# Northwind Sales Report

Northwind Traders is a global import and export company that specializes in supplying high-quality gourmet food products to restaurants, cafes, and specialty food retailers around the world. This project aimed to create a comprehensive dashboard for the Northwind Executive, enabling them to gain a thorough understanding of the company's performance.

Here, I analyzed Northwind Sales data between the years 2013 and 2015. During this period the company recorder total sales of $1,265,793. I identified the top products based on both quantity and sales. In terms of sales, Côte de Blaye was at the top bringing in $141,397.
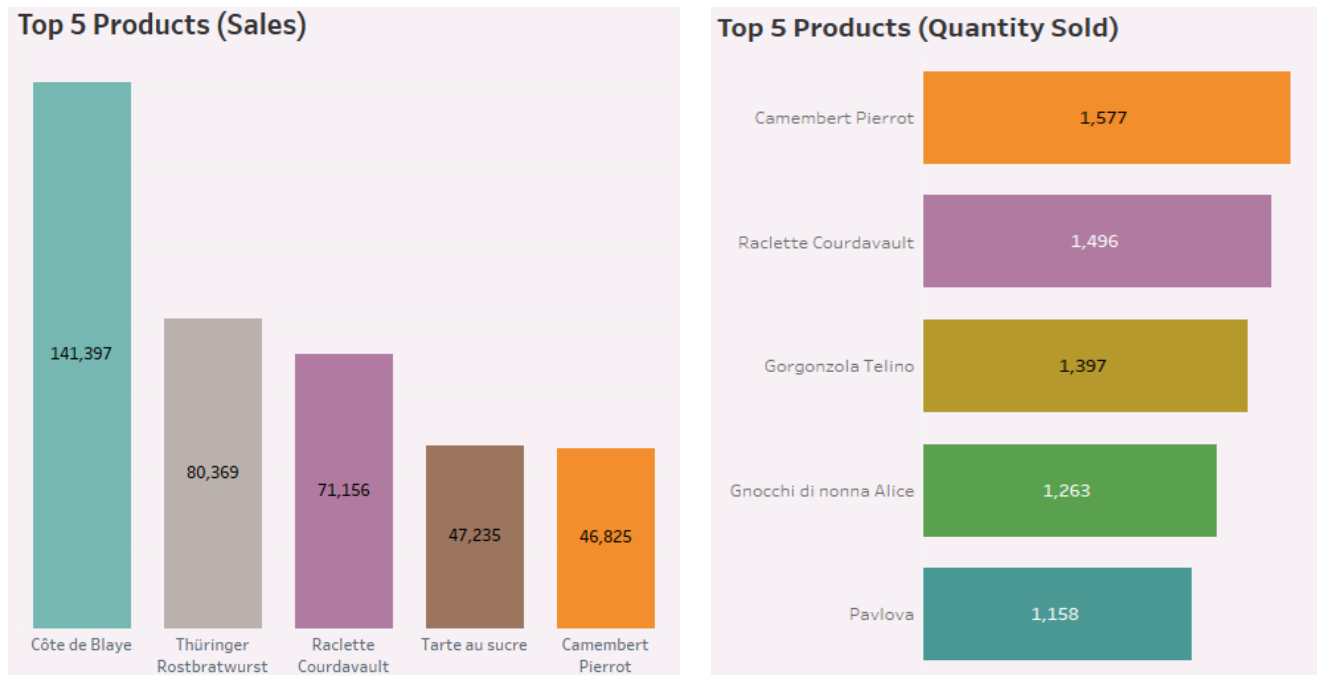
The next item was pretty far away with sales of $80,369, which was Thüringer Rostbratwurst. But in terms of quantities sold, Camembert Pierrot was at the top with 1,577 units sold. Raclette Courdavault followed closely with 1,496 units sold.
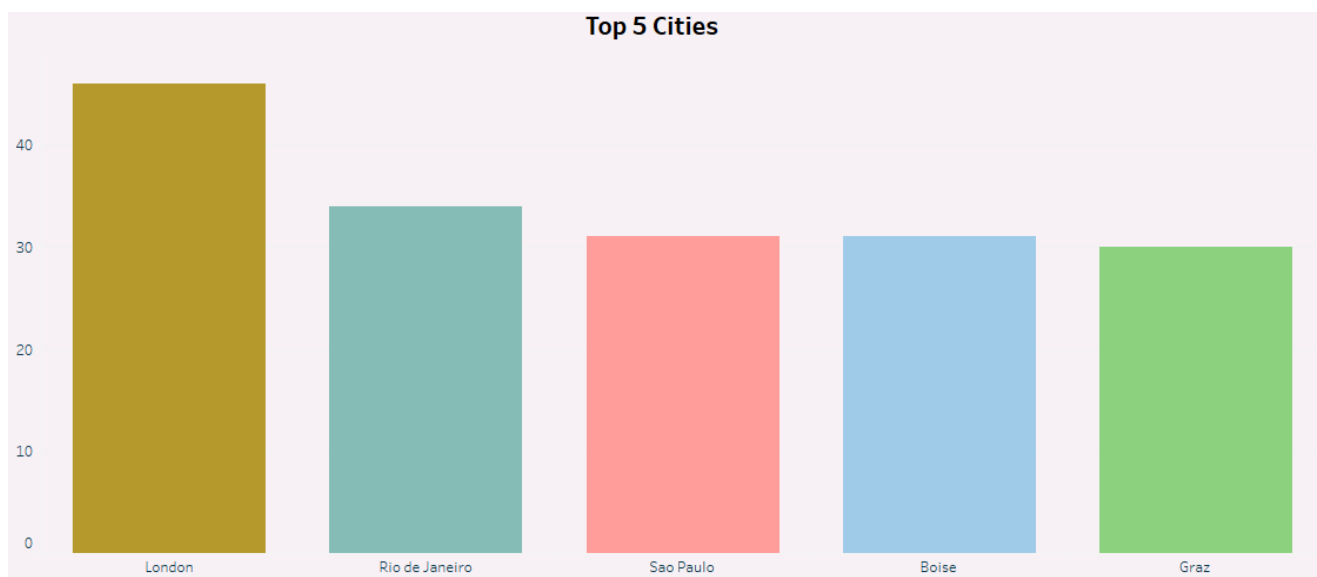
Northwind sold most products in the city of London during this time and were followed by Brazil and Sao Paulo. Boise and Graz are the next top cities. These indicates that Northwind has a good foothold around the globe.

If we look at employee performance, we see that Margaret Peacock has made the highest sales. She has sold items worth $232,891. Janet Leverling is in the second position with sales worth $202, 813. Steven Buchanan was the least successful employee with sales of just $68,792.

Next, I analyzed the monthly sales trend. I saw that Northwind made most sales in April with 105 orders. June was the toughest month of the year, bringing in just 30 orders. On average, 69 orders came in per month. Evidently, business booms during the first four months of the year. The middle months are tough. But business picks up at the end of the year.
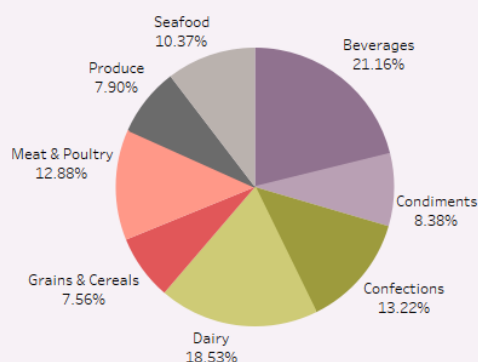
Sales by Employee

Margaret Peacock	232,891
Janet Leverling	202,813
Nancy Davolio	192,108
Andrew Fuller	166,538
Laura Callahan	126,862
Robert King	124,568
Anne Dodsworth	77,308
Michael Suyama	73,913
Steven Buchanan	68,792

Monthly Orders
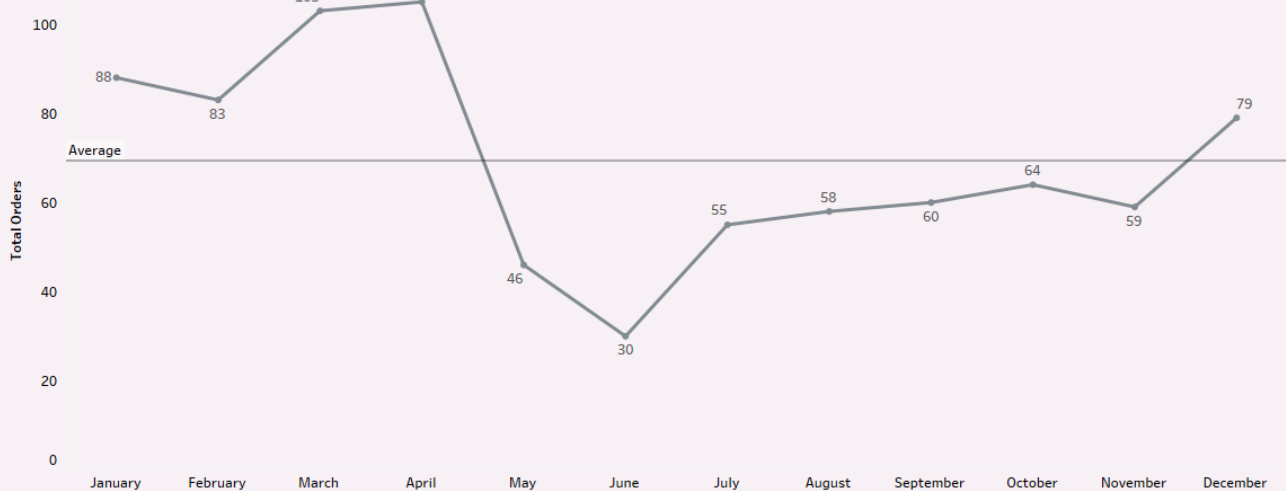
Sales by Category

Then, I broke down sales by category. Bevarage products were sold most accounting for more than 21% of total sales. They were followed by dairy products. These products represent 18.5% of total sales. Confectionary products were third, making up 13% of total sales. Of all the products, grains and cereal products had the lowest contribution, representing only 7.5%.

Shipping is also a key area of interest for the stakeholders. So, I analyzed average shipping cost of the shippers. Northwind used three shippers during this period. Of them, Federal Shipping handled 765 shipments, the highest number of the three and average shipping cost for Federal Shipping was the lowest among the three, $26. United Package handled 652 shipments and cost $43 dollars per shipment on average. Speedy Express handled the least amount of shipments (249) but cost the highest on average ($65). Speedy Express is clearly a costly shipping partner compared to the others.

Average Shipping Cost

Federal Shipping	26.81
United Package	43.32
Speedy Express	65.00

Finally, I identified the top customers of Northwind in terms of sales. QUICK-Stop from Germany emerged as the top customer who purchased products worth over $110,000. Ernst Handel was in second buying products worth $104,000. Save-a-lot Markets came in. They bought roughly the same amount of product as Ernst Handel.
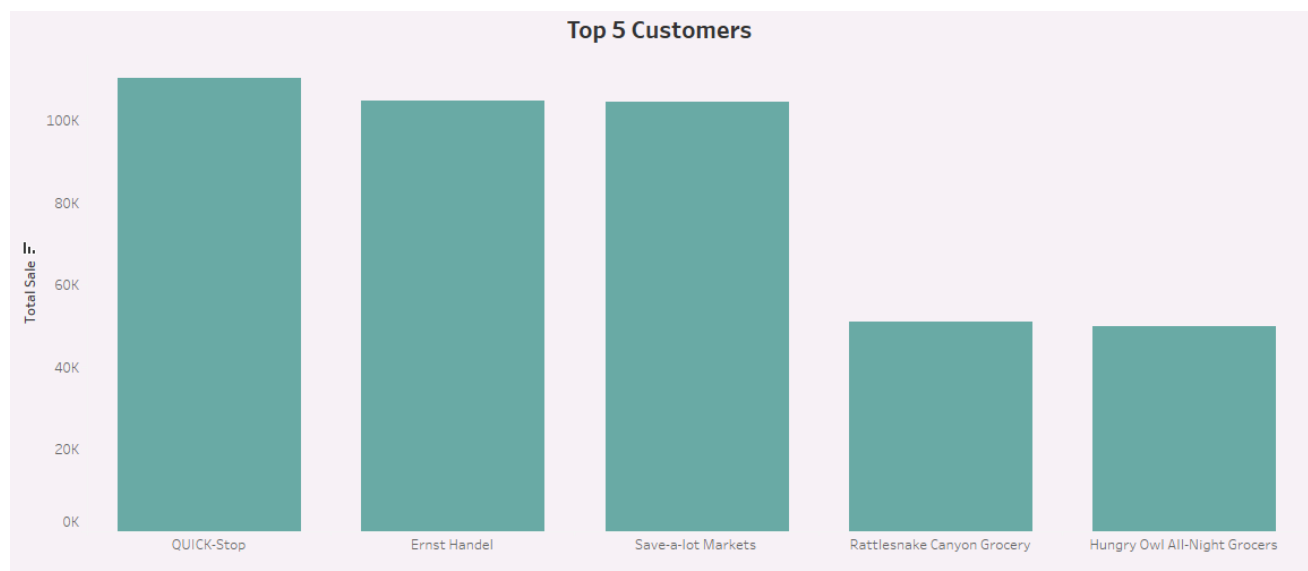
I created a Tableau dashboard with all this where the user can filter data based on product, category, employee and city to gain an even better understanding of the data. Click here to view it.