



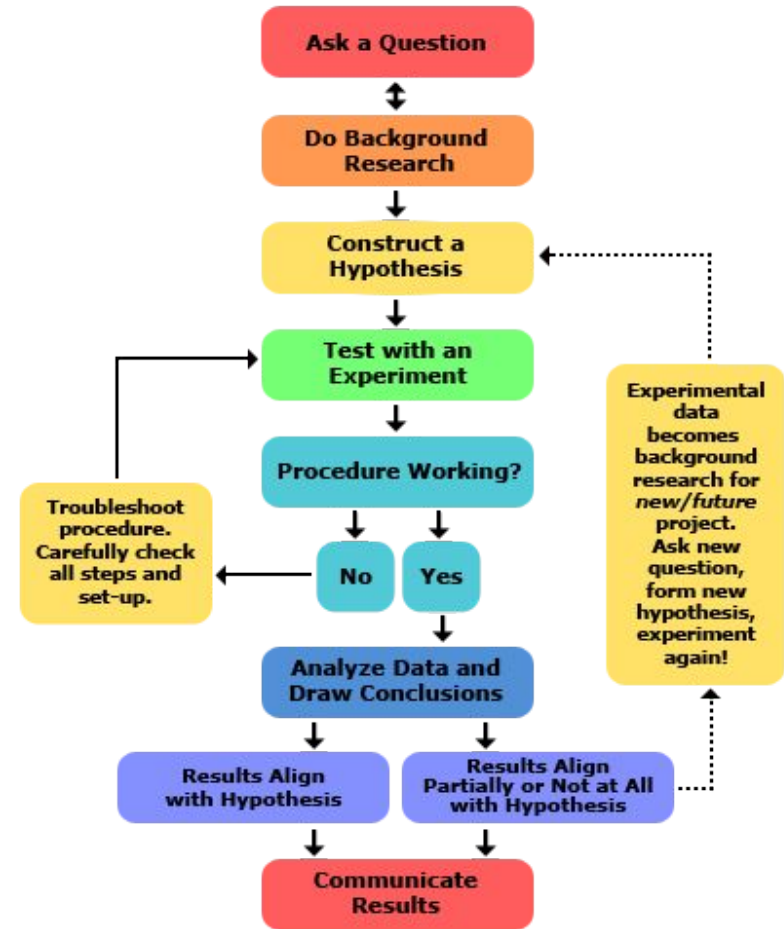
# *Northwest Trading co. Business Analysis*

*FlatIron School- Module 2 Final Project*



# Methodology

1. *Ask a Question*
2. *Do Background Research*
3. *Test with an experiment*
4. *Analyze Data/Draw Conclusions*



## *Understanding our team*

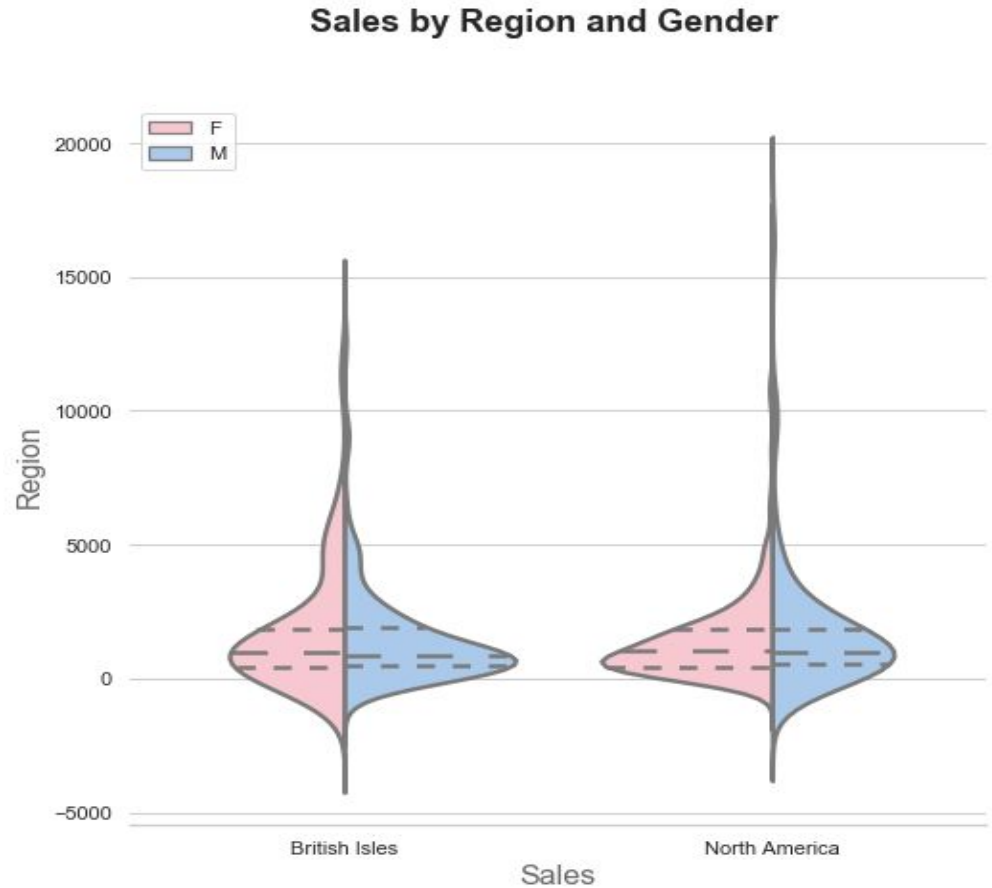
Is the UK or US sales team sell more product? Are men or women more productive and is there a top sales member?

***\$1538***

Average Sales of the  
UK Team

***\$1520***

Average Sales of the  
US Team

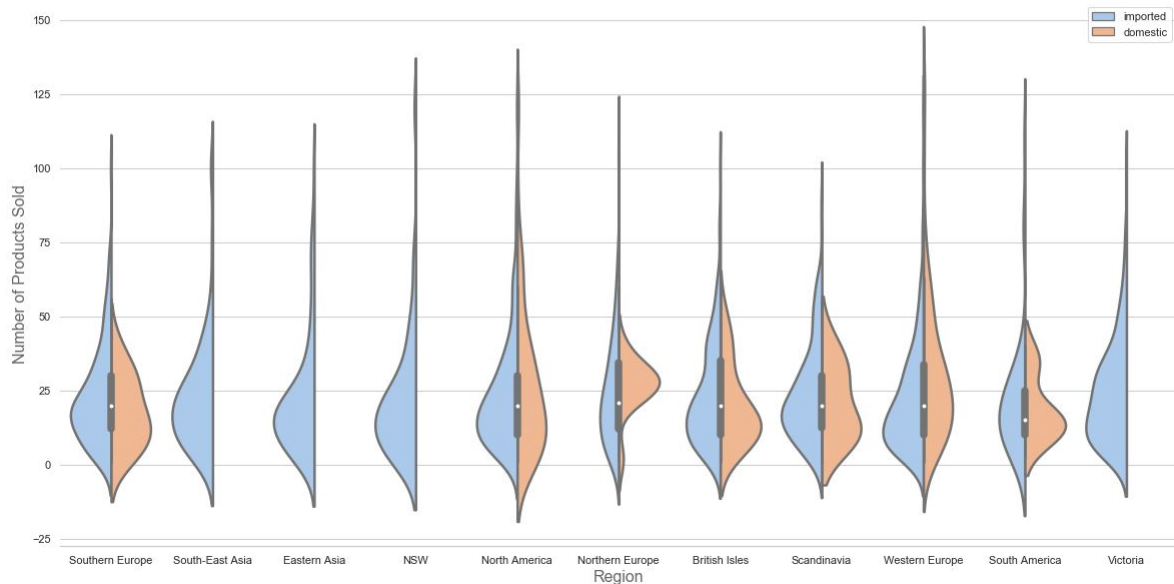


# 2

## *Understanding our Suppliers*

Is there a difference in the number of imports and domestic products that customers purchase? Which products are more lucrative?

Sales by Category and Region



17%

Sold Domestically

4

More product  
sold domestically

\$350

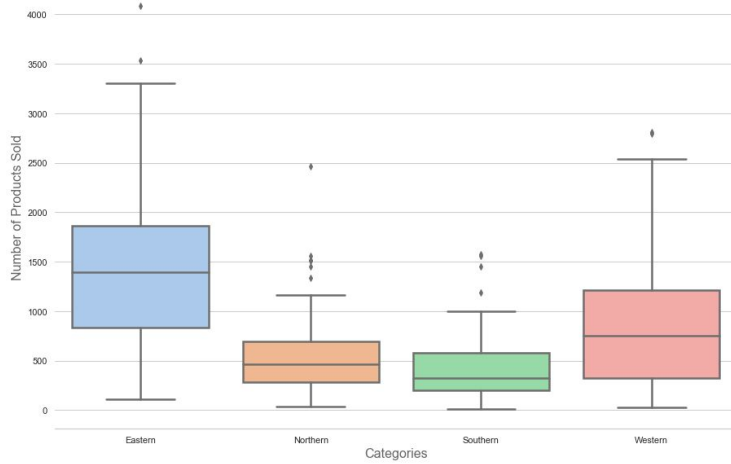
More spent  
domestically

# 3

## *Understanding our Sales*

Is there a difference in the sales  
categories by region?

Number of Products sold by region



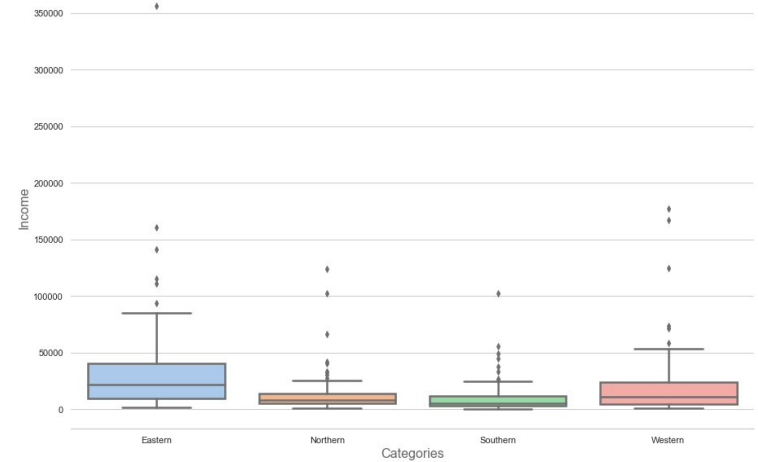
8

Sales categories

43%

Of products sold in eastern region

Amount sold by region



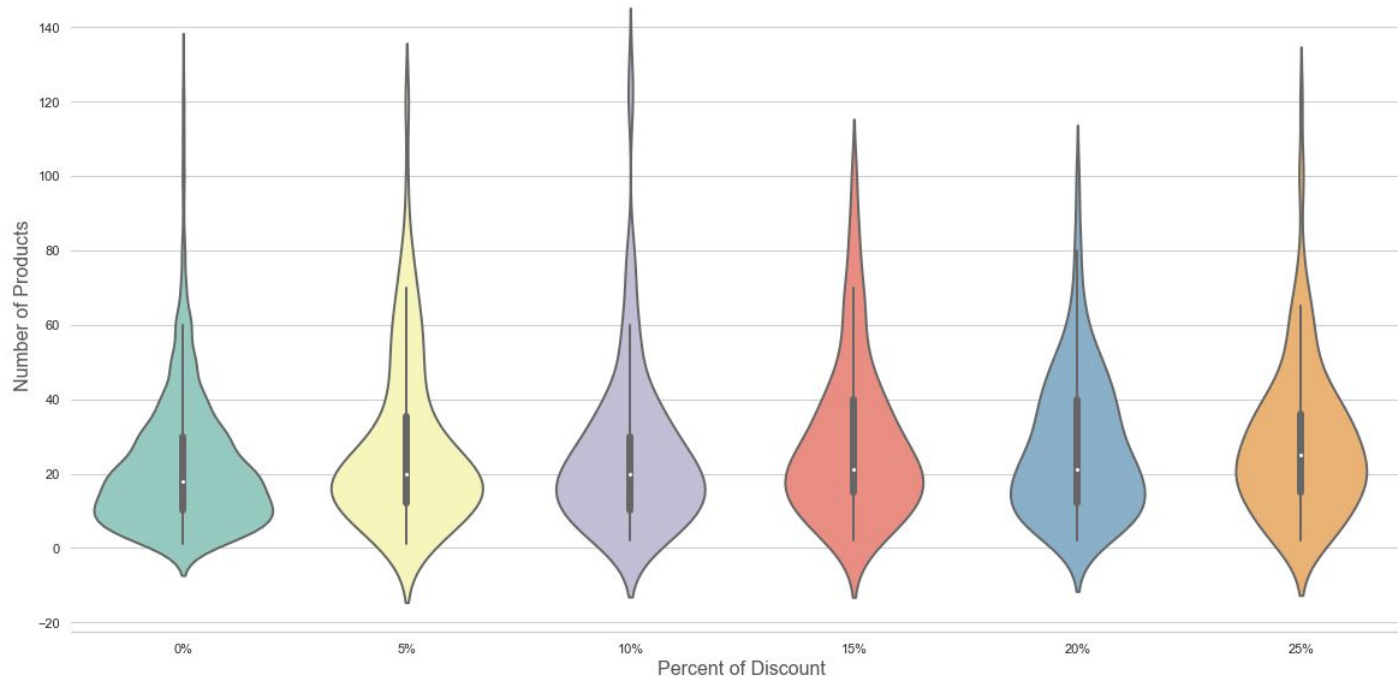


# 4

## *Understanding our Profit*

*Do discounts have a statistically significant effect on the number of products customers order? If so, at what level(s) of discount?*

Visualisation of Quantity distribution by Discount



*63%*  
sold at discount

*15%*  
Is the magic  
number



# *Key Takeaways*

- Develop relationships with more domestic partners and push domestic suppliers
- The Eastern Region is the strongest, followed by the Western Region in both sales and number of products sold. There is however no leading category.
  - Both regions and all sales members performing equally well
  - Discounts sell more products



*Thank You!*

**Any questions?**