

NORTHWIND TRADERS

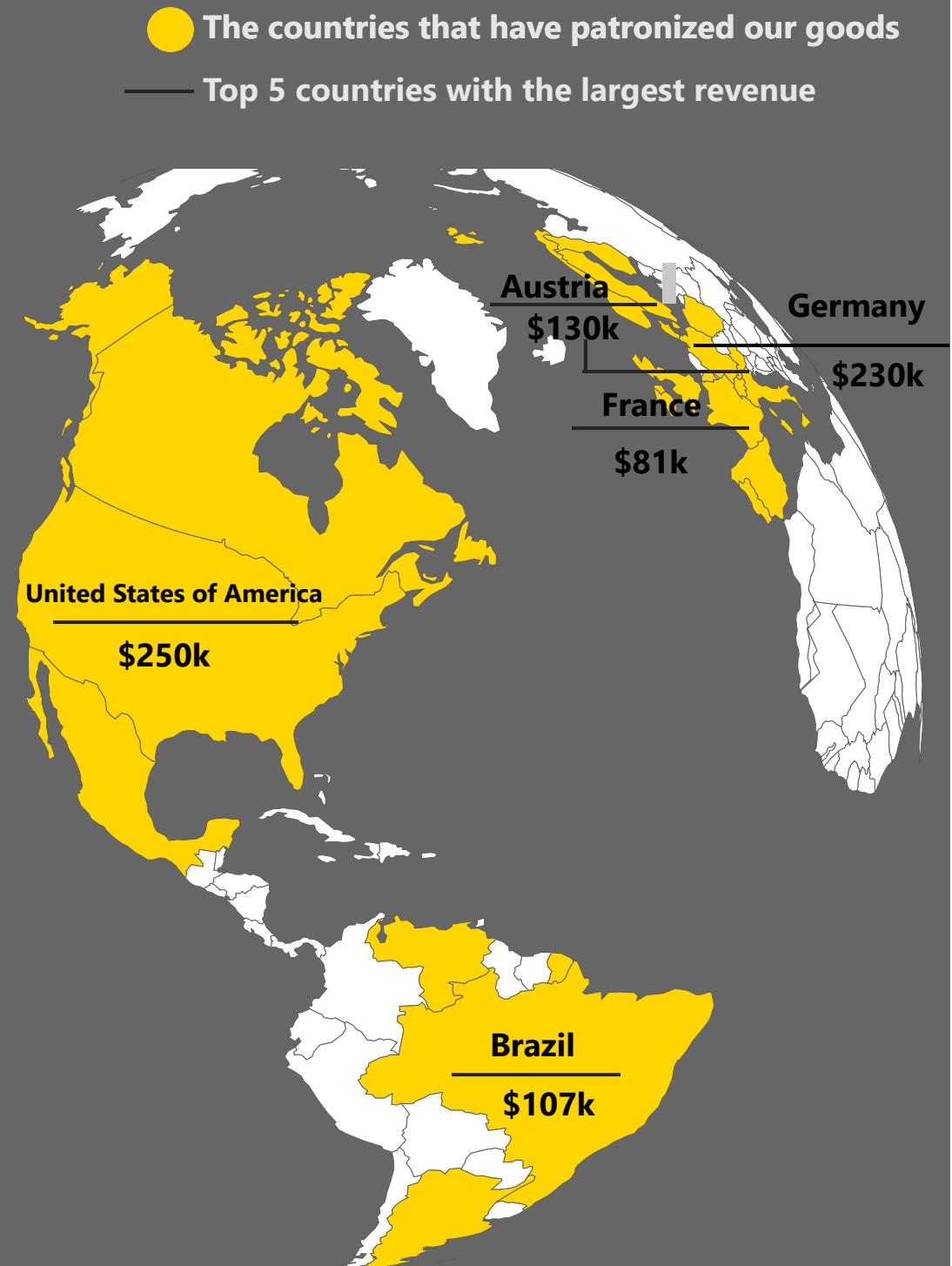
Our **LARGEST REVENUE** comes from the United States of America with \$245,584.61. Top 5 countries with the largest revenue are respectively USA, Germany, Austria, France and United Kingdom.

Meanwhile the **LOWEST REVENUE** comes from Poland with \$3,531. The least revenue comes from the following countries respectively Poland, Norway, Argentina, Portugal and Italy.

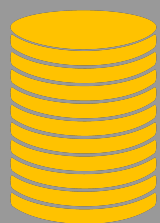
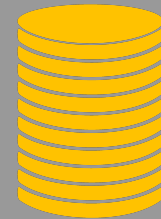
We need to increase our revenue in these countries by maintaining our customer retention. Also, there is need to increase our daily orders in these countries .

Our **LARGEST REVENUE** also comes from products in the category Beverages with \$267,868.18. Top 5 category of our products are respectively beverages, Dairy products, confections, meat & poultry and seafood .

Revenue started trending up on July 2013(third quarter), rising by 78.27% in 7 quarters consecutively. Revenue had its peak in the first quarter in 2015. Thereafter, there was a flat fall in the second quarter in 2015. There is need for us to increase our revenue to avoid a drop in revenue. How can we avoid a drop? A possible reduction in revenue can be avoided by managing our cash flow, we need to keep increasing sales and avoid unnecessary expenditure.



Northwind Traders Analysis



1.27M
Total Revenue

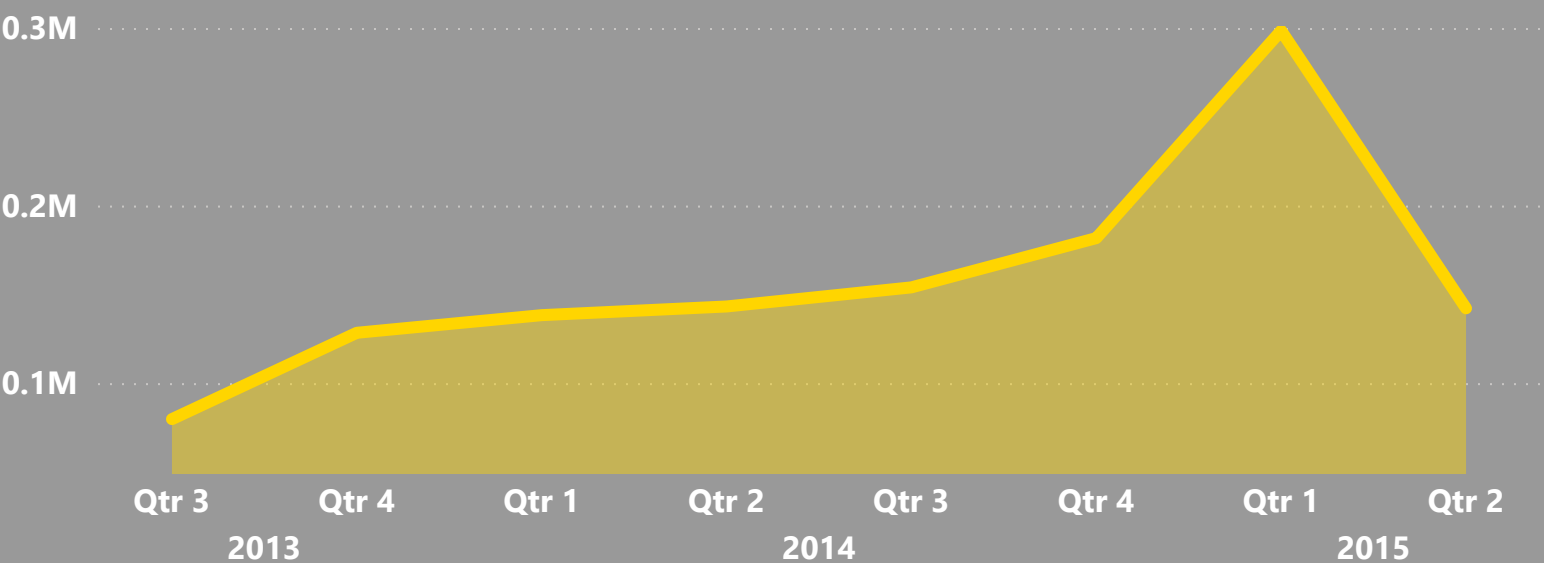


830
No of orders

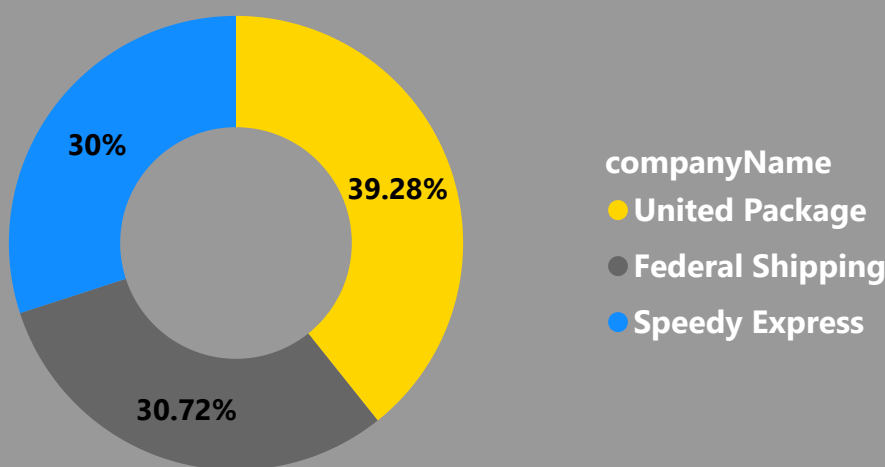


91
No of Customers

Sum of Revenue by Year and Quarter



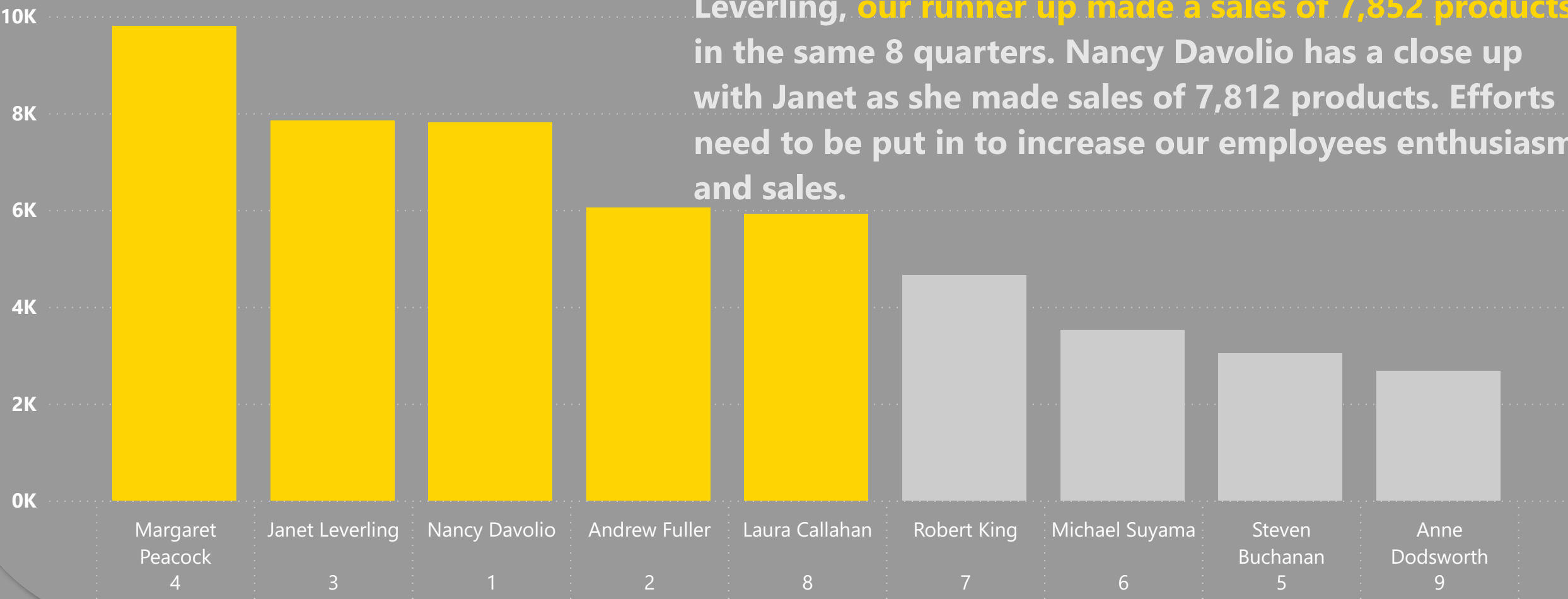
Most active shippers



Trend of orders recieved

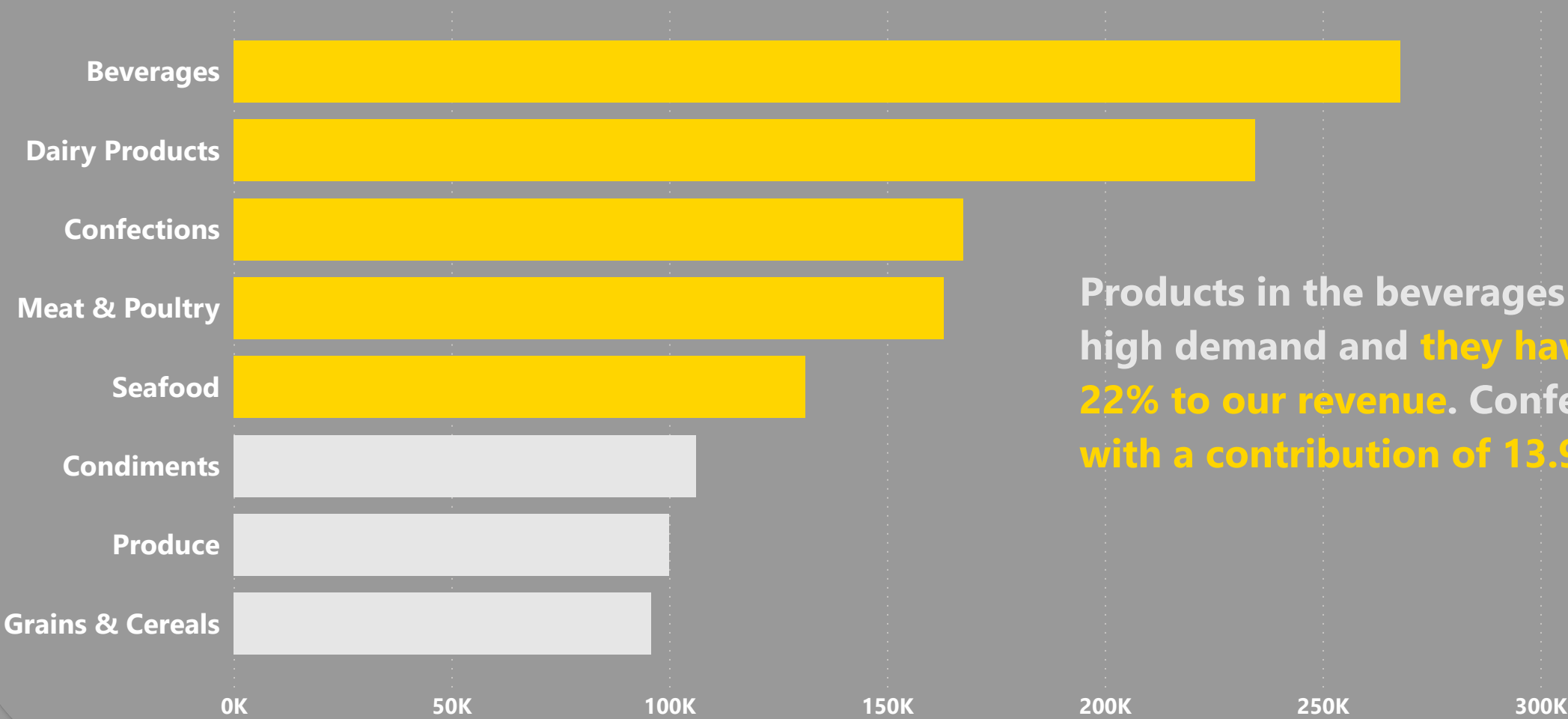


Best employee by sales



Margaret Peacock tops the employees chart as she made sales of 9,798 products in 8 quarters. Janet Leverling, our runner up made a sales of 7,852 products in the same 8 quarters. Nancy Davolio has a close up with Janet as she made sales of 7,812 products. Efforts need to be put in to increase our employees enthusiasm and sales.

Most ordered products in category



Products in the beverages category are in high demand and they have contributed 22% to our revenue. Confections follow with a contribution of 13.9%.