

Northwind Trading Company Querying

Module 2 Project

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Introduction

- ▶ We are going to see if we can draw connections in the data
- ▶ The final results will help the sellers of these products better

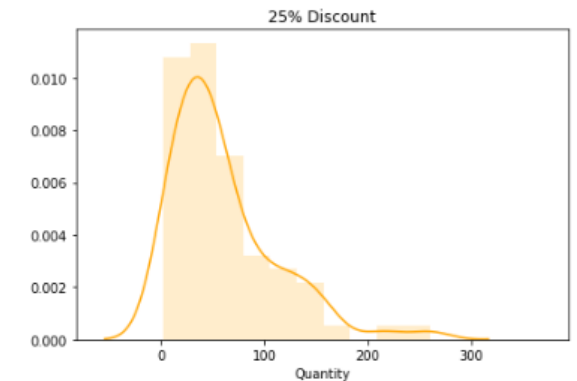
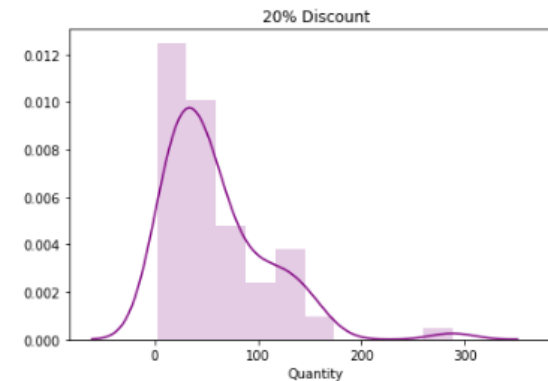
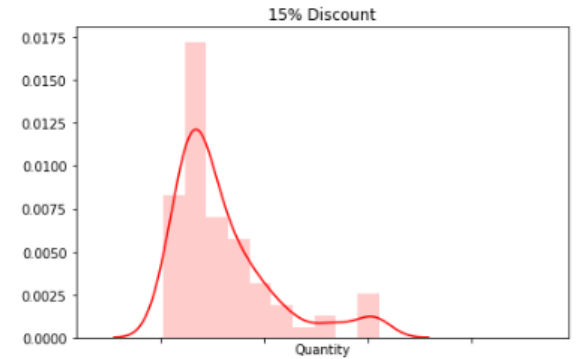
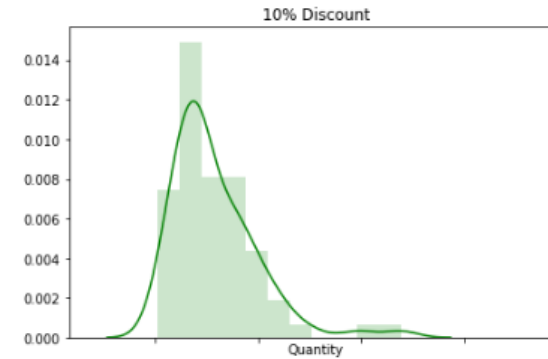
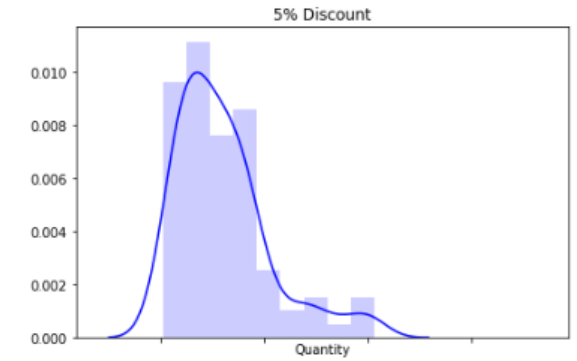
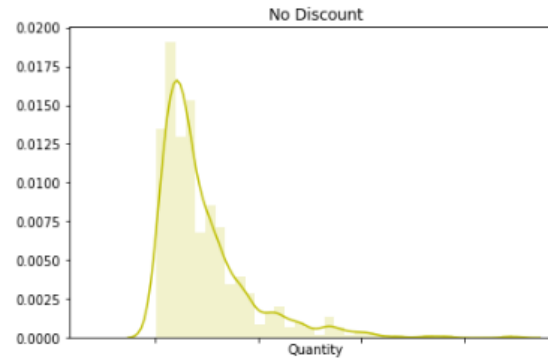
Do discounts have a statistically significant effect on the number of products customers order? If so, at what level(s) of discount?

Findings:

- All of the discount levels are relevant

Remarks:

- We should continue to sell with each discount option.



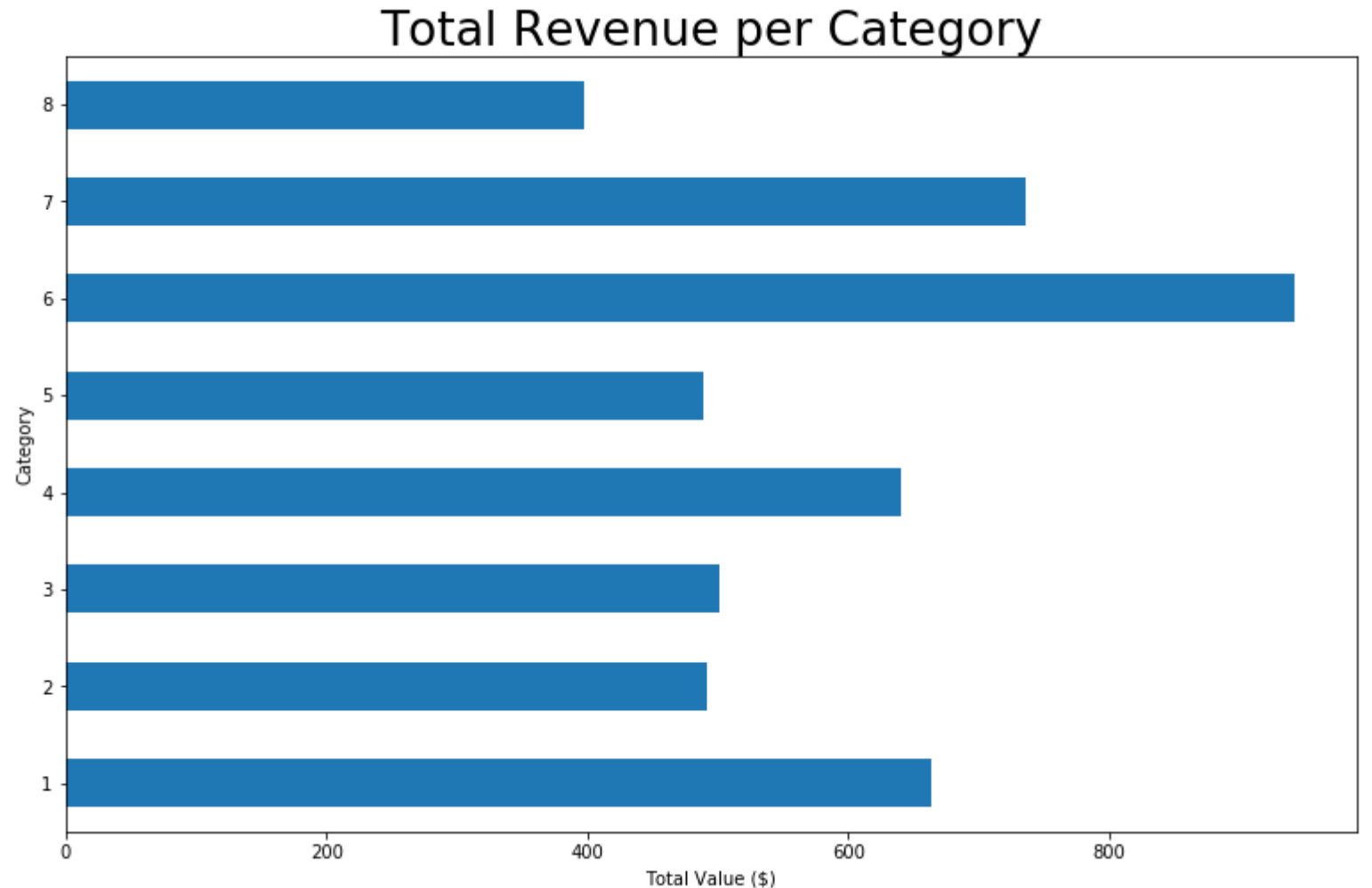
Does the average price in the purchase hold statistical significance towards the category of goods purchased?

Findings:

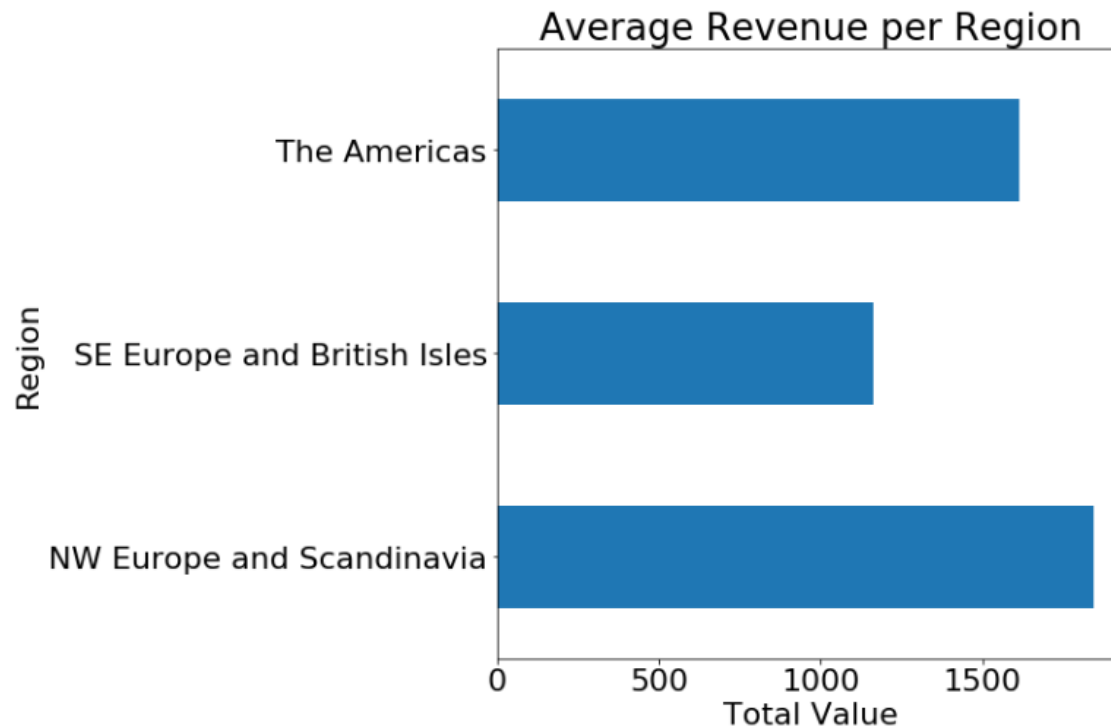
- Many of the categories are important

Final Remarks:

- We need more data to refine this question.



Does the average price in the purchase hold statistical significance towards the category of goods purchased?



Findings:

- ▶ Not all of the regions are as relevant.

Final Remarks:

- ▶ We need more samples to refine the testing.

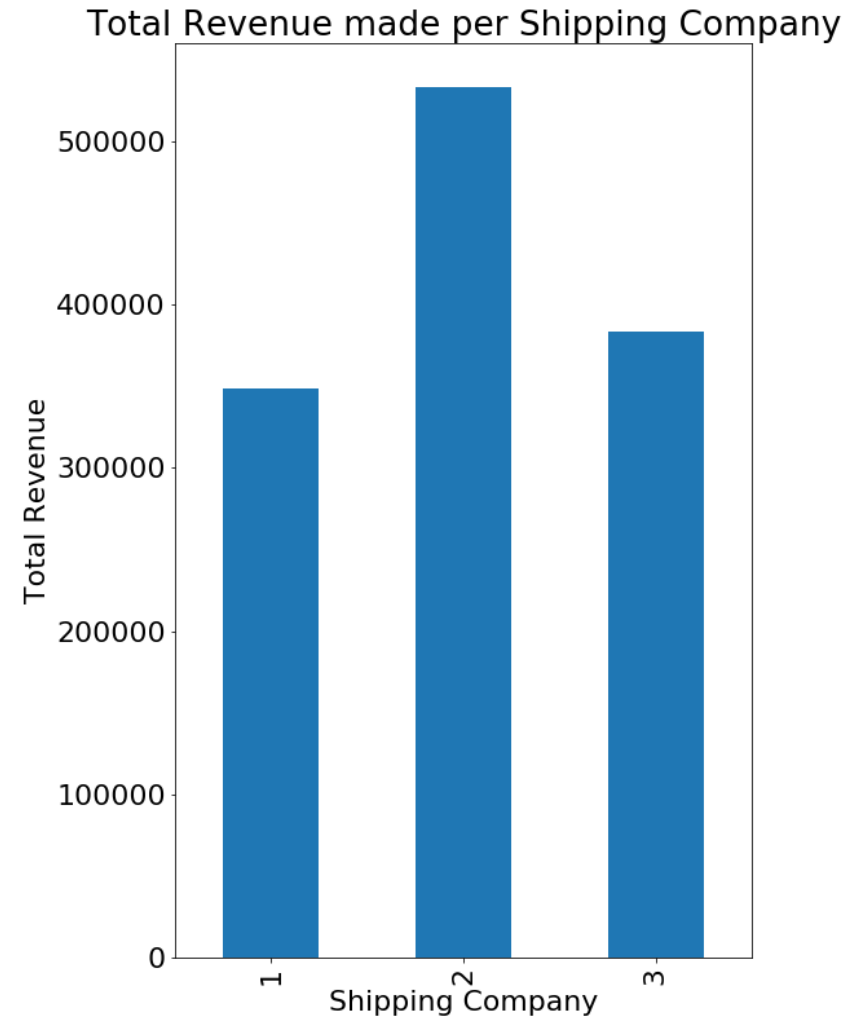
Is there a statistical significance on Average Price based on who is shipping it?

Findings:

- Each are important.

Final Remark:

- Each company should still be used.



Beyond the Data

- ▶ We need more data since many of the tests were not able to be done.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, leaving a large white central area.

Thank you