

BUSINESS INSIGHTS TO NORTHWIND TRADERS

Answering questions about the company

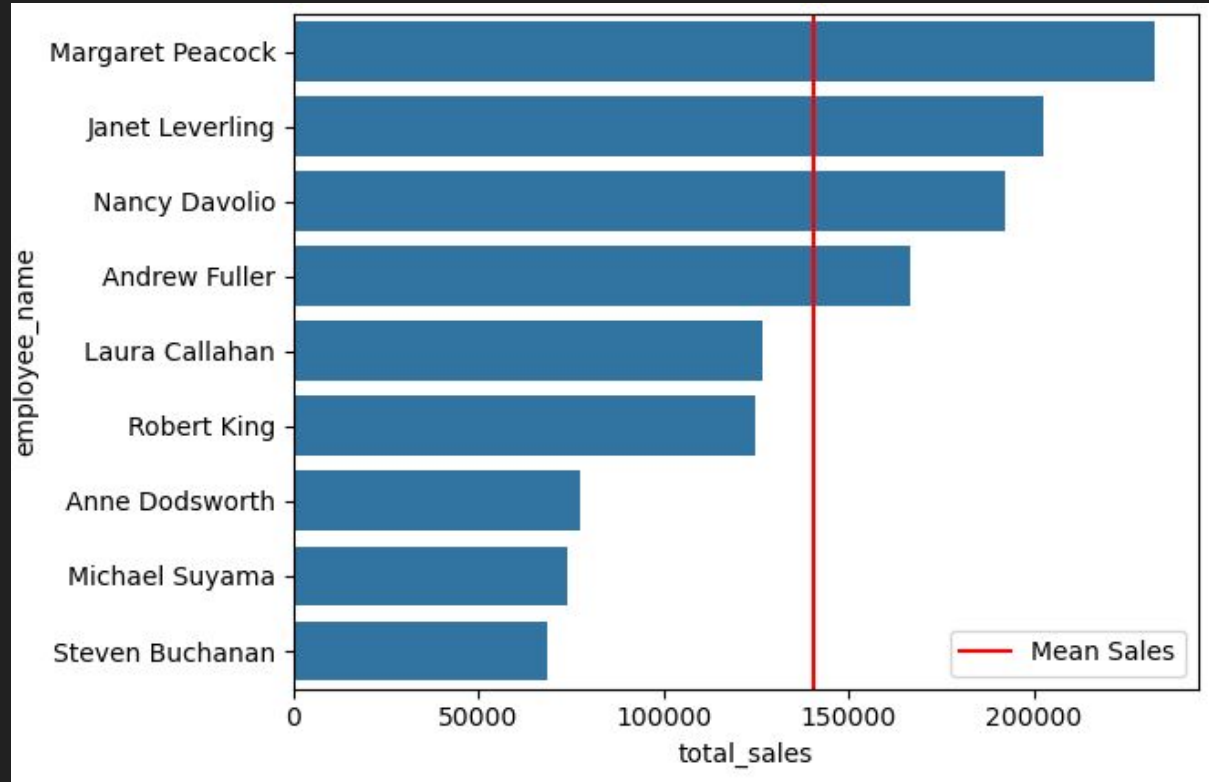
Kardelen E.

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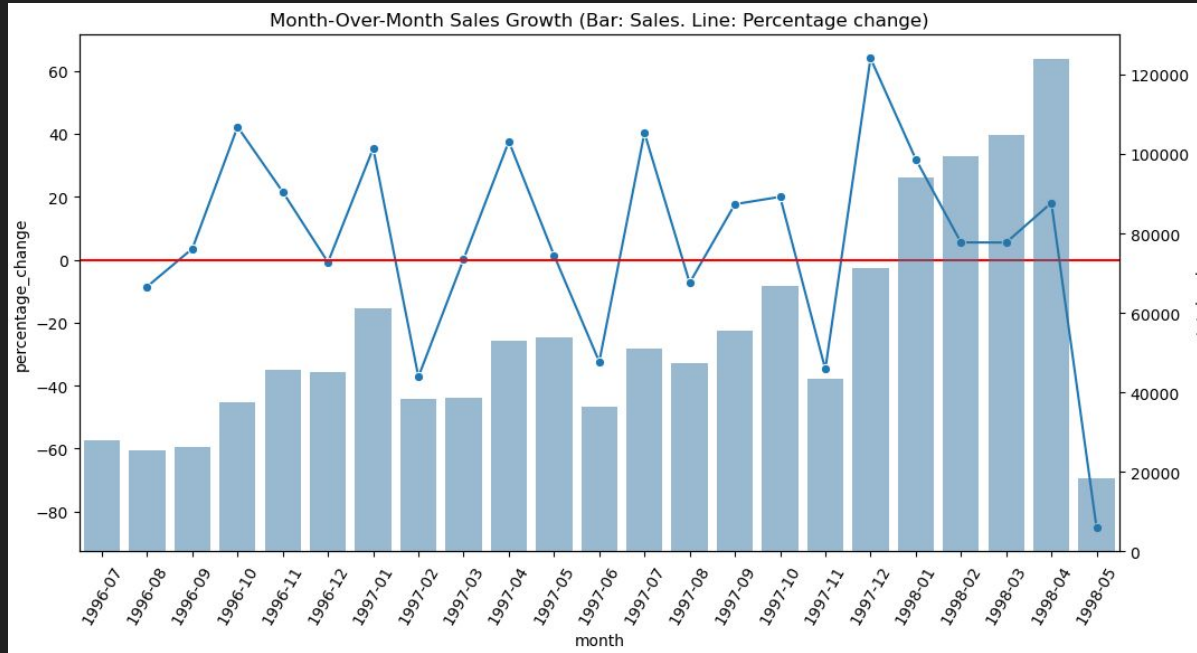
1. Ranking Employee Sales Performance
2. Month-Over-Month Sales Growth
3. Identifying High-Value Customers
4. Percentage of Sales for Each Category
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1. Ranking Employee Sales Performance

We can see that the top three best performing employees are **Margaret Peacock**, **Janet Leverling** and **Nancy Davolio** and the bottom three are Steven Buchanan, Michael Suyama and Anne Dodsworth. Mean Sales is shown with a red line.



2. Month-Over-Month Sales Growth



Percentage change is shown on the left and total sales is shown on the right. We observe a big spike in 1997-12. Sharp decline in 1998-05 is likely due to data itself being from that month.

3. Identifying High-Value Customers

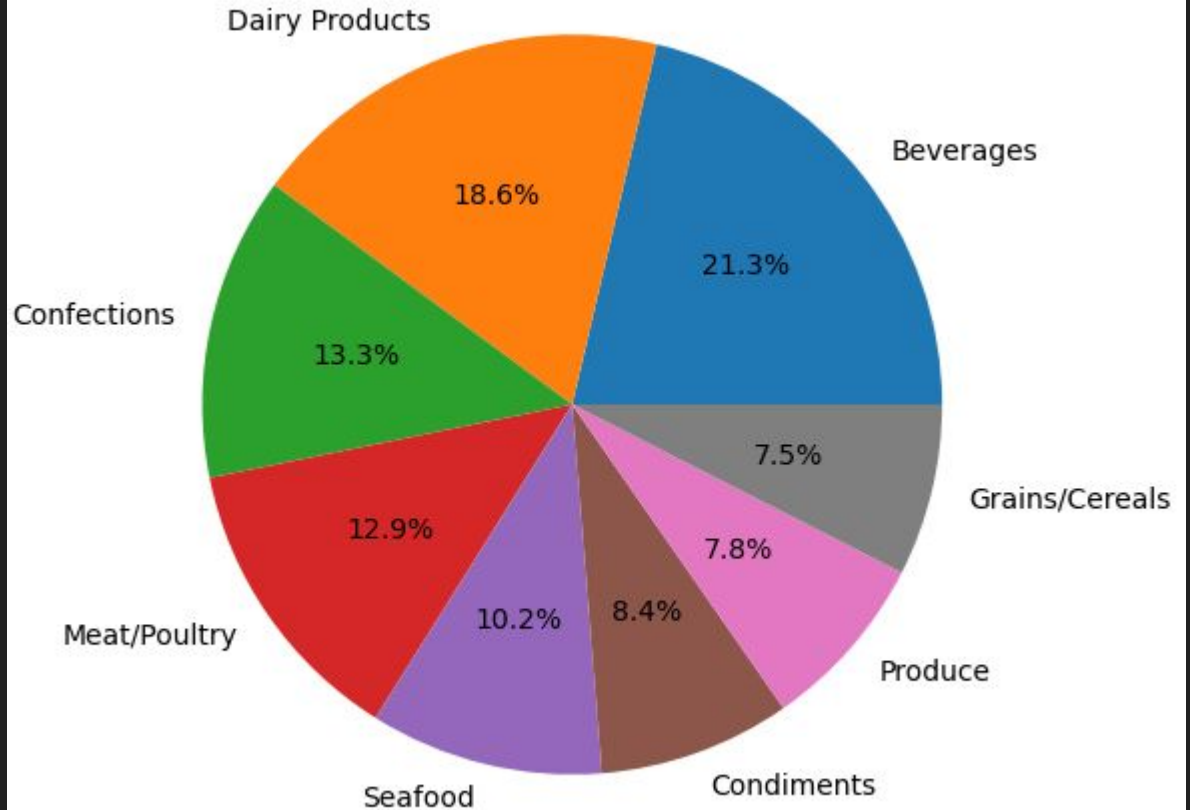
From the tables on the right, we can see that QUICK, HANAR and SAVEA are the top three customers in terms of order value. SAVEA, ERNSH and QUICK have the most number of orders. Number of above average orders is shown on the second table.

customer_id	order_id	Order Value	Value Category
QUICK	10865	16387.50	Above Average
HANAR	10981	15810.00	Above Average
SAVEA	11030	12615.05	Above Average
RATTC	10889	11380.00	Above Average
SIMOB	10417	11188.40	Above Average
KOENE	10817	10952.84	Above Average
HUNGO	10897	10835.24	Above Average
RATTC	10479	10495.60	Above Average
QUICK	10540	10191.70	Above Average
QUICK	10691	10164.80	Above Average

customer_id	No of Above Avg Orders
SAVEA	26
ERNSH	26
QUICK	22
HUNGO	11
RATTC	10
FOLKO	8
BONAP	8
HILAA	7
FRANK	7
RICSU	7

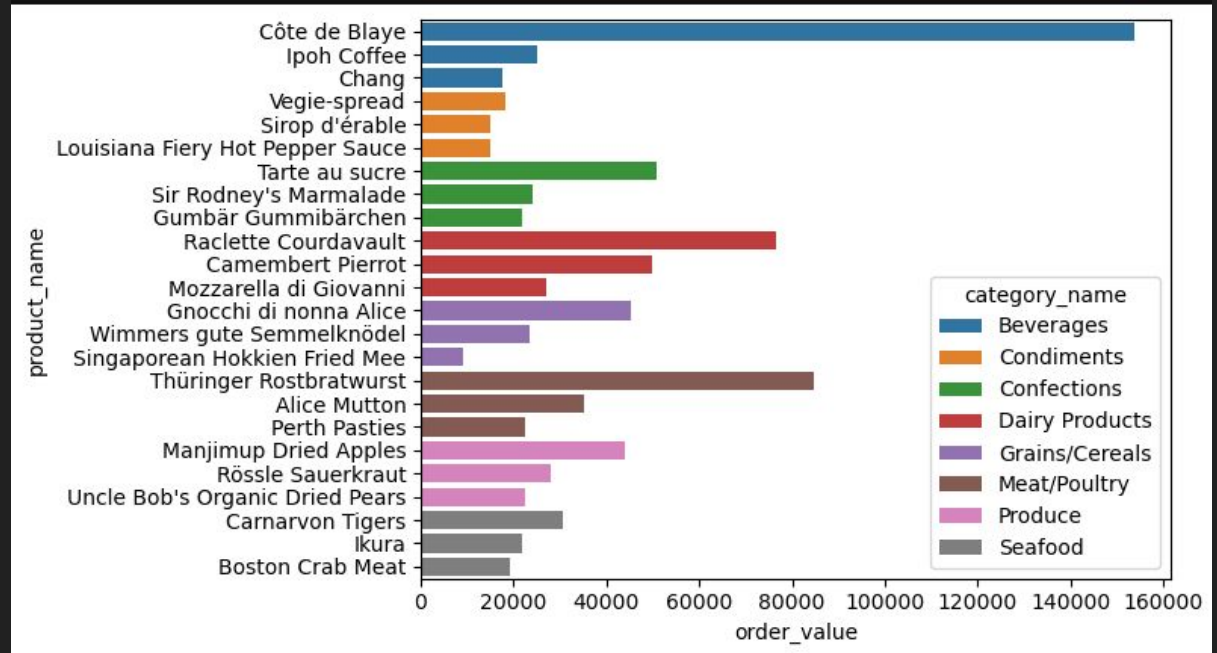
4. Percentage of Sales for Each Category

Beverages make up a large percentage of the sales, with dairy products coming in as a close second. Overall, however, we can say that the catalogue of products is very diverse.



5. Top Products per Category

Here, we visualize the top 3 products of each category. The domination is Côte de Blaye becomes quite apparent in this visualization, as does the importance of Thüringer Rostbratwurst.



6. Conclusion - Further Insights

As a summary of what we learned from the data, we can say that

- three best performing employees are Margaret Peacock, Janet Leverling and Nancy Davolio and the bottom three are Steven Buchanan, Michael Suyama and Anne Dodsworth;
- three customers with the highest order values are QUICK, HANAR and SAVEA;
- two customers with the highest number of orders are SAVEA and ERNSH, with 26 orders each;
- three categories with largest order values in our company are beverages, dairy products and confections; with Côte de Blaye, Raclette Courdavault and Tarte au sucre being the top products of each.

Possible next steps include:

- checking for seasonality,
- analyzing the cumulative sales for each product category over a specified period to understand each category's growth,
- comparing each employee's sales performance to the average sales performance of all employees to evaluate their contributions.