



NORTHWIND



## General Information About Northwind Company

### Company Description:

Northwind Traders is an international wholesale company engaged in the supply and sale of various food and beverage products.

The company's customers are restaurants, retailers and other wholesalers in different countries around the world.

### Product Categories:

Northwind offers a wide range of products. Product categories include beverages, meat and fish products, dairy products, dry foods, ready meals, vegetables, fruits and other foodstuffs.

### Customers and Markets:

Northwind's customers come from a variety of sectors with different demographics. The company attaches great importance to customer satisfaction and offers customized solutions to each customer's needs.

The company has a particularly strong presence in the European, North American and Asian markets.

### Supply Chain and Logistics:

Northwind has an extensive supplier network and sources products from a variety of suppliers around the world.

Efficiency and speed in logistics and distribution processes play a key role in ensuring customer satisfaction.

### Employees and Organizational Structure:

The company has a strong and experienced team. Employees work in customer service, sales, supply chain management, logistics and other departments.

The organizational structure is arranged to ensure that each department works efficiently.



NORTHWIND

Year, Month

- ☐ 1996
- ☐ 1997
- ☐ 1998

Price Range

- ☐ 0-10
- ☐ 10-20
- ☐ 20-50
- ☐ 50+

Discount Stat...

- ☐ Discounted
- ☐ Non-Discounted

Products

- ☐ Beverages
- ☐ Condiments
- ☐ Confections
- ☐ Dairy Products
- ☐ Grains/Cereals
- ☐ Meat/Poultry
- ☐ Produce
- ☐ Seafood

# SALES ANALYSIS



Total Quantity Sold

51K

Total Orders

830

Total Revenue

1,27M

Total Discount Amount

88,67K

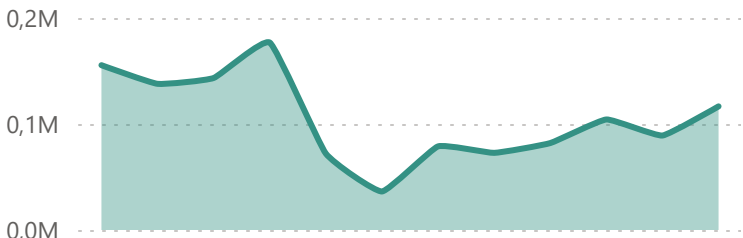
Total Freight Cost

64,94K

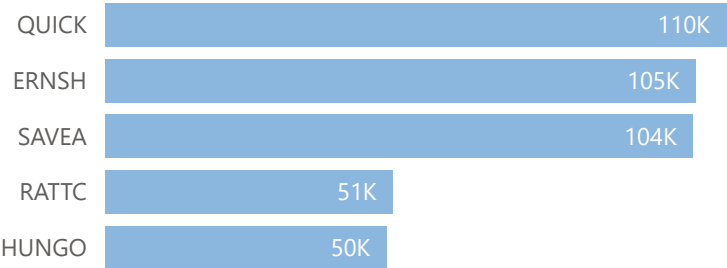
Most Sold Category-Product Name

Dairy Products  
Camembert Pierrot

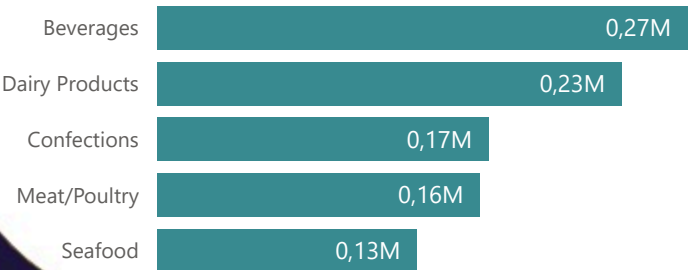
Montly Sales Revenue



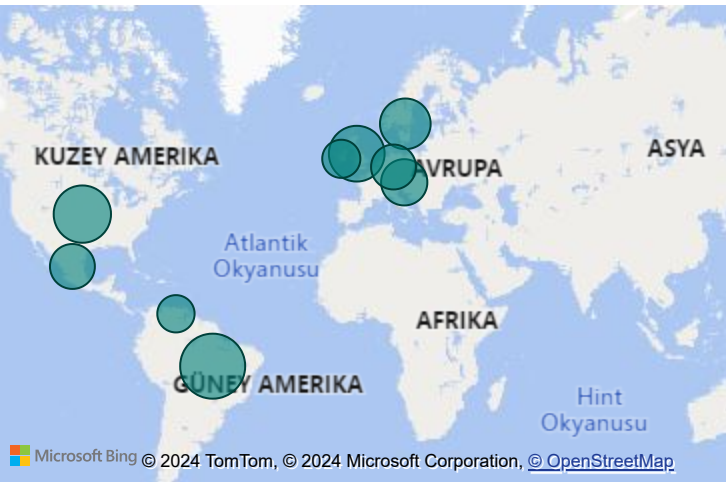
Total Revenue by Customer



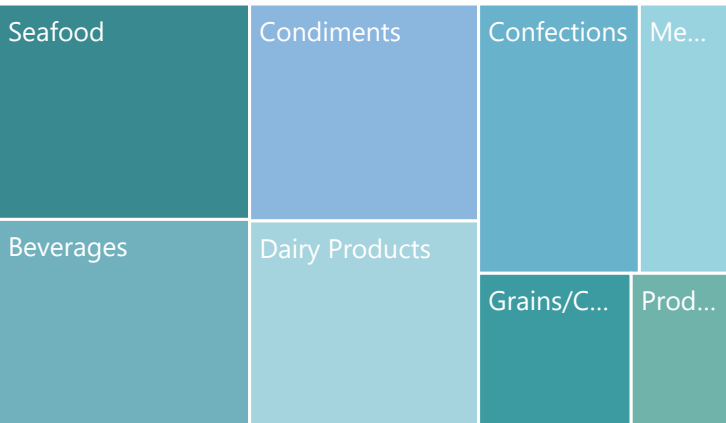
Total Revenue by Category



Number of Order by Country

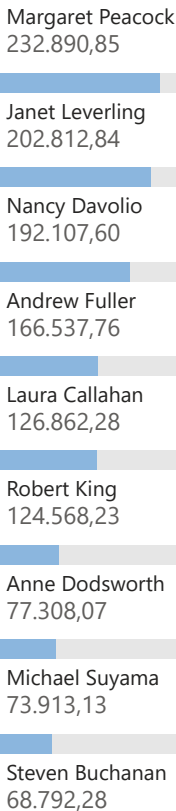


Num. of Products, Total Stock and Stock Value by Category



Employee Sales

employee\_name



Total Revenue  
1.265.793,04



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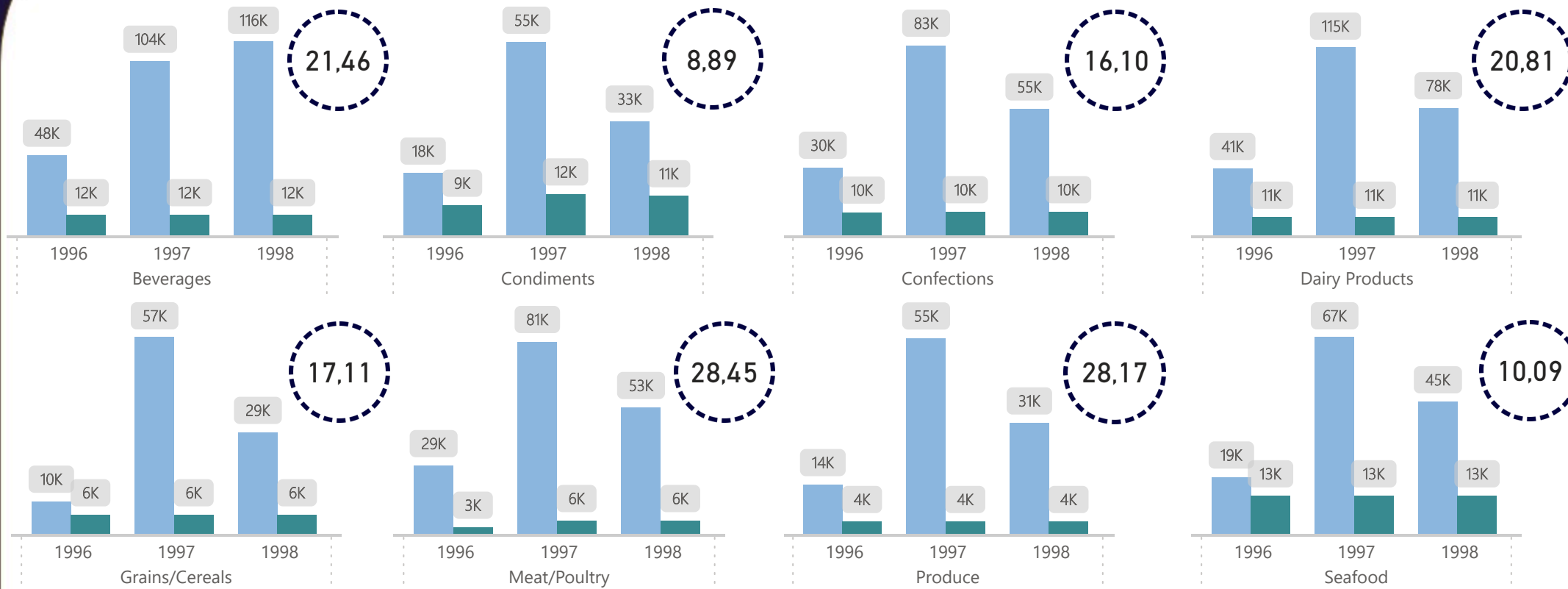
☐ Seafood

# PRODUCT ANALYSIS

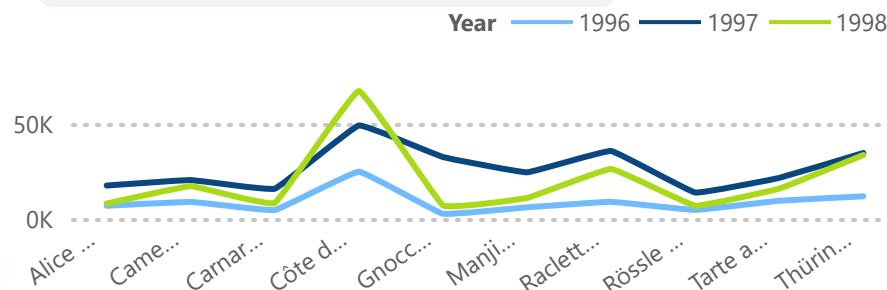


Stock Turnover Rate : Stock turnover rate indicates how quickly stocks of a product are sold and replenished. It is calculated as follows:  $\text{Total Revenue} / \text{Stock Value}$

Total Revenue & Total Stock Value



Total Revenue from Products by Year / Top 10



Reorder Status Matrix (By Current Stock and Expected Orders)

Category Name	Current Stock	Stock Status	Reorder Level	Units On Order
⊕ Beverages	559	Insufficient	195	60
⊕ Condiments	507	Insufficient	135	170
⊕ Confections	386	Insufficient	165	180
⊕ Dairy	393	Insufficient	110	140



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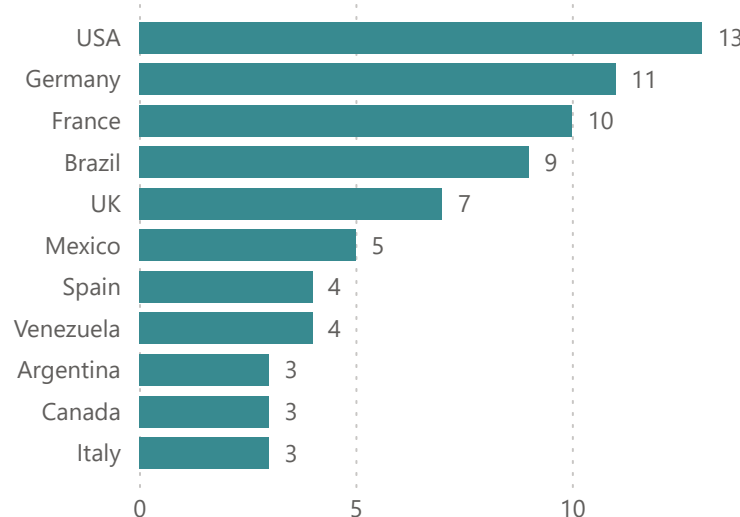
☐ Seafood

# CUSTOMER ANALYSIS



Number of Customers Shopping : 89

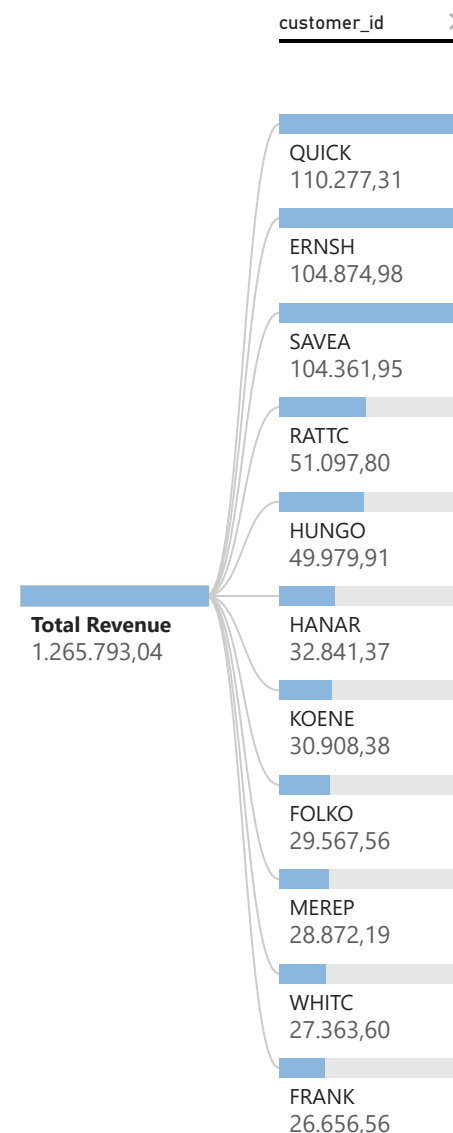
Count of Customers by Country



Recency - Frequency Matrix

Recency / Frequency	1	2	3	4	Total
1	10	9	2	2	23
2	5	8	5	4	22
3	7	3	9	3	22
4	1	2	6	13	22
Total	23	22	22	22	89

Total Customer-based Revenue



Recency - Frequency - Monetary Scores

customer	recency	frequency	monetary
ALFKI	3	3	3
ANATR	4	4	4
ANTON	4	3	3
AROUT	3	1	2
BERGS	4	1	1
BLAUS	1	3	3
BLONP	4	2	1
BOI ID	3	4	3

Delivery, Shipping Cost and Customer Details

