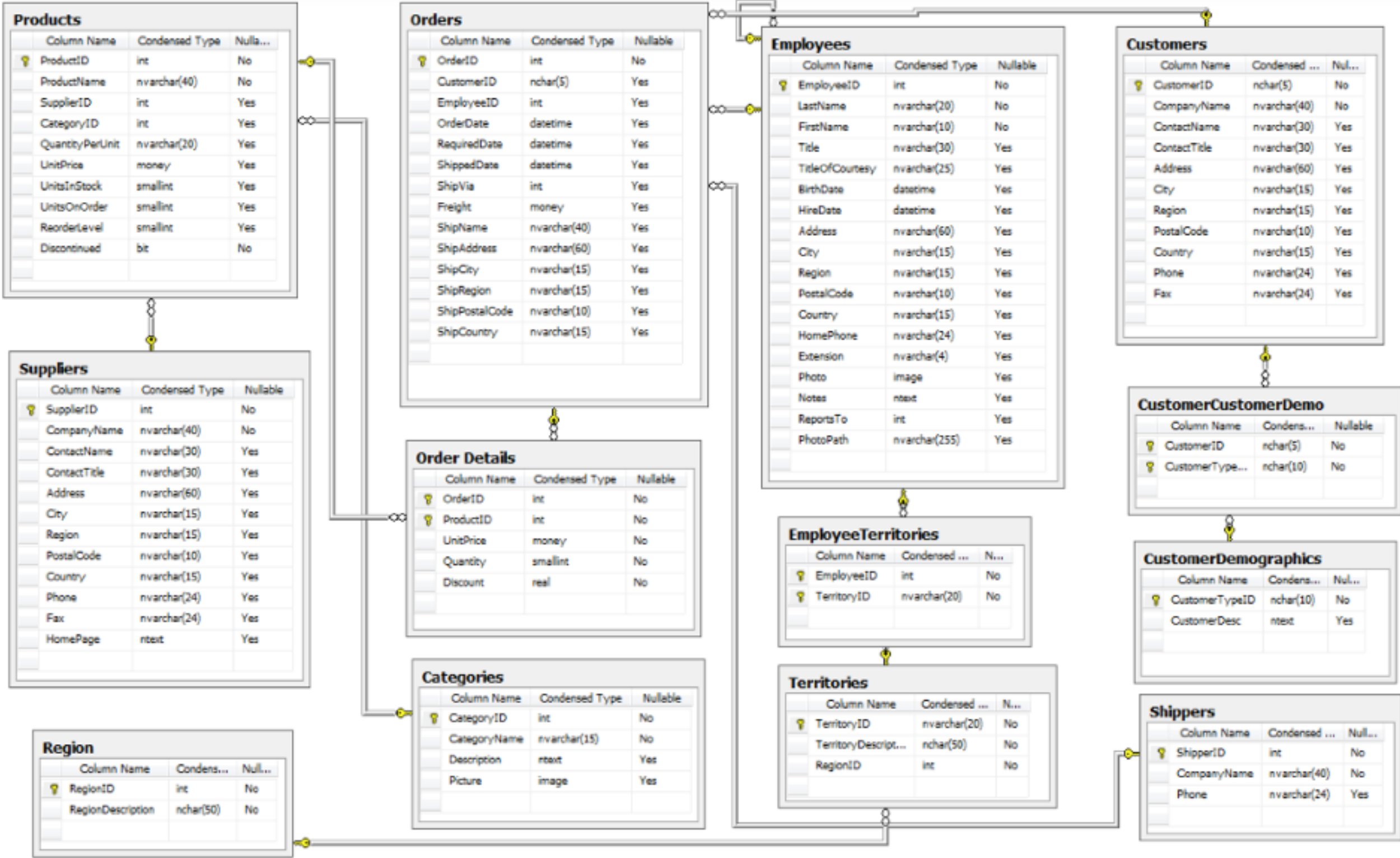


NORTHWIND

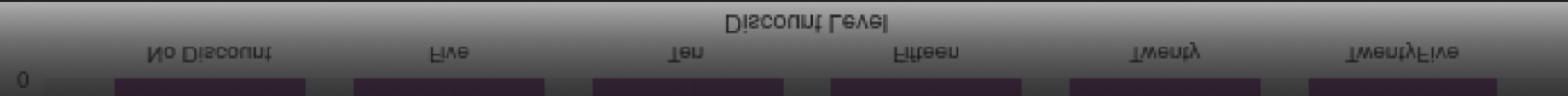
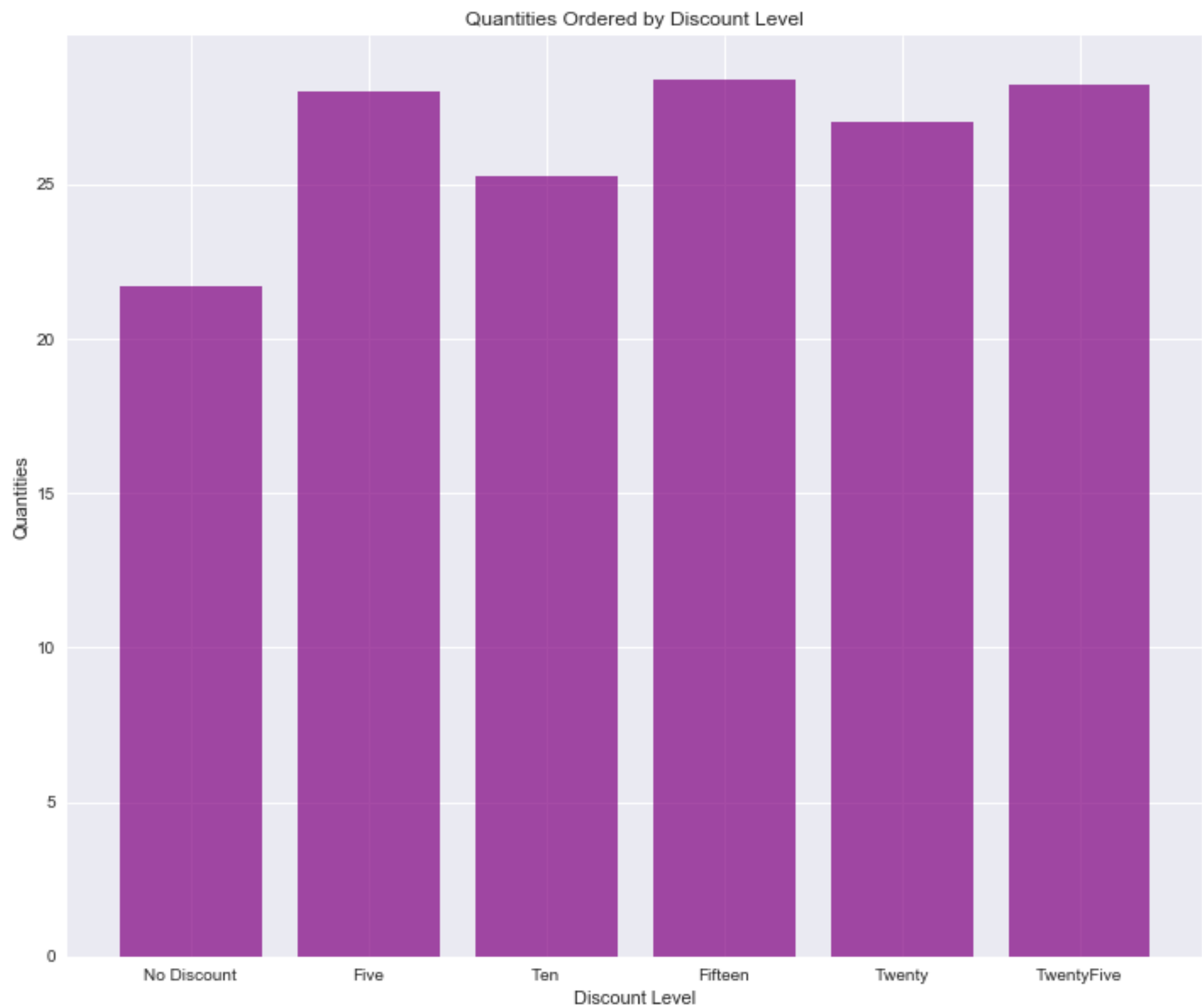
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# STATISTICAL FINDINGS OF THE NORTHWIND DATABASE

# NORTHWIND DATABASE SCHEMA

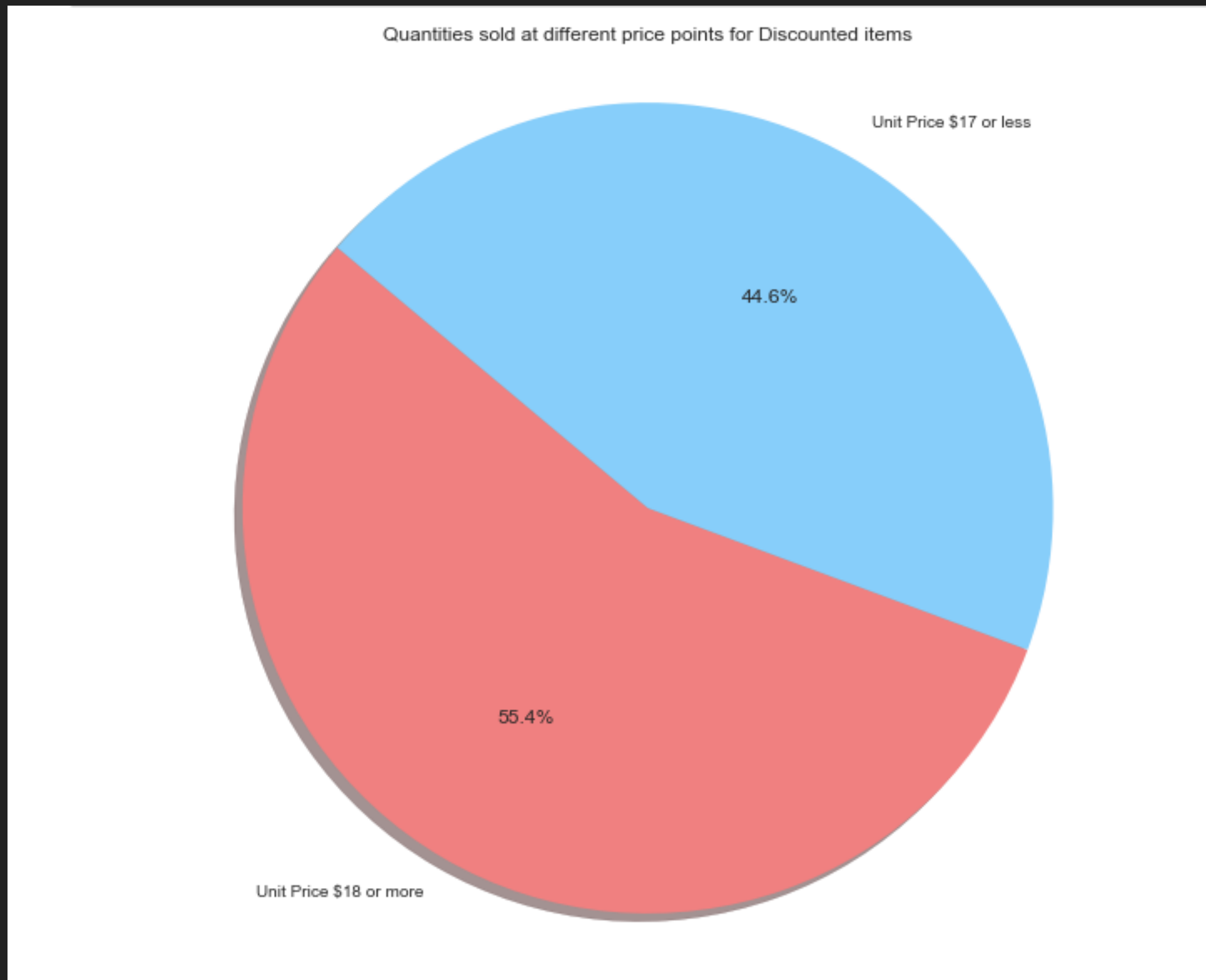


# QUANTITIES ORDERED AT DISCOUNT PRICES VS. NO DISCOUNT



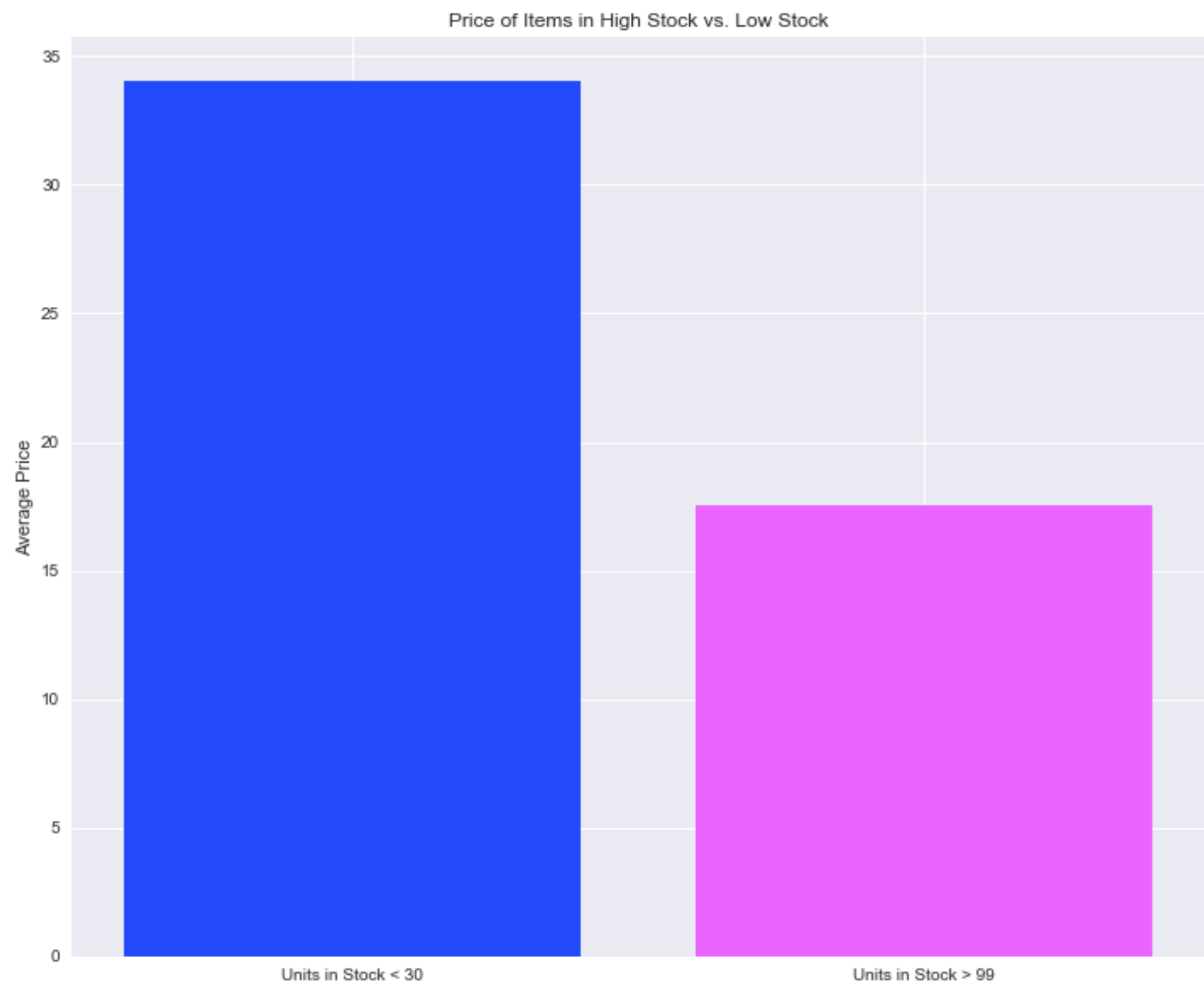
## QUANTITIES SOLD FOR LOW UNIT PRICE VS. HIGH UNIT PRICE

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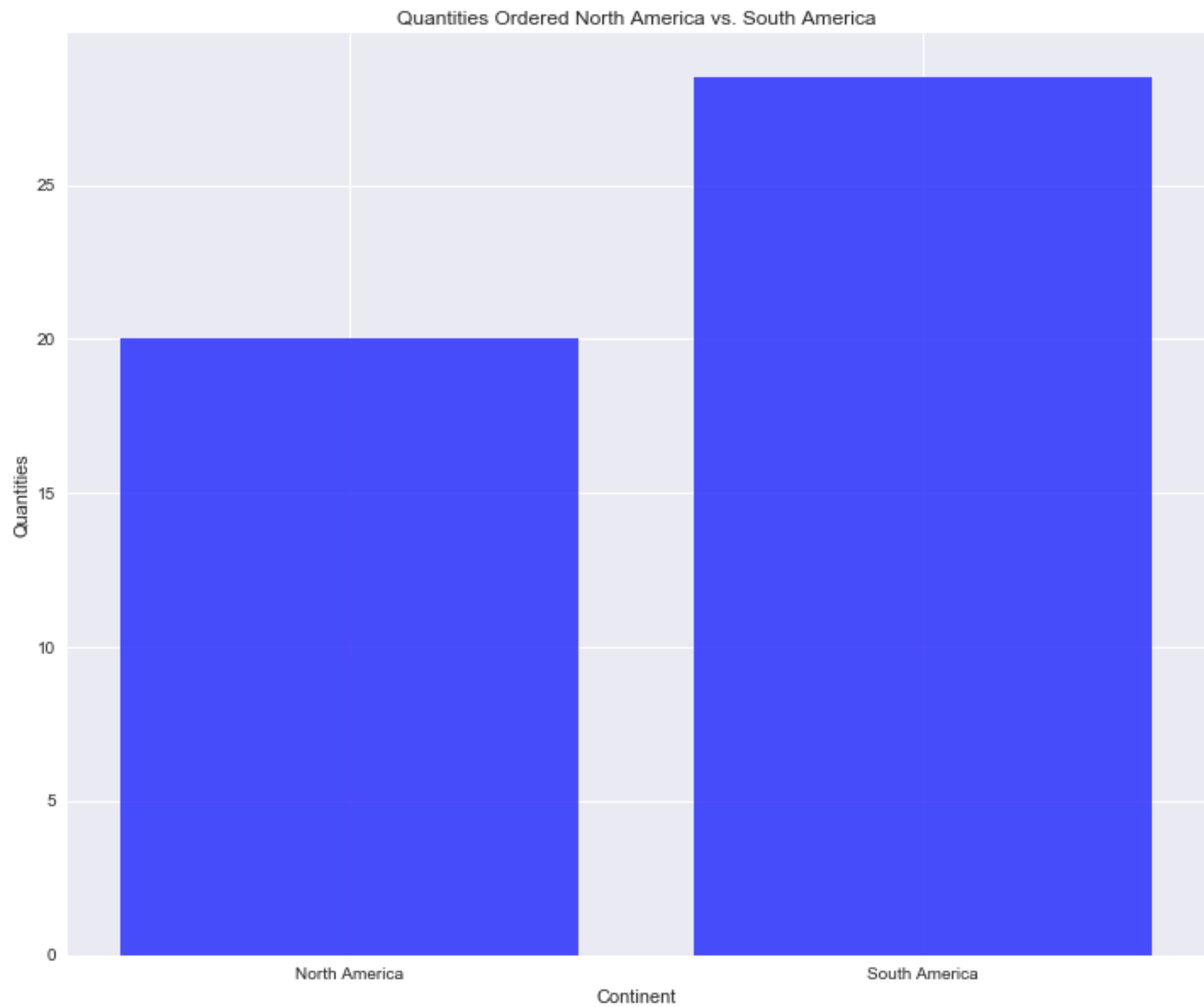


**\*AS PER OUR ALGORITHM, THIS DIFFERENCE IS NOT STATISTICALLY SIGNIFICANT**

# PRICES OF ITEMS IN HIGH STOCK VS. LOW STOCK



# QUANTITIES ORDERED IN NORTH AMERICA VS. SOUTH AMERICA



**\*AS PER OUR ALGORITHM, THIS DIFFERENCE IS NOT STATISTICALLY SIGNIFICANT**

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## IN CONCLUSION

- ▶ Discounted items sell at larger quantities than non-discounted items
- ▶ This holds true regardless of unit price of the item
- ▶ Cheaper items tend to stay in stock in larger quantities than expensive items. That is  $Quality > Quantity$  is important to the customer base
- ▶ South American countries order more products on average than North American countries but not at a rate that is statistically significant.