

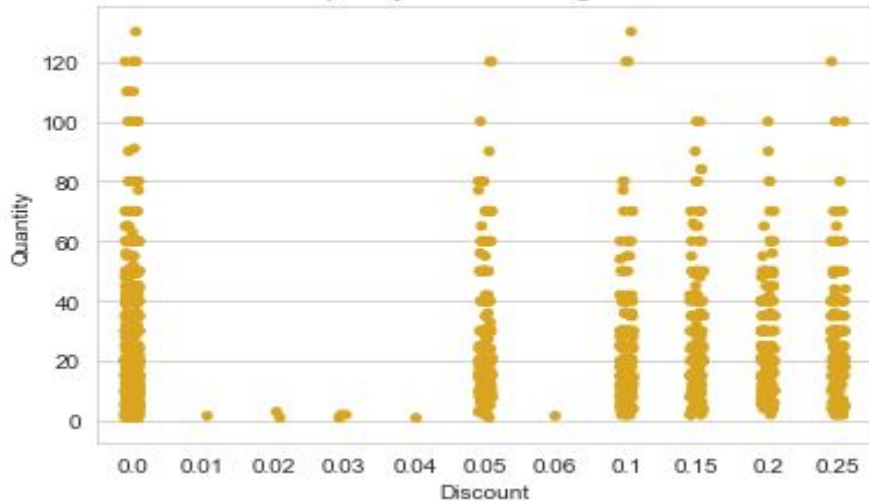


# Northwinds Data Hypothesis Testing - Michael Burak

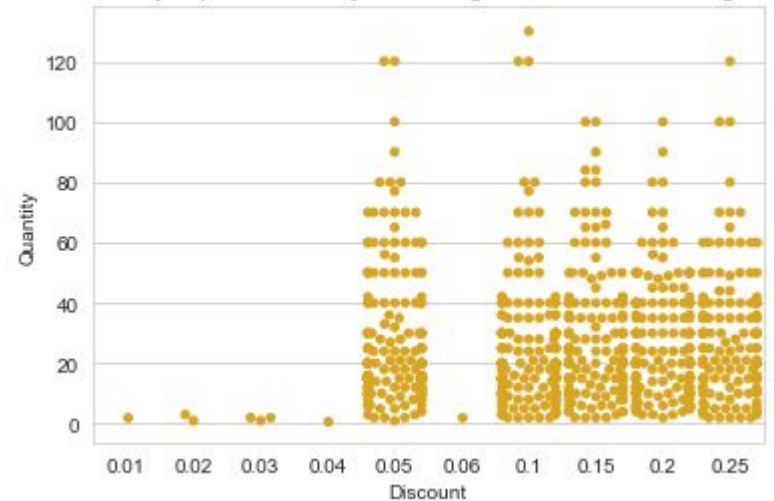
Business data from the Northwinds Dataset, analyzed for employers.

# Do discounts matter in how much a customer buys?

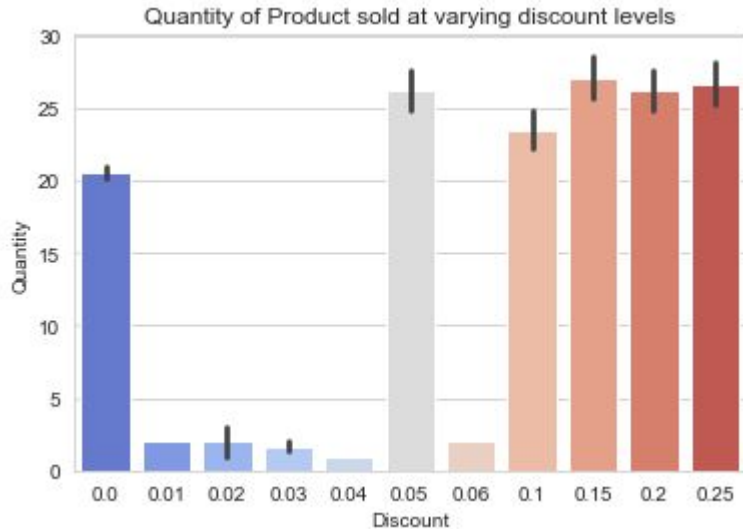
Frequency of Discounts given out.



Quantity of product sold by Discount given when Discount is given

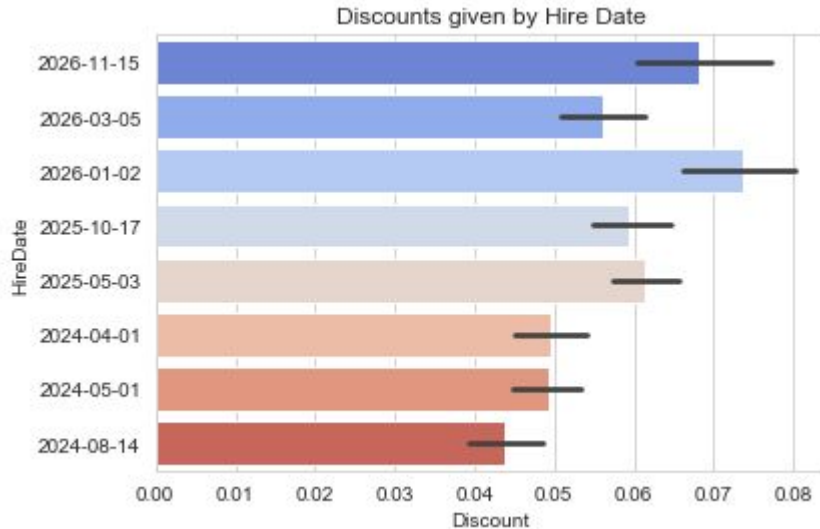


# Discounts matter...to a point. 0.05 that is!



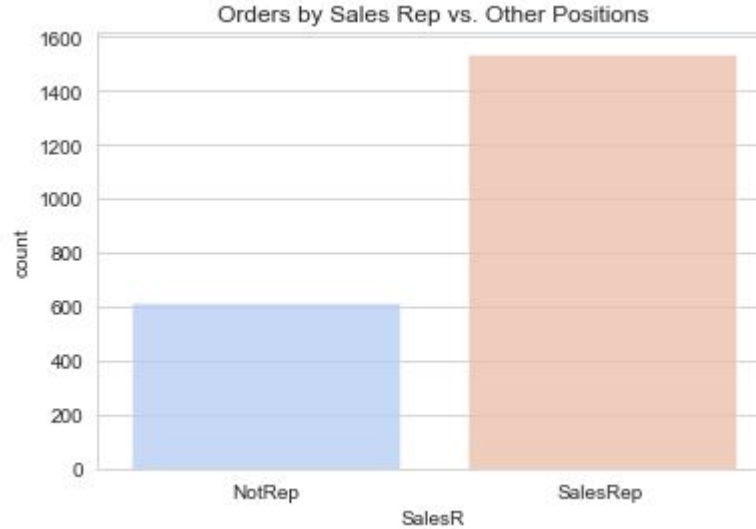
5% is where discounts are most effective, and they are more effective in driving more product sold than not giving a discount. If you are to give a discount, 5% is the sweet spot, with diminishing returns after that compared to the discount.

# Are newer employees more likely to give discounts?

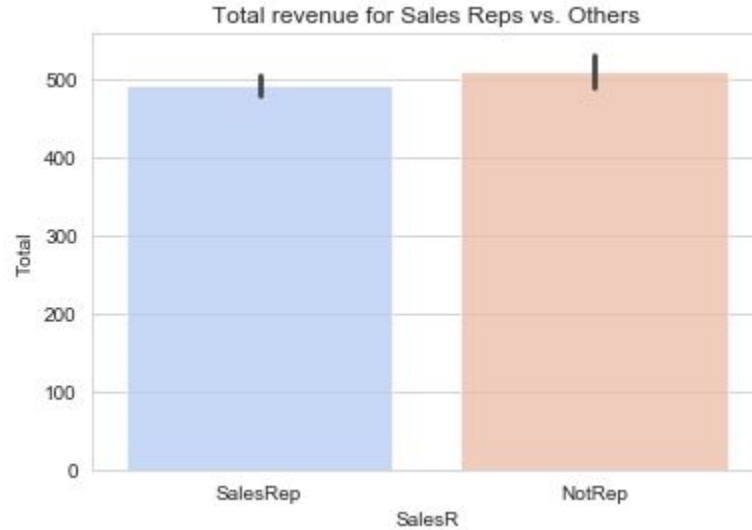


Newer employees are more likely to give discounts, so it's important that they understand how discounts can best be utilized.

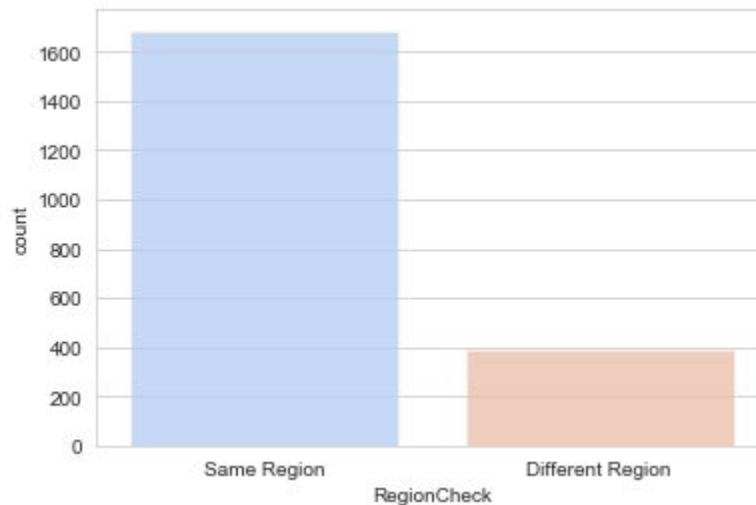
# How do titles impact sales by an employee?



# Title Differences and Sales



# Close to home: do employees perform differently in their region?



# The power of diversification - cross region sales

