

# ***NORTHWIND TRADERS***



Overview



Product and Category



Employees



Customers



Shipping



NORTHWIND  
N

## Overview

Product and  
Category

Employees

Customers

Shipping

Category, Product

Todas

Country, City

Todas

04/07/1996

04/05/1998

Clear filters

\$ 1,2 mill.

Net Revenue

77

Products

8

Categories



809

Orders

91

Number of Customers



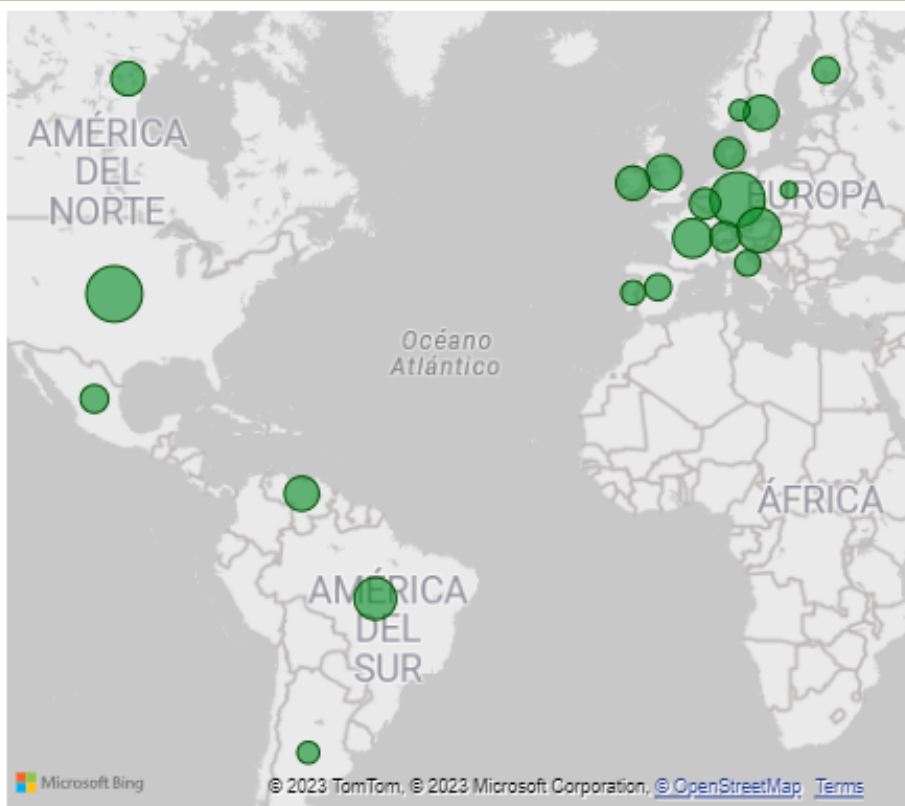
Average Days to Ship

8,49

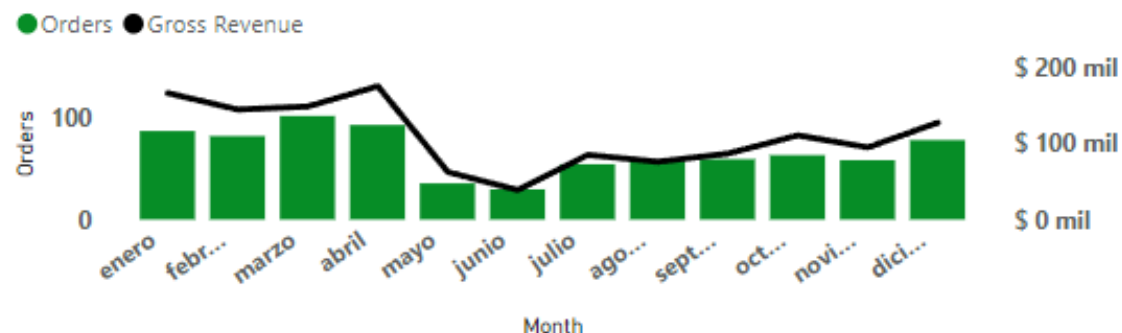
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37

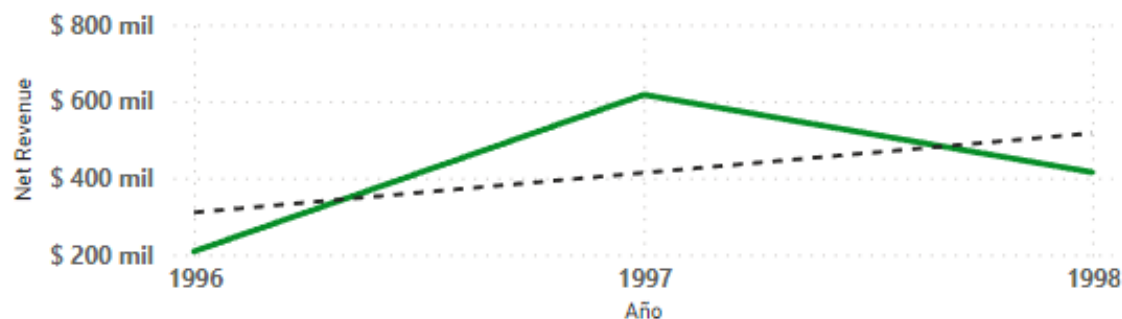
### Net Revenue by Country and City



### Total Orders vs Gross Revenue by Month



### Yearly Sales Trends





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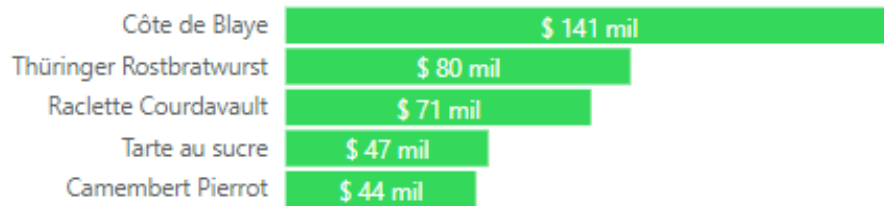
04/07/1996

04/05/1998

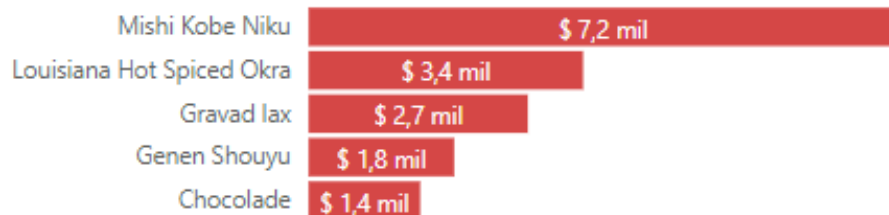
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## Products by Revenue

### Top 5



### Bottom 5



## Total Discount Amount by Category

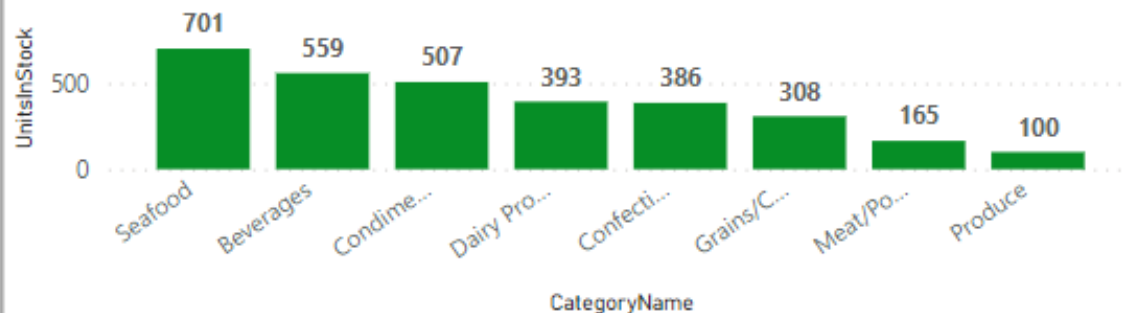
● Discount (\$) ● Gross Revenue



## Category and Product level Performance

CategoryName	Orders	Quantity	Discount (\$)	Gross Revenue	Net Revenue
⊕ Beverages	343	9210	\$ 18.010	\$ 280.583	\$ 262.572
⊕ Dairy Products	294	8997	\$ 16.815	\$ 247.767	\$ 230.951
⊕ Confections	286	7742	\$ 9.624	\$ 174.296	\$ 164.672
⊕ Meat/Poultry	157	4155	\$ 15.064	\$ 177.196	\$ 162.132
⊕ Seafood	284	7551	\$ 10.277	\$ 140.348	\$ 130.070
⊕ Condiments	189	5235	\$ 7.460	\$ 112.507	\$ 105.047
⊕ Produce	122	2831	\$ 4.929	\$ 98.560	\$ 93.631
⊕ Grains/Cereals	179	4398	\$ 4.980	\$ 95.760	\$ 90.780
<b>Total</b>	<b>809</b>	<b>50119</b>	<b>\$ 87.159</b>	<b>\$ 1.327.015</b>	<b>\$ 1.239.856</b>

## Units in Stock by Category and Product



NORTHWIND  
N

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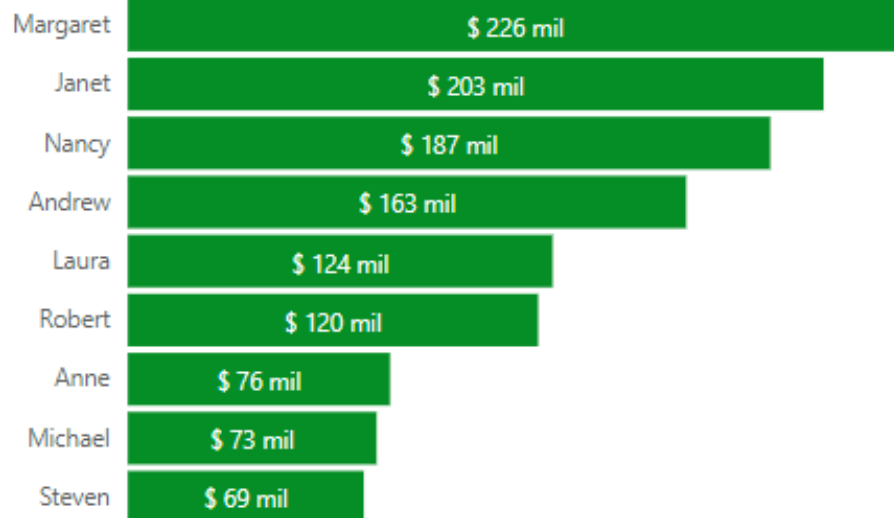
Todas

04/07/1996

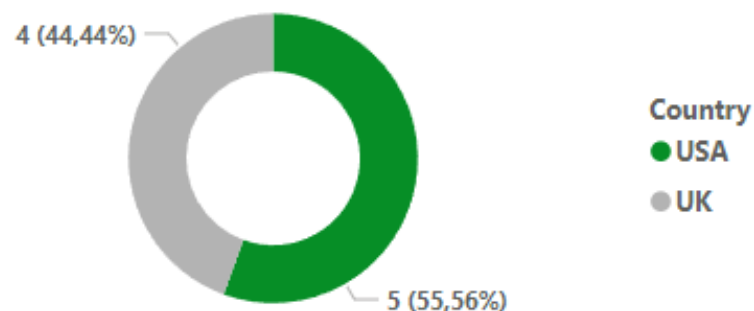
04/05/1998

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## Employee by Revenue



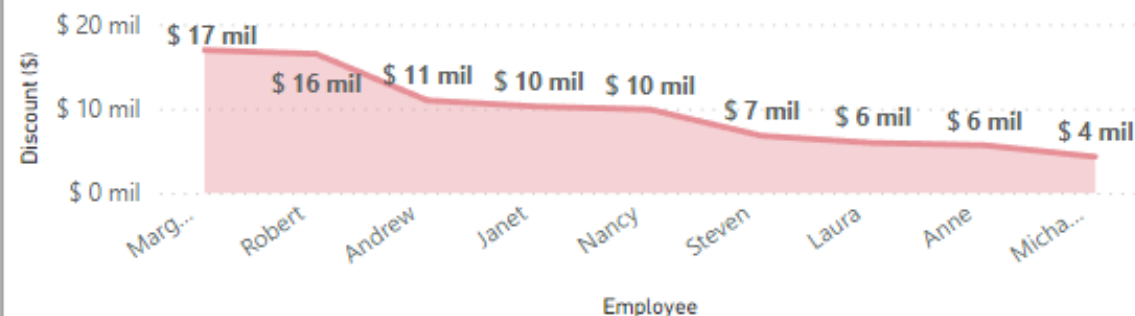
## Number of Employees by Country



## Title and Employee level Performance

Title	Orders	Quantity	Discount (\$)	Gross Revenue	Net Revenue
Inside Sales Coordinator	100	5745	\$ 5.930	\$ 129.773	\$ 123.843
Sales Manager	42	3036	\$ 6.775	\$ 75.568	\$ 68.792
Sales Representative	574	35500	\$ 63.486	\$ 947.937	\$ 884.451
Vice President, Sales	93	5838	\$ 10.968	\$ 173.738	\$ 162.770
Total	809	50119	\$ 87.159	\$ 1.327.015	\$ 1.239.856

## Discounts by Employee



Category, Product

Todas

Country, City

Todas

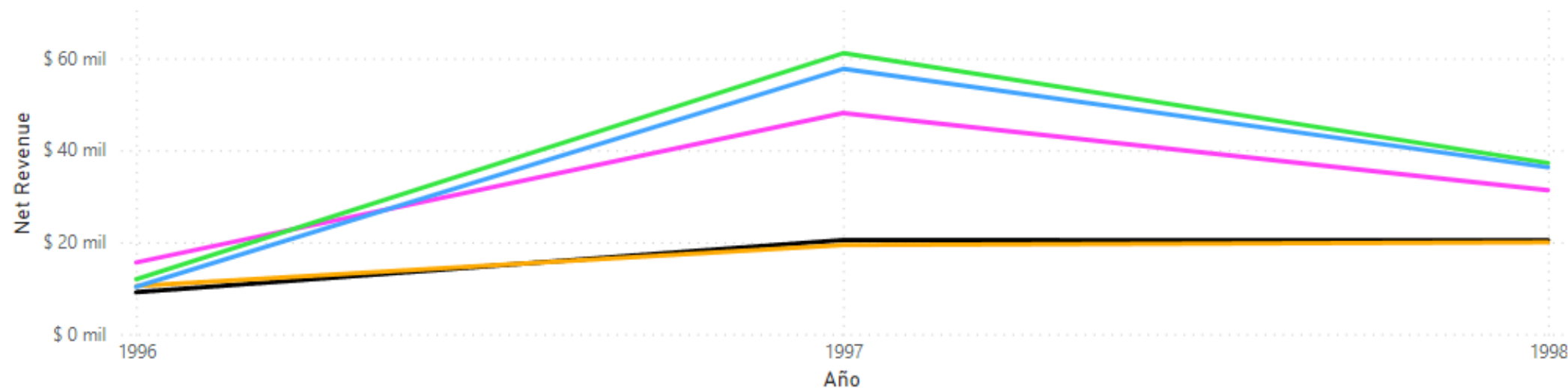
04/07/1996

04/05/1998

Clear filters

## Top 5 Customers Trend Over The Years

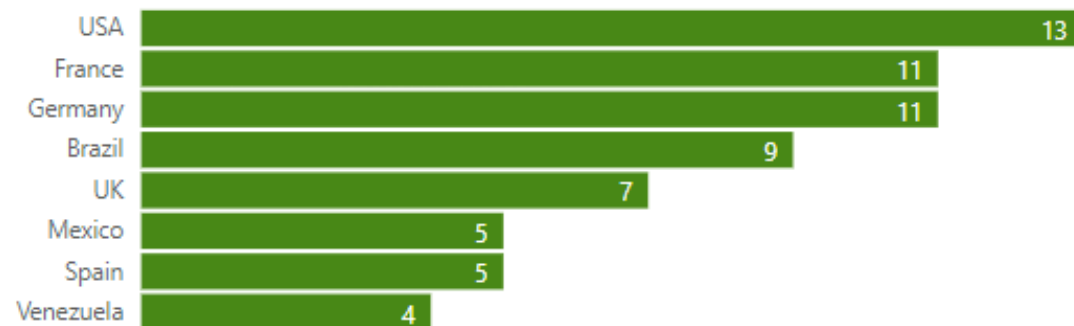
Company ● Ernst Handel ● Hungry Owl All-Night Grocers ● QUICK-Stop ● Rattlesnake Canyon Grocery ● Save-a-lot Markets



## Top 5 Customers by Revenue



## Number of Customers by Country





Category, Product

Todas

Country, City

Todas

04/07/1996

04/05/1998

Clear filters

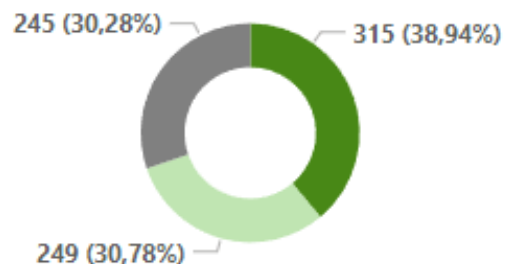
## Ordes Split by Shipping Company

Company

● United Package

● Federal Shipping

● Speedy Express



## Total Freight by Shipping Company

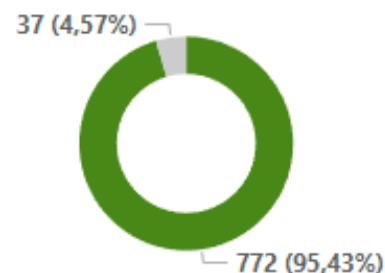


## On-Time Delivery

On-Time Delivery

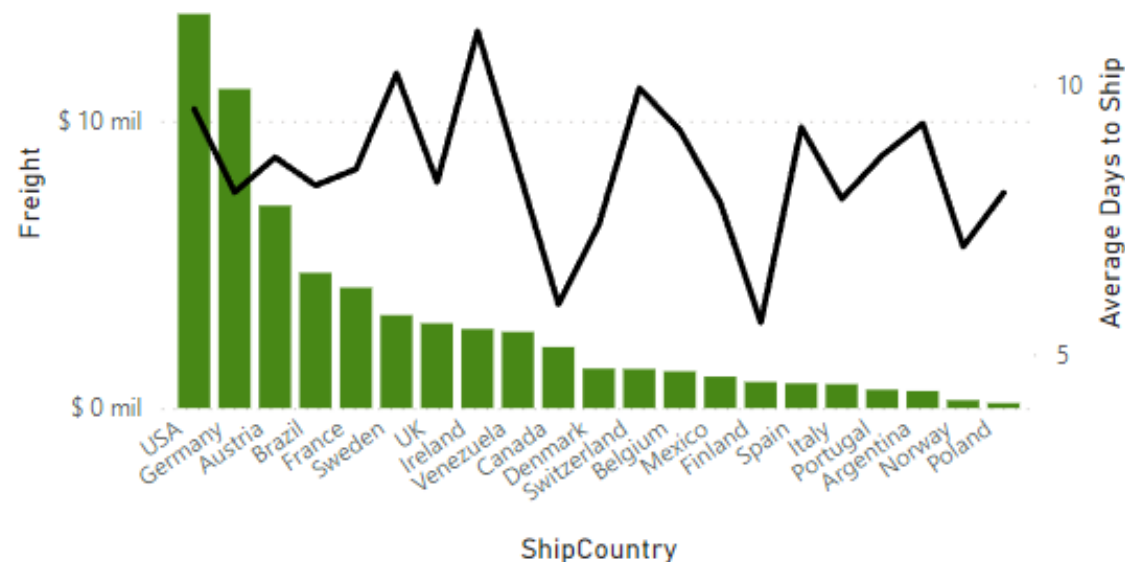
● Within Time Limit

● Outside of Time...



## Statistics by Countries

● Freight ● Average Days to Ship



## Average days to Ship

