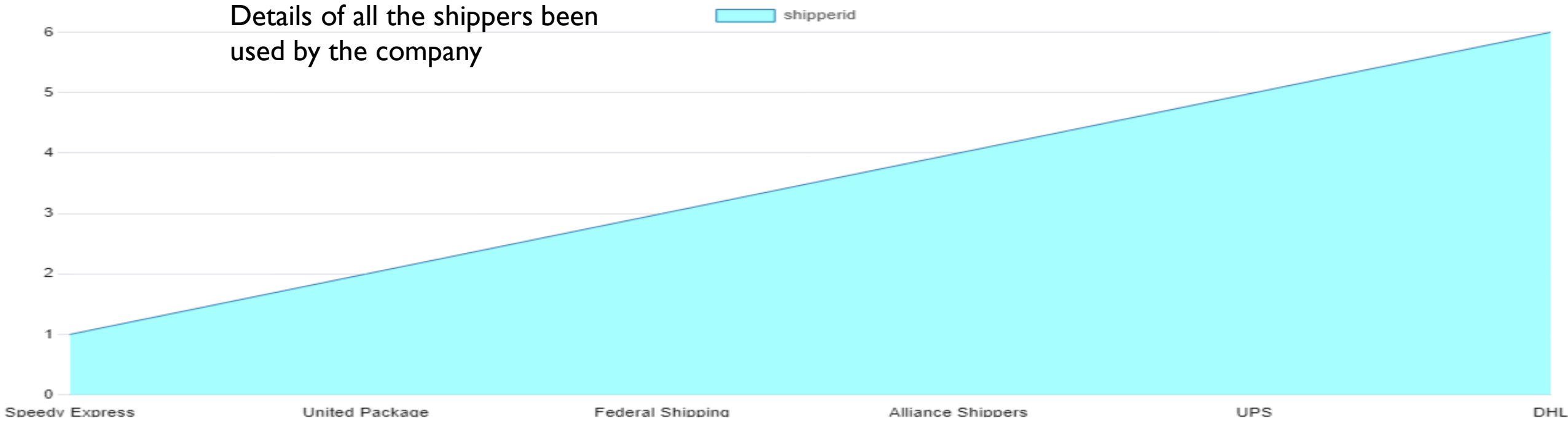




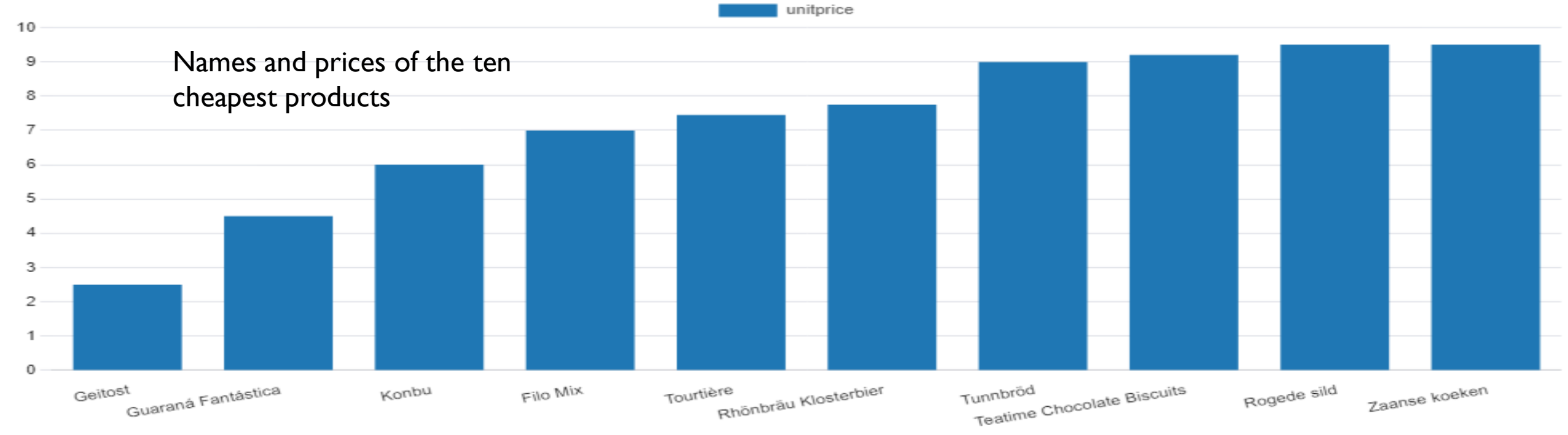
# NORTH WIND TRADERS' CAPSTONE PROJECT

**NAFISA LAWAL IDRIS**

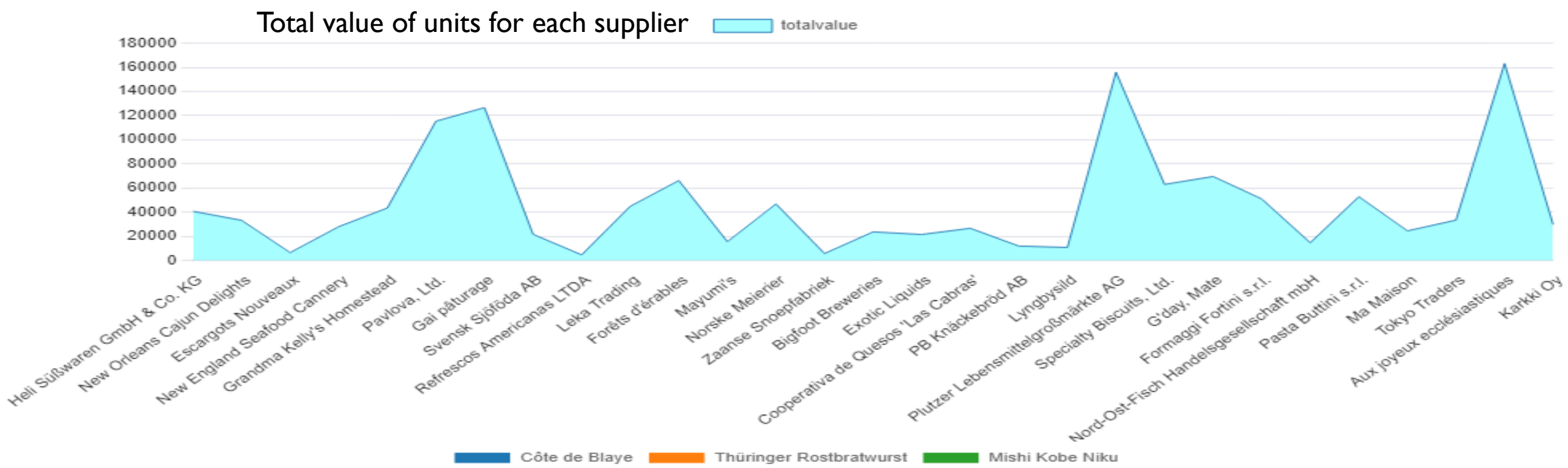
Details of all the shippers been  
used by the company



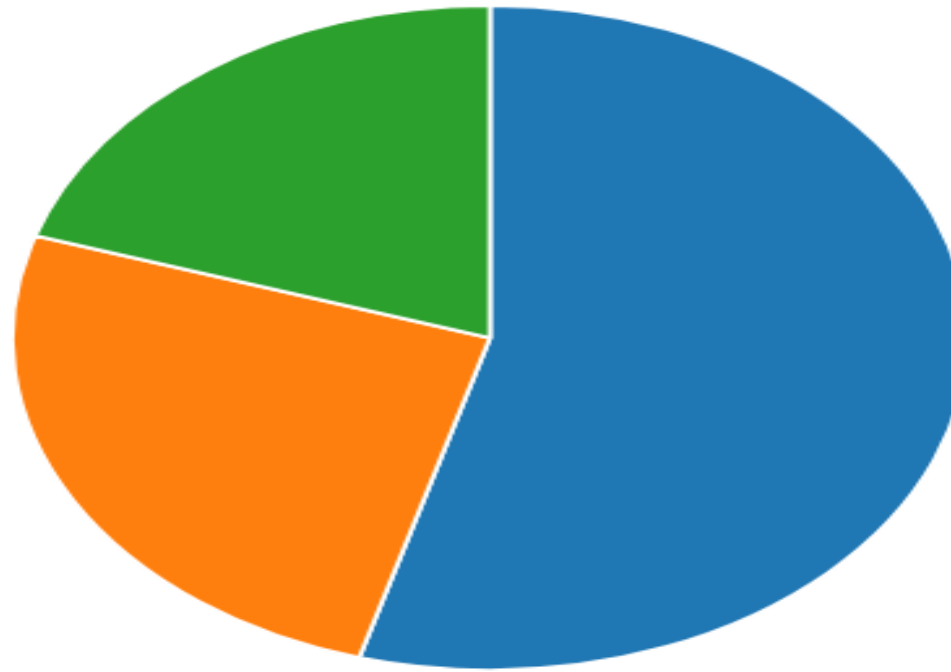
Names and prices of the ten  
cheapest products



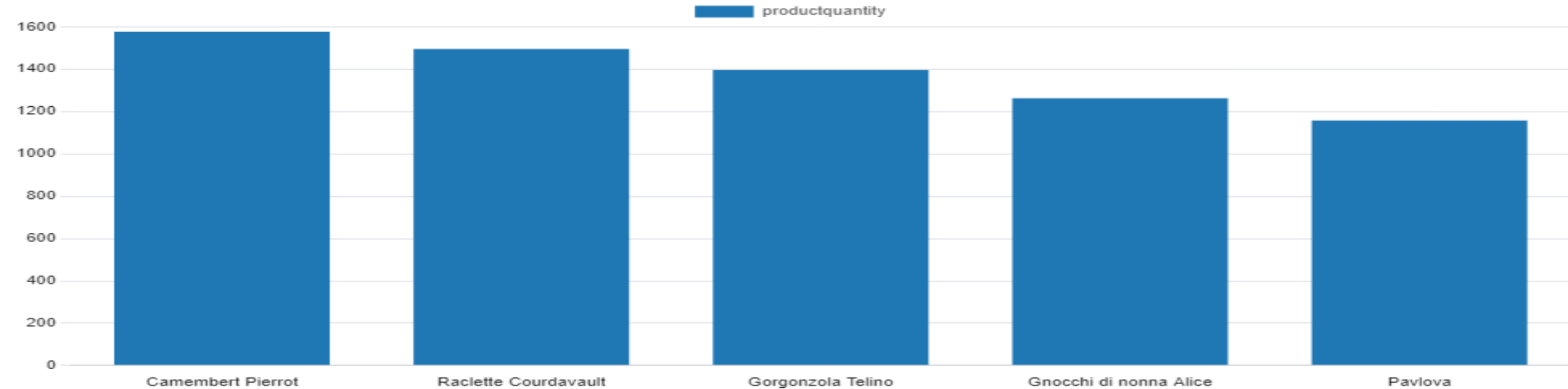
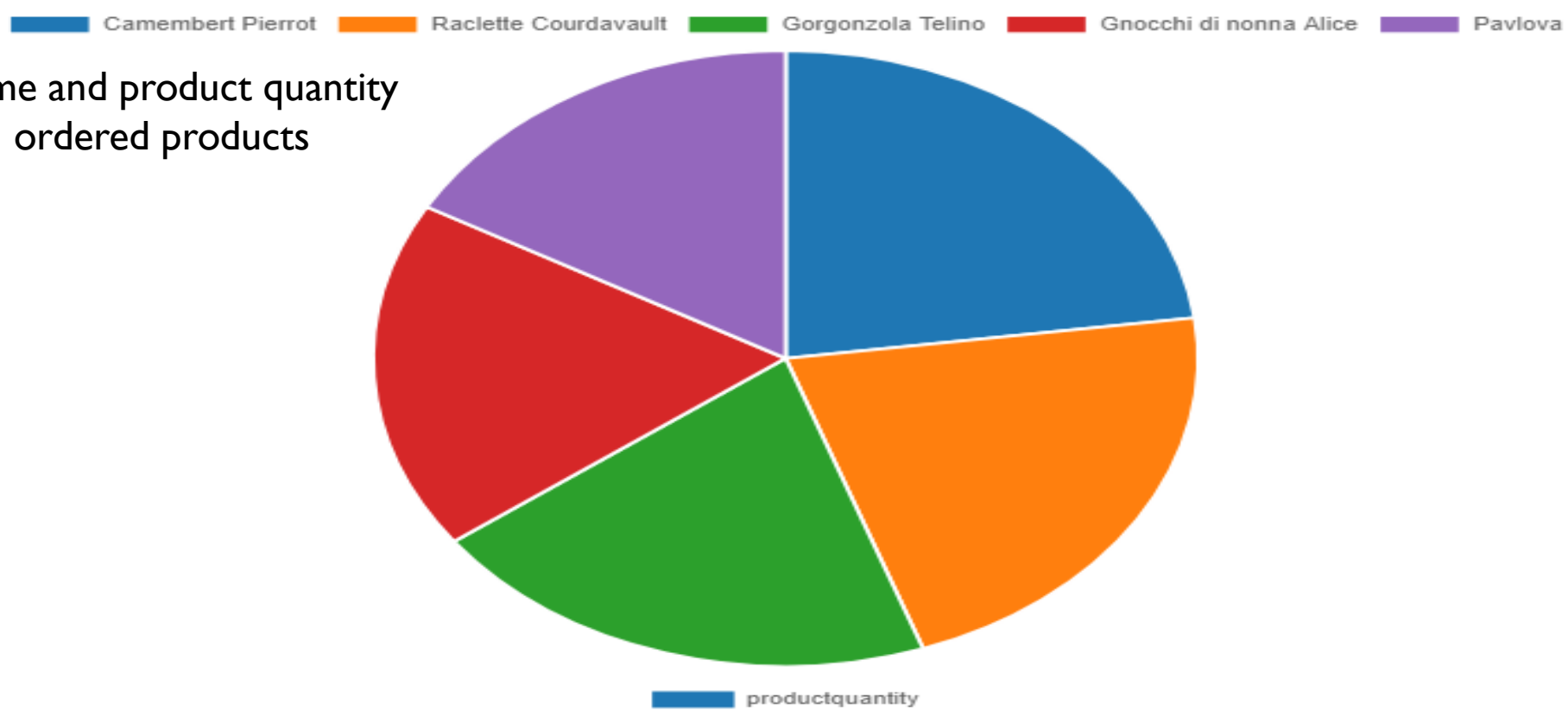
Total value of units for each supplier



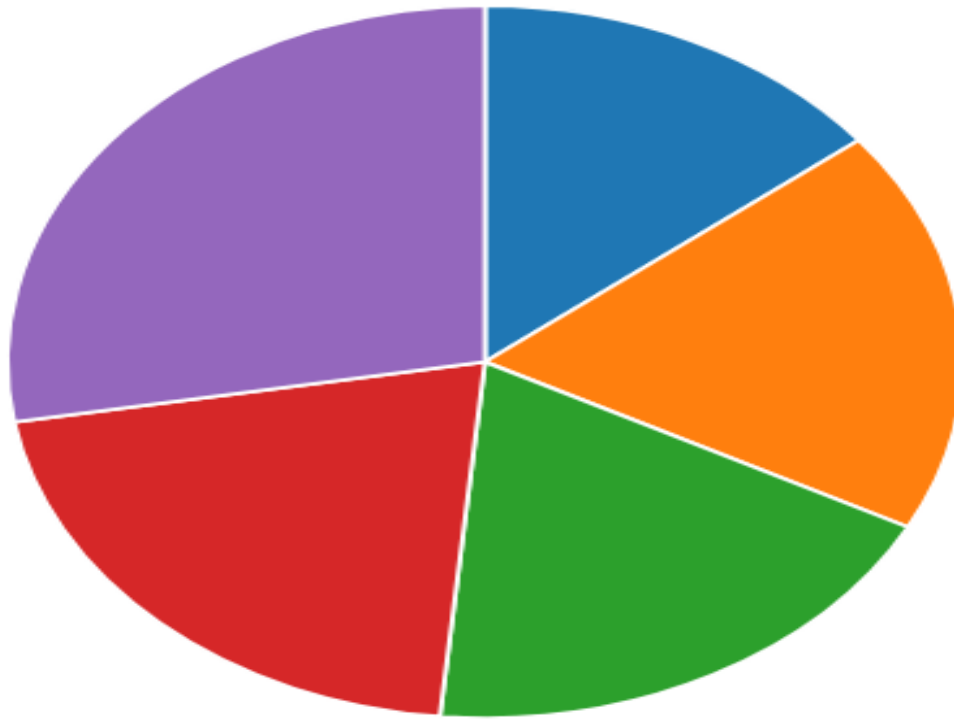
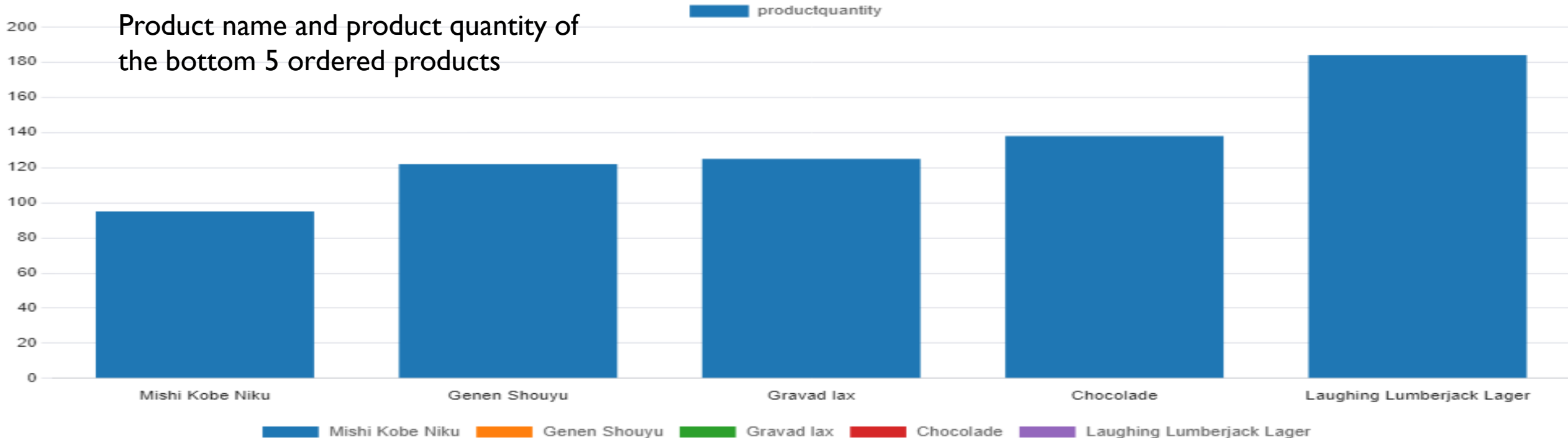
Product name and unit price of the top 3 most expensive products



Product name and product quantity  
of the top 5 ordered products



Product name and product quantity of the bottom 5 ordered products



# INSIGHTS

- Employee location: This information can be useful for the UK sales team as they can schedule meetings with these employees during their visit.
- Shipper details: This information can be used to evaluate the company's shipping options and determine if there are any potential areas for improvement.
- Cheapest products: This information can be useful for the sales team as they can offer these products to cost-sensitive customers.
- Supplier locations: This information can be used to evaluate the company's supply chain and determine if there are any potential areas for improvement.
- Supplier revenue: This information can be used to evaluate the company's supplier relationships and determine which suppliers are contributing the most to the company's revenue.
- Expensive products: This information can be used to evaluate the company's product mix and determine if there are any high-priced products that may not be selling well.

## INSIGHTS CONT'D

- Sales representatives: This information can be used to evaluate the performance of the sales team and determine if there are any areas for improvement.
- Top ordered products: This information can be used to evaluate the company's product mix and determine which products are the most popular.
- Bottom ordered products: This information can be used to evaluate the company's product mix and determine which products may need to be discontinued or re-priced.
- Hiring history: This information can be used to evaluate the company's hiring practices and determine if there were any significant changes in the company's staffing during this time period.

## INSIGHTS CONT'D

- Products containing "spread": This information can be used to evaluate the company's product mix and determine if there is a market for spread-based products.
- Revenue generated: This information can be used to evaluate the company's financial performance during this time period and determine if there were any significant changes. It can also be used to make informed decisions about product promotions, sales strategies, and inventory management.
- Product sold: This information can help the company understand the demand for Beverages and make decisions about product offerings and promotions.
- Count of Products: This information can also help the company understand the demand for Confections and make decisions about product offerings and promotions.



## RECOMMENDATIONS

- Based on the results of these SQL queries, it is recommended that the Northwind Traders company continues to track sales data and use it to inform decisions about product offerings, promotions, and inventory management. By regularly analysing the data, the company can stay ahead of the competition and remain responsive to changes in customer demand. Additionally, it is recommended that the company consider incorporating more data sources, such as customer demographic information and market trends, to gain a more complete understanding of the sales landscape.



THANK YOU