

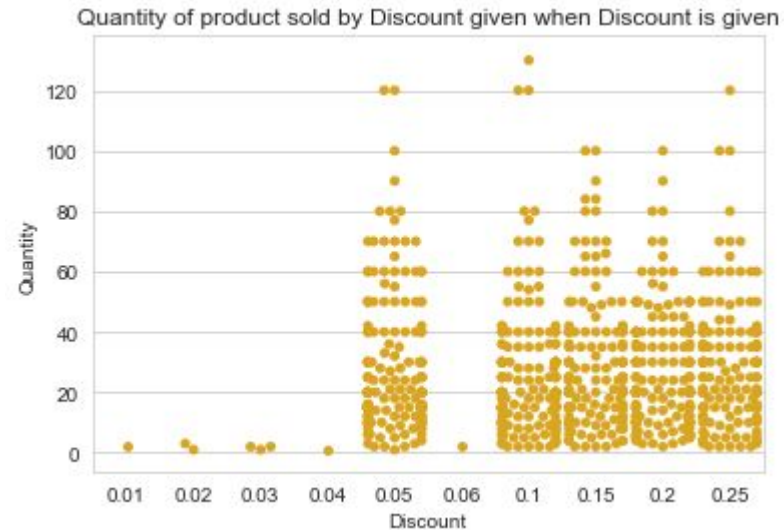
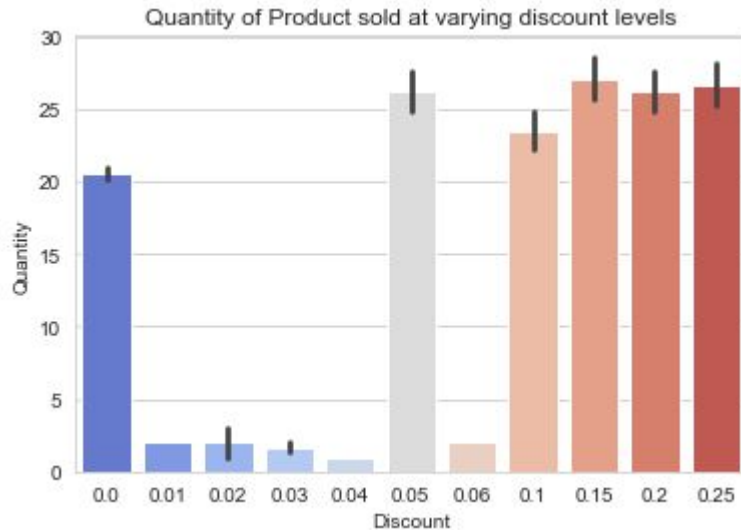


# Northwinds Data Hypothesis Testing

Business data from the Northwinds Dataset, analyzed for employers.

-Michael Burak

# Do discounts matter in how much a customer buys?

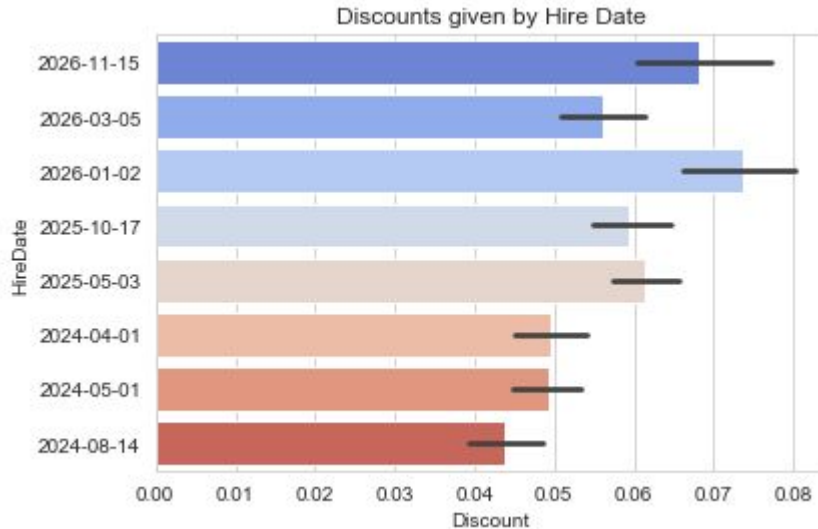




## Discounts matter...to a point. 0.05 that is!

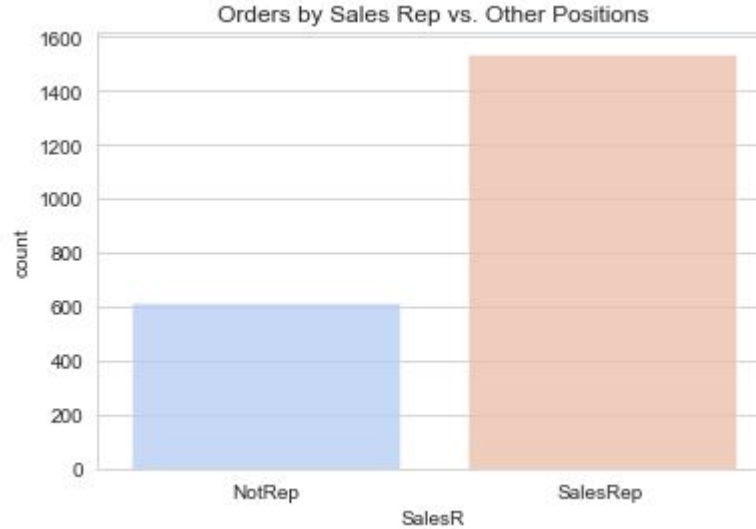
- 5% is where discounts are most effective.
- They are more effective in driving more product sold than not giving a discount.
- If you are to give a discount, 5% is the sweet spot.

# Are newer employees more likely to give discounts?

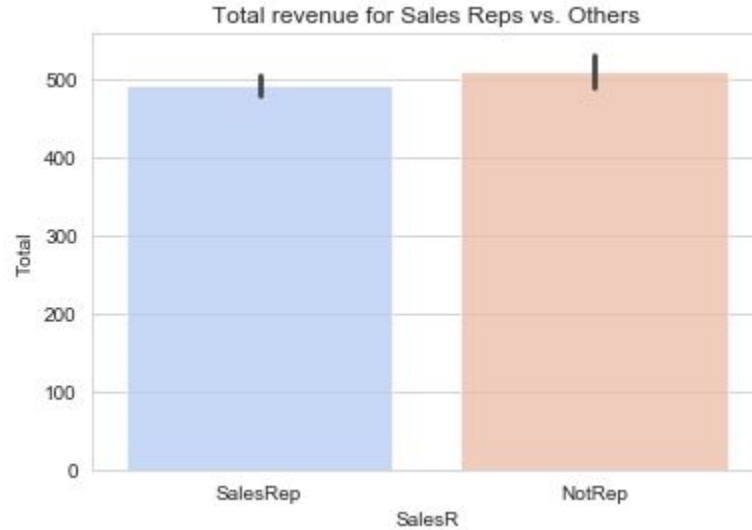


Newer employees are more likely to give discounts, so it's important that they understand how discounts can best be utilized.

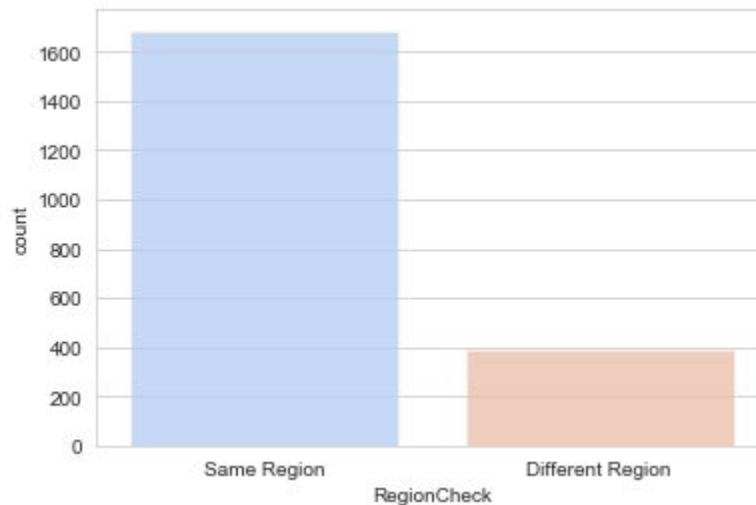
# How do titles impact sales by an employee?



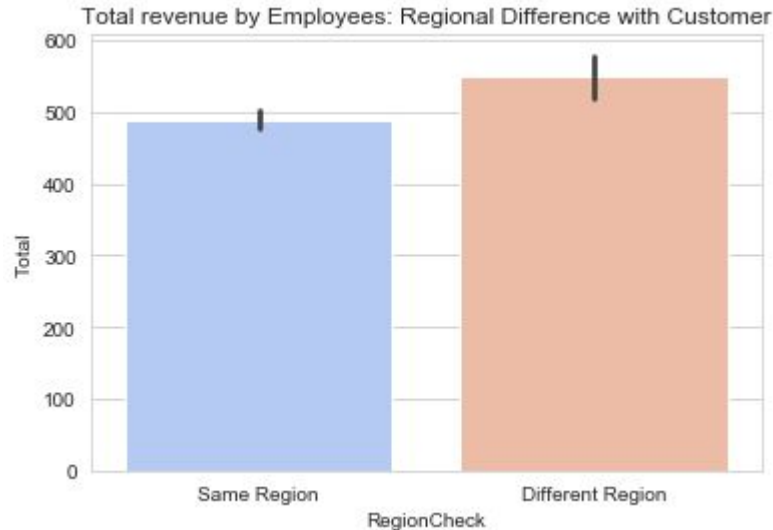
# Title Differences and Sales



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



# The power of diversification - cross region sales







## Summary/conclusion

- Firstly, giving a discount proved impactful on the quantity of product in an order.
- Specifically, 5% was the best discount level to give out.
- Newer hires tended to give out more discounts.
- Train and educate new hires on how to give out discounts(the 5% conclusion.)
- There was no significant difference between Sales Representatives and other titles in total revenue, which should be looked into for its impact on decisions such as promotions.
- Finally, cross-region sales were more lucrative compared to same-region sales.
- Why is a question to be investigated, it's worth training employees on how to sell to the specific markets of their region.



## Future Work

- Examine possible factors for lack of influence of title on revenue garnered.
- Investigate the elements involved in cross-region sales and the data on those sales.
- Look more into regions and their impact overall with implications for employee behavior and training.



**Thank you!**