**🧩 Project Title:**

**Optimizing Sales, Shipping, and Customer Insights for Northwind Traders Using Azure and Medallion Architecture**

**🎯 Business Problems We Are Solving:**

1. **📦 Shipping Inefficiencies**

* **Stakeholders:** Logistics Manager, Ops Director.
* Are certain shippers more expensive or consistently late?
* How can we optimize freight costs and shipping time?

1. **📈 Sales Performance & Product Strategy**

* **Stakeholders:** Sales Director, Category Managers.
* What is the top-selling vs worst-performing products?
* Are there seasonal trends or product-category-wise spikes?
* Should we continue selling products that are discontinued or low-margin?

1. **🧠 Customer Analytics & Segmentation**

* **Stakeholders:** Marketing, Customer Success
* Who are our most valuable customers (based on RFM)?
* Are certain customer segments or countries underperforming?
* What retention strategies can we recommend?

1. **👨‍💼 Employee Performance**

* **Stakeholders:** HR/Operations.
* Which employees process the highest-value orders?
* Is there any link between employee location and order handling?