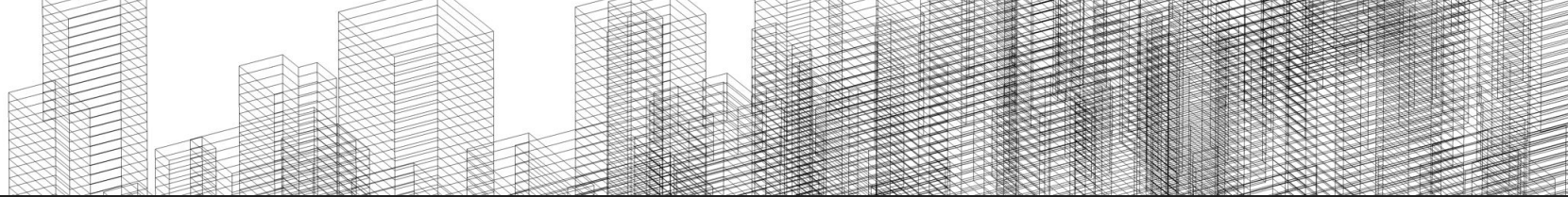




# Northwind Database

By Arseniy Tyurin



# Problem Statement

Generate analytical insights to improve business understanding and increase revenue

# Business Value



Improvement of discount  
system



Performance evaluation



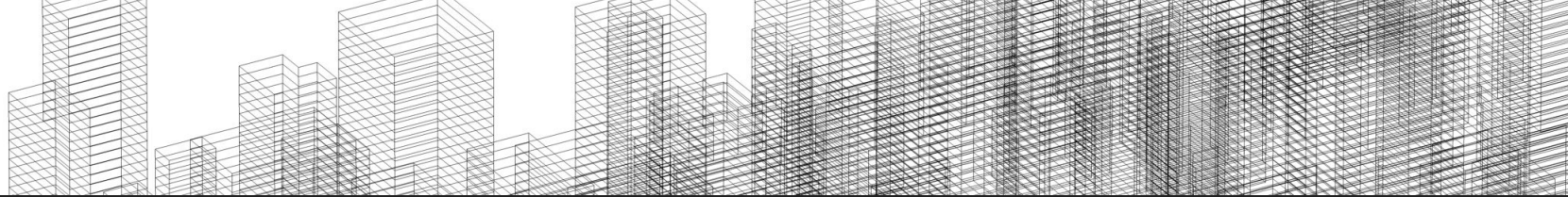
Market demand understanding



# Methodology

Hypothesis Test

Welch's T-test - ANOVA Test - Cohen's d



## Does discount increase order quantity?

On average customers order 27% more product if they receive 5-25% discount

Discount amount is approximately the same across all product categories

There is no seasonal demand on produce



# Employees Performance

Employees from USA sold more product with less discount.

Order size is approximately the same for USA and UK employees.

# Shipping Companies Performance

All shipping companies deliver order in approximately 20 days

“Federal Shipping” has the fastest order processing





# Further Research

- Find out why employees from US had much more orders than from UK
- Research further what clients responded better to discount
- Find out optimal level of discount for products according to their price and possible seasonal demand
- Find a way to improve logistics