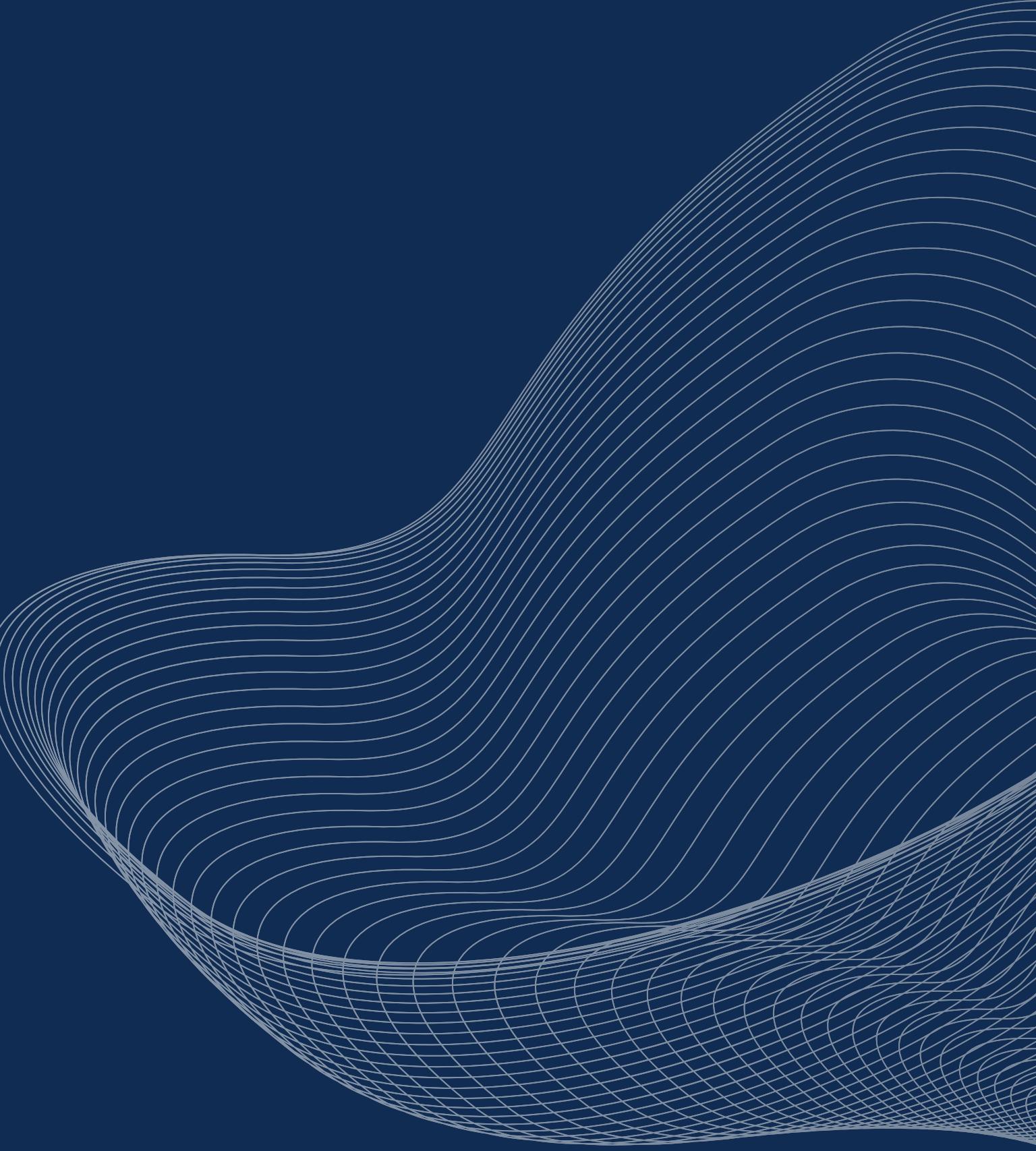




# QUARTERLY REPORT

Q4 of 1997

By Khoirun Nisa Alfaini



# CONTENTS



## Data processing

- About the data
- Processing
- Flowchart



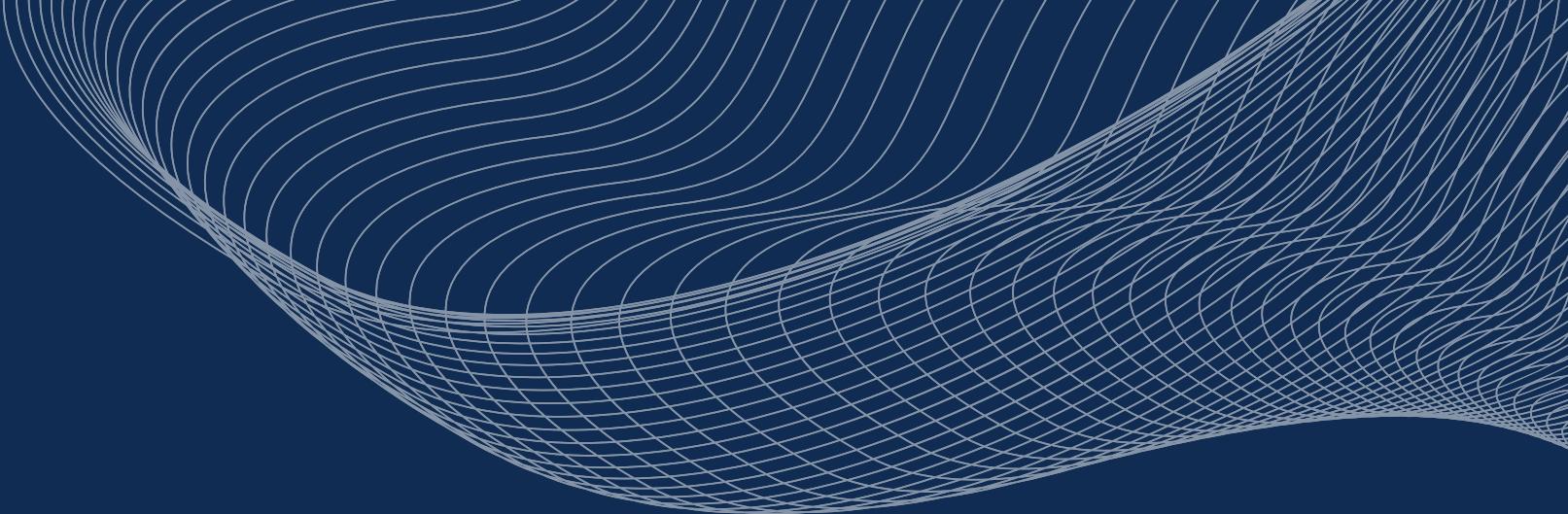
## Data Analysis

- General Insights
- Business insights



## Recommendations

- What to achieve in the next quarter
- What to do

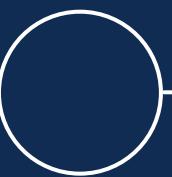


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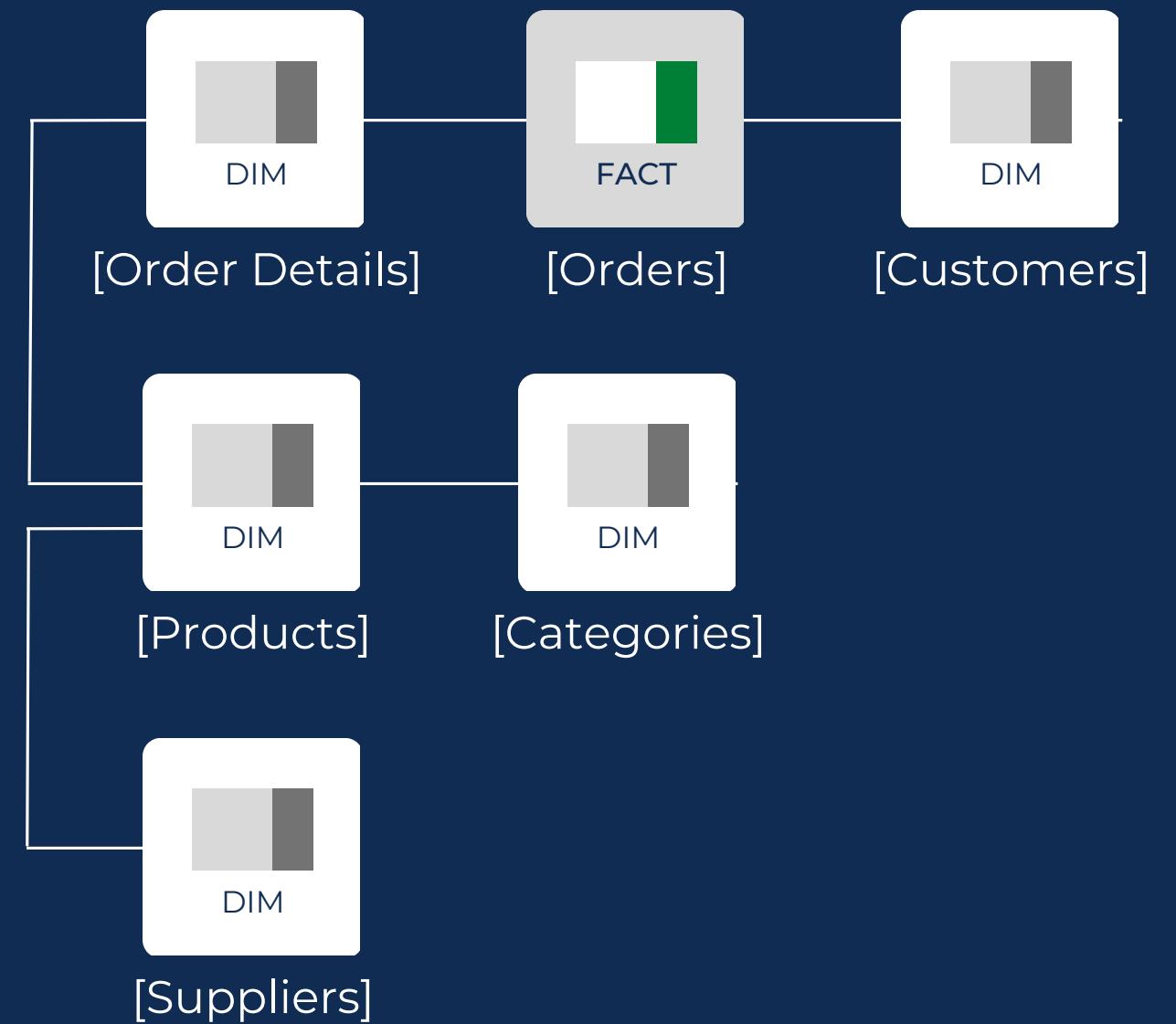


## Recommendations

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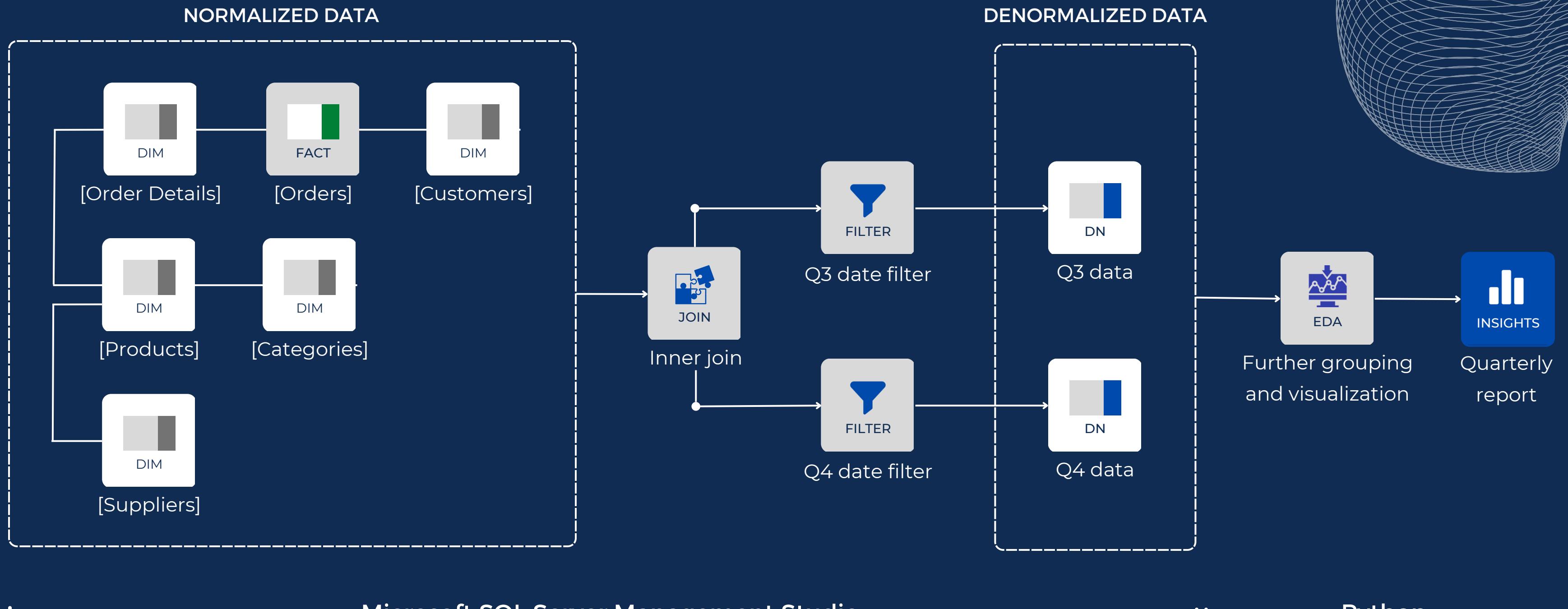
# ABOUT THE DATA

- The data used in this report was gained from Northwind Traders' transactions
- It consists of:
  - Fact table: `Order`
  - Dimension tables: `Customers`, `Products` , `Suppliers`, `Order Details`, `Categories`



## Data Processing

# PROCESSING FLOWCHART



# CONTENTS



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## Recommendations

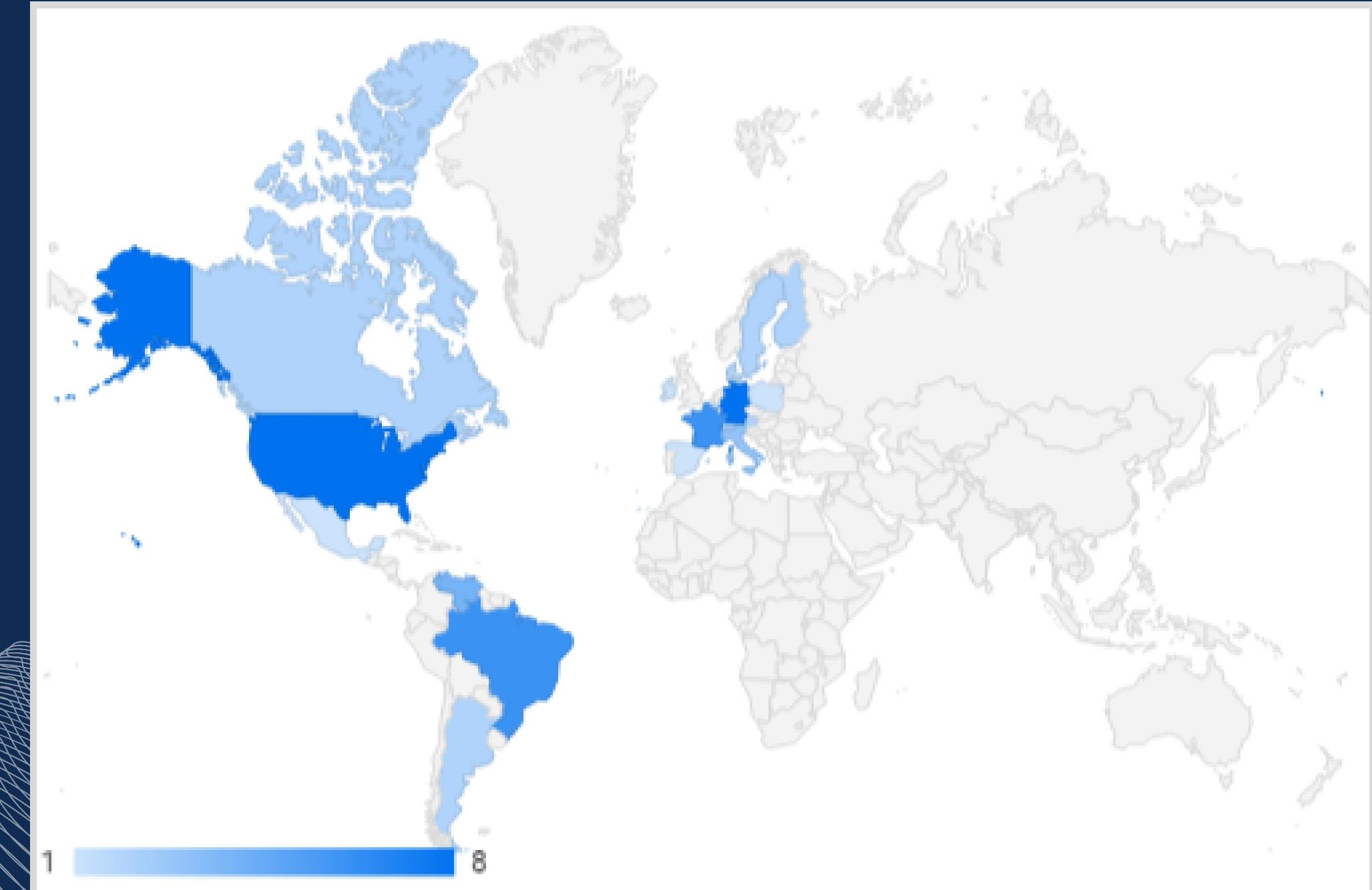
- What to achieve in the next quarter
- What to do

# CUSTOMERS DISTRIBUTION BY COUNTRY

**60 companies  
across 19 countries**

Countries with the most customers:

1. USA (8), Germany (8)
2. Brazil (6) , France (6)
3. UK (5)

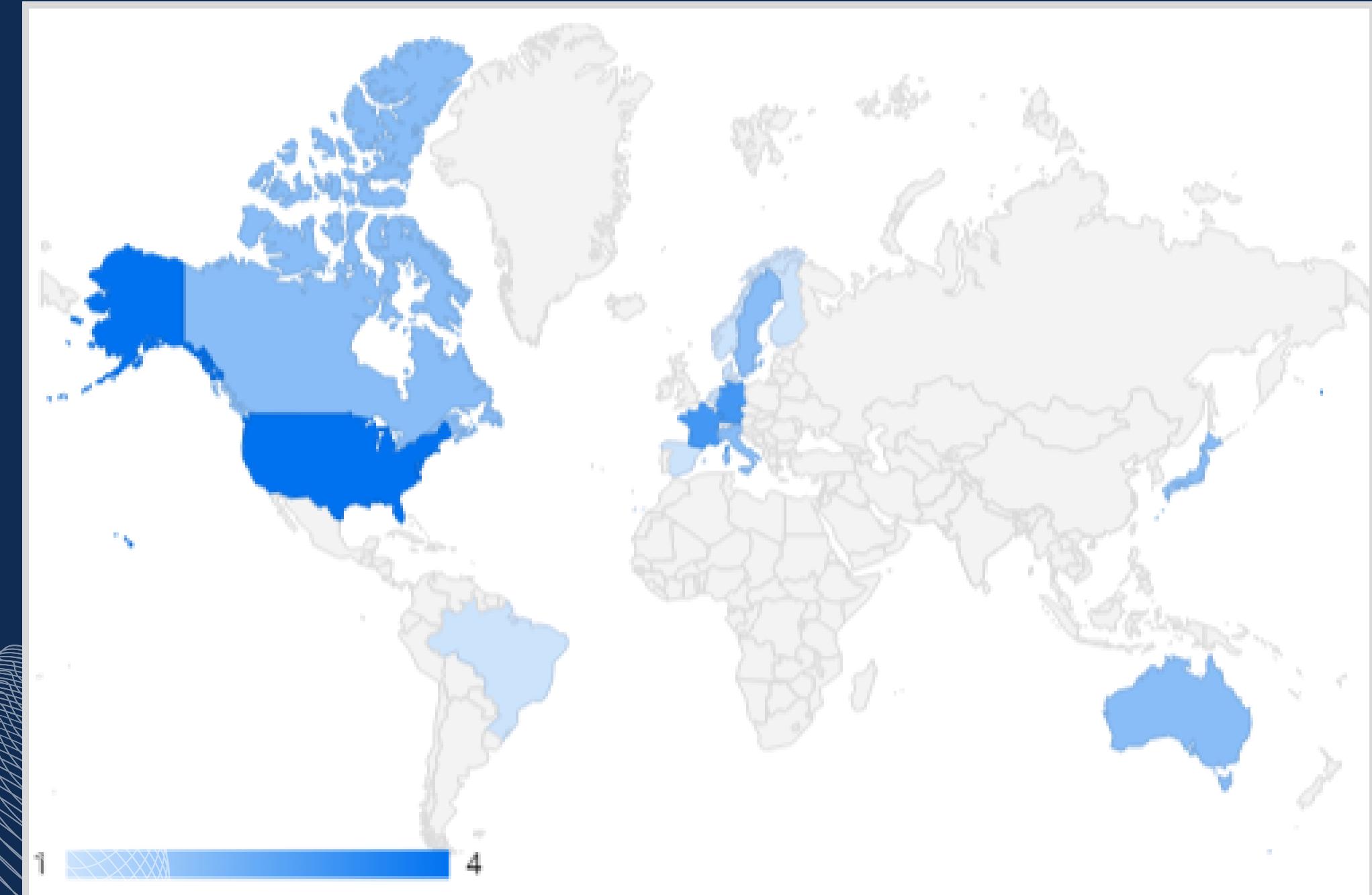


# SUPPLIERS DISTRIBUTION BY COUNTRY

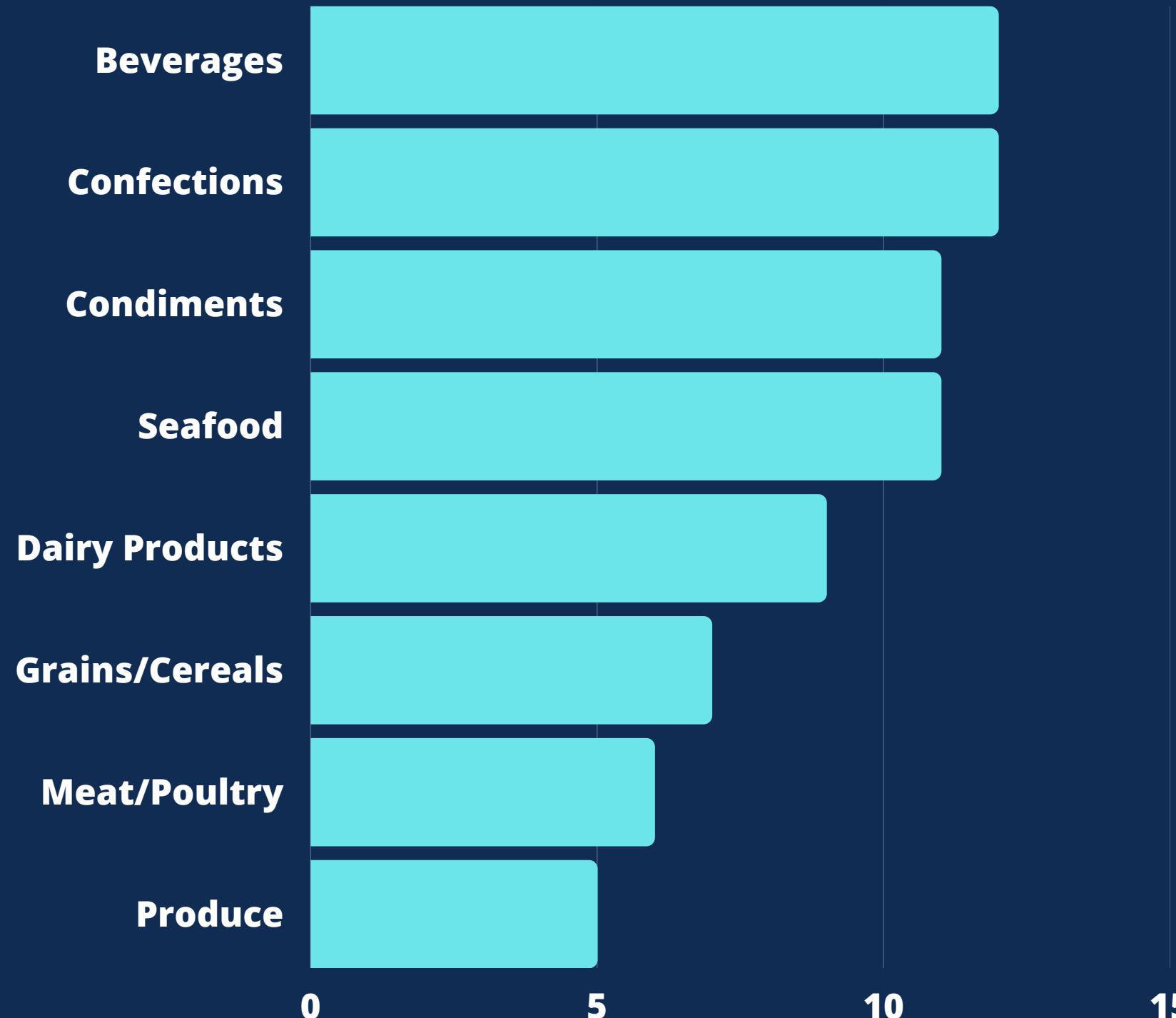
**29 companies  
across 16 countries**

Countries with the most suppliers:

1. USA (4)
2. Germany (3)
3. France (3)



# PRODUCTS DISTRIBUTION BY CATEGORY



**73 product varieties  
under 8 categories**

- **Beverages:** Soft drinks, coffees, teas, beers, and ales
- **Condiments:** Sweet and savory sauces, relishes, spreads, and seasonings
- **Confections:** Desserts, candies, and sweet breads
- **Dairy products:** Cheeses
- **Grains/Cereals:** Breads, crackers, pasta, and cereal
- **Meat/Poultry:** Prepared meats
- **Produce:** Dried fruit and bean curd
- **Seafood:** Seaweed and fish

# Data Analysis: Business Insights

## Q4 VS Q3

Q3  
Q4

### Sales (\$)

↑  
18%

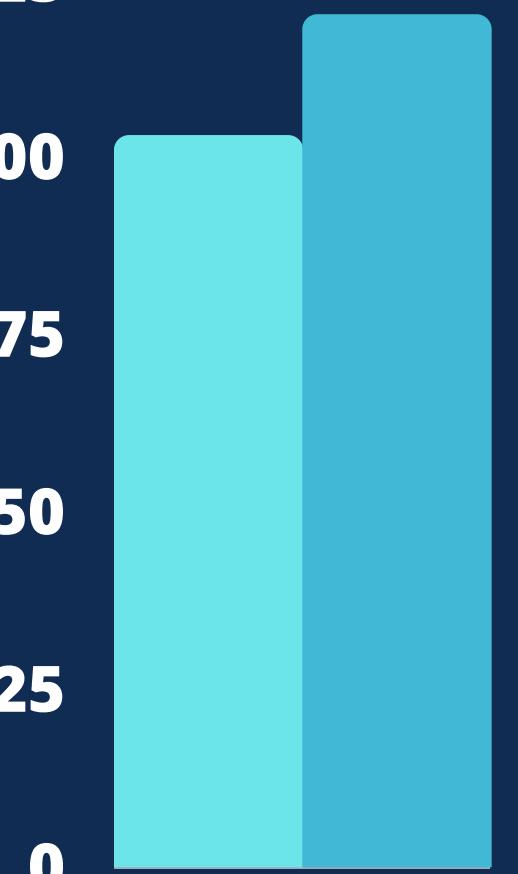
200.000  
150.000  
100.000  
50.000  
0



### Number of Orders

↑  
16.5%

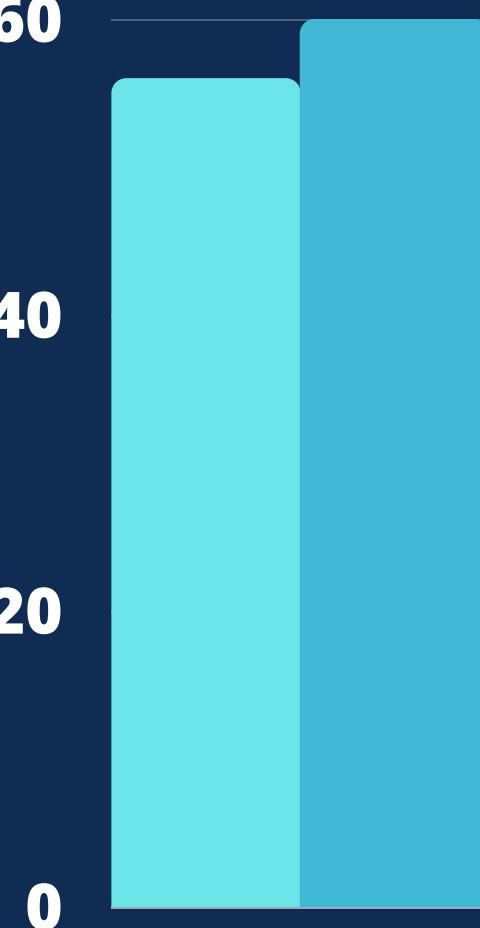
125  
100  
75  
50  
25  
0



### Number of Customers

↑  
4

60  
40  
20  
0



Unique  
Customers

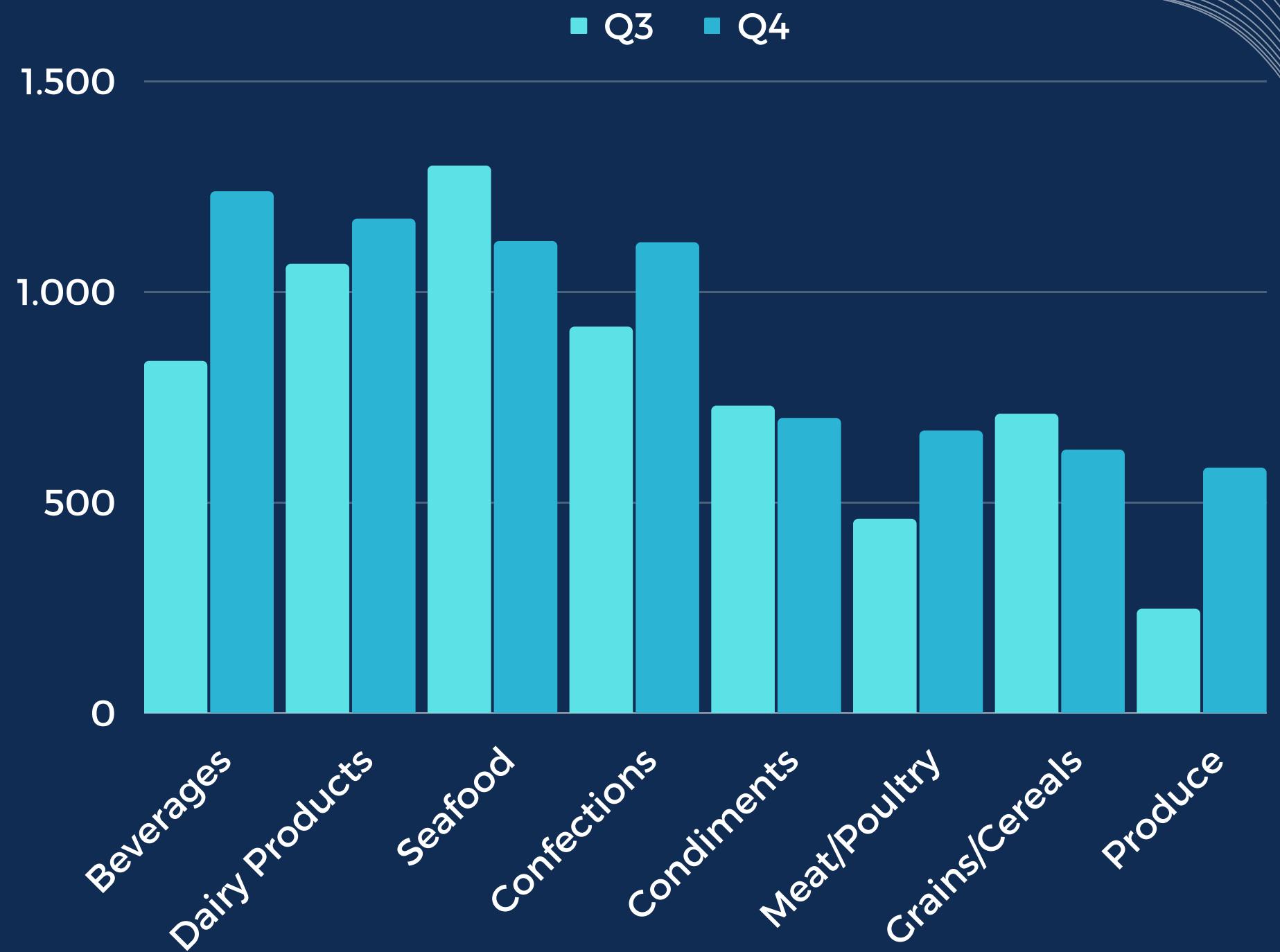
- 18

+ 22

Retention

38

# PRODUCT UNITS SOLD BY CATEGORY



## Data Analysis: Business Insights

# TOP 5 PRODUCTS BY SALES

Product	Category	Supplier	Sales (\$)
Thüringer Rostbratwurst	Meat/Poultry	Plutzer Lebensmittelgroßmärkte AG	14446.293
Raclette Courdavault	Dairy Products	Gai pâturage	14118.500
Manjimup Dried Apples	Produce	G'day, Mate	12561.000
Gnocchi di nonna Alice	Grains/Cereals	Pasta Buttini s.r.l.	9032.600
Tarte au sucre	Confections	Forêts d'éables	7284.075

## Data Analysis: Business Insights

# TOP 5 PRODUCTS BY UNITS SOLD

Product	Category	Supplier	Units sold
Gnocchi di nonna Alice	Grains/Cereals	Pasta Buttini s.r.l.	971
Raclette Courdavault	Dairy Products	Gai pâturage	752
Camembert Pierrot	Dairy Products	Gai pâturage	665
Gorgonzola Telino	Dairy Products	Formaggi Fortini s.r.l.	656
Rhönbräu Klosterbier	Beverages	Plutzer Lebensmittelgroßmärkte AG	630

# TOP 5 CUSTOMERS BY SALES

Company	Country	Sales (\$)
QUICK-Stop	Germany	22690.575
Save-a-lot Markets	USA	17971.75
Ernst Handel	Austria	16890.1185
Folk och fä HB	Sweden	7750.75
Gourmet Lanchonetes	Brazil	5868.85

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## Recommendations

# WHAT TO ACHIEVE IN Q1 OF 1998

**Sales ↑  
20%**

**Orders ↑  
20%**

**New Customers ↑  
10%**

**Not Returning  
Customers ↓  
10%**

**Customer  
retention ↑  
10%**

## Recommendations

# WHAT TO DO

Offer special promotions for new customers

Reward customers who generate the most sales

Offer special promotions for existing customers with low recency



**THANK  
YOU**

