

# NORTHWIND

DATABASE ANALYSIS FOR A  
FOOD PRODUCT SALES COMPANY

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Module 3 Project  
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# STATISTICS DRIVE DECISIONS

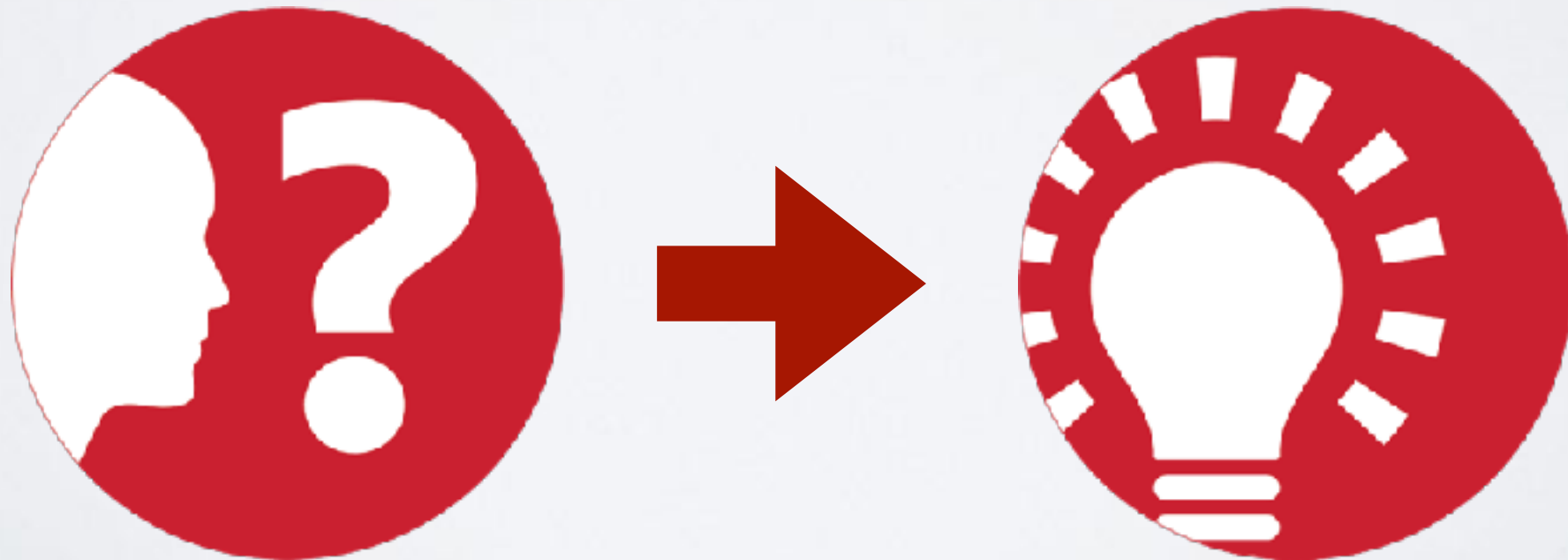
**Understanding our data is paramount.**



***Statistical Testing* gives us confidence in our findings.**

# PROCESS

1. **Exploration**
2. **Formulate a Hypothesis to test**
3. **Divide data into groups based on Hypothesis**
4. **Perform Statistical Tests**
5. **Report Findings**



# DISCOUNTS

**Discounts drive higher order quantities!** “Hey, I’m getting a deal”



5-7 More units purchased when 5%, 15%, 20%, or 25% discounts are applied.

# DO DISCOUNTS EAT INTO REVENUE?

**No, in fact, order price went up by \$228 on average for 5% discounts.**

“Sweet!”





# PRODUCT UNIT PRICE



**Higher Unit Price —> Higher Order Revenue.**

Highest Priced products brought in \$965 more per order than lower priced products.

**Higher Unit Price —> No change in Quantity Ordered.**

Order quantities remain consistent across price levels ~20 units per order.



# BRING HOME THE BACON

**Meat and Poultry represent the highest revenue orders.**



# HOW ABOUT PEOPLE?

## **Does sales representative impact order price?**

No significant difference in average order price between sales reps.





# THANK YOU

## **And Remember:**

*“Data reveals impact, and with data, you can bring more science to your decisions.”*

— Stuart McDonald, CMO at Freshbooks, (Source)