

## Northwind | Whole Sales(B2B) Dashboard



**Total view**

**Operation**

**Customer**

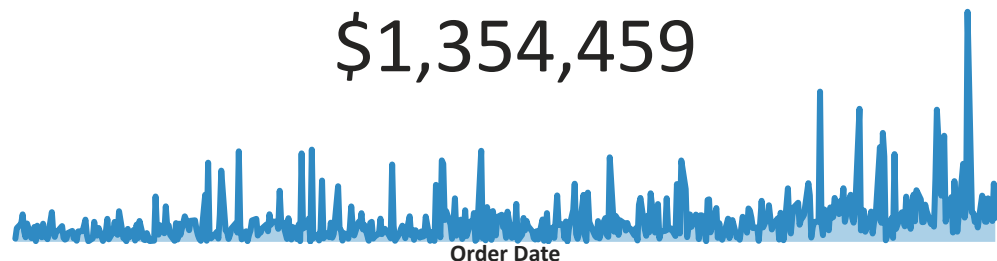
**Employees**



Year All ▼ Month All ▼ Quarter All ▼

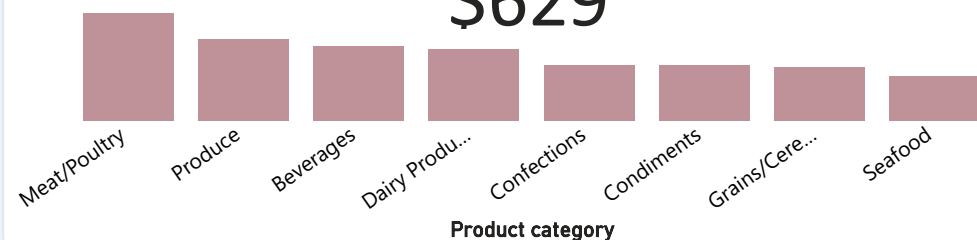
## Total Revenue

\$1,354,459



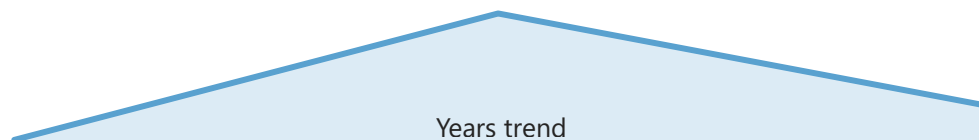
## Average Order Value

\$629

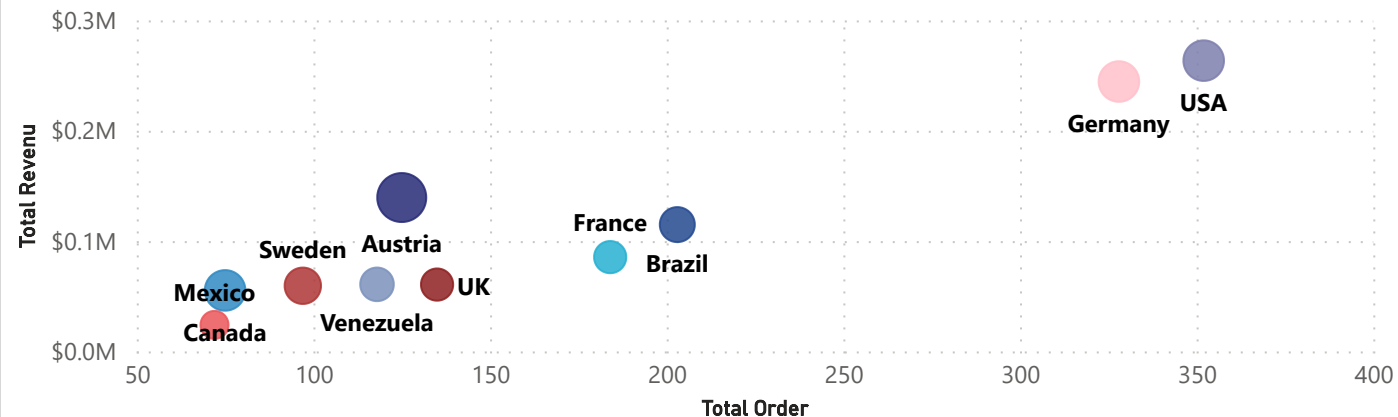


## Average Delivery Time

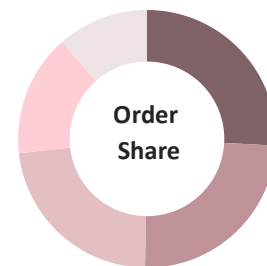
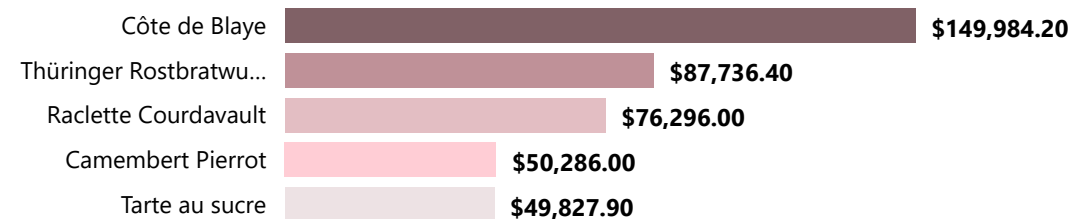
8 days



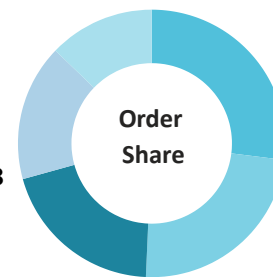
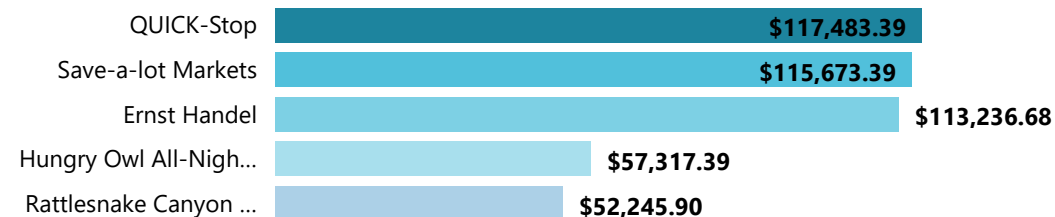
## Countries Order Distribution



## Revenue From Top Five Products



## Revenu From Top Five Customers





Year All

Month All

Quarter All

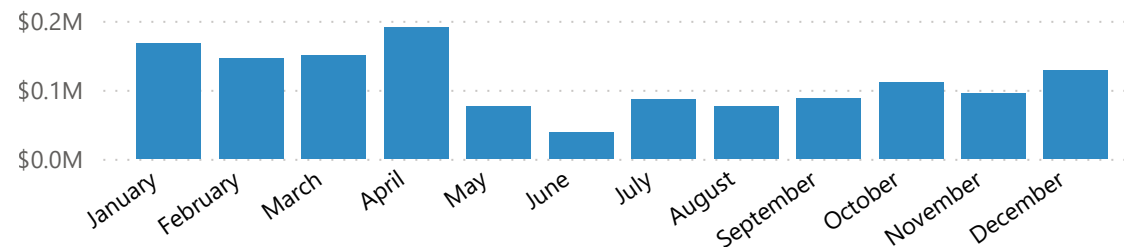
Product Category All

Ship Country All

Total Revenue

\$1,354,459

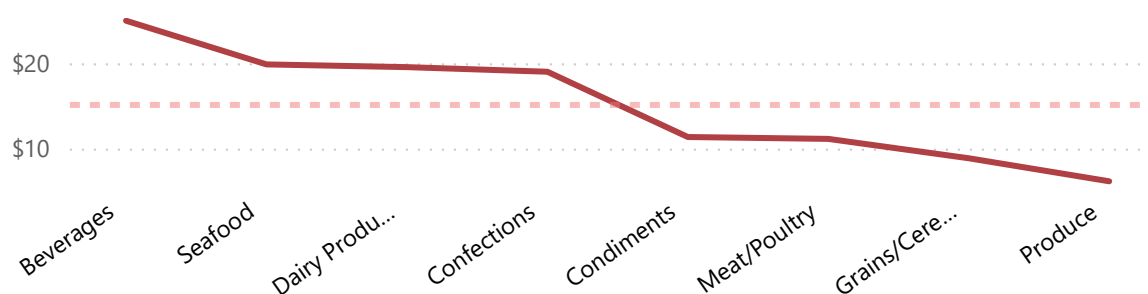
Monthly Trends of Total Revenue



Total Discount

\$121.04

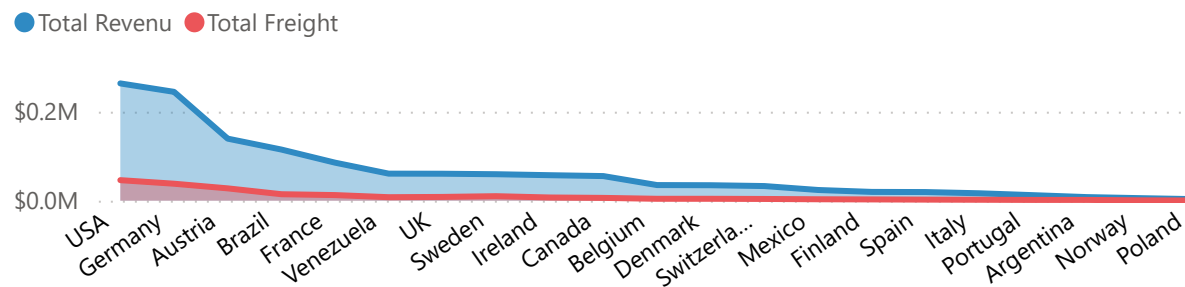
Total discount for each Product Category



Total Freight

\$207,306

Total Revenue and Freight Costs by Shipping Country

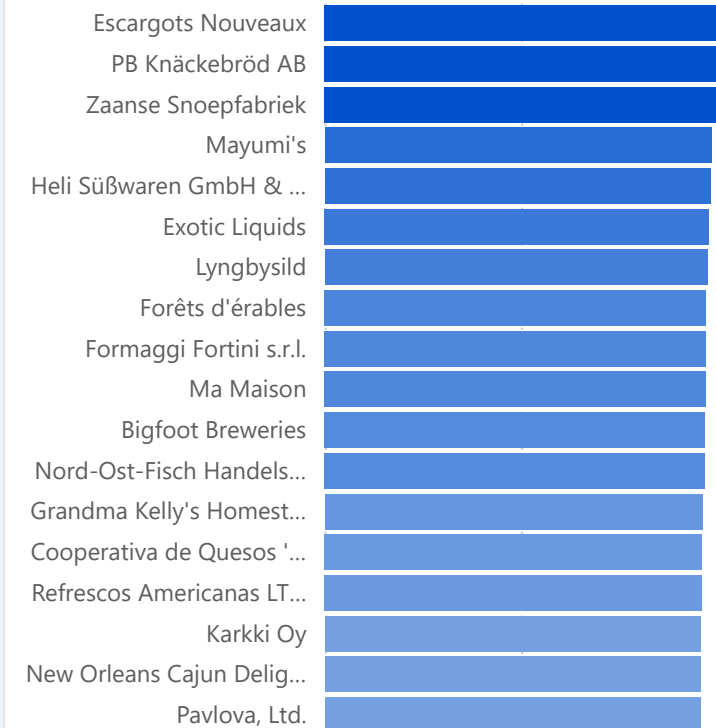


Delivery Time Efficiency

96%

Delivery Time Efficiency by Suppliers

Delivery Time Efficiency 92% 100%



Year All

Month All

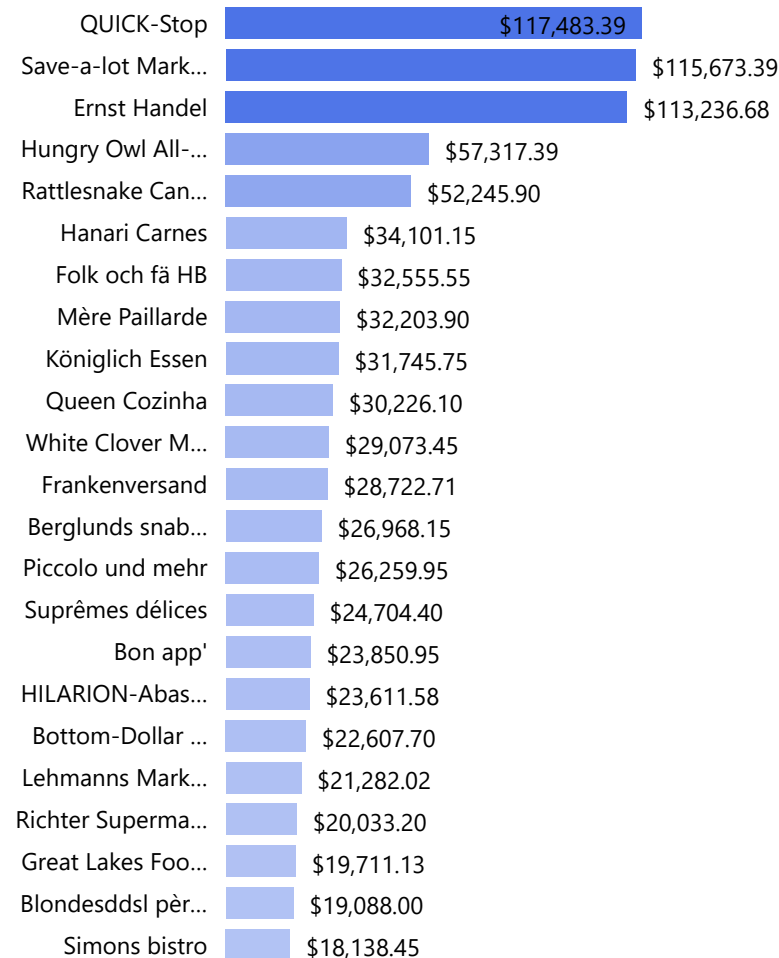
Quarter All

Country All

City All

## Lifetime Value per Customer

CLV \$0.00M \$0.12M



## Average CLV Predictive

\$21,671,339

\$30M

\$21,671,339

\$10M

\$40M

## Customer retention period

16 month

24

16

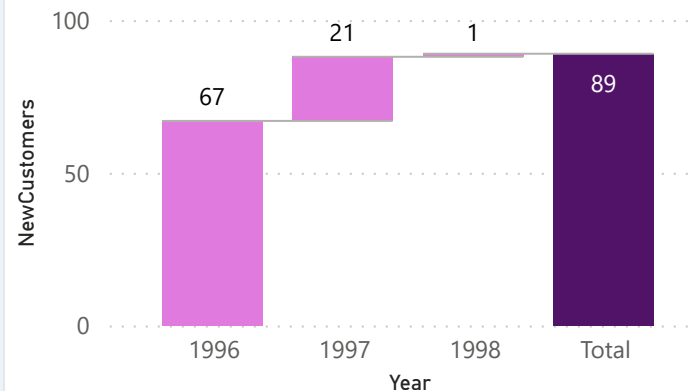
6

36

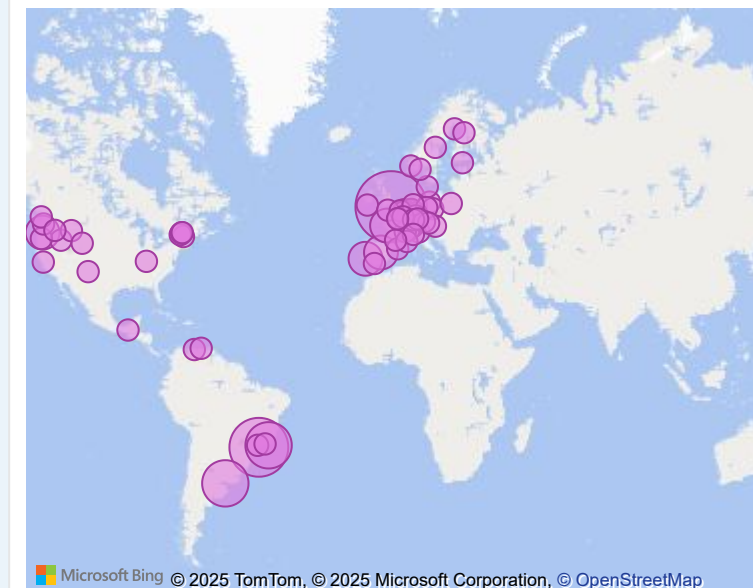
## Total Customer

89

## Annually Customer Acquisition



## Strategic Customer Clusters by Region



Microsoft Bing © 2025 TomTom, © 2025 Microsoft Corporation, © OpenStreetMap



Year All

Customers All

Total Employee

9

Avg. Team Experience

5 years

Avg. Team Age

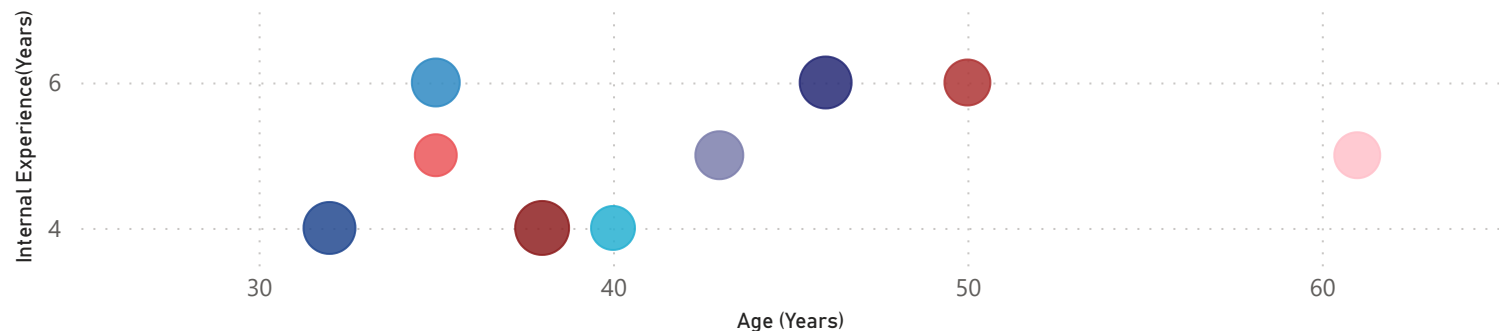
42

Avg. Deals Size

\$629

### The Age & Internal Experience Effect on Deal Size

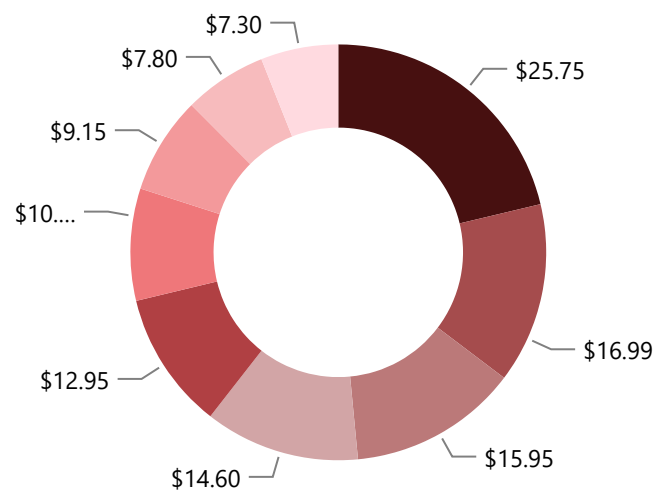
Employee Name ● Andrew ● Anne ● Janet ● Laura ● Margaret ● Michael ● Nancy ● Robert ● Steven



### Discounts Issued by Employee

Employee Name

● Margaret  
● Nancy  
● Janet  
● Laura  
● Robert  
● Andrew  
● Michael  
● Steven  
● Anne



### Employee Earned Revenue Breakdown by Product category

Category ● Beverages ● Condiments ● Confections ● Dairy Products ● Grains/Cereals ● Meat/Poultry ● Produce ● Seafood

