North Wind Traders

1. Customers

Demographics & Segmentation	Purchase Behavior	Retention & Loyalty
Categorization & Segmentation based on customer Locations & RFM Analysis	Analyze order frequency & find high value customers using RFM analysis	Measure customer churn rate and retention trends & Identify loyal customers based on order patterns

2. Sales

Sales Trends	Regional Sales	Order Size & Value Distribution
Total Revenue trends (monthly, quarterly, yearly) & Identify peak sales Seasons or Months	Compare & Identify High or Low sales penetration markets	Analyze distribution of order values & Identify high-value vs. low-value orders

3. Products & Inventory

Product Demand Trends	Performance & Profitability	Price-Performance Correlation
Track demand fluctuations over time & Identify seasonal demand patterns	Rank products based on revenue & Volume; Identify low-performing products	Assess the impact of pricing & find optimal pricing strategies

4. Employees

Sales Performance	Productivity & Tenure	Skill Set & Career Progression
Rank employees based on total sales & Identify high-performing vs. underperforming sales reps	impact of employee tenure on sales & employee distribution based on experience	Map skill sets to performance metrics & Identify patterns in education and training

5. Orders & Shipping

Processing & Shipping Duration	Freight Cost	Shipper Performance
average processing time from order to shipment; Identify delays and bottlenecks in supply chain	Compare freight costs & Identify cost-effective strategies	Rank shippers based on on-time delivery rates & Identify patterns in shipping delays

6. Suppliers & Procurement

Supplier Performance	Cost & Pricing Structure	Geographical Distribution
Compare based on delivery speed & Identify top-performing suppliers by order fulfillment rate	Analyze pricing trends for product categories & Identify profitable sourcing strategies	Visualize supplier locations & Assess the impact of supplier proximity on logistics