**Overview:**

This dashboard offers a complete overview of Northwind Traders as a business. It highlights the total revenue, total orders, freight charges, etc. It also provides insights into our revenue fetching categories, popular products, and our key customers. The goal is to understand and enhance Northwind Traders’ business performance.

**About The Dataset:**

This dataset includes Sales & order data for Northwind Traders, a gourmet food supplier, including information on customers, products, orders, shippers, and employees.

**Need for analysis:**Northwind Traders set out to explore factors influencing the business both positively and negatively. Furthermore, they aimed to uncover discernible revenue trends and address key inquiries to enhance their overall business understanding. The specific questions guiding the analysis were as follows:

1. Are there any noticeable revenue trends over time?
2. Which are the best and worst products by revenue?
3. Can you identify any key customers?
4. Are shipping costs consistent across providers?

**Data exploration and data manipulation:**

I made use of the power of SQL to extract valuable insights from the Northwind Traders data. And used it to understand the data at a deeper level to get an overall idea about the dataset. **NOTE: I’ve documented the queries I used during the data exploration. Please connect with me on LinkedIn or you can visit my GitHub profile to know further details.**

**ETL and Data Modelling:**

I gathered the dataset of Northwind Traders, which included details on different products, categories, order date, shipped date, freight charges, customers, etc. Using Excel, I cleaned and organized the data, removing unnecessary information to make it more manageable for analysis in Power BI.  
  
Made use of the model view in order to manage relationships between the tables. Created bridge tables wherever necessary.

**Key Insights:**

1. Over the three-year period, a total of 830 orders were processed, with the highest number of orders (408) recorded in 2014.

2. Notably, the total revenue exhibited peaks towards the end of 2013 and 2014, suggesting an upswing in revenue during the festive season.

3. Cumulatively, the three-year data reflects an impressive combined revenue of $1.35 million, with the pinnacle achieved in 2014 at approximately $658.39 thousand.

4. Germany emerged as the leading source of orders across the three-year span.

5. The analysis reveals that the average freight charges for dairy products and meat & poultry were notably higher than other product categories.

6. The dataset comprises a total of 91 customers, with Quick Stop standing out as a 'key customer' due to its significant contribution to the overall revenue.