



Northwind Discounts



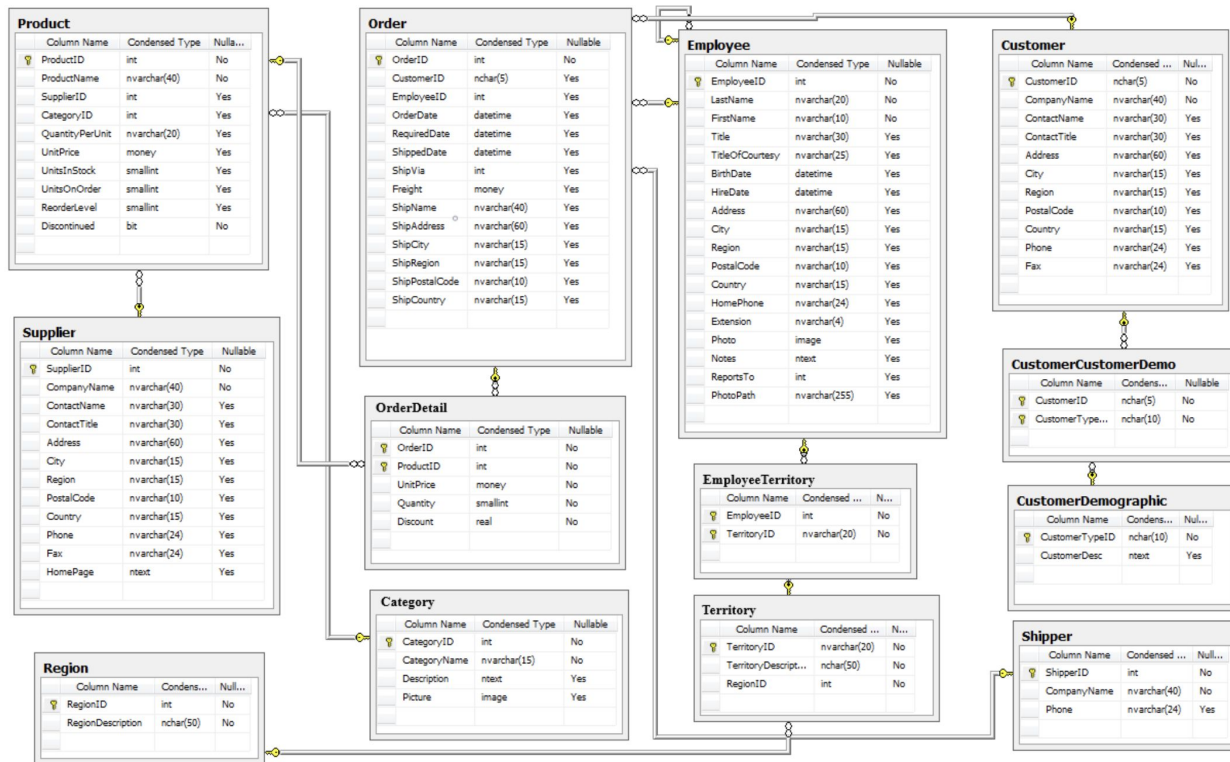
Problem Statement

Everyone loves getting a discount, but
what do they accomplish for us?



Business Value

- Increase sales revenue
- Decrease cost
- Full utilization of sales team



Northwind Database

Findings

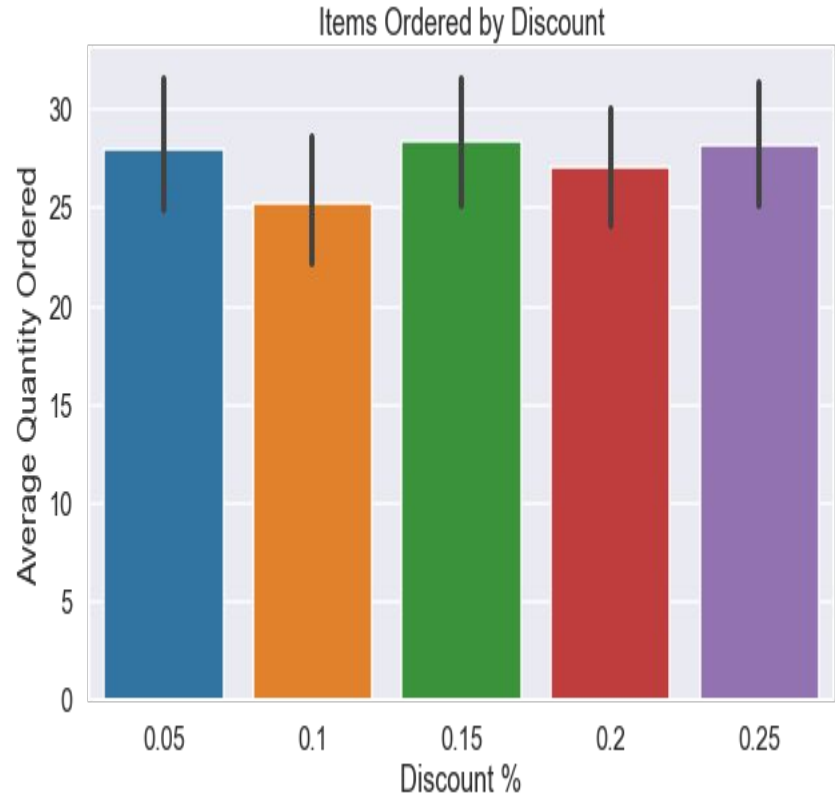
Discounted items sell at a higher rate.



Findings

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Higher discounts do not lead to higher sales.



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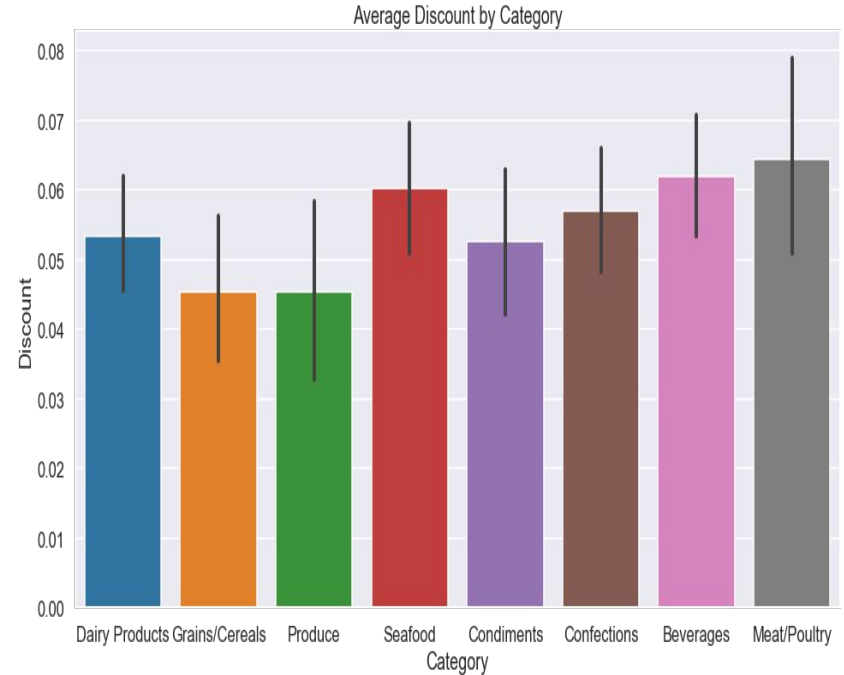
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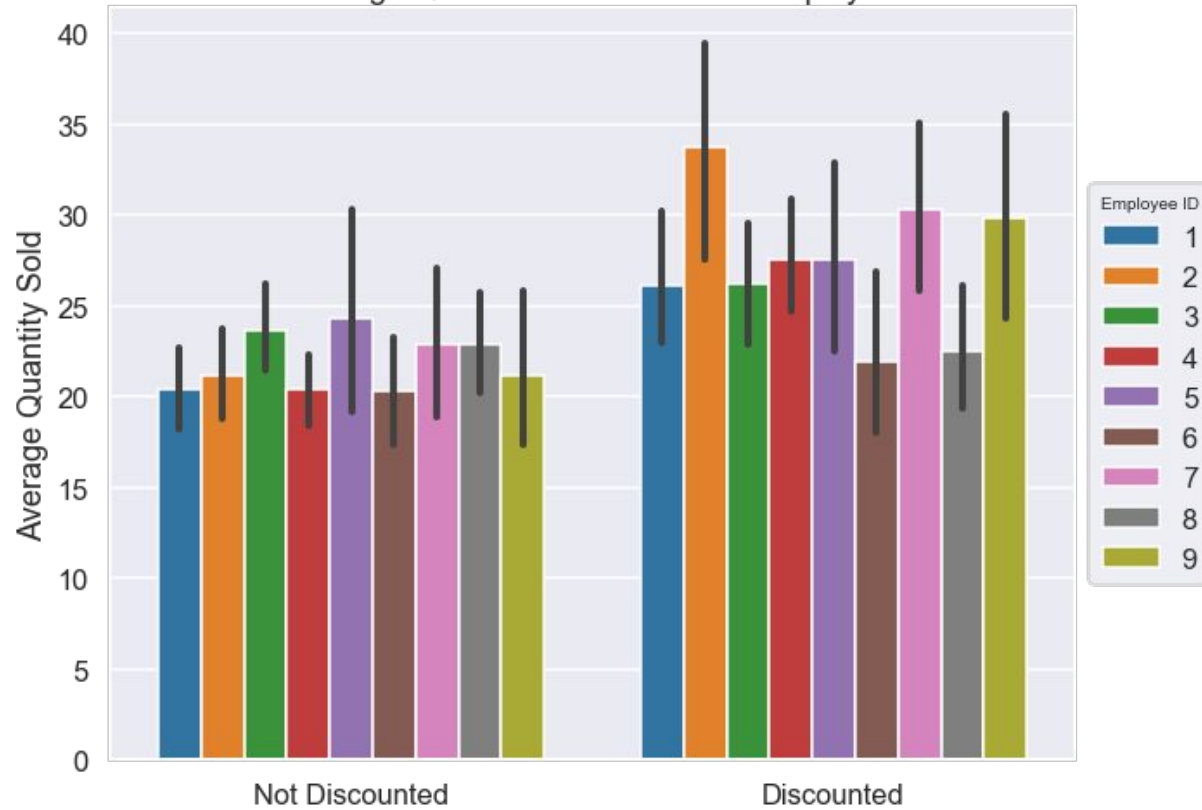
Discounts are linked to customer retention.

Discounts are spread evenly across product categories.

Some employees are better at moving discounted products.



Average Quantities Sold for Each Employee

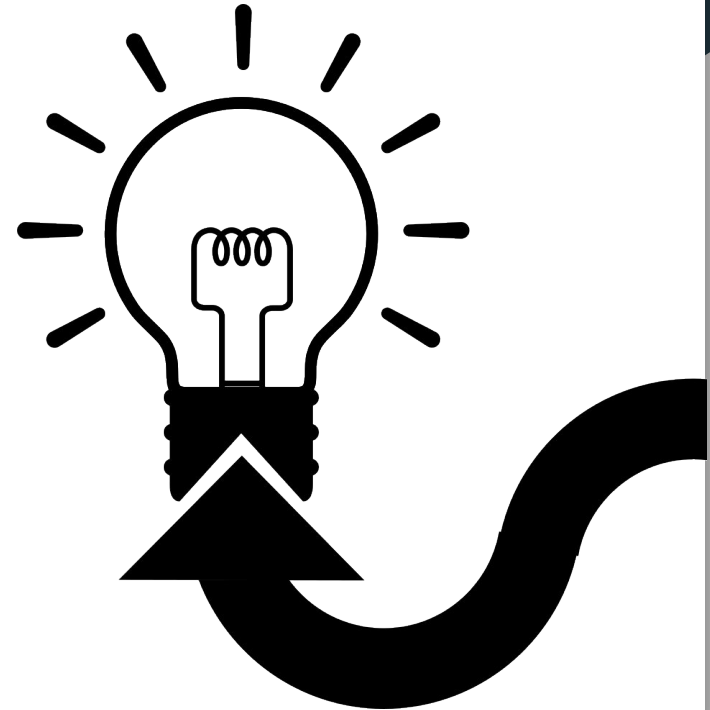


Recommendations

Employee training and incentive program

Targeted discounts to move surplus product

Customer reward programs



Future Work

Explore employee sales to expand training program

Target sales data by region

Maximize discount prices





Thank You!