

NORTHWIND TRADE ANALYSIS

The task of the project is to provide insights and build a KPI dashboard for the Northwind company executive team to allow them to understand the company's performance in key areas. The dataset contains the company data from the year 2013-2015.

Goals:

Understand the data set.

Understand the company business domain and operating model.

Understand the factors that affects the company performance.

Provide meaningful insights and easy to understand dashboard and reports.



NORTHWIND TRADE ANALYSIS

1/1/2013



12/31/2015



country



All



TOTAL CUSTOMERS

91

TOTAL REVENUE

1.35M

SOLD ORDERS

51K

TOTAL ORDERS

830

TOTAL PRODUCTS

77

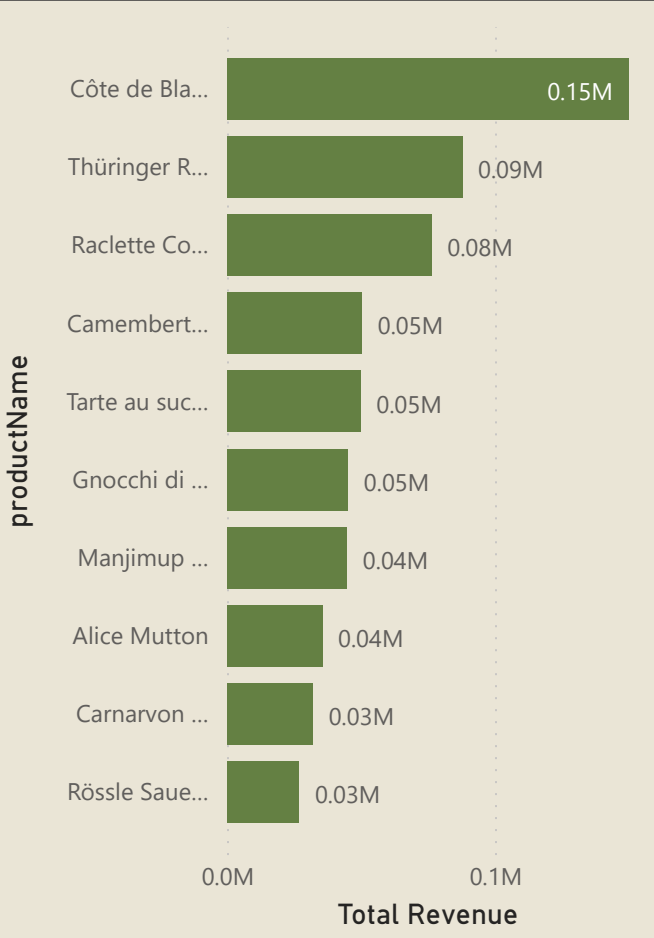
TOTAL SHIPPING COST

64.94K

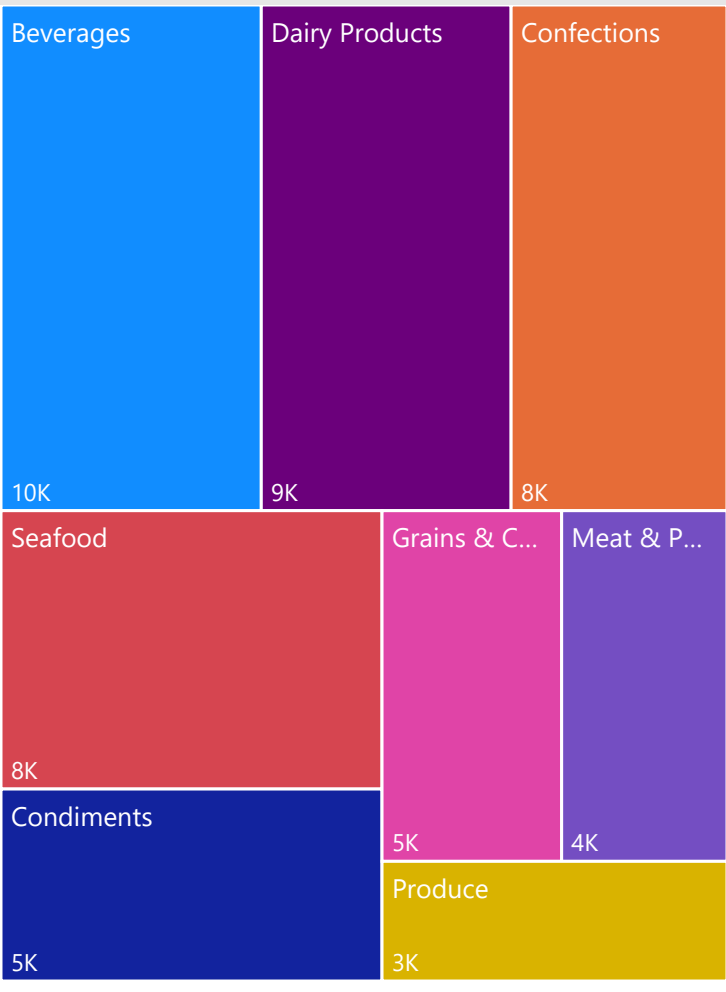
TOTAL SALES

1.27M

Total Revenue and Total Order quantity by
productName



TOTAL ORDERS BY CATEGORY



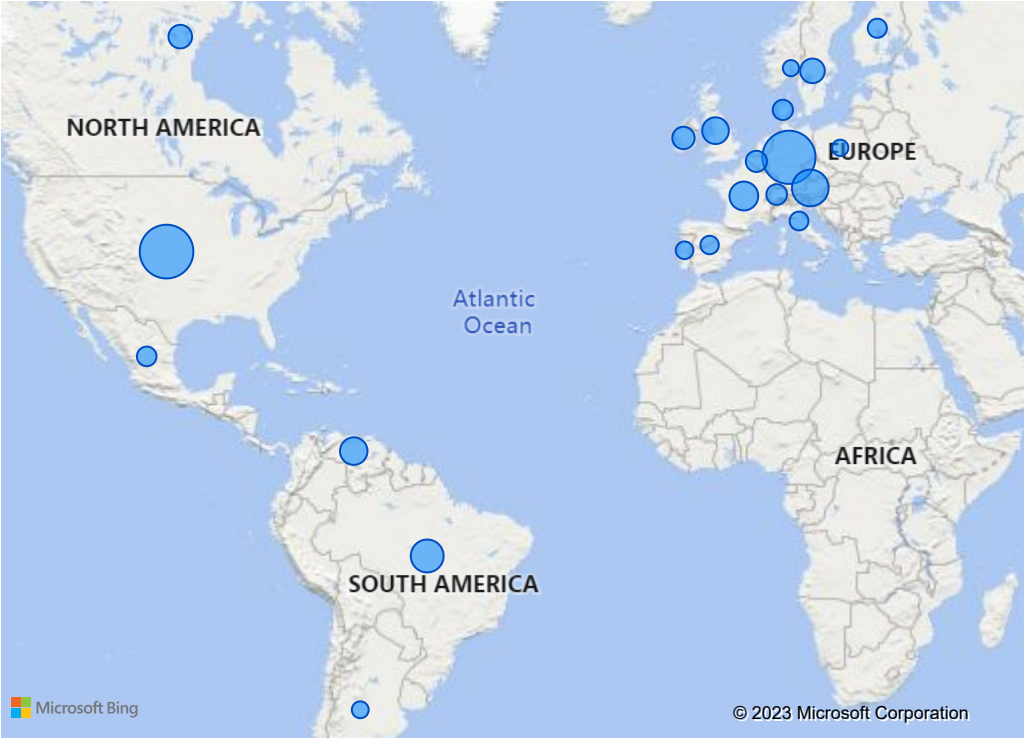
TOP PRODUCT BY ORDERS


Camembert Pierrot

TOP PRODUCT BY REVENUE

Côte de Blaye

Total Order quantity and Total Revenue by country





NORTHWIND TRADE ANALYSIS

AVERAGE RETAIL PRICE

\$28.87

AVERAGE SHIPPING DAYS

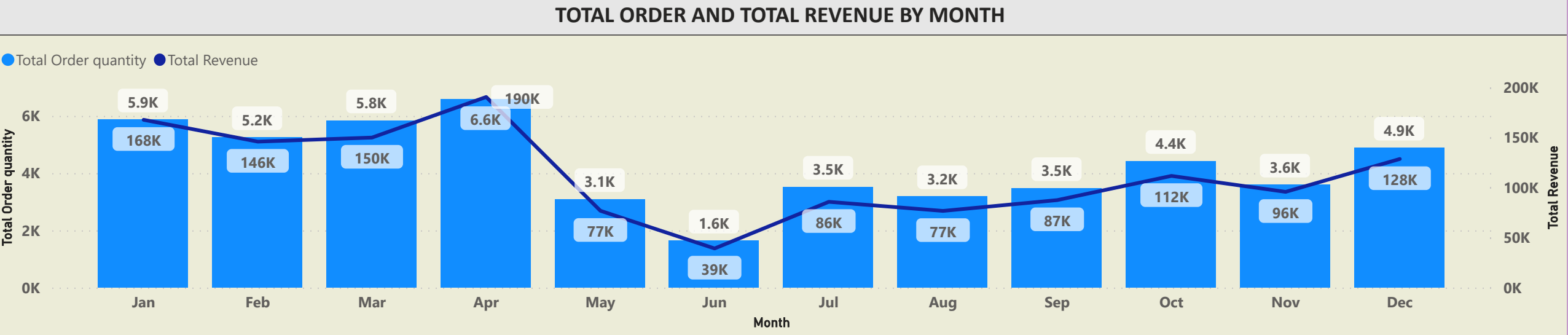
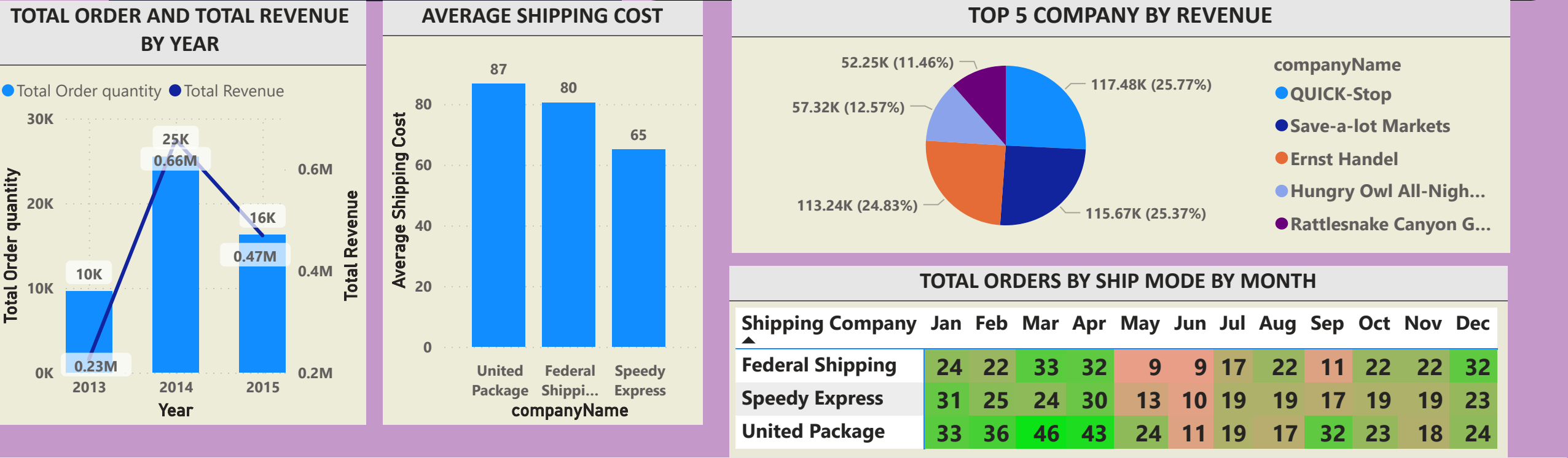
8.5

TOP COMPANY BY REVENUE

QUICK-Stop

TOP COMPANY BY ORDERS

Save-a-lot Markets



DATA INSIGHTS

Sales trends:

1. Total orders---- 830.
2. Total Sales-----\$1.27 Million.
3. Total Revenue---\$1.35 Million.
4. Total Customers-- 91
5. The year 2014 generated highest revenue of \$659K, with total orders of 26K, followed by 2015 with revenue of \$470K and 2013 with revenue of \$226K.
6. Beverages(\$287K), Dairy Products(\$251K) and Meat and Poultry(\$179K) are the categories with the highest generating sales.
7. The top countries with highest sales revenue are USA(\$264K), Germany(\$245K), Austria(\$140K), Brazil(\$115K) and France(\$86K).
8. The bottom countries with low revenue are Poland, Norway and Argentina.
9. The top revenue generating companies are Quick Stop and Save a Lot Markets.
10. The months April, January, April, March have high sales compared to June, July and May.

Product Performance:

1. The products with highest revenue are Cote de Blaye(\$150K), Thuringer Rostbrat Wurst(\$88K), Raclette Courdavault(\$76K), Tarte au Sucre(\$50K) and Camembert Pierrot(\$50K).
2. The low revenue products are Chocolate, Geitost, Genen Shouyu, Laughing Lumberjack Langer and Gravad Lax.
3. Discontinued products with high revenue are Thuringer Rostbrat Wurst, Alice Mutton and Rossle Sauerkraut.

Key Customers:

1. The top customers are Horst Kloss(), Jose Pavarotti(), Roland Mendel(), Patricia Mckenna() and Paula Wilson().

Shipping Costs:

1. Federal shipping has an average shipping time of 7.5 days which is a bit early shipment compared to United Package and

RECOMMENDATIONS

1. The highest revenue was in the year 2014, the company can try to keep the same strategies that helped with the sales.
2. The company should continue maintaining the current plans to continue the sales in the top performing countries (USA, Germany, Austria, Brazil, France) and focus on improving the sales in the underperforming countries (Poland, Norway, Argentina).
3. The company sales for all the years(2013-2015) are high for the Beverages, Dairy products and meat and poultry categories and it should keep maintaining the current sales in the category.
4. In my opinion, the sales in the year 2014 could be high due to more sales in the category of Grains and Cereals, Produce and Sea food. The company can look into the products that yielded more revenue in these categories and try to improve the sales by promoting those again.
5. The data shows that the top selling products (Cote de Blaye, Thuringer Rostbrat Wurst, Raclette Courdavault) with high revenue were offered discounts compared to the lower selling products. The company could offer some discounts and deals to promote the products with lower sales (Chocolade, Geitost, Genen Shouyu, Laughing Lumberjack Langer).
6. The data also shows that the top selling products(Thuringer Rostbrat Wurst, Alice Mutton and Rossle Sauerkraut) are discontinued, I would recommend the company to reconsider this since the company would be more benefitted by retaining these products rather than discontinuing it.
7. The company can offer some exclusive deals and discounts to the top revenue yielding/loyal customers to retain them.
8. The company should continue maintaining the relationship with the top companies and also implement innovative strategies to bring in new customers and new companies to increase the sales and revenue.
9. The company should choose speedy express for cheaper shipping and federal shipping for faster delivery.
10. The company should keep focusing on maintaining the current relations with the customers and companies by providing the best customer satisfaction.
11. The months December - January sales would increase due to holiday season. The company can introduce new products with