

# Northwind traders essay sample



**ASSIGN  
BUSTER**

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

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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.