

Northwind Traders



Data analysis by Emily J. Cain

Hypothesis Testing & Data Analysis

How is the company doing?

Could we be doing something better?

1. Discounts & Quantity Ordered

Finding: Difference in quantity ordered based on whether an item is discounted or not - no matter the size of the discount.

- Discounts improve sales
- Even small discounts seem to improve sales
- Action to Consider: more discounts of smaller percentages

Total
249536.3550
212652.6125
201763.0405
177431.4755
140868.0110
132962.2245
82771.5430
78006.7955
75352.9100

2. Employee Performance

- Difference in employee sales, in total revenue
- Finding: no statistically significant difference
- Actions to Consider: Bonuses or Commissions

3. Product Popularity

Finding: People love camembert

Actions to Consider

- Promotions like Buy One Get One
- Discounts on camembert with the purchase of another product



4. Customers: Does Location Matter?



Finding: Higher sales in the US and UK than in other countries.

Northwind Traders only has offices in the US and the UK.



Actions to Consider

- Increase visibility in other countries
- Look into shipping costs

Thank you for your time



Questions?