

Northwind Company Analysis

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Who is Northwind ? What do they do?

- Northwind has offices in Washington and England.
- Northwind sells bulk food to grocery stores, gas stations, and other people.

What does Northwind want to know?

- How to make more money
- How to stay in business
- How to have the best products
- How to get good customers

Do all countries order the same amount?

- No, all countries don't buy the same amount in dollars of product.
- The top countries are USA, Germany, Austria, Brazil, France
- The bottom countries are Mexico, Portugal, Norway, Argentina, Poland
- There is more than a 10X difference between the two

Can I trust that the top customers will stay customers?

- No, the top customers do not fit into the normal distribution of customers. That means that when you average the customers and find the differences between each customer and the best fit line, a line that represents the line through the data points with the least amount of difference between the line and the points, that the normal distribution amount for the top customers should be either larger or smaller meaning that the customers in the top should not be the way that they are.



Are some products worth more than others?

- Yes.
- The top half of products ordered by how much they are ordered were ordered a lot more than the bottom half unpopular products. I have 95% confidence and 100% power meaning the results can be replicated nearly 100% of the time.



The top customers buy more than the worst

- Yes.
- The top customers buy more than the worst.
- Some customers should be treated better than others
- 100% replicatable and with 95% confidence.



The discount on products might mean more quantity ordered

- Only some discount rates
- 15% and 25% discounts mean more quantity per order
- 82 and 82% replicatability and 95% confidence.



Recommendations

- I would recommend swapping out the bad products for new ones to try to get more business.
- I would try to make more sales in the best countries and areas.
- I also would make an attempt at getting more historical data and profit margin data to make the analysis about making a profit.

Future Work

- There could be more data analysis if there is more data on profit margins.
- There could be more of a historical look at numbers.
- Accounting Turn Over Numbers

Thanks for looking at my work!