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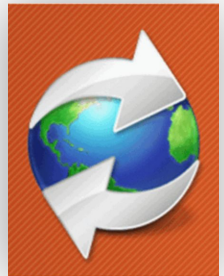
# NORTHWIND'S SALES INVESTIGATION & SOLUTIONS

ONLINE-DS-PT-051319  
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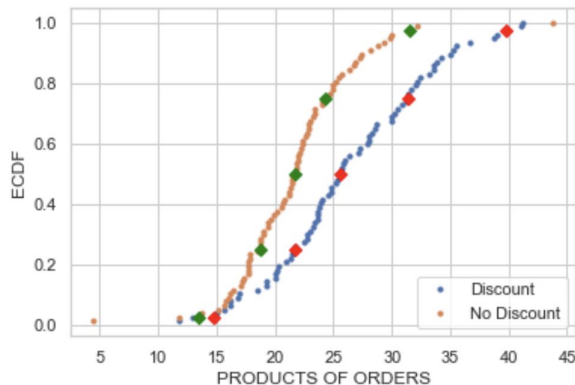
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# OVERVIEW

- IMPORTS & EXPORTS SPECIALTY FOODS FROM AROUND THE WORLD
  - 2 BACK OFFICES: UK & USA
  - 9 EMPLOYEES IN SALES DEPARTMENT
  - 77 PRODUCTS ARE DIVIDED INTO 8 CATEGORIES
  - PRODUCTS ARE SOLD TO 21 CUSTOMER-COUNTRIES.
  - 10 LEVELS OF DISCOUNT : 1%, 2%, 3%, 4%, 5%, 6%, 10%, 15%, 20%, 25%
  - SHIPPER COMPANIES: 3
  - SUPPLIERS: 29 COMPANIES FROM 16 COUNTRIES
- OVERVIEW OF CURRENT SITUATION IN SALES
- HOW TO USE CURRENT SALE DATA TO IMPROVE FUTURE REVENUE



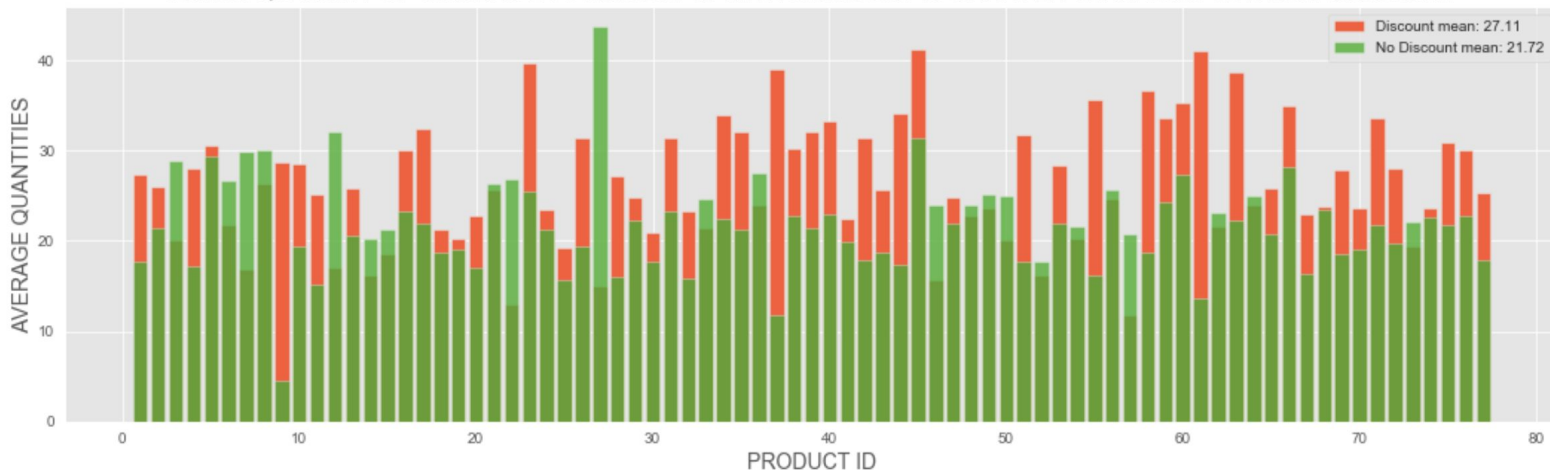
# OBSERVATION & RESULT

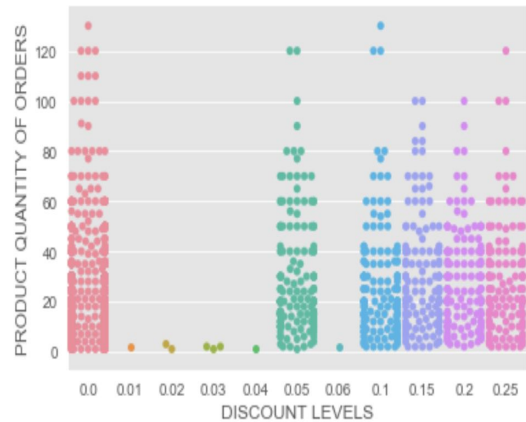


## SALES BY DISCOUNT vs NO DISCOUNT

- The discount program effects the product quantity of orders.
- We need to check how effective by the discount levels.

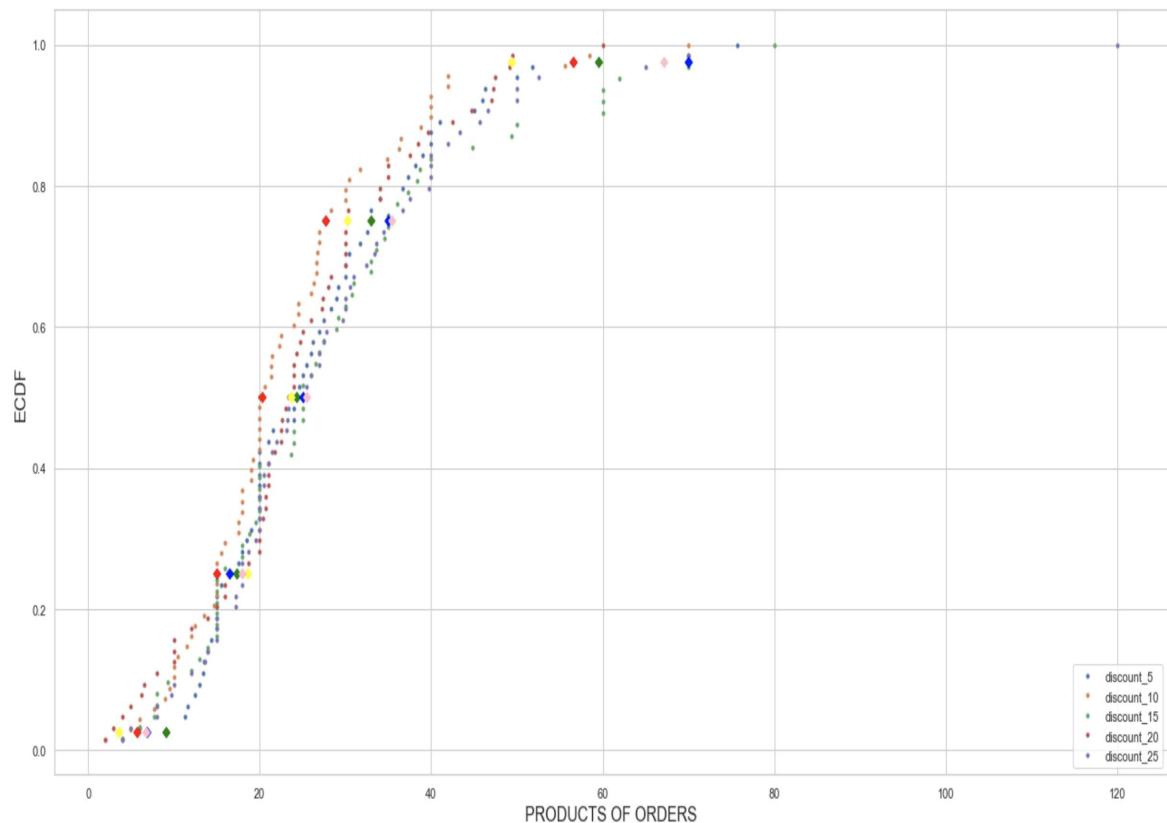
70.13% QUANTITY OF ORDERS BY PRODUCT ID WITH DISCOUNT IS GREATER THAN THAT WITHOUT DISCOUNT

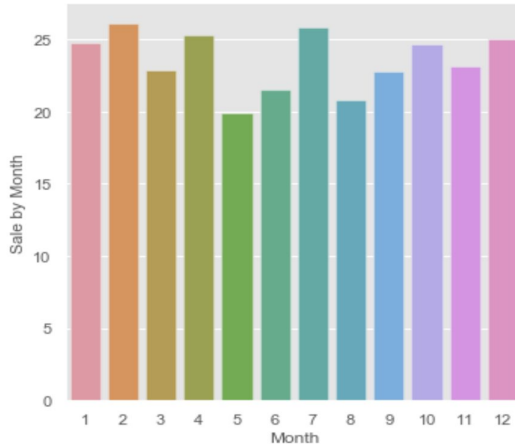




## SALES BY DISCOUNT LEVELS

The discount levels effect on the product quantity of order the same.

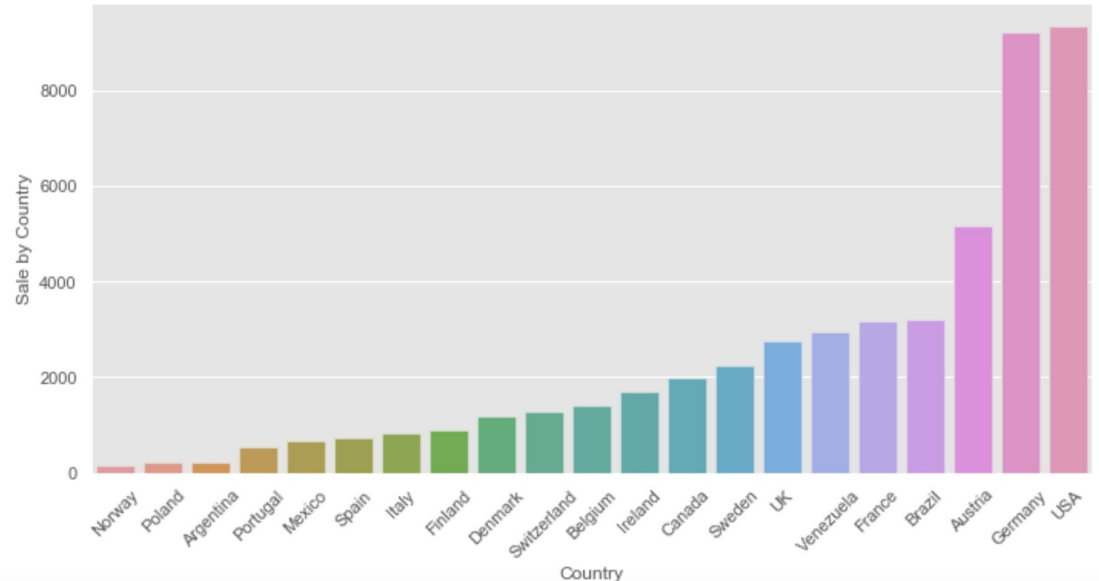
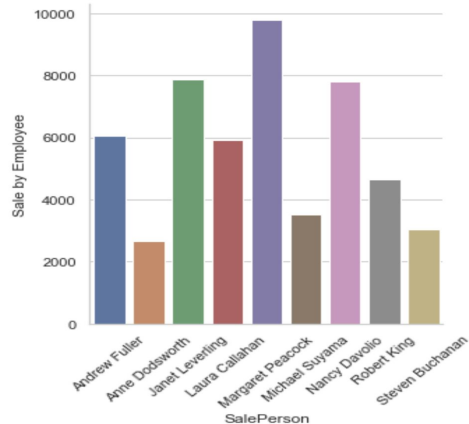




**SALES BY MONTH:** There is difference sale between months

**SALES BY EMPLOYEES:** There is difference between employees sales performance

**SALES BY CUSTOMER-COUNTRIES:** There is significantly difference of sales between customer-countries



## FURTHER STEPS

- Analyze on how effective of discount to products, categories of products
- Check how discount affect on sales by customer-countries
- Investigate for the optimal discount levels.
- Compare sales performance between UK & USA employees.
- Check on shipping time, processing time affect to product of orders
- Compare sales of products difference from different supplier.

# SUGGESTION

## Product demands

Learn customer's product desire; Expand sale to other countries; new promotion strategy: bonus products on orders

## Optimizing SCM

Process time, shipping time, inventory.

## Motivation & Improvement

Increase sales commission, Motivation by challenge & rewards.

## MARKETING

## SUPPLY CHAIN

## EMPLOYEES

## Change

Launching new product, own brand products, new designs especially new package, promotion for holidays or convenient gift

## Purchasing, QA

Purchasing, expand sources & quality control

## Set new target

Set sales targets, sale & marketing training.

**THANK YOU FOR YOUR ATTENTION !**

