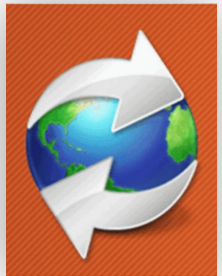

NORTHWIND'S SALES INVESTIGATION & SOLUTIONS

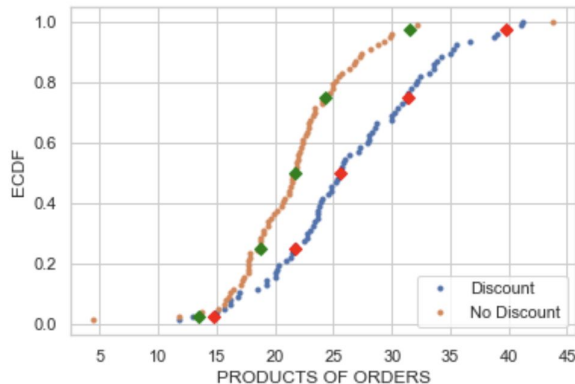
ONLINE-DS-PT-051319
Maia Ngo

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



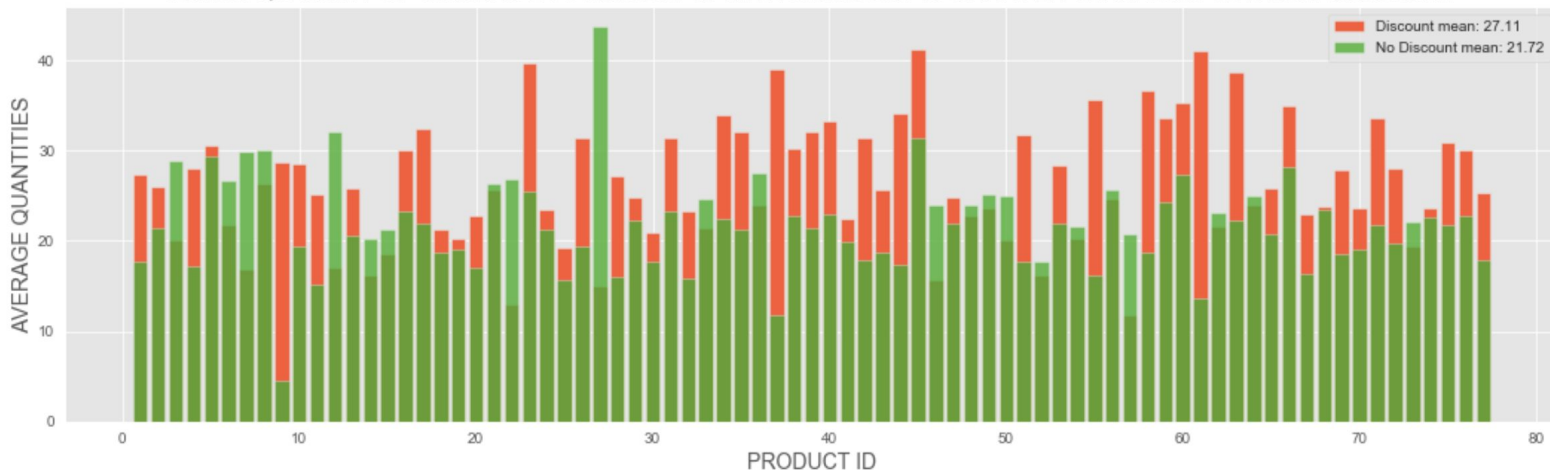
OBSERVATION & RESULT

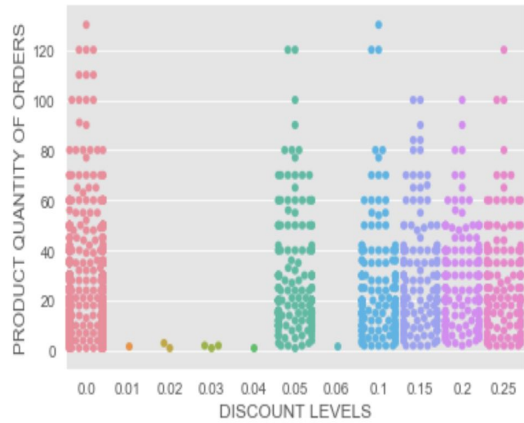


SALES BY DISCOUNT vs NO DISCOUNT

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

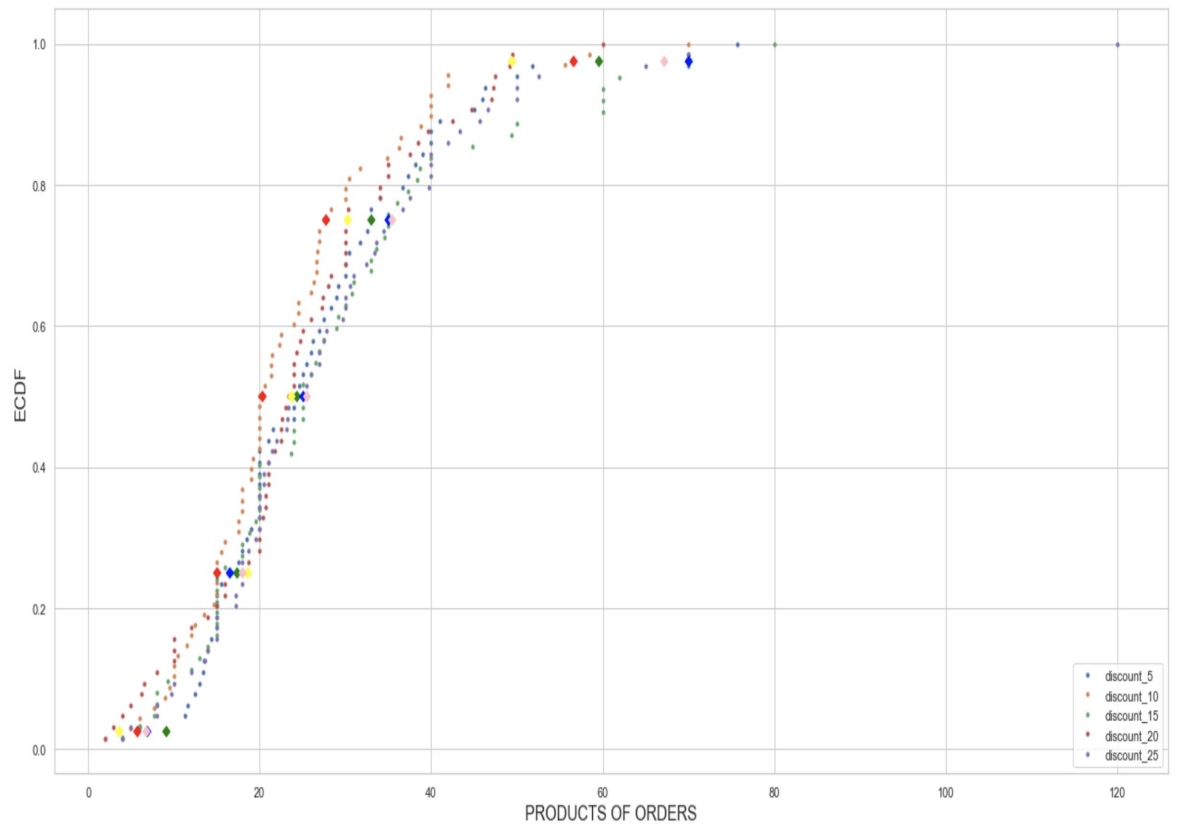
70.13% QUANTITY OF ORDERS BY PRODUCT ID WITH DISCOUNT IS GREATER THAN THAT WITHOUT DISCOUNT

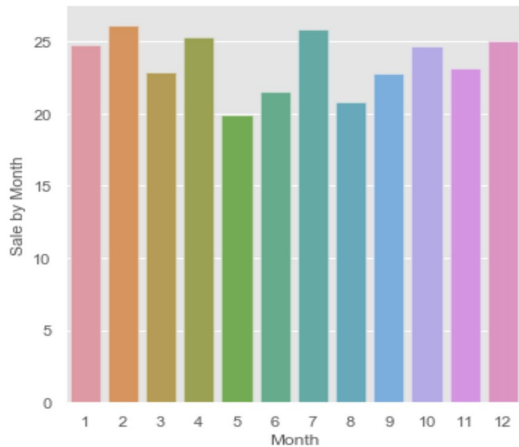




SALES BY DISCOUNT LEVELS

The discount levels effect on the product quantity of orders are the same.

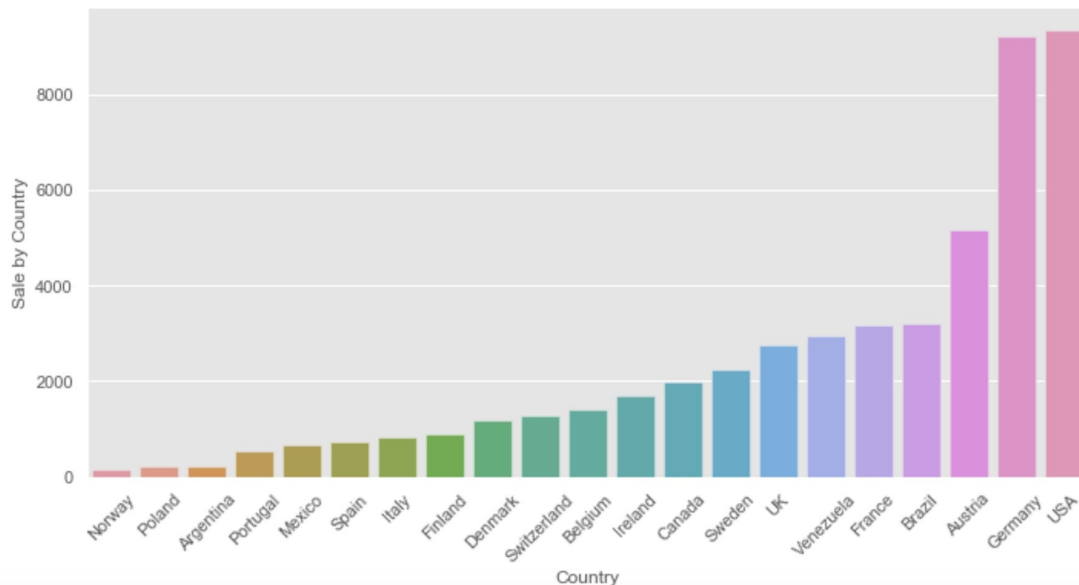
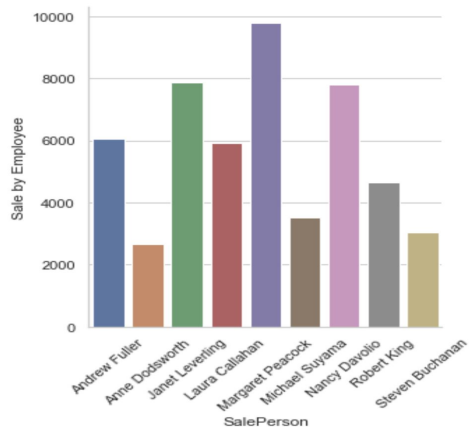




SALES BY MONTH: There is difference of product quantity of orders between months

SALES BY EMPLOYEES: There is no difference between employees sales performance

SALES BY CUSTOMER-COUNTRIES: There is no difference of product quantity of orders 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

Change

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

SUPPLY CHAIN

Purchasing, QA

Purchasing, expand sources & quality control

EMPLOYEES

Set new target

Set sales targets, sale & marketing training.

THANK YOU FOR YOUR ATTENTION !

