

Northwind Traders Corporate Data Analysis

ALEX BLACK

4/10/2019

Business Focuses

- Discounts
- Employee Performance
- Shipping Companies
- Customer Regionality

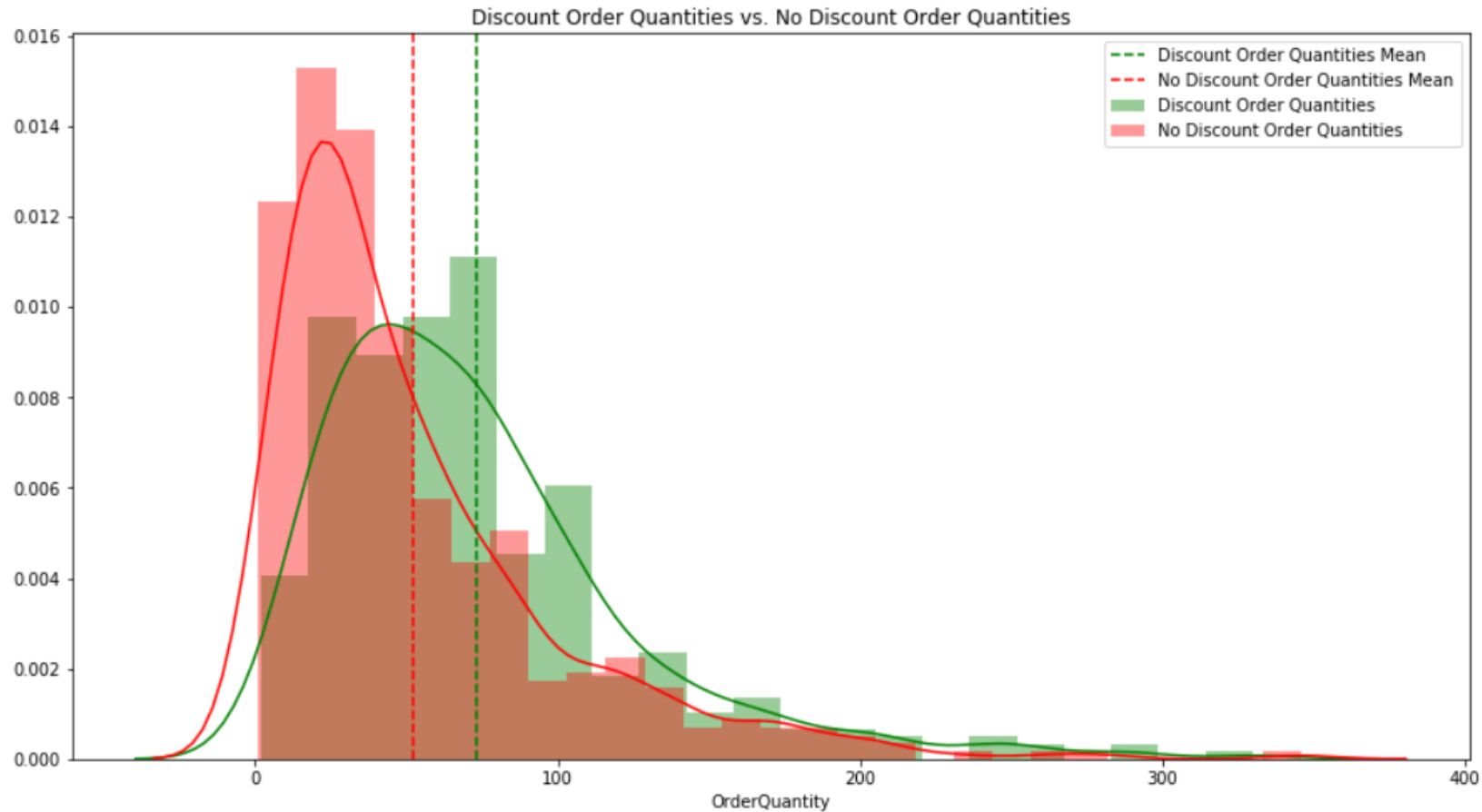


Scientific Process

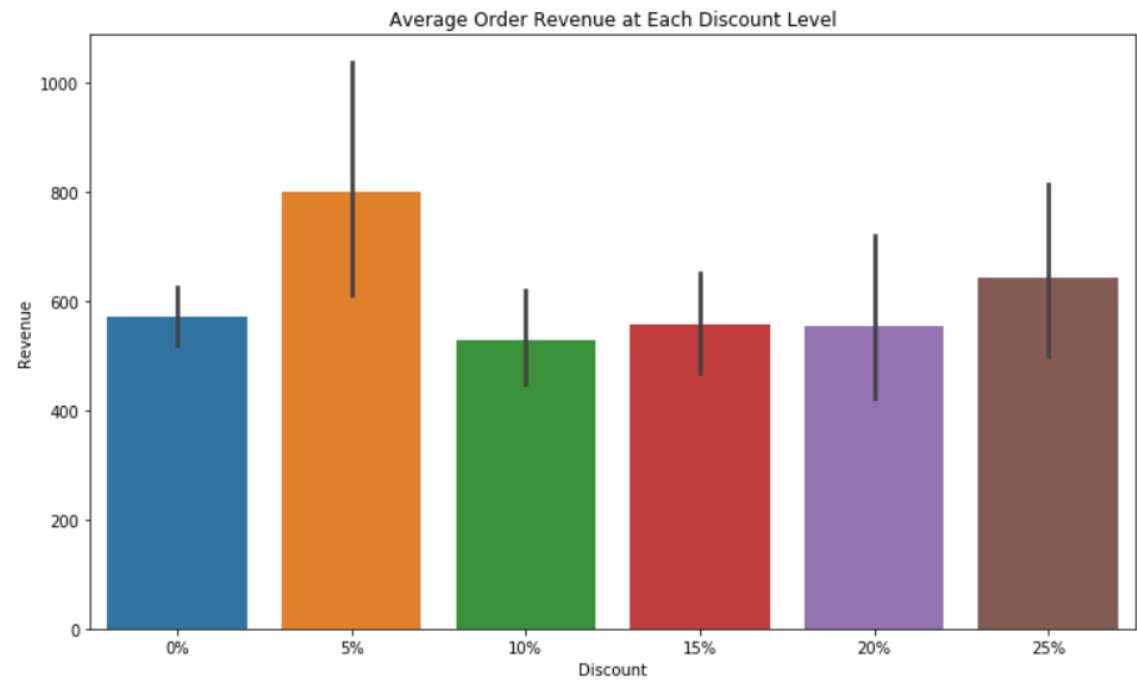
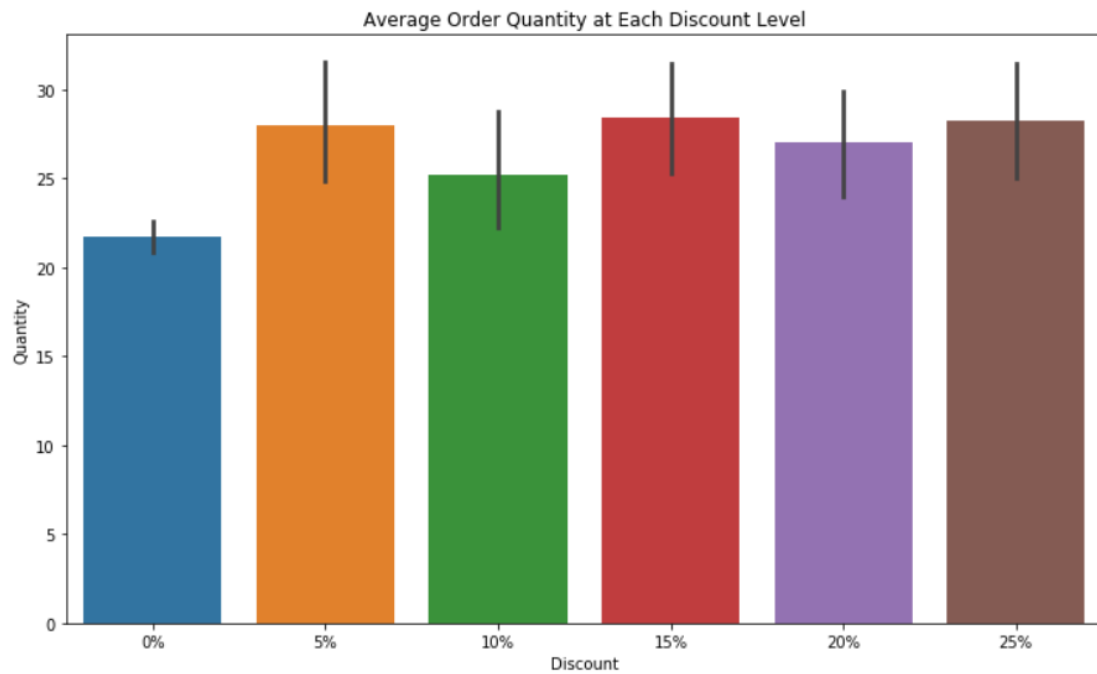
1. Define Questions
2. Explore the Data
3. Form Hypotheses
4. Test Hypotheses
5. Interpret Results



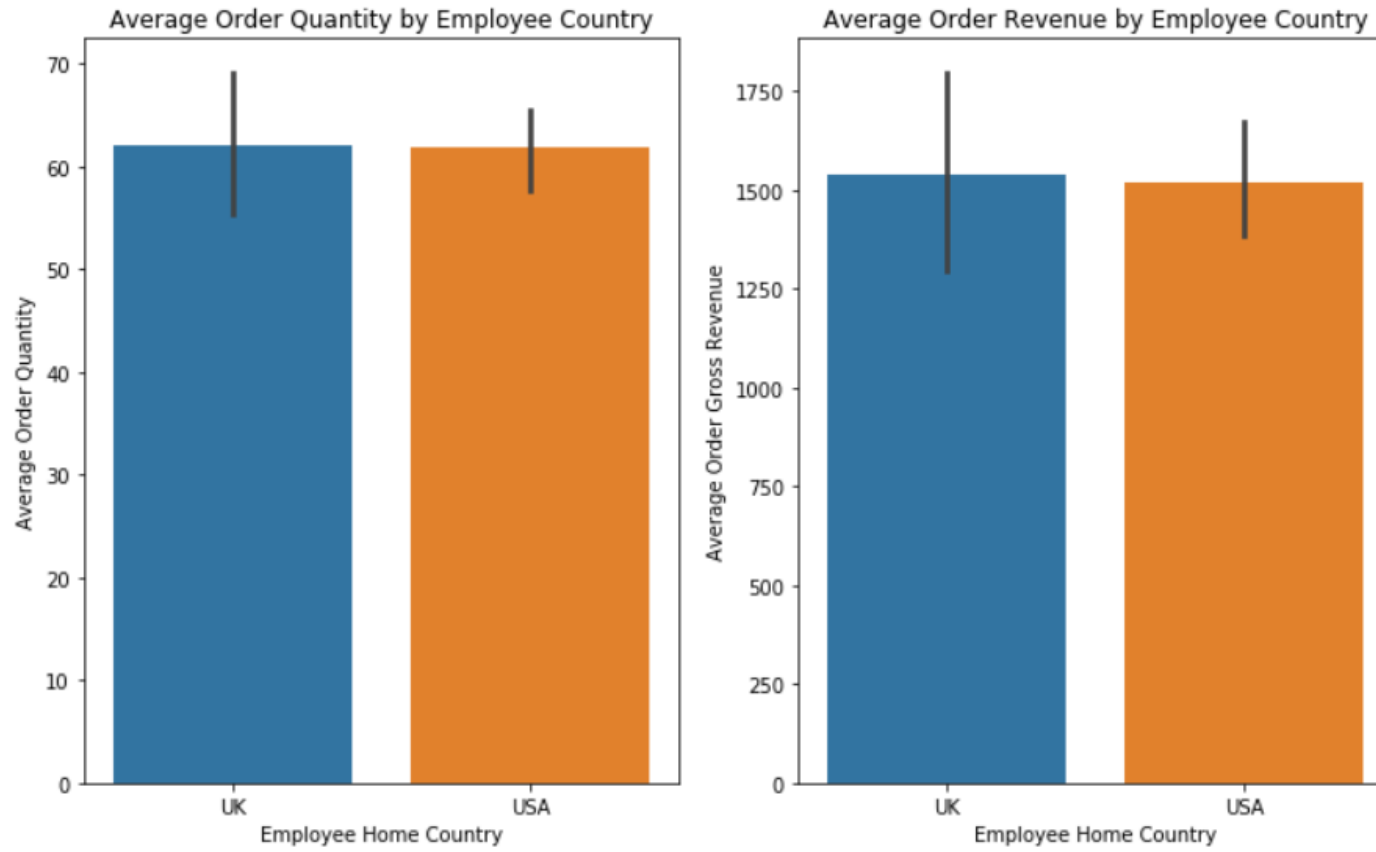
Discounts – Effect of Any Discount



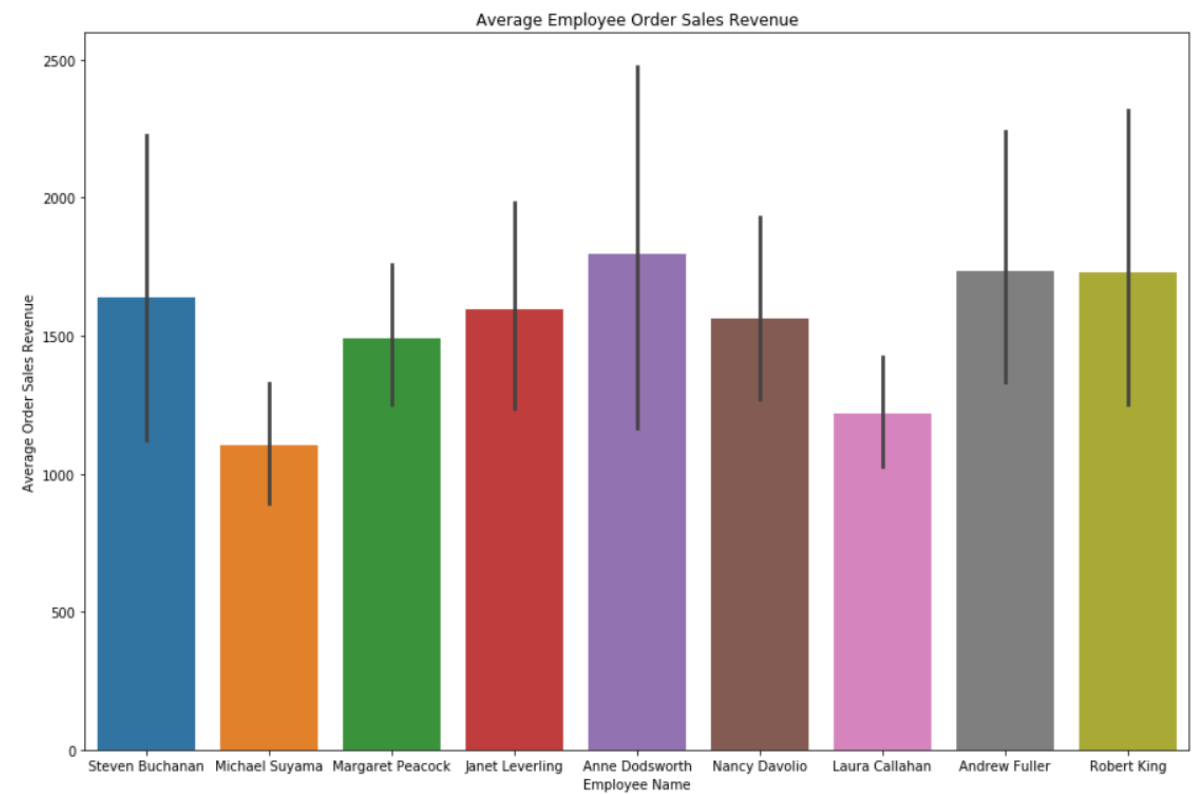
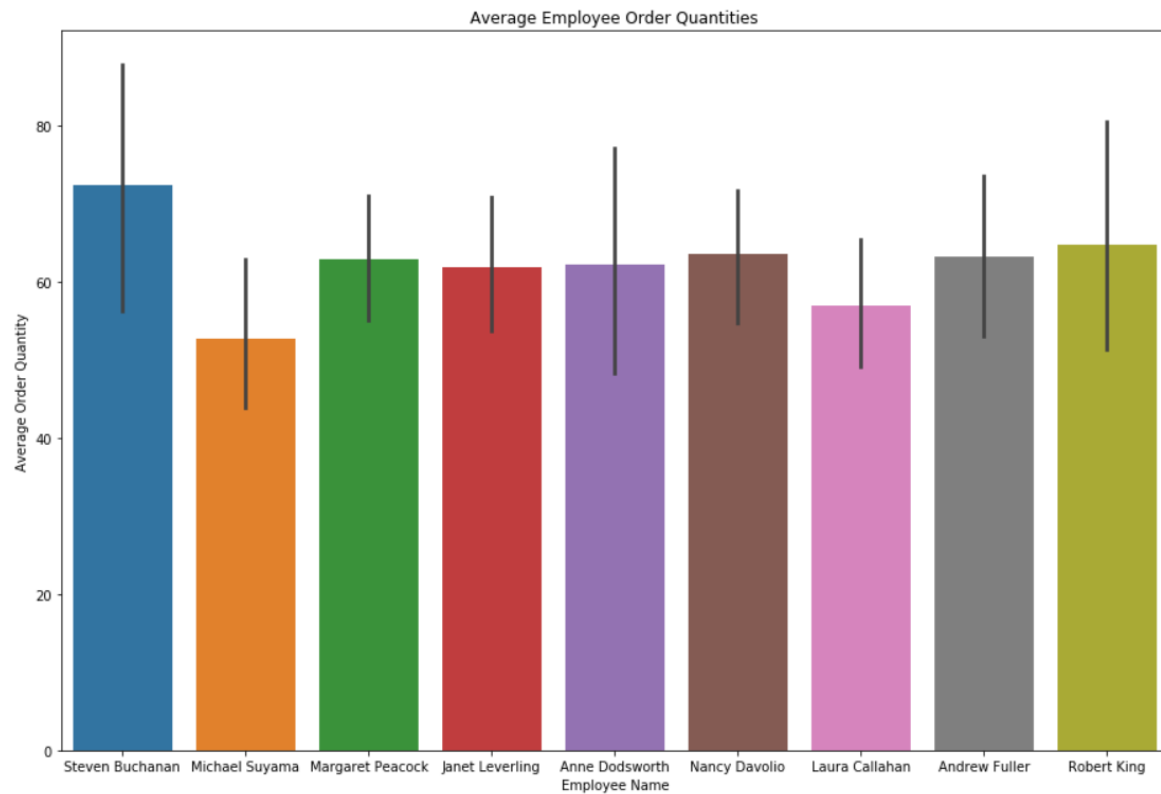
Discounts – Levels of Discounts



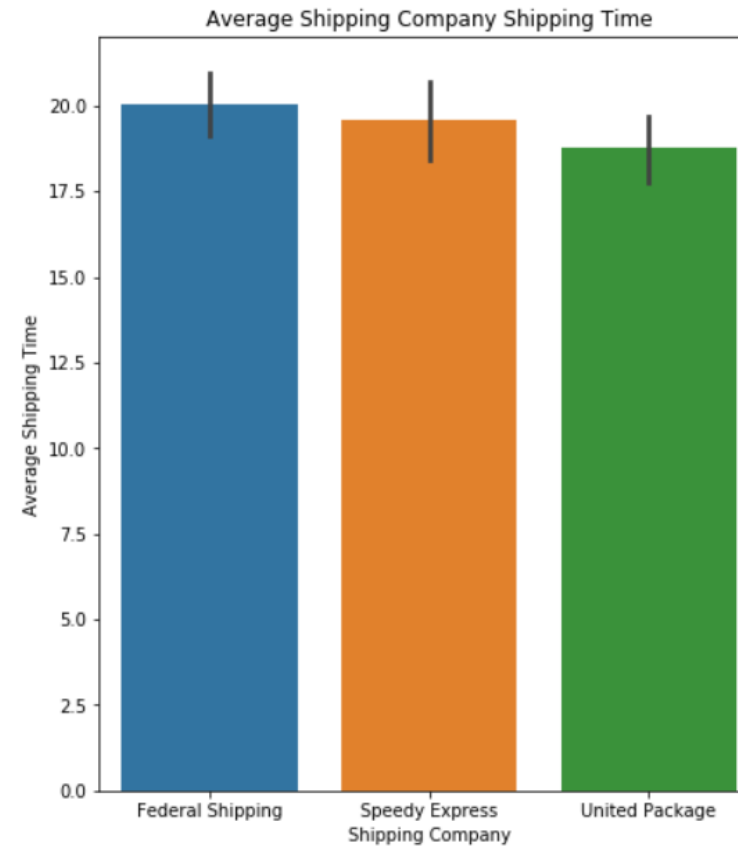
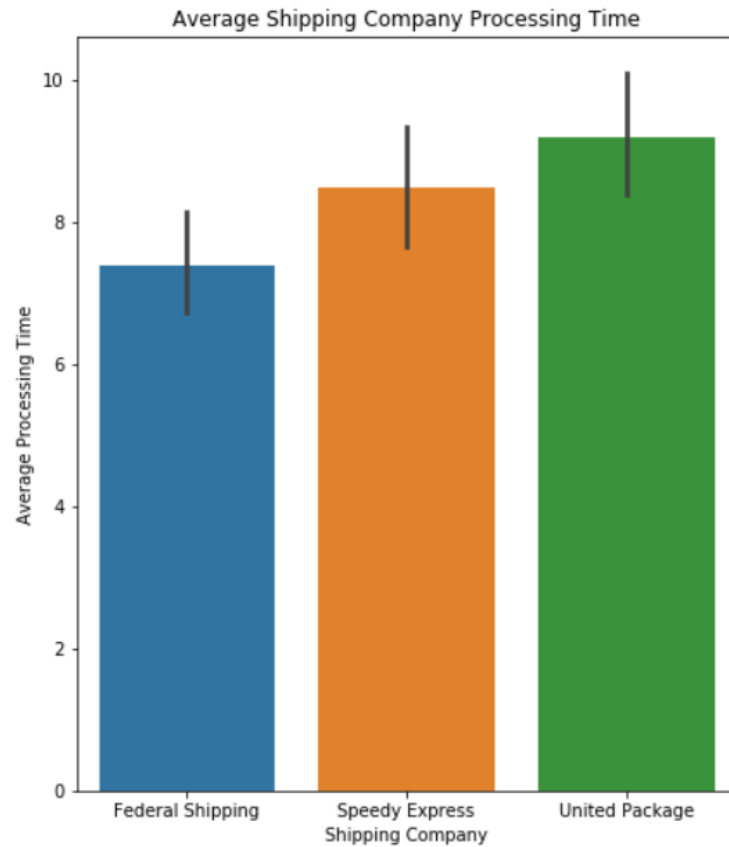
Employees – USA vs UK



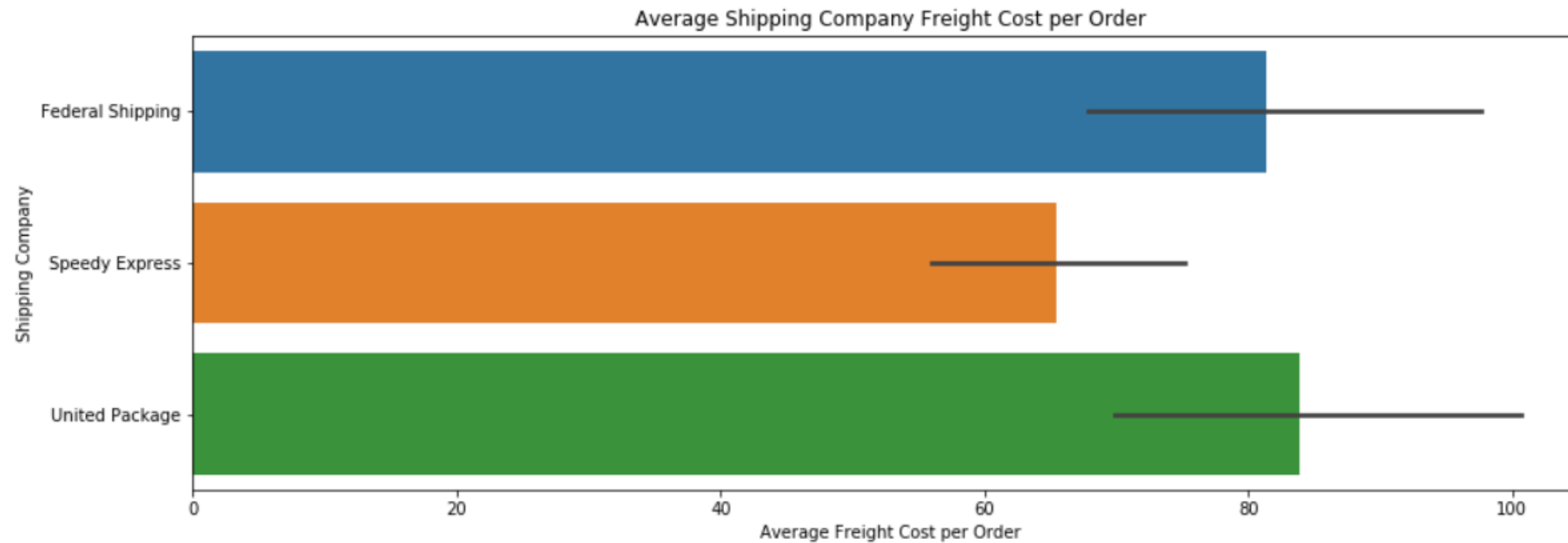
Employees – Individual Performance



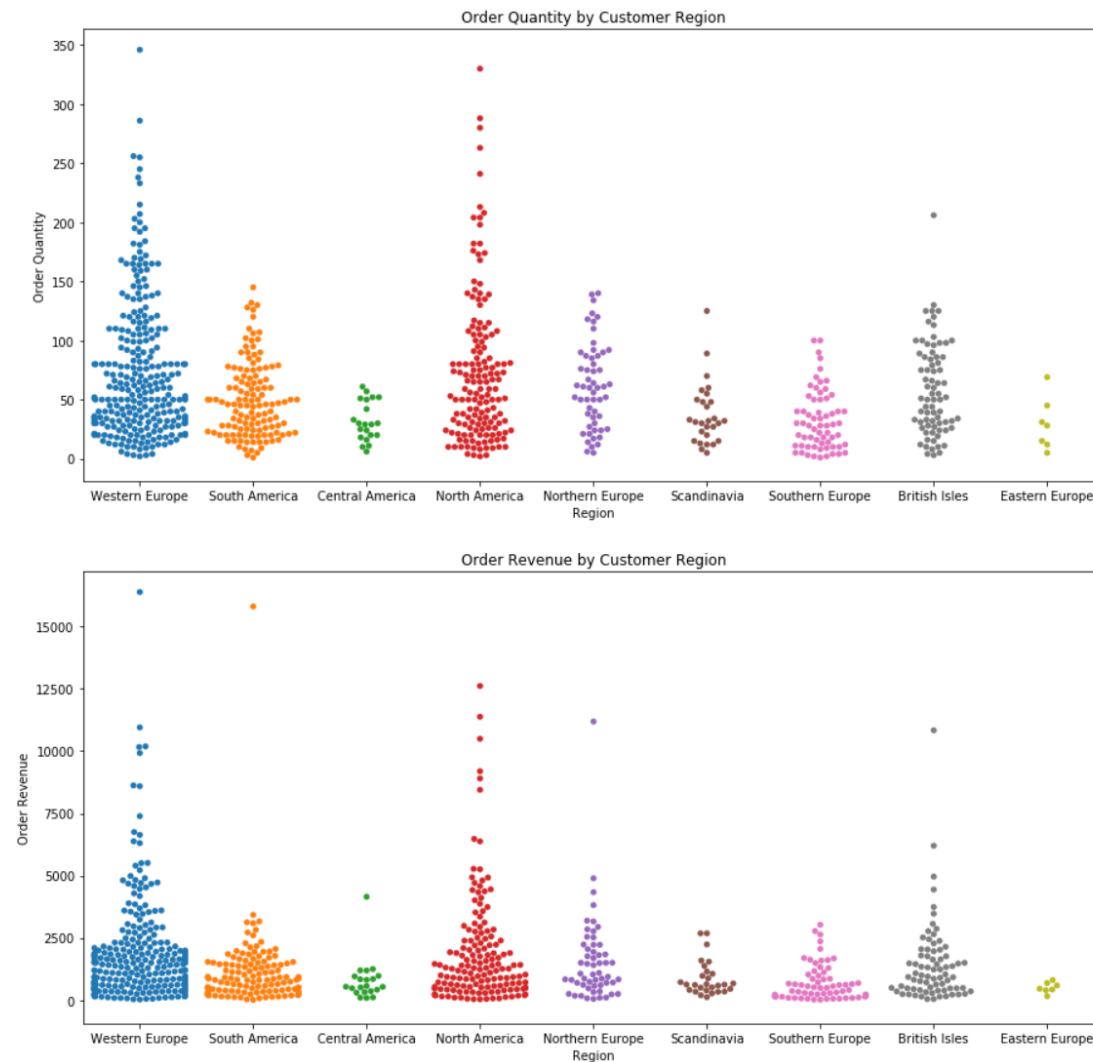
Shipping – Processing and Shipping



Shipping – Freight Costs



Customer Regional Analysis



Recommendations

- Expand discount program, prioritize 5% discounts
- Host employee sales training program with input from Steve Buchanan
- Leverage shipping company differences in future negotiations
- Prioritize high demand regions: Western Europe and North America

Future Work

- Profitability Analysis
- Employee Metrics over time
- Order size and region shipping analysis