

# [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.