**North Wind Analysis Report**

# Executive summary

This report presents a concise analysis of North Wind's market performance from 2013 to 2015. Key insights include a turnover of 1.35 million units, serving 91 global customers, with top-selling products being "Cote de Blaye" and "Raclette." Customer engagement strategies and efficient inventory management are recommended to enhance business operations. Shipping delays and product diversification are also highlighted for focused improvement. By implementing these strategies, North Wind can optimize operations, satisfy customers, and ensure sustainable growth in the market.

# Introduction

This data analysis report provides a comprehensive overview of North Wind's market dynamics from 2013 to 2015. Through rigorous analysis of reliable datasets sourced from Maven Analytics, this report offers valuable insights and actionable recommendations for North Wind's stakeholders. The findings encompass diverse aspects of the business, including sales trends, customer behaviour, product performance, and shipping logistics.

# Methodology

For this analysis, the dataset was sourced from Maven Analytics, ensuring a reliable foundation for our study. Notably, the data did not require any cleaning. The data was loaded into PowerBi our chosen visualization platform. Before visualisation, new columns were created enriching the datasets with additional dimensions. These thorough steps ensured that the subsequent visualisation was accurate and insightful, providing a comprehensive understanding of the analysed data.

# Findings

1. The analysis revealed a total turnover of 1.35 million units.

2. A customer base of 91 was observed.

3. A total of 830 orders were processed.

4. The overall freight cost amounted to 64.94 thousand units.

5. There are 8 discontinued products.

6. The order trends indicated Thursday and Tuesday with equal shares at 20.24%, while Monday and Wednesday closely followed at 19.88% each.

7. April showed the highest activity, experiencing a significant drop in May and June before a slight recovery. December also witnessed a slight increase.

8. In 2013, the number of orders was at its lowest, followed by a notable increase in 2014, but a subsequent decrease in 2015.

9. The top five countries in terms of orders were the USA, Germany, Austria, Brazil, and France.

10. The most significant customer was Horst Kloss, closely followed by Jose Pavarotti.

11. Margaret Peacock emerged as the top-selling employee, with Janet Leverling following closely.

12. "Cote de Blaye" stood out as the best-selling product, while "Chocolade" performed the least.

13. "Genen Shoouyu" recorded the lowest quantity of products ordered, whereas "Camembert" had the highest demand.

14. "Raclette" was the most frequently ordered product, whereas "Geitost" had the lowest demand.

15. Shipping delays were observed, with some orders experiencing delays of up to 23 days.

16. The shipping company with the highest number of orders was United Package, followed by Federal Shipping.

# Recommendation

Based on the findings presented, I recommend the following actions to optimize the business operations:

1. Inventory Management: Analyze the sales trends of products like "Cote de Blaye" and "Raclette," which are top performers. Ensure sufficient stock availability for these high-demand products. For products with consistently low sales like "Chocolade" and "Geitost," consider reducing their inventory to minimize carrying costs.

2. Customer Engagement: Focus on retaining top customers like Horst Kloss and Jose Pavarotti. Implement a customer loyalty program or offer personalized discounts to encourage repeat business. Also, consider analyzing the preferences of these top customers to tailor offerings specifically to their needs.

3. Employee Performance: Acknowledge and reward high-performing employees like Margaret Peacock and Janet Leverling. Their expertise and sales skills can be shared with other team members through training sessions, enhancing the overall team performance.

4. Product Diversification: Explore the market demand for products similar to "Cote de Blaye" and "Raclette." Diversifying the product range with similar items can capture a broader customer base and increase overall sales.

5. Order Processing Efficiency: Address the shipping delays promptly. Identify the root causes of these delays and work closely with the shipping companies, especially United Package and Federal Shipping, to streamline the delivery process. Timely deliveries enhance customer satisfaction and loyalty.

6. Market Expansion: Since the USA, Germany, Austria, Brazil, and France are the top countries in terms of orders, consider targeted marketing efforts in these regions. Understand the local preferences and adapt the product offerings and marketing strategies accordingly to increase market penetration.

7. Customer Feedback: Gather feedback from customers regarding their satisfaction with products, delivery times, and overall service quality. Analyze this feedback to make necessary improvements. Satisfied customers are more likely to become loyal, repeat buyers and recommend the business to others.

8. Product Promotion: Implement marketing campaigns or promotions for products with lower demand, such as "Chocolade" and "Geitost." Highlight their unique features and offer special deals to stimulate interest and increase sales.

By focusing on these areas, the business can optimize its operations, enhance customer satisfaction, and drive sustainable growth. Regular monitoring and adaptation to market dynamics are key to long-term success.

# Conclusion

In conclusion, this data analysis report serves as a compass for North Wind, guiding the company toward informed and data-driven decisions. By embracing the insights and recommendations presented here, North Wind can not only address current challenges but also proactively prepare for future market dynamics. In an ever-evolving business landscape, data-driven strategies are fundamental for not just surviving but thriving. The report encapsulates the essence of data-driven decision-making, empowering North Wind to navigate the complexities of the market with confidence and precision.