

NORTHWIND TRADERS

NORTHWIND TRADERS | Executive Dashboard

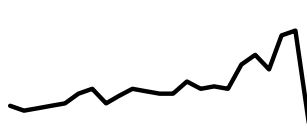
REVENUE

1,354.5K



CUSTOMERS

89



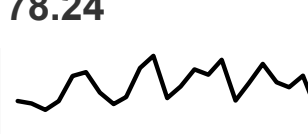
ORDERS

830



AVG SHIPPING COST / ORDER

78.24



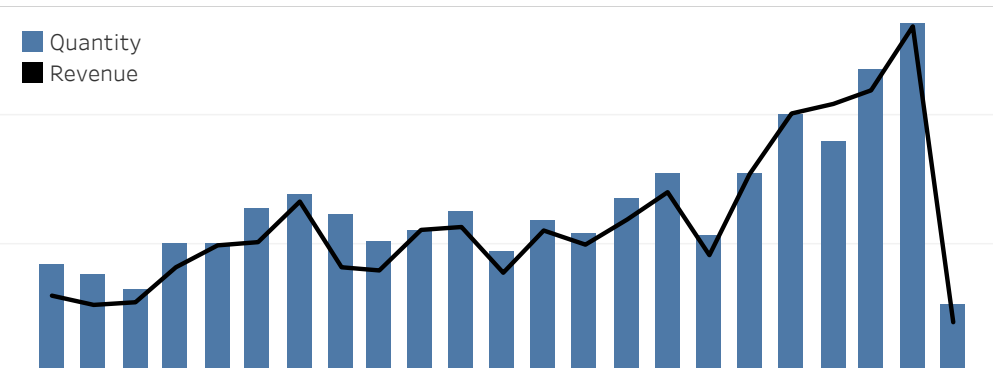
AVG DISCOUNT

5.6%



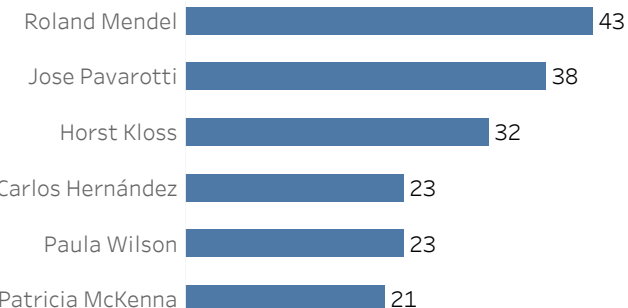
Monthly Revenue & Quantity Sold Performance

■ Quantity
■ Revenue

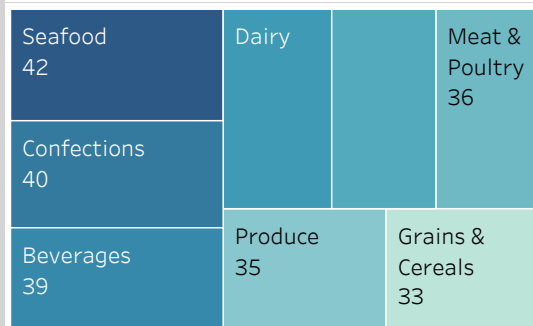


Top 6 Customers

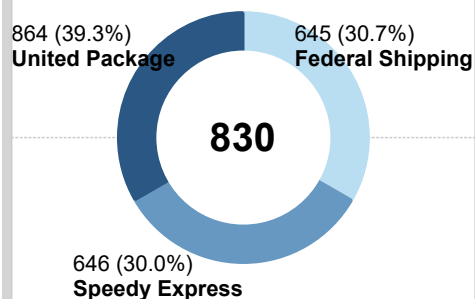
Contact Name



Categories with Quantity

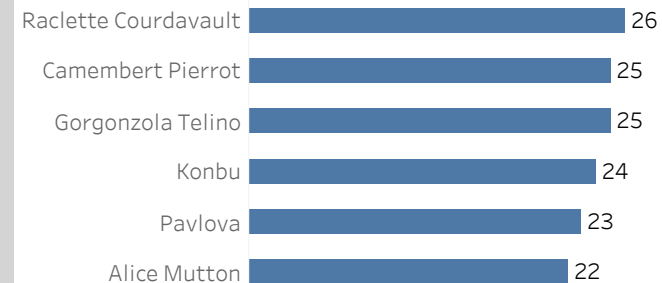


Orders Delivered by Company



Top 6 Customers

Product Name



Country
All
Year of Order Date
All
Month of Order Date
All
Select Param
Quantity
Top N
6

Order Details
Product Details
Employee Details

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Overview

Product Details

Employee Details

NORTHWIND TRADERS | Order Details

Order ID	Company Name	Order Date	Shipped Date	Order Status	Quantity	Unit Price	Discount	Revenue
10248	Vins et alcools Chevalier	04-07-2013	16-07-2013	Order Delivered	27	59	0.0%	440
10249	Toms Spezialitäten	05-07-2013	10-07-2013	Order Delivered	49	61	0.0%	1,863
10250	Hanari Carnes	08-07-2013	12-07-2013	Order Delivered	60	67	30.0%	1,813
10251	Victuailles en stock	08-07-2013	15-07-2013	Order Delivered	41	49	10.0%	671
10252	Suprêmes délices	09-07-2013	11-07-2013	Order Delivered	105	94	10.0%	3,730
10253	Hanari Carnes	10-07-2013	16-07-2013	Order Delivered	102	40	0.0%	1,445
10254	Chop-suey Chinese	11-07-2013	23-07-2013	Order Delivered	57	31	30.0%	625
10255	Richter Supermarkt	12-07-2013	15-07-2013	Order Delivered	110	88	0.0%	2,491
10256	Wellington Importadora	15-07-2013	17-07-2013	Order Delivered	27	37	0.0%	518
10257	HILARION-Abastos	16-07-2013	22-07-2013	Order Delivered	46	60	0.0%	1,120
10258	Ernst Handel	17-07-2013	23-07-2013	Order Delivered	121	58	60.0%	2,019
10259	Centro comercial Moctezu..	18-07-2013	25-07-2013	Order Delivered	11	29	0.0%	101
10260	Ottilies Käseladen	19-07-2013	29-07-2013	Order Delivered	102	75	75.0%	1,746
10261	Que Delícia	19-07-2013	30-07-2013	Order Delivered	40	22	0.0%	448
10262	Rattlesnake Canyon Groc..	22-07-2013	25-07-2013	Order Delivered	29	71	20.0%	625
10263	Ernst Handel	23-07-2013	31-07-2013	Order Delivered	184	46	75.0%	2,465
10264	Folk och få HB	24-07-2013	23-08-2013	Order Delivered	60	23	15.0%	725
10265	Blondesddsl père et fils	25-07-2013	12-08-2013	Order Delivered	50	43	0.0%	1,176
10266	Wartian Herkku	26-07-2013	31-07-2013	Order Delivered	12	30	5.0%	365
10267	Frankenversand	29-07-2013	06-08-2013	Order Delivered	135	73	30.0%	4,031
10268	GROSELLA-Restaurante	30-07-2013	02-08-2013	Order Delivered	14	127	0.0%	1,101
10269	White Clover Markets	31-07-2013	09-08-2013	Order Delivered	80	30	10.0%	676
10270	Wartian Herkku	01-08-2013	02-08-2013	Order Delivered	55	52	0.0%	1,376
10271	Split Rail Beer & Ale	01-08-2013	30-08-2013	Order Delivered	24	2	0.0%	48
10272	Rattlesnake Canyon Groc	02-08-2013	06-08-2013	Order Delivered	55	100	0.0%	1,176

NORTHWIND TRADERS | Product Details

Product Details

Product ID	Product Name	Category Name	Quantity	Price	Avg. Discount	Revenue
1	Chai	Beverages	828	18	7.8%	14,278
2	Chang	Beverages	1,057	19	10.2%	18,559
3	Aniseed Syrup	Condiments	328	10	1.7%	3,080
4	Chef Anton's Cajun Seasoning	Condiments	453	22	7.5%	9,425
5	Chef Anton's Gumbo Mix	Condiments	298	21	7.5%	5,801
6	Grandma's Boysenberry Spread	Condiments	301	25	3.1%	7,345
7	Uncle Bob's Organic Dried Pears	Produce	763	30	2.8%	22,464
8	Northwoods Cranberry Sauce	Condiments	372	40	6.5%	13,760
9	Mishi Kobe Niku	Meat & Poultry	95	97	10.0%	8,827
10	Ikura	Seafood	742	31	4.4%	22,140
11	Queso Cabrales	Dairy Products	706	21	5.7%	13,902
12	Queso Manchego La Pastora	Dairy Products	344	38	6.4%	12,867
13	Konbu	Seafood	891	6	4.3%	5,234
14	Tofu	Produce	404	23	6.7%	8,630
15	Genen Shouyu	Condiments	122	16	1.7%	1,814
16	Pavlova	Confections	1,158	17	6.7%	18,748
17	Alice Mutton	Meat & Poultry	978	39	6.2%	35,482
18	Carnarvon Tigers	Seafood	539	63	8.0%	31,988
19	Teatime Chocolate Biscuits	Confections	723	9	5.5%	6,160
20	Sir Rodney's Marmalade	Confections	313	81	4.6%	23,636
21	Sir Rodney's Scones	Confections	1,016	10	5.6%	9,636
22	Gustaf's Knackebröd	Grains & Cereals	348	21	2.1%	7,232
23	Tunnbröd	Grains & Cereals	580	9	3.8%	4,840
24	Guarana Fantastica	Beverages	1,125	5	5.7%	4,783
25	Mala Queso Manchego La Pastora	Confections				

Overview

Order Details

Employee Details

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Overview

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Product Details

NORTHWIND TRADERS | Employee Details

Employee..	Employee Name	Title	Country	City	Total Customer Handle	Total Order Handle	Total Product Handle	Revenue
1	Nancy Davolio	Sales Representative	USA	New York	65	123	72	202,144
2	Andrew Fuller	Vice President Sales	USA	New York	59	96	68	177,749
3	Janet Leverling	Sales Representative	USA	New York	63	127	74	213,051
4	Margaret Peacock	Sales Representative	USA	New York	75	156	75	250,187
5	Steven Buchanan	Sales Manager	UK	London	29	42	52	75,568
6	Michael Suyama	Sales Representative	UK	London	43	67	57	78,198
7	Robert King	Sales Representative	UK	London	45	72	67	141,296
8	Laura Callahan	Sales Manager	USA	New York	56	104	70	133,301
9	Anne Dodsworth	Sales Representative	UK	London	29	43	53	82,964