

Northwind Traders

1.35M
Gross Revenue

1.26M
Net Revenue

1.19M
Total profit

830
Total Order

26.39
AVO

64.94K
Total Freight

Year

- ☐ 2013
- ☐ 2014
- ☐ 2015

Country

- ☐ UK
- ☐ USA

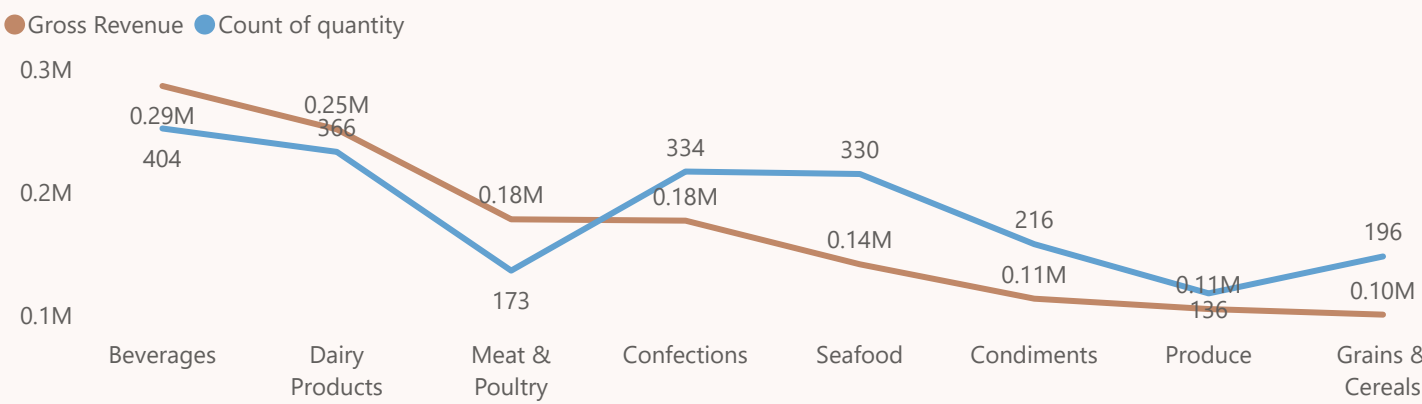
City

- ☐ London
- ☐ New York

Delivery Company

- ☐ Federal Shipping
- ☐ Speedy Express
- ☐ United Package

Top Sales By Category

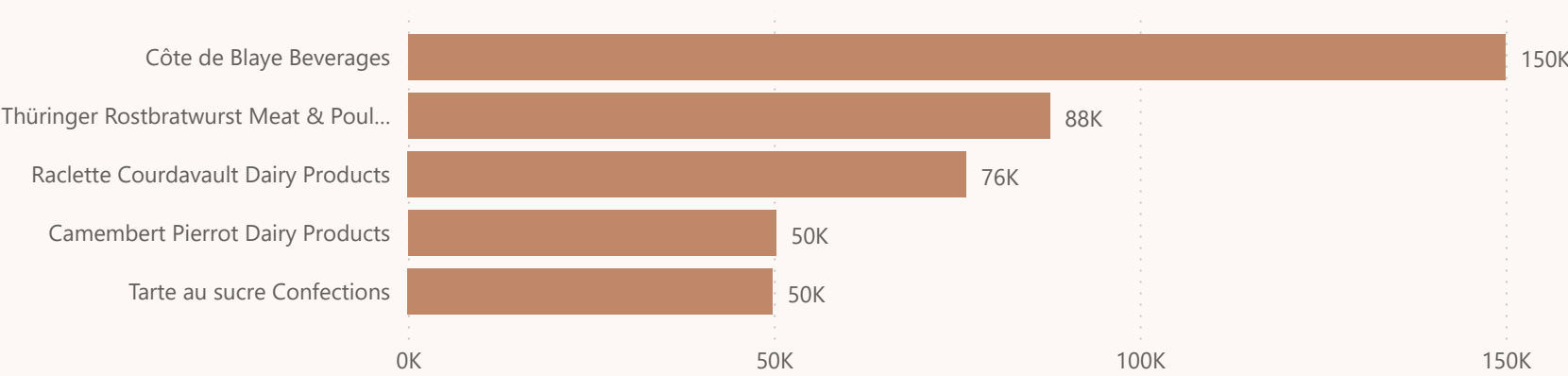


In all 3 years

- **Beverages is bringing 287K in revenue** and is also the category with the **highest revenue**.
- Although Meat & Poultry is the category with the second lowest number of orders only more than Produce, it is the category with the third highest revenue.

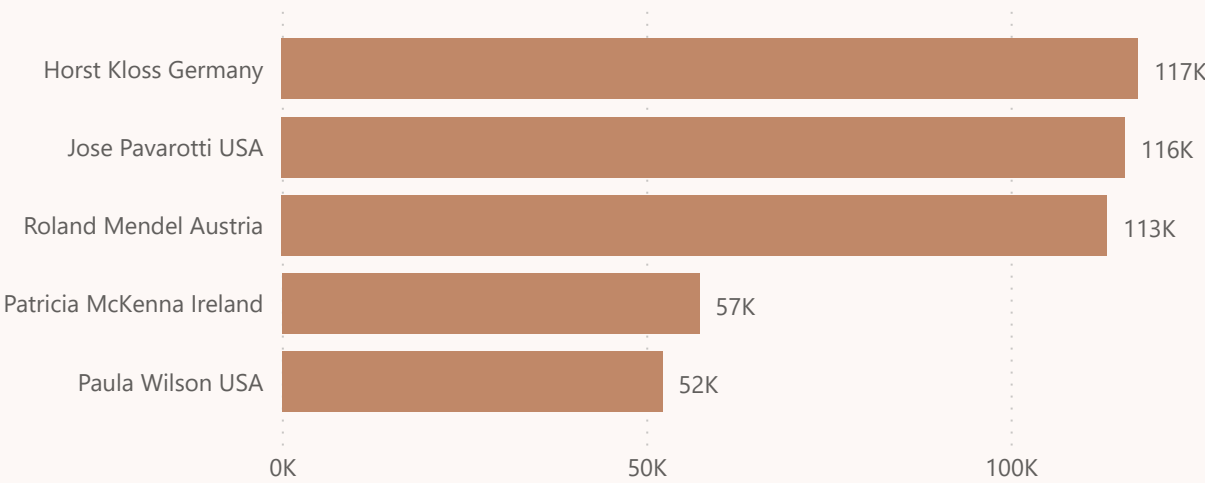
In 2014, C was the largest revenue category with 124K.

Top Sales by Product



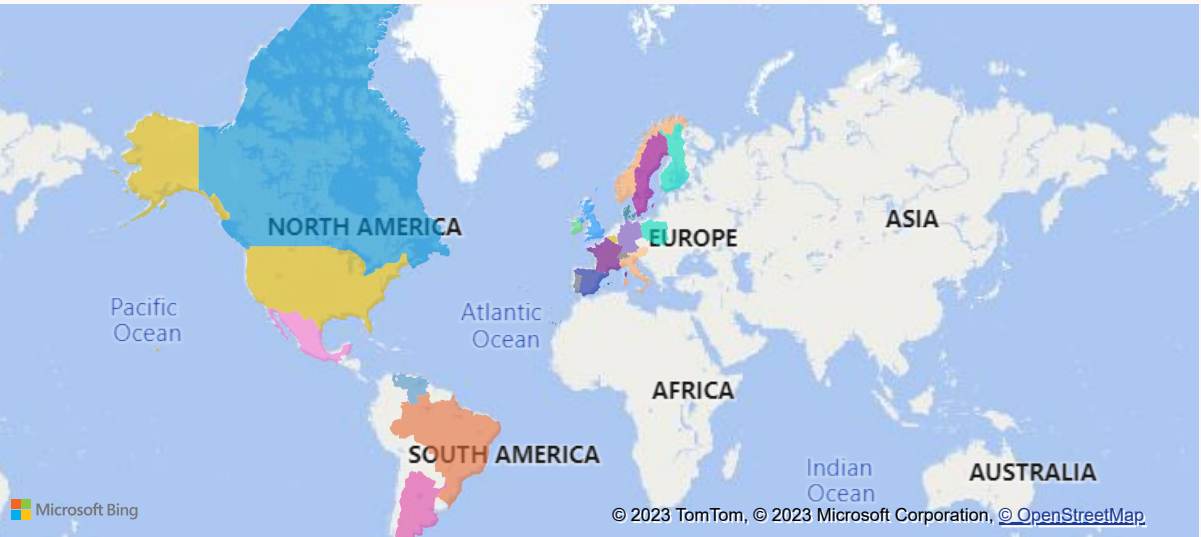
- **Côte de Blaye of Beverages is the product with the largest revenue**, in all 3 years Côte de Blaye accounts for **11,07%** of sales.
- In all 3 years as well as 2013 and 2015, 2 products of category Dairy Products are Raclette Courdavault and Camembert Pierrot have the 3rd and 4th largest revenue, and Meat & Poultry's Thüringer Rostbratwurst ranks 2nd.
- In 2014, the order in the top 5 has quite a lot of changes.

Top Sales By Customer

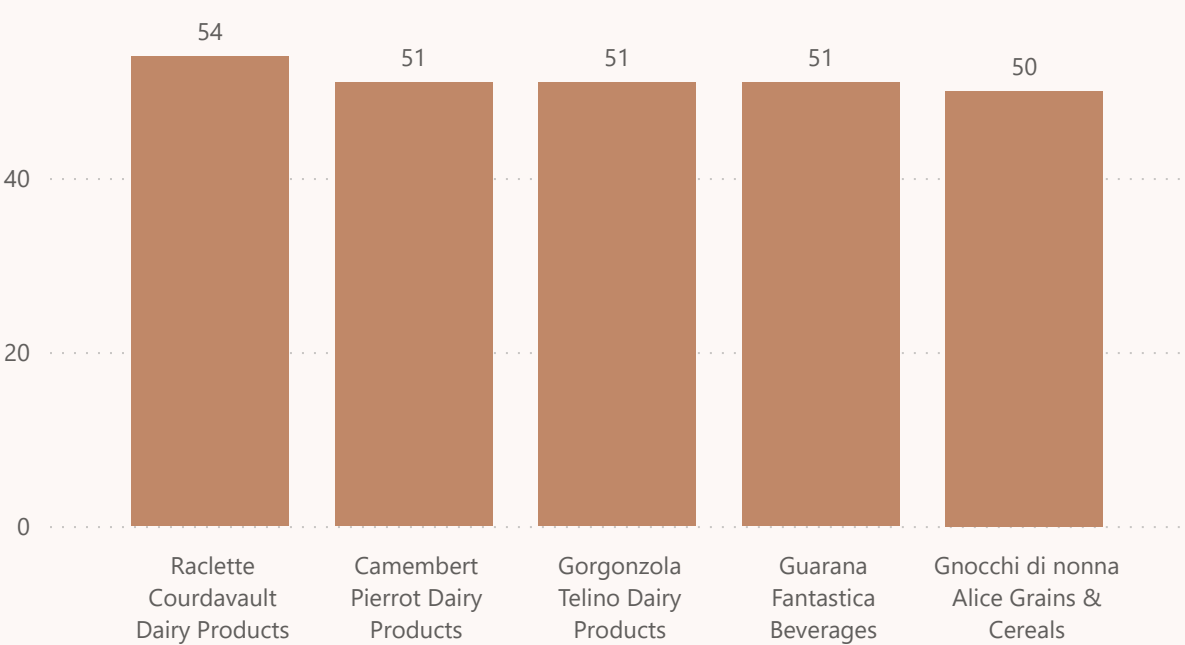


- Customer Horst Kloss living in Germany is the biggest revenue-generating customer with 117K while the total revenue in **Germany is 264K** in 3 years.
- Germany is also the country with the second largest revenue after the USA.
- In the first half of 2015 **Horst Kloss** fell to third, but still accounted for **almost half of German sales**.

Sales By Country

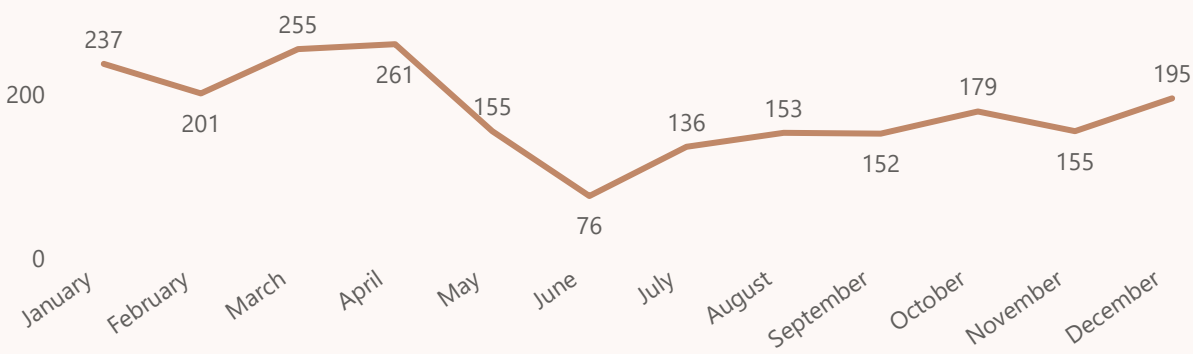


Top Product By Order



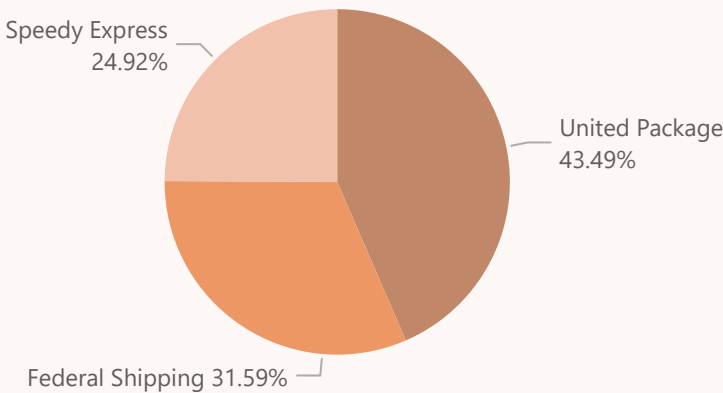
- The most ordered product is Raclette Courdavault of Dairy Products. However, the top five products with the highest number of orders did not have a big difference.
- The owner is afraid that in the UK the most ordered product is Gorgonzalo Telino of Dairy Products.
- In USA is Camembert Pierrot and Tarte au sucre.

Order By Month



In 3 years, June has the lowest order with 76 orders because the number of orders in June is only 2014 while the remaining months are the sum of 2 out of 3 years, the highest is May 4 with 261 orders.

Shipping Cost



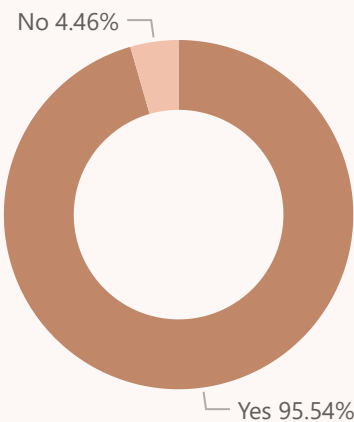
Company United Package wins 43,49% in the total shipping price.

Discount By Category

categoryName	Gross Revenue	Gross Revenue by Month	discount	discount by Month
Beverages	286,526.95		25.00	
Dairy Products	251,330.50		19.56	
Meat & Poultry	178,188.80		11.15	
Confections	177,099.10		19.02	
Seafood	141,623.09		19.88	
Condiments	113,694.75		11.37	
Produce	105,268.60		6.18	
Grains & Cereals	100,726.80		8.88	

- Category Beverages has the largest percentage discount, followed by Seafood
- In UK Dairy Products and Beverages are the two sectors with the highest percentage of discount.

Shipping On Time



4.46% of orders are not delivered on time.
The company should carefully check the shipping method to ensure delivery on time as requested by the customer.