

# Revenue Strategy

## Northwind Traders

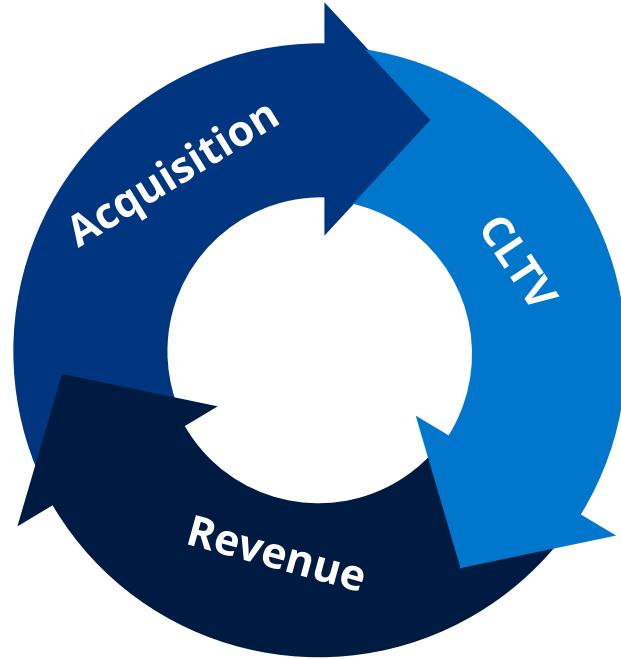
# Agenda



# Goal

**Provide actionable easy-to-implement strategy advice aimed at increasing Northwind Traders' market share**

# The Why



## New Customer Acquisition

Decrease costs spent on new customer acquisition by increasing loyalty



## Customer Lifetime Value

Maximize net profit from the future relationships with the customer



## Revenue

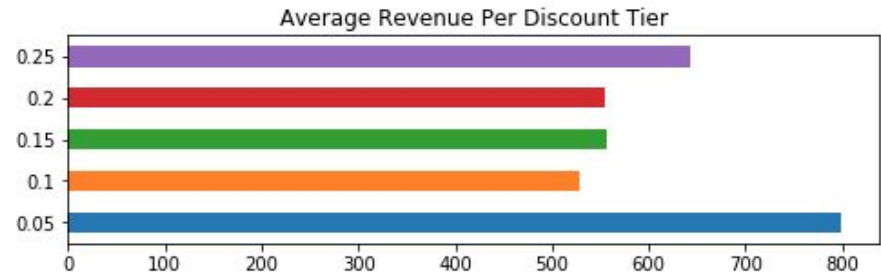
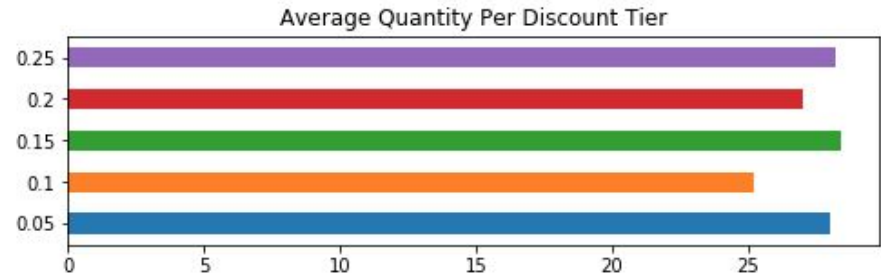
Grow revenue while offering competitive prices

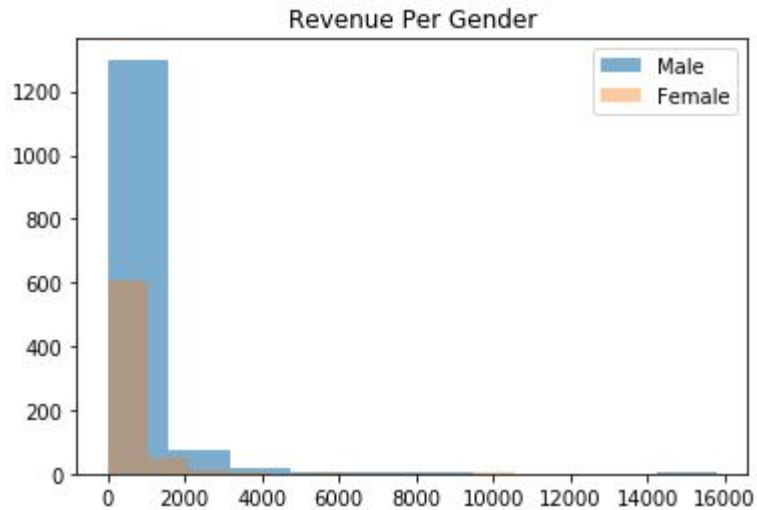
# The How

All findings in this research were developed through the scientific method of experimental design and hypothesis testing. The strategy advice is based on past company data and presents statistically significant conclusions.

# Discount Tier

A 5% discount sells the most orders and proves to be the most profitable.



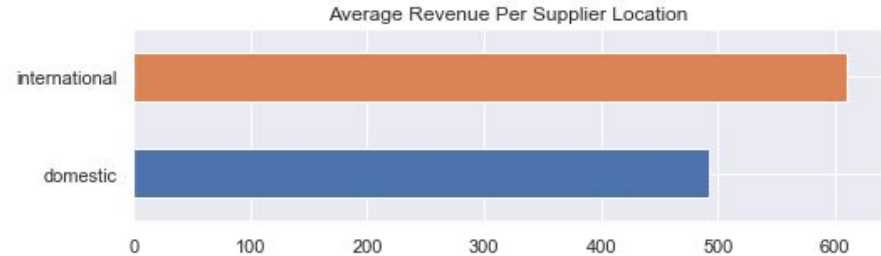
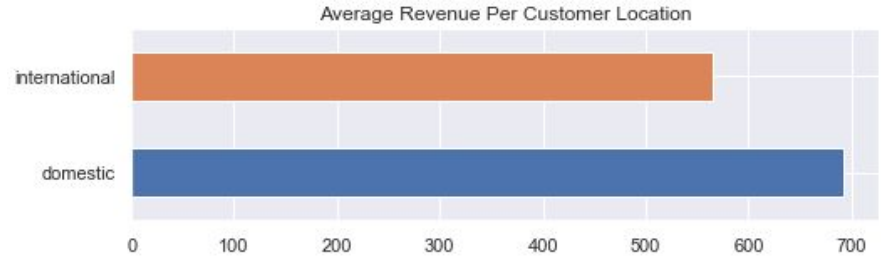


## Customer Demographic

On average, men make more orders, get more products and spend more money than women.

## Customer / Supplier Location

While domestic customers are proven to bring more revenue, the most profitable orders are made from international suppliers.





# Next Steps



**Maintain discount at 5%  
avoiding price erosion**



**Cater to male customers'  
purchasing power**



**Favor domestic customers  
and international  
suppliers**

Thank you

Q&A