

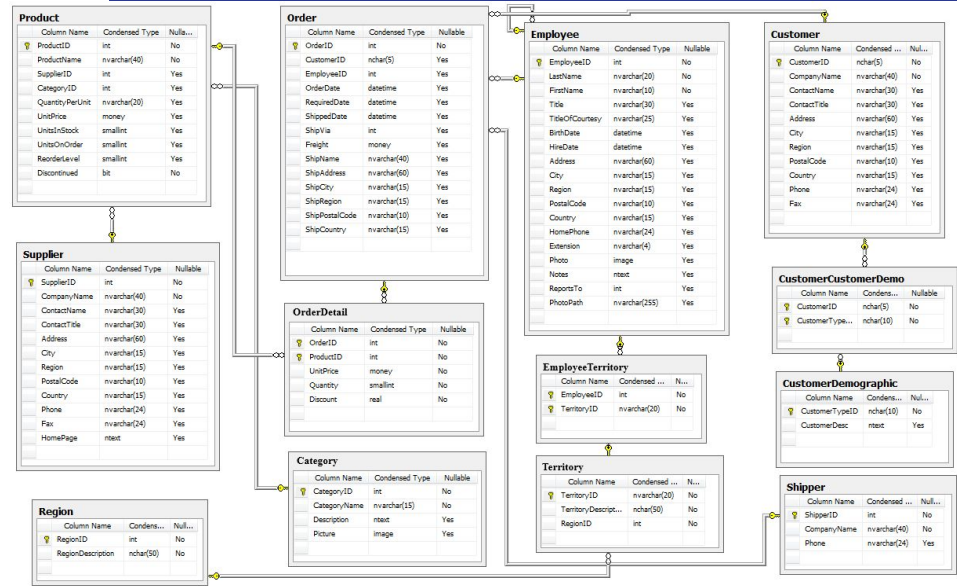
Northwinds Company

A Worldwide Vendor of Fine Foods

An analysis for areas of profit increase

Business Analysis

-for maximum profit



Questions:



1 - Discount vs. Order Quantity

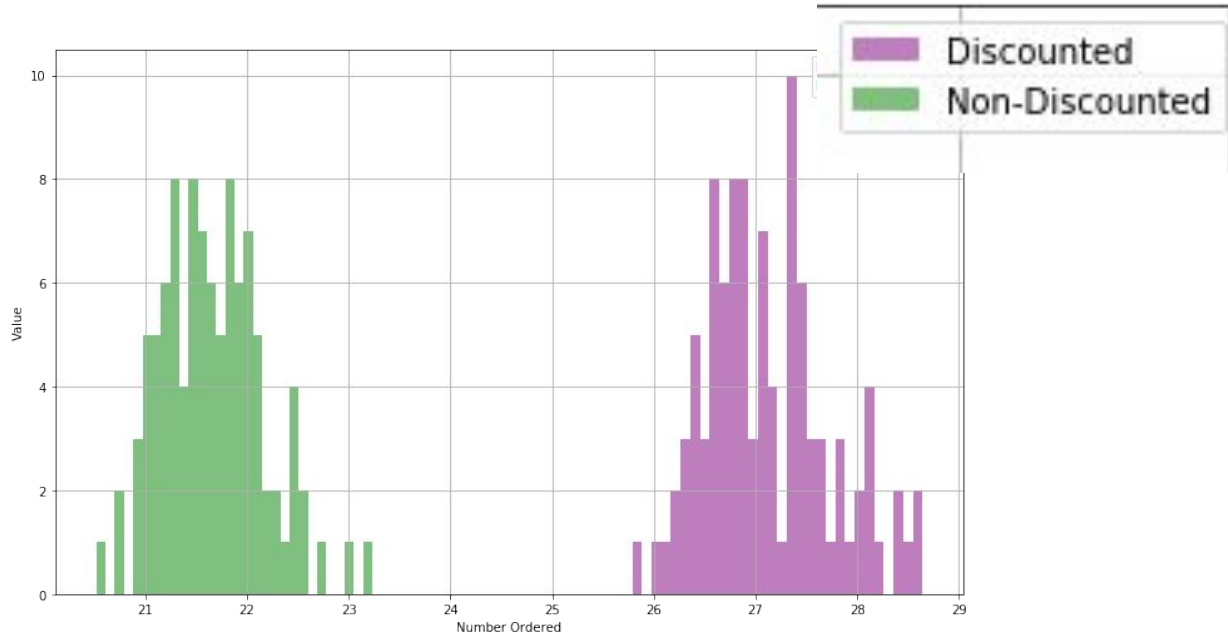
2 - Region vs. Unit Sales

3 - Employee Tenure vs.

4 - Employee Location vs. Order Totals



Q1 - Discount vs. Order Quantity

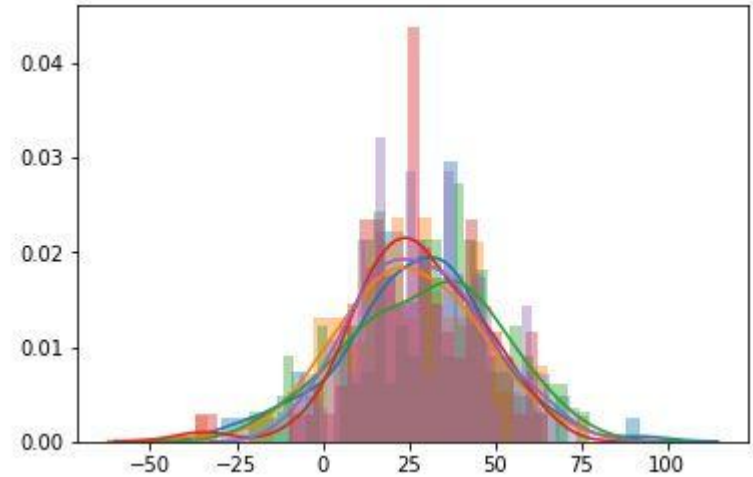


Which Discount is Best?

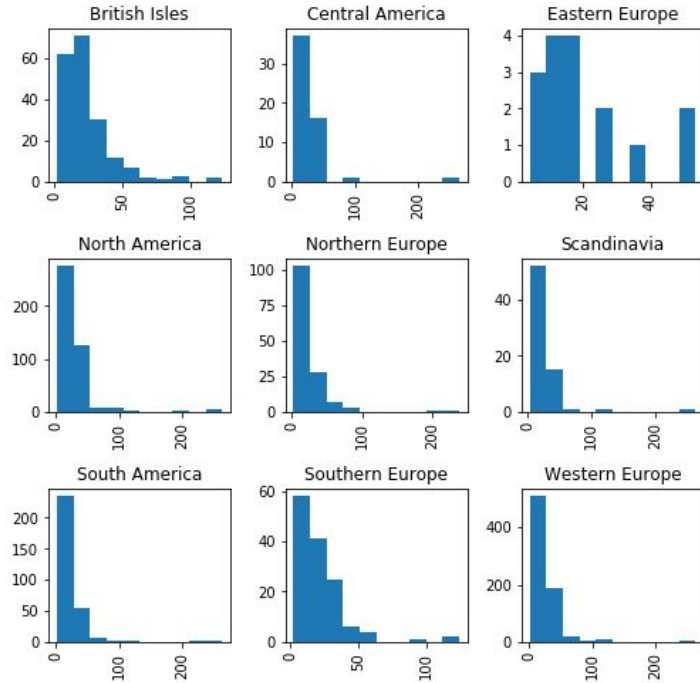
Drop below 10%

15% and 20% are very close

15% is most effective at maximizing profit
and order size



Q2 - Sales in USA vs. Others

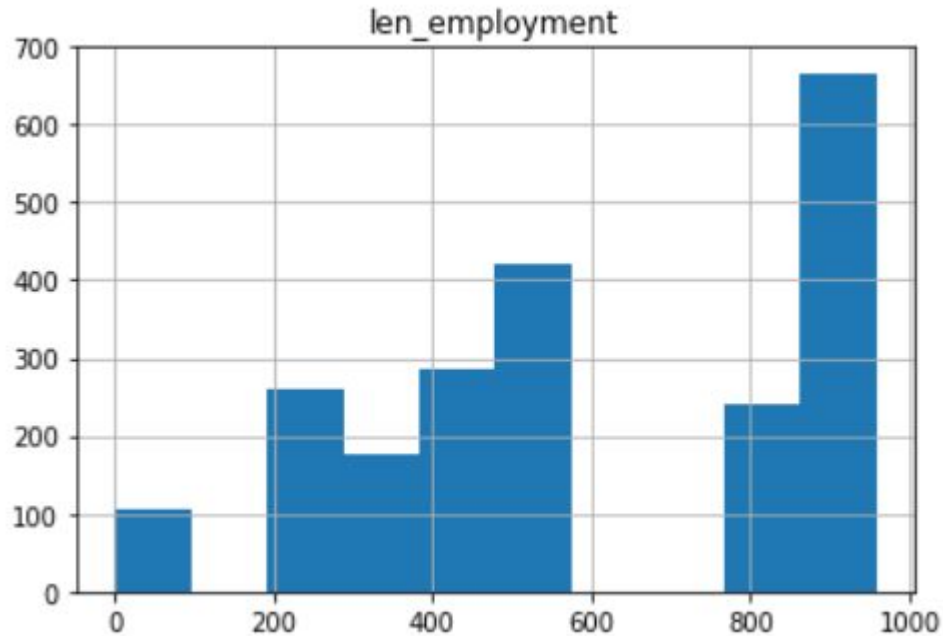


Using Anova

Probability Factors told us

No Significance

Q3 - Employee Tenure vs. Order Total



No significance

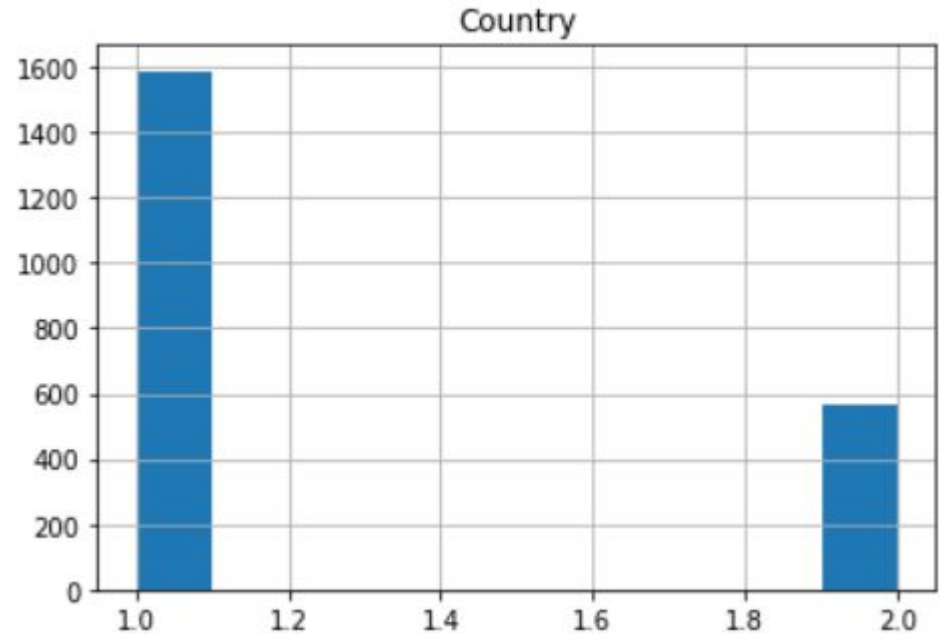
Q4 - Sales vs. Employee Location

USA

UK

There is a Significance

Team USA for the win



Future Work

- Item Profit Margins
- Run Tests again with Margins



Thank You!!