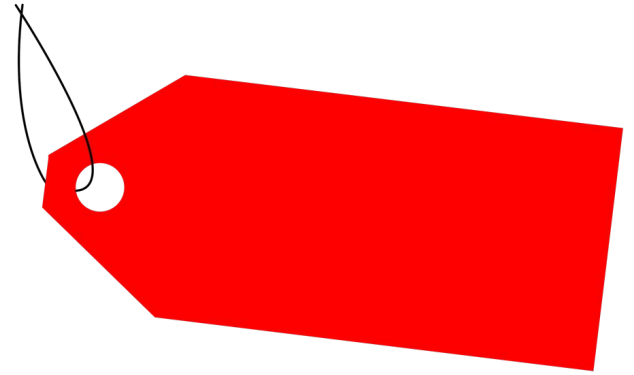

Northwind Traders

A Statistical Exploration

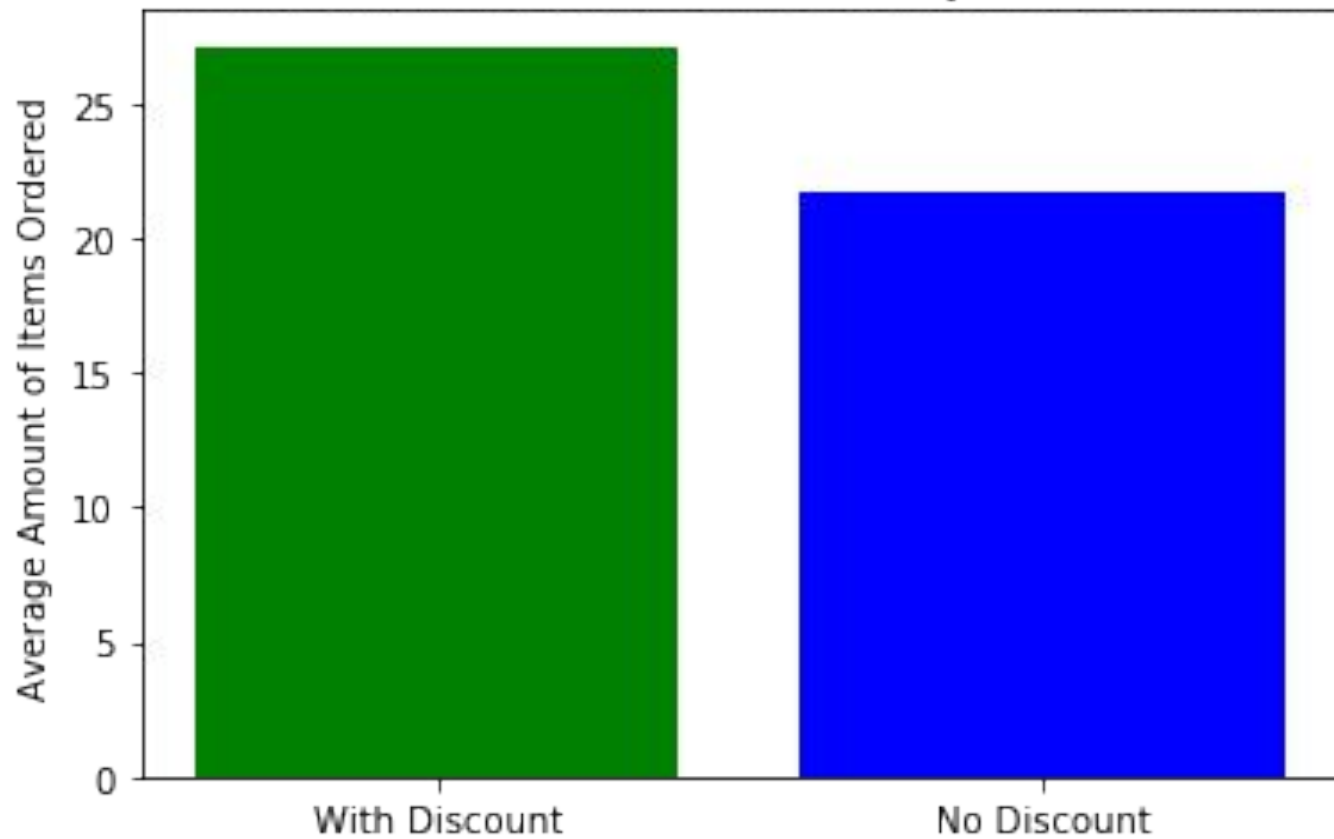
Matthew Daly

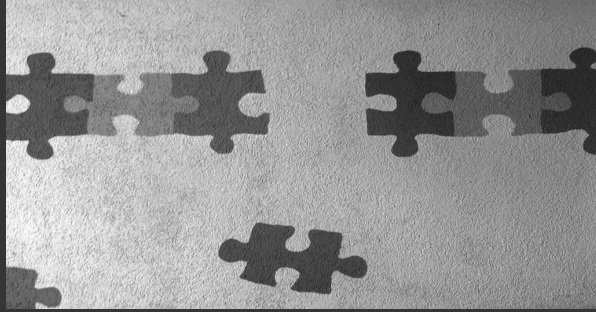
Problem Statement

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



Discounted v.s. Non Discounted Orders by # of Items Ordered



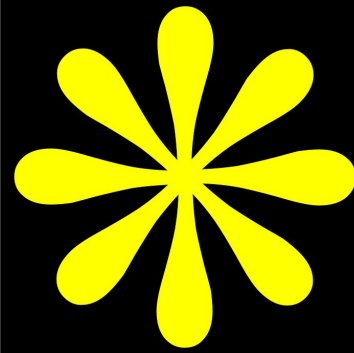


But...

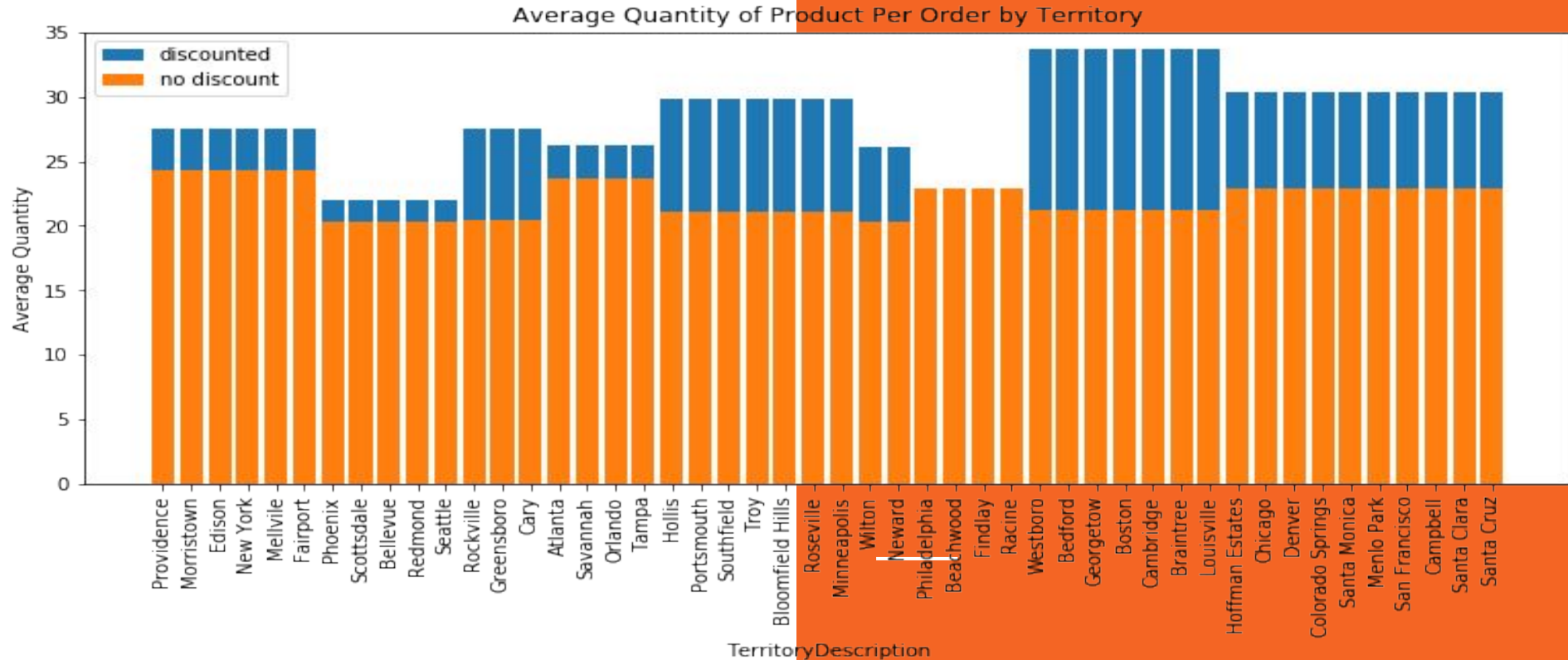
There seems to be no connection between discount level and quantity ordered. Which is a bit puzzling.

—

Discounts also don't appear to have any effect geographically either. (insert big asterisk here)



It's really, really close...

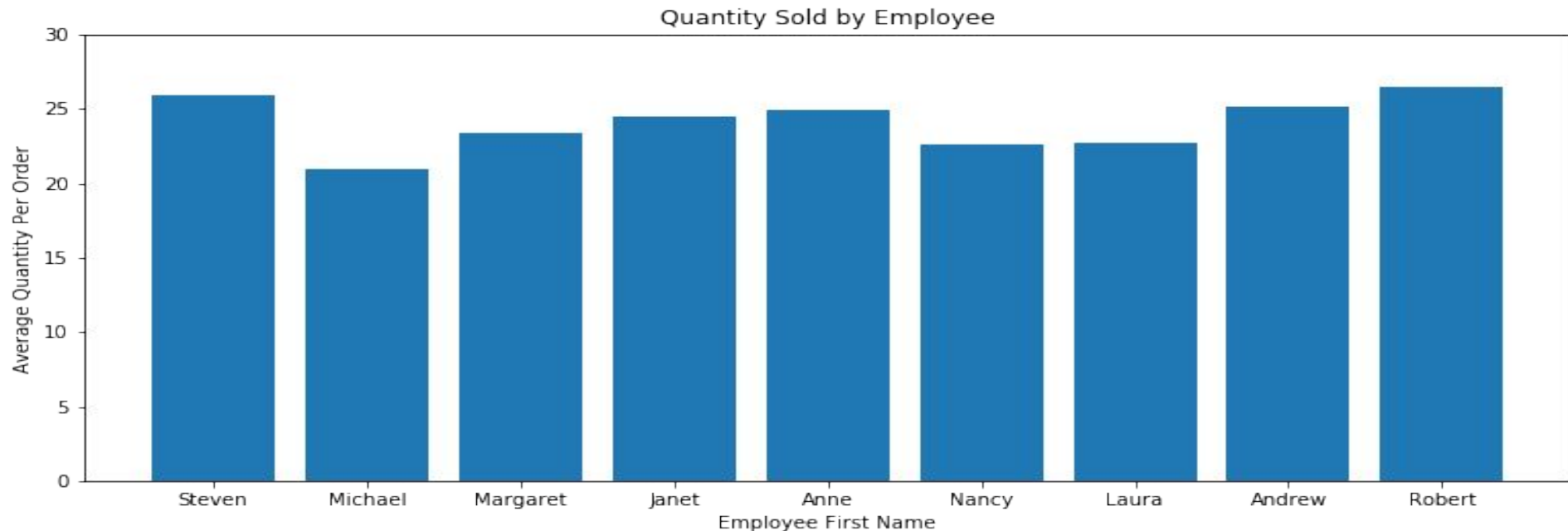




What about employees?

Do they affect sales?

Not, really. Again, surprising.



Takeaways.

- Discounts matter
- Level of discount has no appreciable effect*
- Neither do employees*





Recommendations:

- A/B testing on various discount levels - including across regions
- Empower sales employees to have a greater effect over order outcomes
- Review sales processes to ensure flexibility and reactivity

