

# NorthWind Overview

Years

2013	2014	2015
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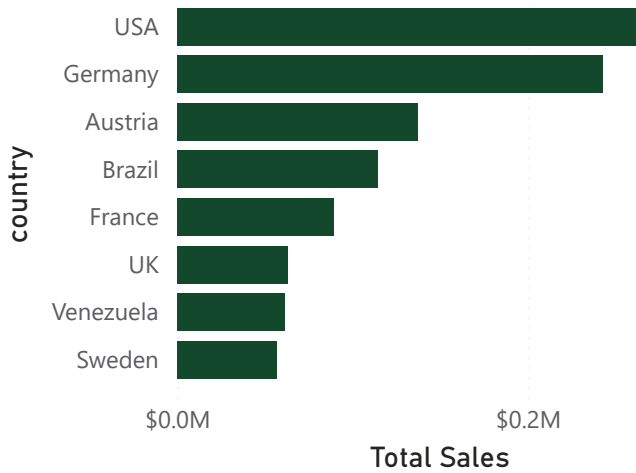
Sales

\$1.35M

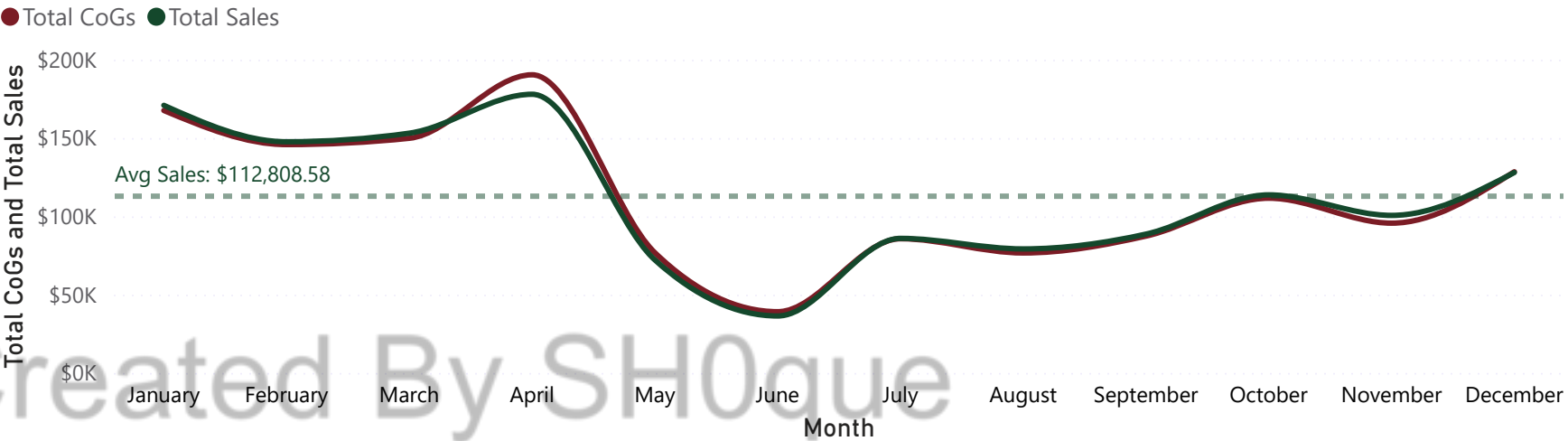
Revenue

(\$755.62)

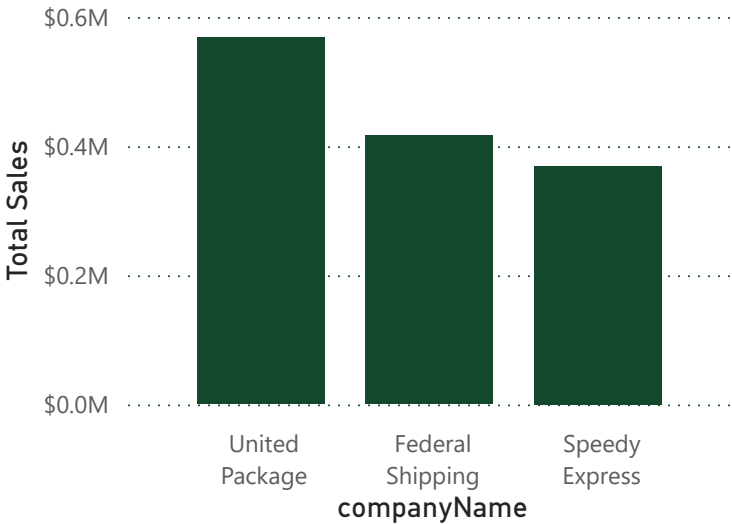
Sales per Country



Monthly Cost of Goods Vs Sales



Sales Through The Shipping Channels



Numbers: Sales, CoG, Revenue, Units Vol

Catagory	Unit Sold Ranks	Sales	CoG	Revenue	Unit Sold
Beverages	1	\$288,694.65	\$286,526.95	\$2,167.70	404
Dairy Products	2	\$251,147.60	\$251,330.50	(\$182.90)	366
Confections	3	\$179,863.65	\$177,099.10	\$2,764.55	334
Seafood	4	\$137,989.31	\$141,623.09	(\$3,633.78)	330
Condiments	5	\$113,992.56	\$113,694.75	\$297.81	216
Grains & Cereals	6	\$101,646.94	\$100,726.80	\$920.14	196
Meat & Poultry	7	\$174,622.55	\$178,188.80	(\$3,566.25)	173
Produce	8	\$105,745.70	\$105,268.60	\$477.11	136
Total		\$1,353,702.97	\$1,354,458.59	(\$755.62)	2155

# NorthWind: Employee Performance Sales Reps

Sales by Reps

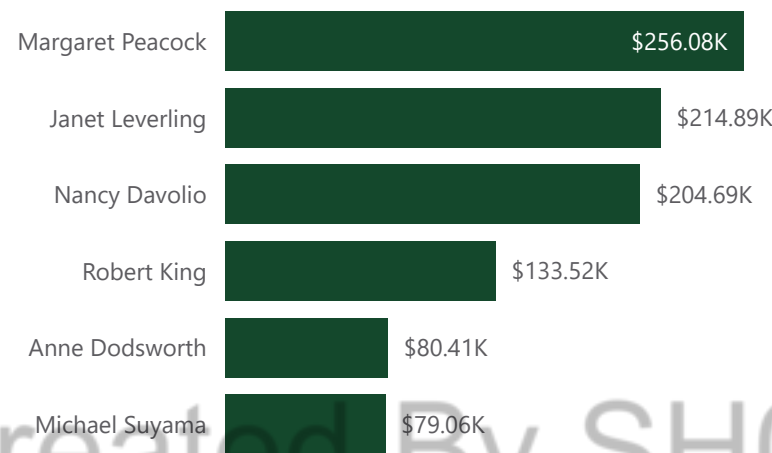
\$968.65K

Unit Volume

51K

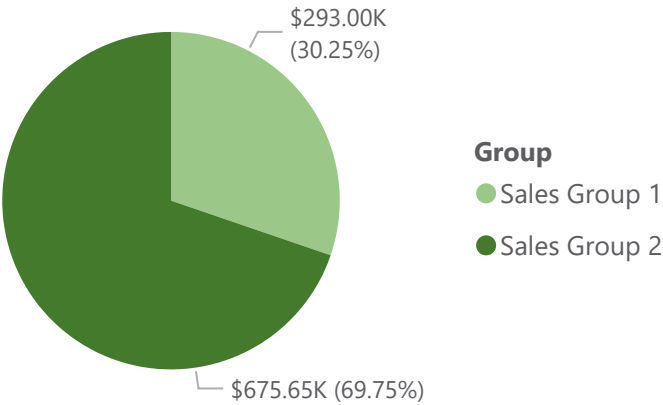
Name	Sales Group	Sale Percentage	Volume
Margaret Peacock	Sales Group 2	26.44%	9798
Janet Leverling	Sales Group 2	22.18%	7852
Nancy Davolio	Sales Group 2	21.13%	7812
Robert King	Sales Group 1	13.78%	4654
Anne Dodsworth	Sales Group 1	8.30%	2670
Michael Suyama	Sales Group 1	8.16%	3527
Total		100.00%	36313

Total Sales



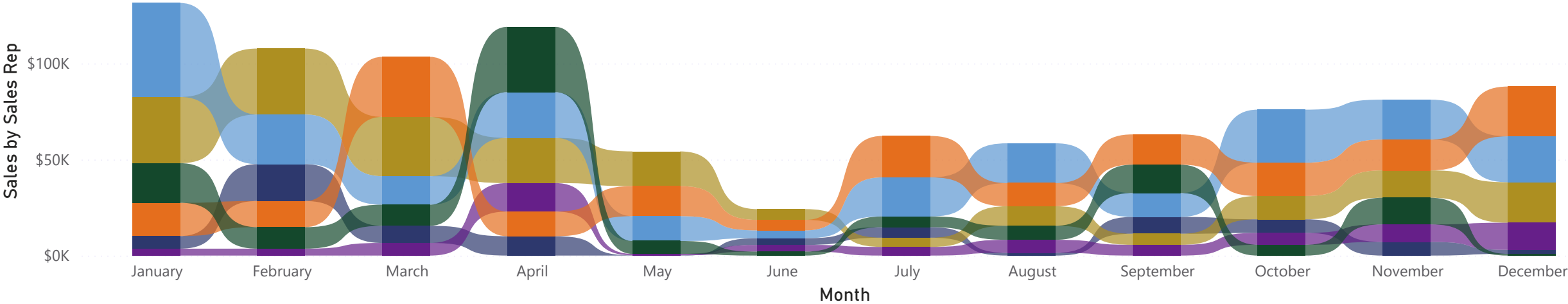
Sales Groups

Total Sales: \$968,648.43 for All Years



Ranking by Months

employeeName ● Anne Dodsworth ● Janet Leverling ● Margaret Peacock ● Michael Suyama ● Nancy Davolio ● Robert King



# NorthWind: Volume Overview

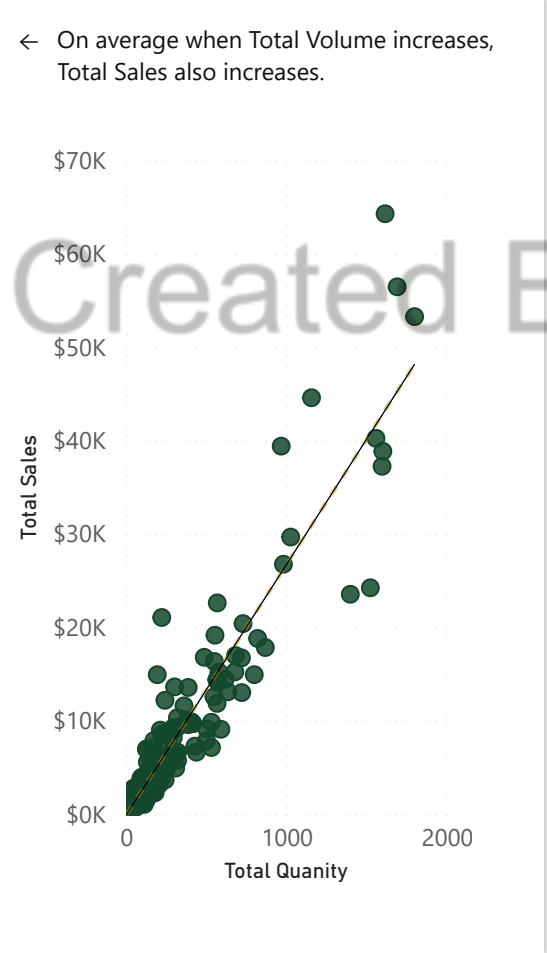
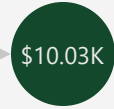
Key influencers Top segments

What influences Total Sales to  ?

When...

....the average of Total Sales increases by

Total Volume goes up  
372.43



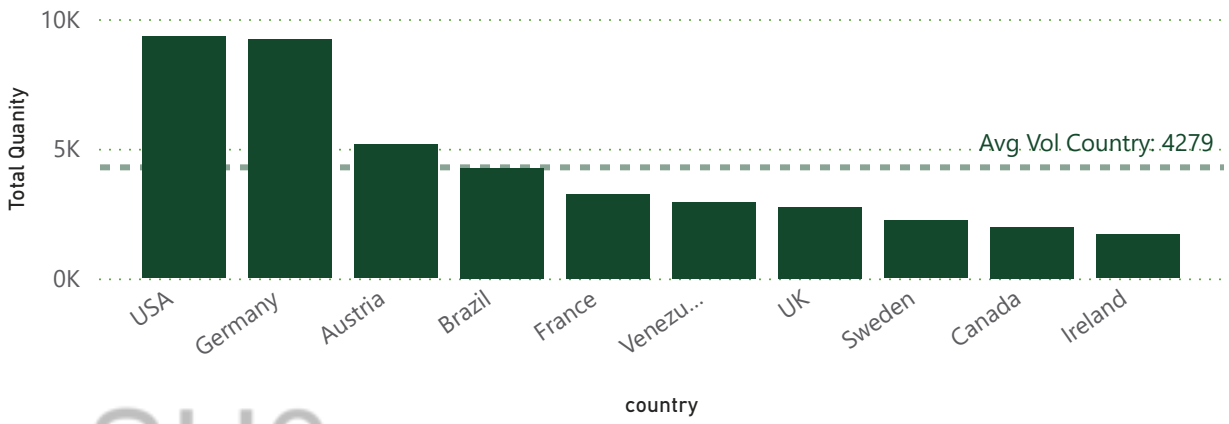
Sales

\$1.35M

Volume

51K

Top 10 Volume Per Country



Order Grouping

