

Northwind Traders



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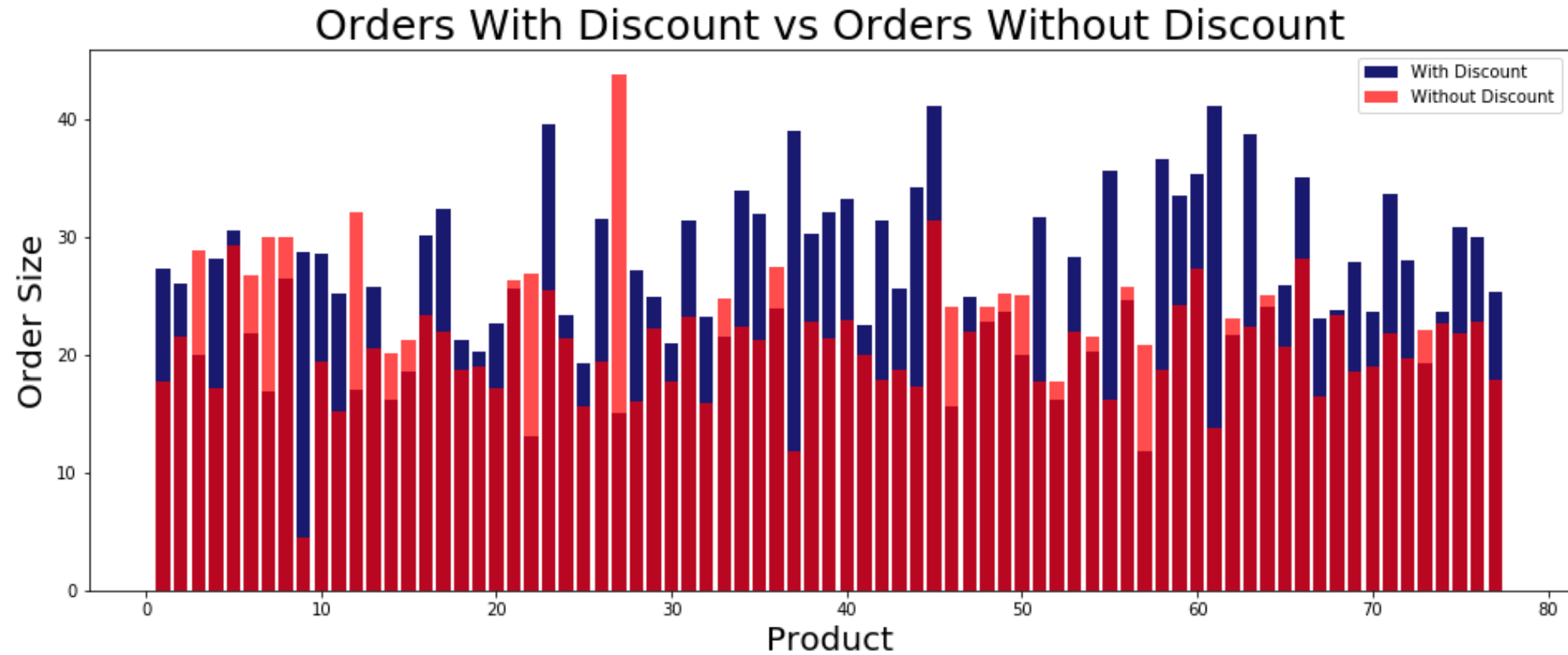
Product Inventory

Beverages
Condiments
Confections
Dairy Products
Grains/Cereals
Meat/Poultry
Produce
Seafood

*We are one of the world's
largest import and export
companies.*

*Browse our product
inventory and we are
confident that you will be
happy with our
selections!!*

Discounts are Effective in Increasing Order Amounts



What Discount Levels Have The Greatest Effect On Order Quantity

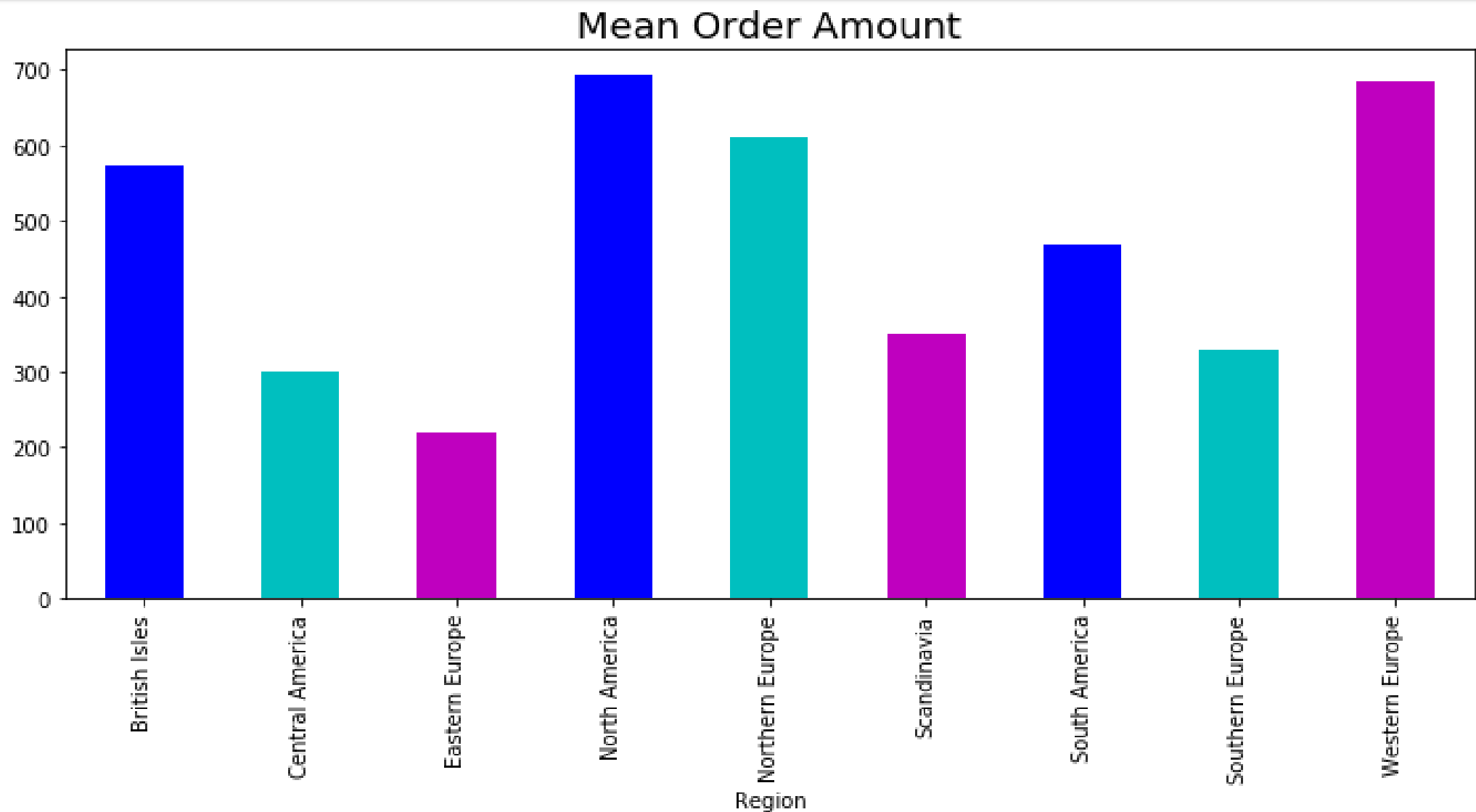
Multiple Comparison of Means - Tukey HSD, FWER=0.05

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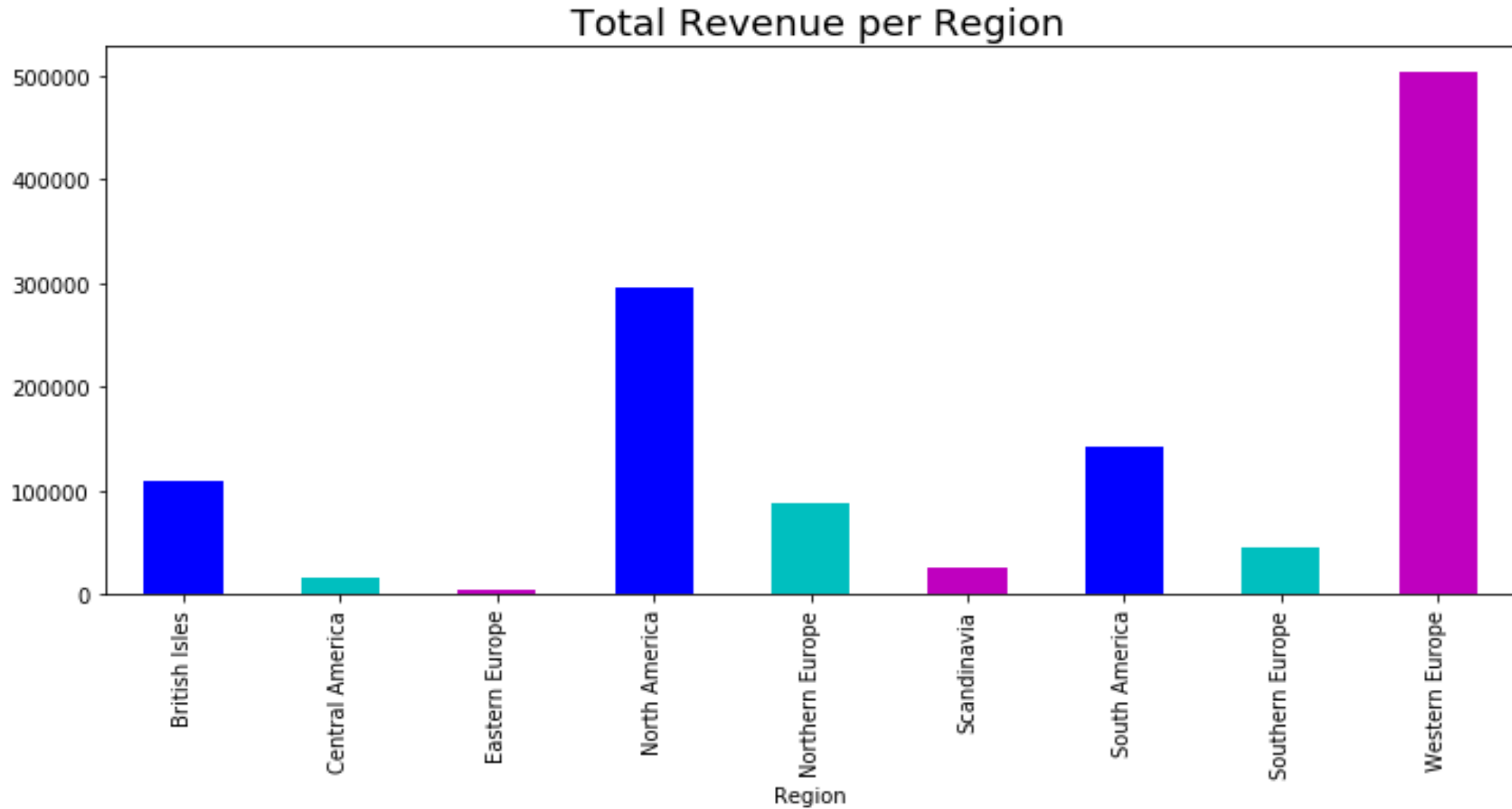
group1	group2	meandiff	lower	upper	reject
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→	0.0	0.05	6.2955	2.0814	10.5097	True	
→	0.0	0.1	3.5217	-0.8187	7.8622	False	←
→	0.0	0.15	6.6669	2.1352	11.1986	True	
→	0.0	0.2	5.3096	0.8285	9.7907	True	
→	0.0	0.25	6.525	1.954	11.096	True	
	0.05	0.1	-2.7738	-8.4504	2.9028	False	
	0.05	0.15	0.3714	-5.4528	6.1955	False	
	0.05	0.2	-0.986	-6.7708	4.7989	False	
	0.05	0.25	0.2294	-5.6253	6.0842	False	
	0.1	0.15	3.1452	-2.771	9.0613	False	
	0.1	0.2	1.7879	-4.0896	7.6653	False	
	0.1	0.25	3.0033	-2.943	8.9496	False	
	0.15	0.2	-1.3573	-7.3775	4.6628	False	
	0.15	0.25	-0.1419	-6.2292	5.9454	False	
	0.2	0.25	1.2154	-4.8343	7.2652	False	

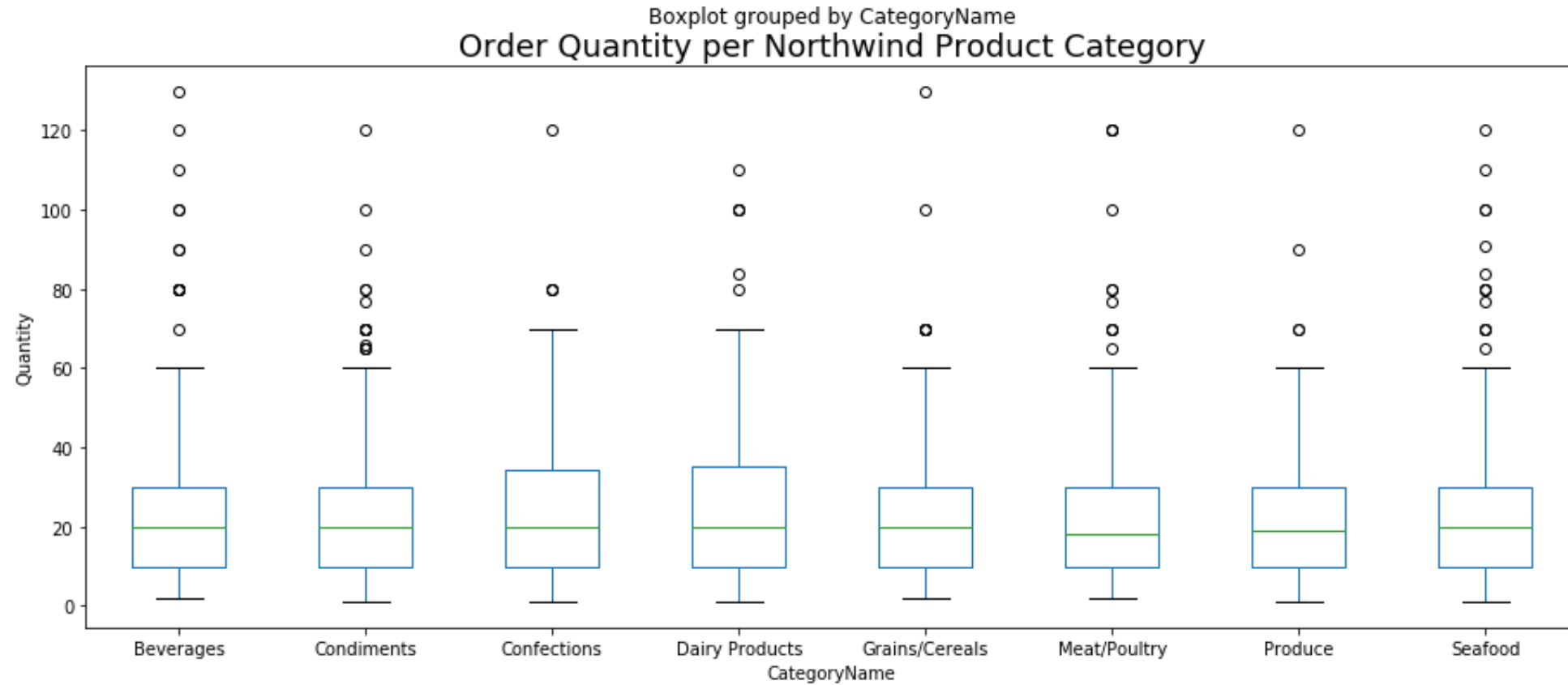
What Customer Regions Have the Highest Average Order Totals



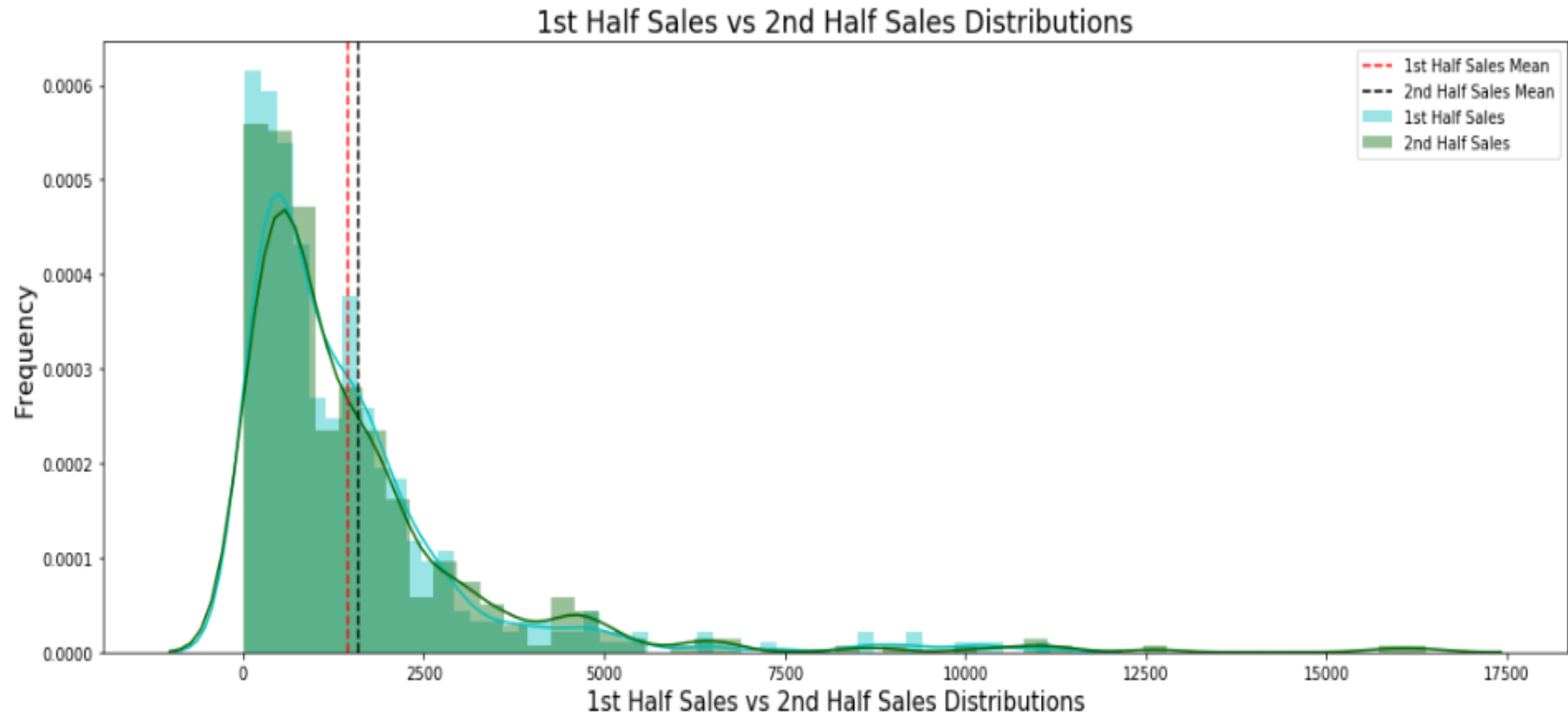
Interesting Differences Between Average Order and Total Revenue



No Difference...No Problem!



Not Yet Significant But Trending in the Right Direction

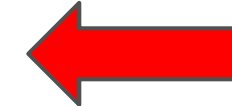
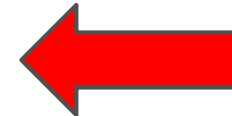


BUSINESS RECOMMENDATIONS:

- ☐ Discounts Increase Sales
- ☐ Experiment With Discounts
- ☐ Market to UK,US, NE and SA
- ☐ Test market specific product launches
- ☐ Multi-Year Data sales data to track growth
- ☐ Arrival times to evaluate shippers

Future Work

	Quantity	time_to_ship
CompanyName		
Federal Shipping	23.657343	7.676573
Speedy Express	25.090253	8.456679
United Package	23.157270	9.204748



Multiple Comparison of Means - Tukey HSD,FWER=0.05

group1	group2	meandiff	lower	upper	reject
Federal Shipping	Speedy Express	0.7801	-0.1767	1.7369	False
Federal Shipping	United Package	1.5282	0.6157	2.4407	True
Speedy Express	United Package	0.7481	-0.1724	1.6686	False

Moving in the Right Direction

	Total Revenue	Average Order Total
1st Half	603470.5175	1454.145825
2nd Half	662322.5220	1595.957884

THANK YOU!