

# [Northwind traders essay sample](https://assignbuster.com/northwind-traders-essay-sample/)

Date: 9/22/13

Re: Revenue Assessment   
Thank you for the opportunity to assess your sales data in order to provide recommendations for increasing your sales. The analysis and recommendations below are based on the data you provided, which covers a period from May 2004 through June 2006. The analysis below is based on this data alone. Therefore, our recommendations should be tempered by your knowledge of business realities and your market. Please let us know if we can answer any questions concerning the analysis or the recommendations provided. ANALYSIS 1 My Analysis of sales per Country

I have included charts that show total sales per country ranging from the years 2004-06 these charts show the following, Strong business sales, Probationary sales and Low sales. I have concluded in my analysis that there are some countries that are stronger, some that either need new guidance in sales and some that do not generate enough for the company in sales.

Salesperson   
Austria   
Brazil   
Canada   
France   
Germany   
Mexico   
Sweden   
UK   
USA   
Venezuela

Buchanan

15

12   
11   
4   
7   
7   
19   
9

Callahan   
13   
24   
4   
16   
46   
4   
20   
16   
45   
23

Davolio   
17   
21   
12   
23   
49   
16   
13   
22   
85   
19

Dodsworth   
8   
5   
3   
7   
23

6   
10   
10   
2

Fuller   
17   
25   
14   
21   
37   
11   
13   
11   
23   
8

King   
19   
19   
4   
12   
13   
11   
5   
12   
20   
9

Leverling   
18   
24   
20   
36   
50   
13   
22   
17   
47   
23

Peacock   
21   
53   
9   
39   
73   
13   
6   
28   
68   
19

Suyama   
12   
17   
9   
18   
26

5   
12   
35   
6

Grand Total   
125   
203   
75   
184   
328   
72   
97   
135   
352   
118

Salesperson   
Belgium   
Denmark   
Finland   
Ireland   
Italy   
Spain   
Switzerland   
Buchanan   
11

4

3   
5   
3   
Callahan

5   
9   
4   
7   
3   
3   
Davolio   
3   
13   
5   
3   
8   
7   
9   
Dodsworth   
7

3   
9   
2   
1   
7   
Fuller   
7   
3   
17   
8   
15   
7

King   
7   
9   
3   
6   
3   
8   
6   
Leverling   
2   
4   
4   
14   
2   
7   
9   
Peacock   
15   
11   
7   
2   
12   
16   
9   
Suyama   
4   
1   
2   
9   
1

6   
Grand Total   
56   
46   
54   
55   
53   
54   
52

Salesperson   
Argentina   
Norway   
Poland   
Portugal   
Buchanan

2   
5   
Callahan   
9

4   
5   
Davolio   
3   
7   
5   
5   
Dodsworth   
3

1   
Fuller   
2   
2

King   
6   
3

1   
Leverling   
2   
4

3   
Peacock   
7

2   
10   
Suyama   
2

3

Grand Total   
34   
16   
16   
30

Recommendation   
Based on my analysis we should continue to provide more service by promoting more incentives to the following countries because of high volume they are as follows; Austria, Brazil, Canada, France, Germany, Mexico, Sweden, UK, USA and Venezuela. We should also place the following countries on watch or a probation period either offer more discounts or promote deals to the following countries; Belgium, Denmark, Finland, Ireland, Italy, Spain and Switzerland. We should discontinue providing shipping for the following countries due to low sales they are as follows; Norway, Poland , Portugal as well as Argentina. This is viewed on a low product demand.

ANALYSIS 2 Discounts modification

Analysis   
My analysis consist of a probability of issuing more discounts to the leading countries that produce more revenue for the company that will help balance the loss or discontinuance of the low producing companies. This will produce more revenue and more product being ordered at the same time it will drive sales above and beyond. Graphic

Recommendation   
More discounts in leading sales countries that generate more income for the company. By increasing discount level more product will be sold, which will offset the discontinuance of dropping the low producing countries. If you decide not to discontinue shipment to the recommended countries increasing the discount level may produce more product ordering and more income being produced for the company. ANALYSIS 3 Generation of Sales from Sales People

Analysis   
I have included a chart that provides the company with total sales from each salesperson. It may be beneficial to promote incentives and to provide training for a few. They are all good income generators but some may need additional training.

Graphic

Andrew   
Anne   
Janet   
Laura   
Margaret   
Michael   
Nancy   
Robert   
Steven

Country   
Fuller   
Dodsworth   
Leverling   
Callahan   
Peacock   
Suvama   
Davolio   
King   
Buchanan

Argentina   
2   
3   
2   
9   
7   
2   
3   
6

Austria   
17   
8   
18   
13   
21   
12   
17   
19

Belgium   
7   
7   
2

15   
4   
3   
7   
11

Brazil   
25   
5   
24   
24   
53   
17   
21   
19   
15

Canada   
14   
3   
20   
4   
9   
9   
12   
4

Denmark   
3

4   
5   
11   
1   
13   
9

Finland   
17   
3   
4   
9   
7   
2   
5   
3   
4

France   
21   
7   
36   
16   
39   
18   
23   
12   
12

Germany   
37   
23   
50   
46   
73   
26   
49   
13   
11

Ireland   
8   
9   
14   
4   
2   
9   
3   
6

Italy   
15   
2   
2   
7   
12   
1   
8   
3   
3

Mexico   
11

13   
4   
13

16   
11   
4

Norway   
2

4

7   
3

Poland

4   
2   
3   
5

2

Portugal

1   
3   
5   
10

5   
1   
5

Spain   
7   
1   
7   
3   
16

7   
8   
5

Sweden   
13   
6   
22   
20   
6   
5   
13   
5   
7

Switzerland

7   
9   
3   
9   
6   
9   
6   
3

UK   
11   
10   
17   
16   
28   
12   
22   
12   
7

USA   
23   
10   
47   
45   
68   
35   
85   
20   
19

Venezuela   
8   
2   
23   
23   
19   
6   
19   
9   
9

(blank)

Grand Total   
241   
107   
321   
260   
420   
168   
345   
176   
117

Recommendation   
I believe that some of your sales personnel need to be evaluated or receive additional training in sales, based on my analysis Dodsworth, Suvama, King and Buchanan have sales all below average amongst all sales people. I believe incentives will promote or generate these sales people to achieve better results in the future. I also believe that the following top two personnel should receive a bonus for being better producers at generating income. They are as follows Peacock and Davolio for sales of 420 (Peacock)   
and 345 (Davolio). For the sales people who were not mentioned I feel that their numbers will increase with the introduction of incentives and bonuses.

SELF ASSESSMENT

From completing the Excel project, I learned how to analyze and produce pivot tables that group large amounts of data and provide charts and reports to present to a company. I have had a lot of trouble trying to produce Pivot tables and charts in the past. I have also had trouble using excel in the past also. I believe that this course has made me a stronger Excel user than what I believed I was. I thank you for this opportunity to excel in this class and by giving me a better understanding of excel’s ins and outs. It was a pleasure.