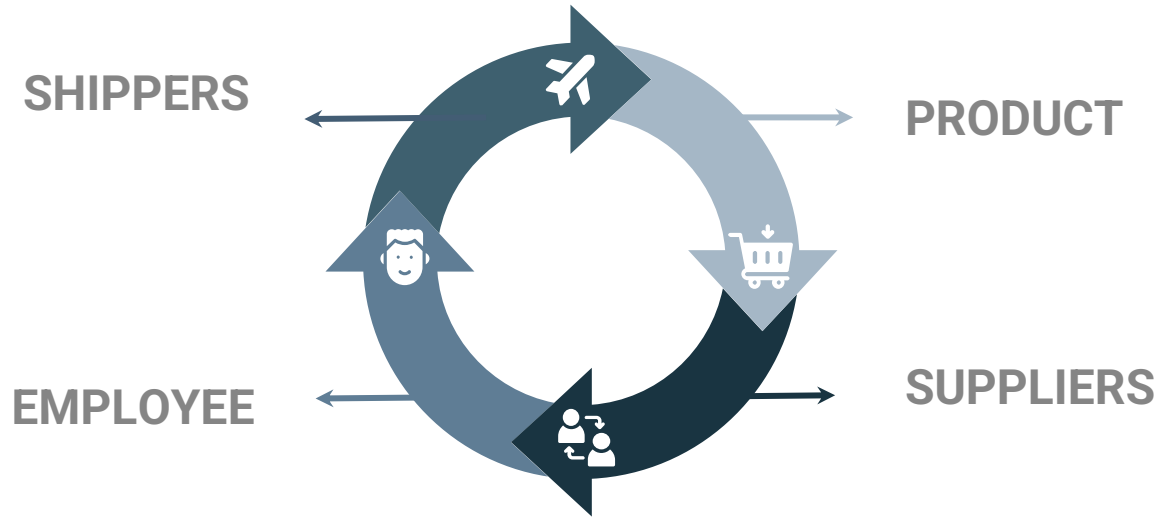
Northwind Traders Report

Dien Avika Novaini_6

Case Study Step by Step

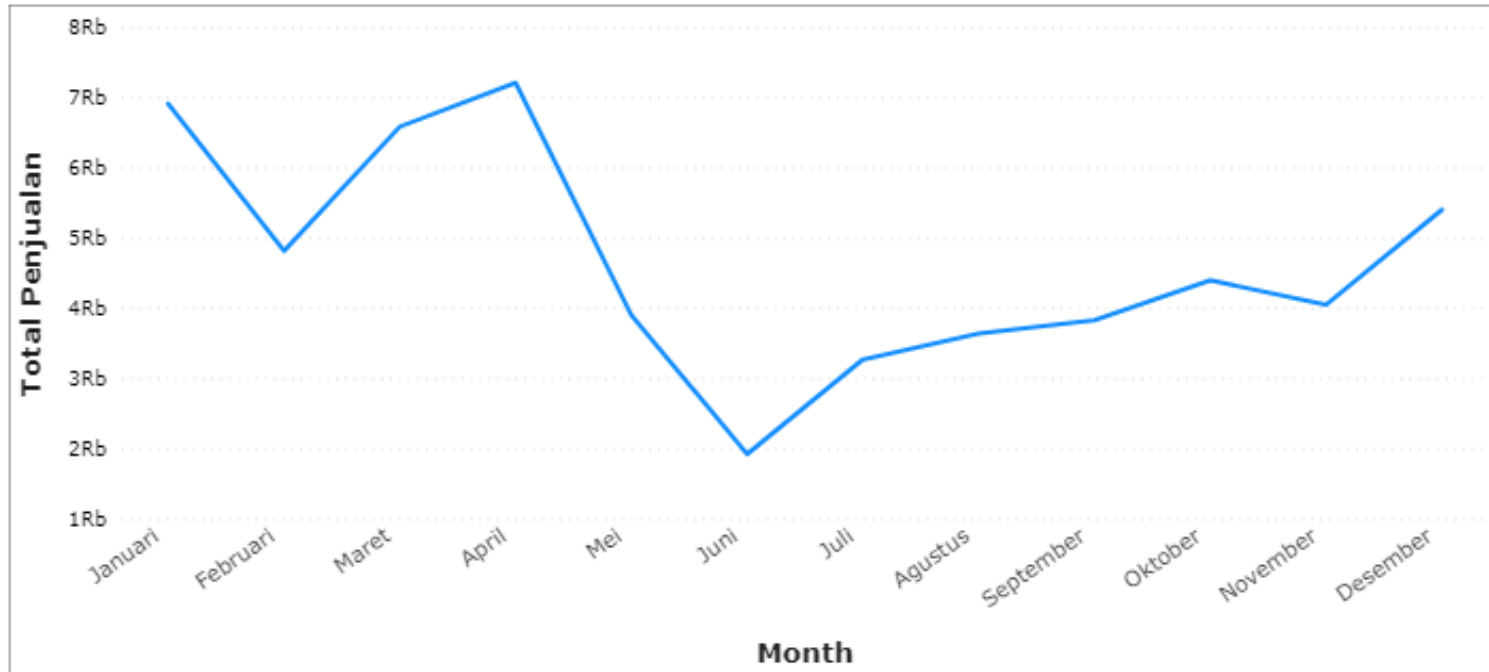


OBJECTIVE ANALYSIS

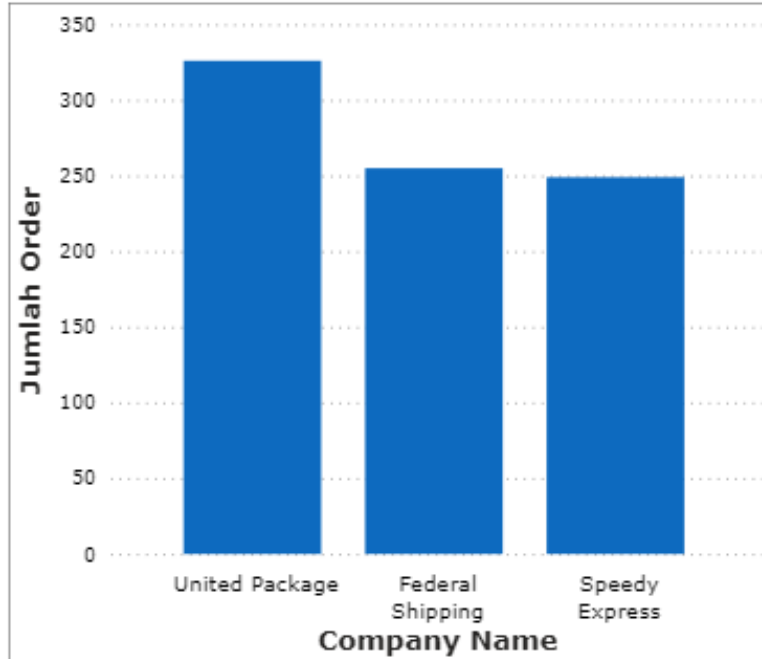


Trend Penjualan Bulanan

*Penjualan Q1 & Q2 lebih besar daripada Q3 & Q4



Jumlah Order by Shippers



United Package

Jumlah Order sebanyak 326

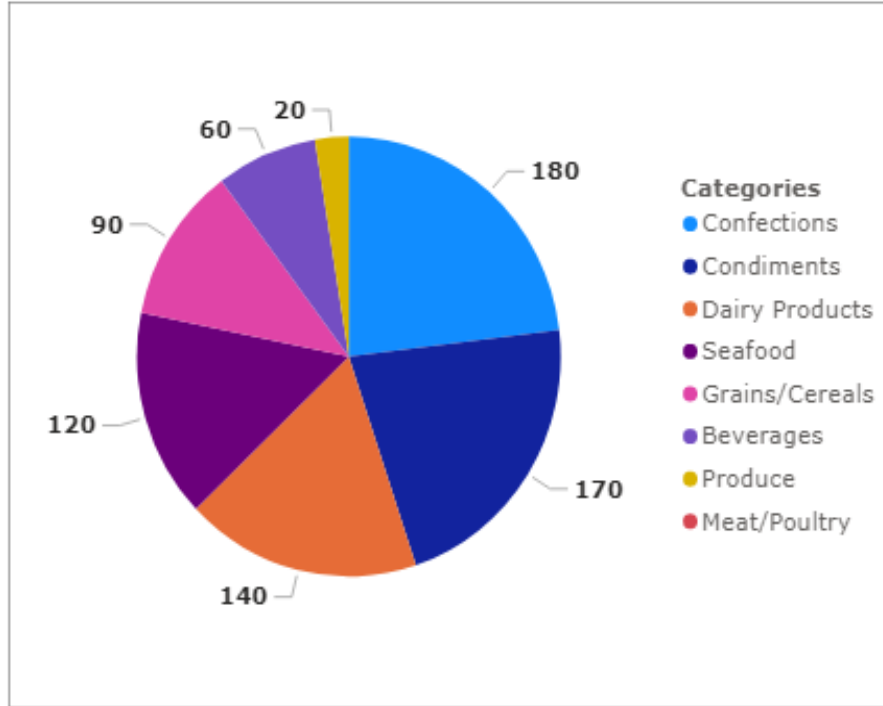
Federal Shipping

Jumlah Order sebanyak 255

Speedy Express

Jumlah Order sebanyak 249

Total Order by Category



TOP 3

Confections

Desserts, candies, and sweet breads

Condiments

Sweet and savory sauces, relishes, spreads, and seasonings

Dairy Products

Cheeses

BOTTOM 3

Beverages

Soft drinks, coffees, teas, beers, and ales

Produce

Dried fruit and bean curd

Meat/Poultry

Prepared meats

Orders	Suppliers Name
110	Exotic Liquids
110	Formaggi Fortini s.r.l.
100	New Orleans Cajun Delights
80	Plutzer Lebensmittelgroßmärkte AG
70	Lyngbysild
70	Zaanse Snoepfabriek
60	Karkki Oy
50	Specialty Biscuits, Ltd.
50	Svensk Sjöföda AB
30	Cooperativa de Quesos 'Las Cabras'

Top 10 Suppliers by Orders

1. Peringkat 1 yaitu Exotic Liquids & Formaggi Fortini s.r.l sebesar 110 Orders
2. Peringkat 10 yaitu Cooperativa de Quesos 'Las Cabras' sebesar 30 Orders

Under 10 Stock Product	
Product Name	Stock ▲
Alice Mutton	0
Chef Anton's Gumbo Mix	0
Gorgonzola Telino	0
Perth Pasties	0
Thüringer Rostbratwurst	0
Sir Rodney's Scones	3
Longlife Tofu	4
Louisiana Hot Spiced Okra	4
Rogede sild	5
Northwoods Cranberry Sauce	6
Scottish Longbreads	6
Mascarpone Fabioli	9

Top 10 Reorder Level	
Product Name	Reorder Level ▼
Boston Crab Meat	30
Gnocchi di nonna Alice	30
Outback Lager	30
Queso Cabrales	30
Wimmers gute Semmelknödel	30
Chang	25
Filo Mix	25
Rhönbräu Klosterbier	25
Gorgonzola Telino	20
Lakkalikööri	20

* Produk dengan reorder level tinggi harus memiliki stock yang memadai

Map Top 5 Cities by Orders

Total Orders	Ship City	Ship Country
34	Rio de Janeiro	Brazil
33	London	UK
31	Boise	USA
31	Sao Paulo	Brazil
30	Graz	Austria

Under 5 Order

Total Orders	Ship City	Ship Country
4	Paris	France
4	San Francisco	USA
4	Versailles	France
3	Butte	USA
3	Kirkland	USA
3	Vancouver	Canada
2	Caracas	Venezuela
2	Walla Walla	USA



SUMMARY

1

Penjualan Q1 & Q2 lebih besar daripada Q3 & Q4

2

Urutan Shipper by Order dimulai dari yang terbesar adalah United Package, Federal Shipping, Speedy Express

3

Top 3 category product by order yaitu confections, condiment dan dairy product. Sedangkan Bottom 3 yaitu Beverages, Produce dan Meat/Poultry

4

Peringkat 1 Supplier yaitu Exotic Liquids & Formaggi Fortini s.r.l

5

Produk dengan reorder level tinggi memiliki stock yang memadai

6

Negara USA, France, Canada dan Venezuela memiliki jumlah order paling sedikit

RECOMENDATION

1

Penerapan promosi penjualan pada Q3 & Q4 untuk tahun selanjutnya

2

Penambahan jenis dan penerapan promosi pada produk dengan category Beverages, Produce dan Meat/Poultry

3

Penerapan Rewards pada Suppliers dengan order tertinggi

4

Melakukan promosi terkait Northwind Traders di kota-kota berikut : Paris, San Fransisco, Versailles, Butte, Kirkland, Vancauver, Caracas dan Walla Walla



A smiling man with a beard, wearing a dark suit and white shirt, is pointing his right index finger at a glass wall. On the glass wall, there is a faint line graph with four yellow circular nodes connected by a yellow line. The line starts from the bottom left, goes up to the second node, down to the third, and then up to the fourth node, which is an arrow pointing towards the top right corner. The background is a bright, out-of-focus indoor setting.

Thanks!

Does anyone have any questions?

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Mini Project Data Engineering

DSLS 2023