Northwind Database insights

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Problem Statement

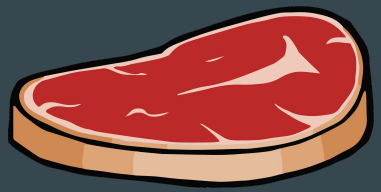
Gain analytical insights into business sales.

Research certain aspects in order to increase profits and minimize loses.

Most effective discount - 15%

Effective discounts - 5% 20% 25%

Meat vs Seafood



Avg order price
50% higher

50% more
orders

Order processing time

Non perishable

Avg processing time 8-9 days for both

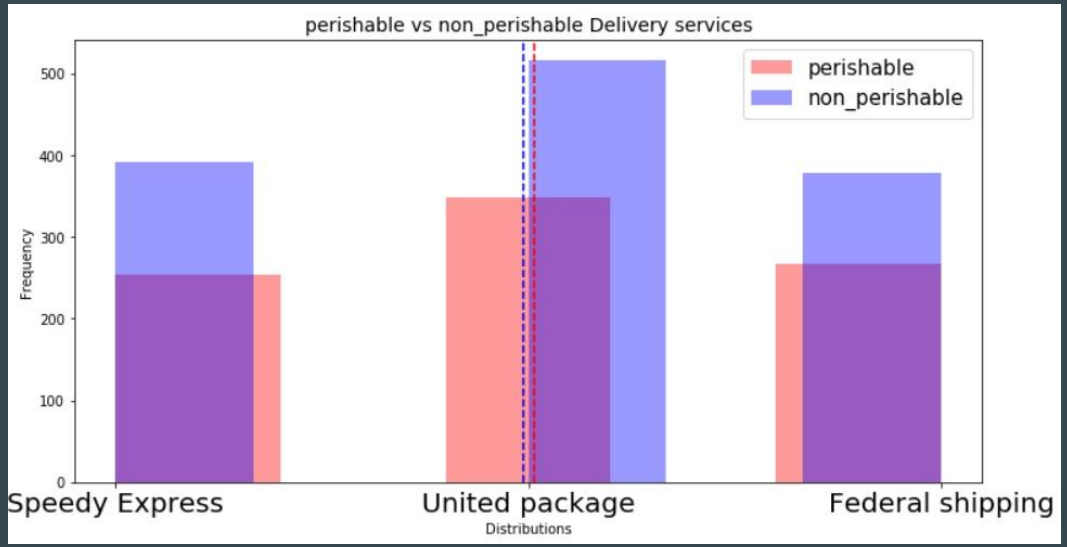
Perishable

Delivery services

Non perishable

Most popular -
UNITED PACKAGE

Perishable



Further Steps

1. Investigate further the impact of discount on different product categories

2. Seafood seems to be a more popular choice than meat. Applying discounts on certain products could increase sales and overall profit.

3. Find out if shipping and processing times affects the quality of delivered products.