

# Capstone Project Module 2

## Northwind Traders

### Data Source :

[https://drive.google.com/drive/folders/1fTHrwh\\_gcLsOFKXHnUzUGEu\\_APxLoD9i](https://drive.google.com/drive/folders/1fTHrwh_gcLsOFKXHnUzUGEu_APxLoD9i)

### General Questions :

1. Find and define the most selling products, to maintain product stock available
2. Find and define most customer company, based on their orders for better handling in future orders
3. Find and define most supplier company, based on their orders for better handling in future orders
4. Find and define most customer country, to manage sales and best shipper company for shipping process
5. Find and define most supplier country, to manage sales and best shipper company for shipping process

### Conclusion :

1. **Camembert Pierrot** is the most ordered products with total 1577.

From all the existing products, there must be products that are popular. therefore based on the data above, we need to increase sufficient reserves according to the most popular products and we need to keep good communication well with suppliers, so that their product are always available.

2. **Beverages** is the dominated products category by total order quantity.

Beverages is a product category whose sales are very high. we need a special treatment to keep the other categories can meet customer needs.

3. Based on the visualization, There are some products that need attention. Because all these products are the most ordered, stock addition needs to be done immediately to keep products sufficient stock if there is an order.

4. **Richter Supermarkt** is the customer with the highest total order products

Richter Supermarkt is a very good customer in terms of ordering, we need to maintain a good relationship with this company. maybe we can give special discount for some products. We also need to do the same thing with some of the companies as listed above.

5. **Gai pturage** is the supplier company with the highest supply products

Gai pturage is a very good supplier in terms of supply, we need to maintain a good relationship with Gai pturage and so the other companies as listed above.

6. **Germany** the country with the most highest total order compared to the other countries.<br>

From data result, we need to maintain good relations with customers who are in different countries. therefore maybe we can assign a salesperson that who has the language skills according to the country they work in, in order to improve relations and good communication.

7. **United States** is the highest supplier of products, followed by United Kingdom at second place.<br>

From this data, we can improve shipping performance by selecting more shipper companies that we used to. It would be better if we communicate and cooperation with the shipper company to ensure that we have reserves in case of problems in terms of shipping method sea, air and land freight.