



Interactive Dashboard Summary & Business Insights

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Northwind Traders Business Performance Review

Business Overview

- Northwind Traders is a global supplier of specialty food products.
- Objective: Provide actionable insights into customer orders, product demand, shipping performance, and employee management.
- Tool: Power BI dashboard designed to visualize KPIs and address key business challenges.



Key Performance Indicators (KPIs)

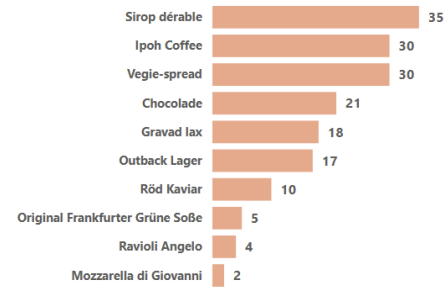
Total Orders – 700

Total Revenue - £453k

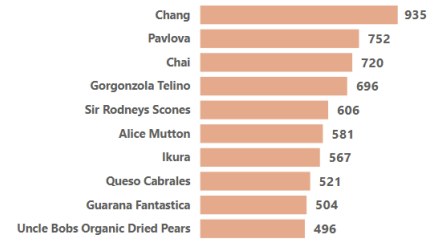
Average Order Value - £647



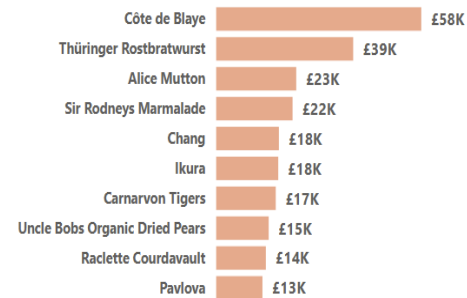
Bottom 10 Products by Qty



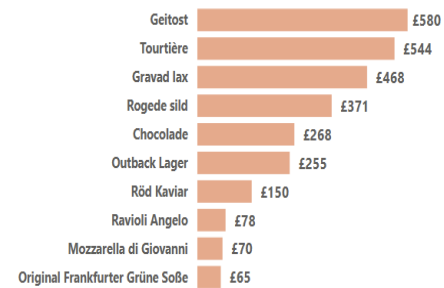
Top 10 Products by Qty



Top 10 Products by Total Revenue



Bottom 10 Products by Total Revenue



Products like *Côte de Blaye* and *Thüringer Rostbratwurst* are generating the highest revenue.

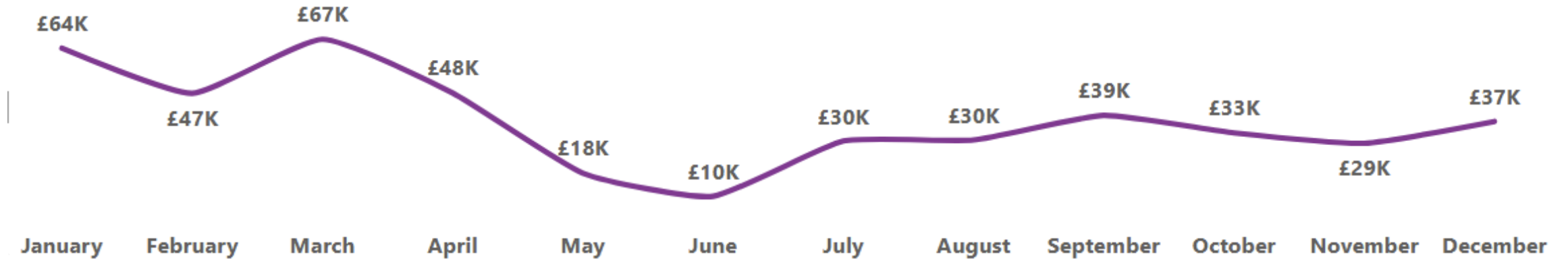
- **Growth Opportunity:**
 - **Upsell & Cross-sell:** Bundle these top products with complementary products.
 - **Marketing Focus:** Feature these in promotions, ads, and loyalty campaigns to boost visibility and repeat purchases.
 - **Market Expansion:** Explore expanding these product lines to new geographic or customer segments.

Certain products consistently underperform (e.g., *Original Frankfurter GS*, *Mozzarella di Giovanni*, *Ravioli Angelo*).

- **Growth Opportunity:**
 - **Product Revamp or Repositioning:** Improve packaging, branding, or usage ideas for underperformers.
 - **Market Fit Analysis:** Investigate if low sales are due to poor targeting or lack of awareness.
 - **Diversification:** Replace deadstock items with higher-demand alternatives.

Best and Worst Selling Products

Total Revenue by Month



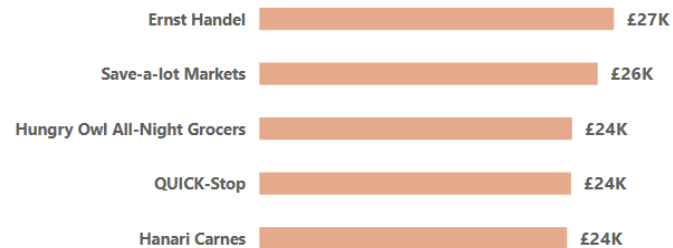
Sales Trends Over Time

- Sales have fluctuations with clear **monthly patterns**—some months like January and March show revenue peaks, likely due to seasonal demand.
- Revenue peaks around certain months (Q1), and dips in others.
- **Growth Opportunity:**
 - **Campaign Timing:** Align major promotions and product launches with high-sales months.
 - **Inventory Planning:** Stock up ahead of peak demand to avoid stockouts and capitalize on sales potential.
 - **Off-season Campaigns:** Introduce bundles or clearance offers during low seasons.

Customers Products	Ernst Handel Total Revenue	Sum of quantity
Alice Mutton	£3,042	78
Aniseed Syrup	£450	45
Chang	£950	50
Chef Antons Gumbo Mix	£683	32
Côte de Blaye	£5,270	20
Flotemysost	£344	16
Gorgonzola Telino	£950	76

Customers	Total Revenue	Total Orders	Avg Order Value	Total Qty
Ernst Handel	£27,398	24	£1,142	957
Save-a-lot Markets	£26,148	26	£1,006	1032
Hungry Owl All-Night Grocers	£24,167	15	£1,611	580
QUICK-Stop	£24,087	22	£1,095	1178
Hanari Carnes	£23,778	13	£1,829	370
	£125,577	100	£1,256	4117

High Value Customers by Revenue



High-Value Customers Insights

- A small group of customers contribute significantly to revenue.
- **Growth Opportunity:**
 - **Loyalty Programs:** Offer exclusive discounts or early access to high-value customers.
 - **Targeted Campaigns:** Use purchase behaviour to send personalised offers and recommendations.
 - **Retention Plans:** Prioritise engagement with top clients to increase customer lifetime value (CLTV).

High-Value Customers Insights

Product Preferences

Customers	QUICK-Stop	
Products	Total Revenue	Sum of quantity
▲		
Pâté chinois	£2,880	120
Singaporean Hokkien Fried Mee	£560	40
Sir Rodneys Marmalade	£1,620	20
Sir Rodneys Scones	£600	60
Steeleye Stout	£1,800	100
Teatime Chocolate Biscuits	£460	50
Tunnbröd	£630	70
Uncle Bobs Organic Dried Pears	£4,050	135

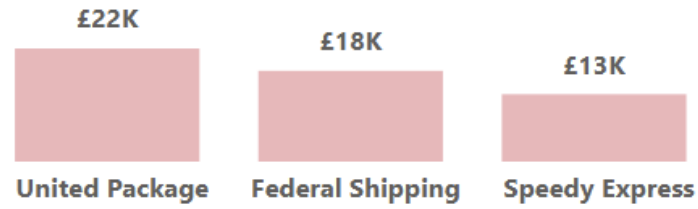
Customers	Hanari Carnes	
Products	Total Revenue	Sum of quantity
▲		
Alice Mutton	£585	15
Carnarvon Tigers	£1,250	20
Côte de Blaye	£15,810	60
Gnocchi di nonna Alice	£760	20
Gorgonzola Telino	£375	30
Ikura	£2,170	70
Inlagd Sill	£475	25

Customers	Save-a-lot Markets	
Products	Total Revenue	Sum of quantity
▲		
Alice Mutton	£3,003	77
Chai	£2,340	130
Chang	£3,856	203
Gorgonzola Telino	£550	44
Gustafs Knackebröd	£1,008	48
Ikura	£558	18
Konbu	£504	84

Customers	Hungry Owl All-Night Grocers	
Products	Total Revenue	Sum of quantity
▲		
Louisiana Fiery Hot Pepper Sauce	£842	40
Mishi Kobe Niku	£4,850	50
Perth Pasties	£98	3
Raclette Courdavault	£2,310	42
Sasquatch Ale	£420	30
Thüringer Rostbratwurst	£9,903	80
Tofu	£1,628	70

Shipping Cost Consistency Analysis

Total Freight by Shipping Company



- Speedy Express offers **more consistent and cost-effective** shipping.
- Federal Shipping has the **highest variability and cost**.
- Federal Shipping has high variability in cost, while Speedy Express is more consistent and economical.
- **Efficiency Opportunity:**
 - **Negotiate Rates:** Reevaluate contracts with expensive shippers.
 - **Dynamic Allocation:** Use shipping algorithms or rules to assign providers based on cost, region, and reliability.
 - **Customer Communication:** Offer shipping options at checkout (fast vs. economical) to balance cost and service.

Shipping Company Average of freight

Federal Shipping	£83
Speedy Express	£65
United Package	£81

A blue pen with a silver tip is positioned diagonally across the left side of the slide. The background of the left side is a light blue document with a bar chart. The title 'Sales Team Performance & Focus' is written in a large, bold, black font on the right side of the slide.

Sales Team Performance & Focus

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- Some customers and regions are significantly more profitable.
 - **Efficiency Opportunity:**
 - **Sales Prioritization:** Direct sales resources toward high-potential customers or untapped regions.
 - **Employee Incentives:** Align KPIs with strategic objectives (e.g., new customer acquisition, revenue per order).

Conclusion

- Focus on high-performing products and customers.
- Improve logistics by optimizing shipping provider choices.
- Use seasonal sales data for strategic planning.
- Enhance inventory management through demand forecasting.

THANK YOU

