NORTH WIND TRADERS DATASET

CUSTOMER ANALYSIS

CUSTOMER SEGMENTATION
Group customers by demographics, purchase history, or other factors to identify patterns and target marketing efforts.

CUSTOMER LIFETIME VALUE ANALYSIS
Estimate the total revenue a customer to generate over their lifetime. Helps to prioritize customer retention efforts and allocate marketing resources effectively.

CUSTOMER CHURN ANALYSIS
Analyze why customers stop doing business, identify ways to reduce churn. Looking at customer satisfaction, price sensitivity or product returns.

ORDER ANALYSIS

SALES TREND ANALYSIS
Track sales over time by product, customer, or region to identify trends and patterns. Helps to forecast future demand.

ORDER PROFITABILITY ANALYSIS
Calculate profitability of each order or product line. Helps identify areas to improve margins.

CONVERSION FUNNEL OPTIMIZATION
Track user journey through the checkout process and pinpoint bottlenecks to improve conversion rates.

EMPLOYEE ANALYSIS

SALES PERFORMANCE ANALYSIS
Tracks sales performance of individual employees or teams. Helps to identify top performers and areas for improvement.

EMPLOYEE CHURN ANALYSIS
Analyze why employees leave company and identify ways to reduce turnover. Looking at job satisfaction, compensation, and work-life balance.

EMPLOYEE TRAINING NEEDS ANALYSIS
Identify the training needs of employees to improve their skills and performance. Looking at job requirements, employee feedback, and performance gaps.

PRODUCT ANALYSIS

PRODUCT PROFITABILTITY ANALYSIS
Calculate profitability of each product. Helps to identify products that aren't profitable and make decisions about whether to keep them in stock.

SEASONALITY TRENDS
Identify products with significant seasonal fluctuations in demand to adjust inventory and promotions accordingly.

PRODUCT LIFE CYCLE ANALYSIS
Track sales of a product over its lifetime to identify stages of growth, maturity, and decline. Helps to make decisions about pricing, promotions & product retire.

SUPPLIER ANALYSIS

SUPPLIER PERFORMANCE ANALYSIS
Track performance of suppliers in terms of on-time delivery, quality, and price. Helps to identify reliable suppliers and negotiate better terms.

COST ANALYSIS
Analyze the cost of goods purchased from different suppliers. Helps to identify opportunities to reduce costs.

DELIVERY RELIABILITY
Track difference between promised and actual lead times for each order. Helps to inform decisions that optimize supply chain and ensures seamless operations.

SHIPPER ANALYSIS

SHIPPING COST ANALYSIS
Analyze the cost of shipping products to different customers or regions. Helps to identify ways to reduce shipping costs.

DELIVERY TIME ANALYSIS
Track delivery times of different shippers. Helps to identify reliable shippers and improve customer satisfaction.

OVERALL LOGISTICS PERFORMANCE
Tracks freight costs, shipping date for different shippers. Helps to improve overall efficiency and cost effectiveness of logistics operations.