

Northwind Traders

Performance and Growth Analysis

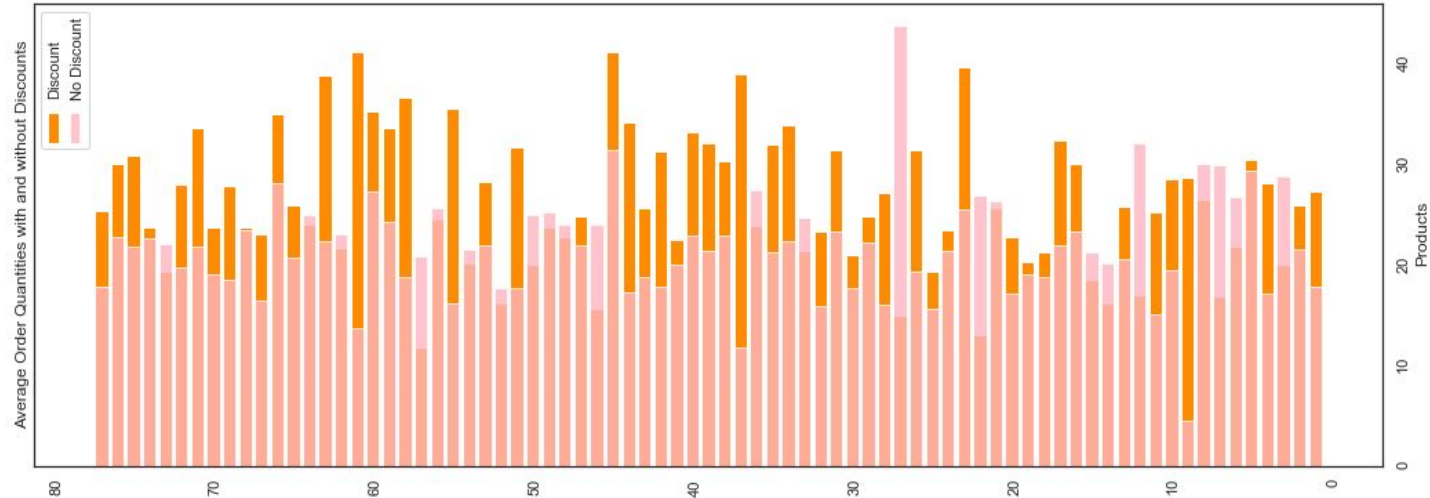
Tested different metrics to find what has a significant impact on the Business



Discounts: Do they matter?

Yes! Discounts have a significant impact on the number of products in each order.

Having a discount applied increased product quantity by approximately 5 items.



Discounts: What level of discount matters?

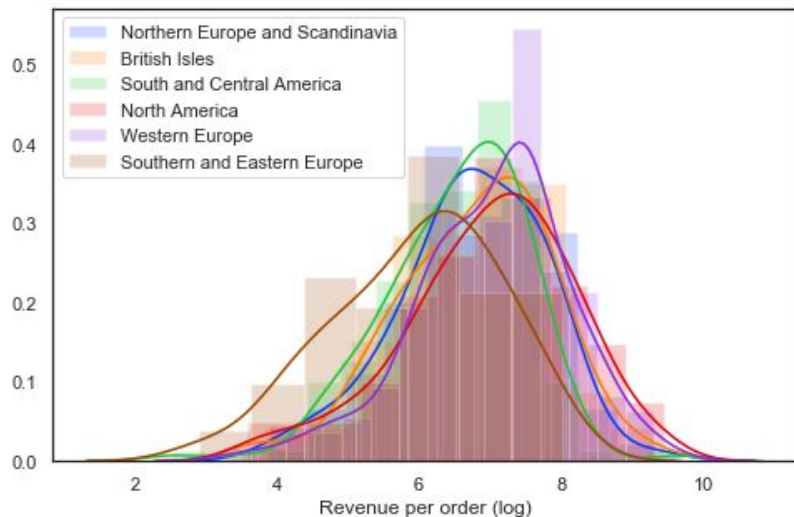
Each standard discount level reviewed increased the quantity for each customer order.

Discount	Impact	Cohen's d
5%	Medium	0.34
10%	Small	0.20
15%	Medium	0.37
20%	Medium	0.39
25%	Medium	0.37



Global Sales: Does Regional Sales Revenue Differ?

Yes, Customers in each regional segment have significantly different spending habits.



Region	Total Order Count	Mean Revenue
British Isles	75	1,452.68
North America	152	1,945.93
Northern Europe and Scandinavia	83	1,345.80
South and Central America	148	1,075.92
Southern and Eastern Europe	71	686.73
Western Europe	272	1,851.28

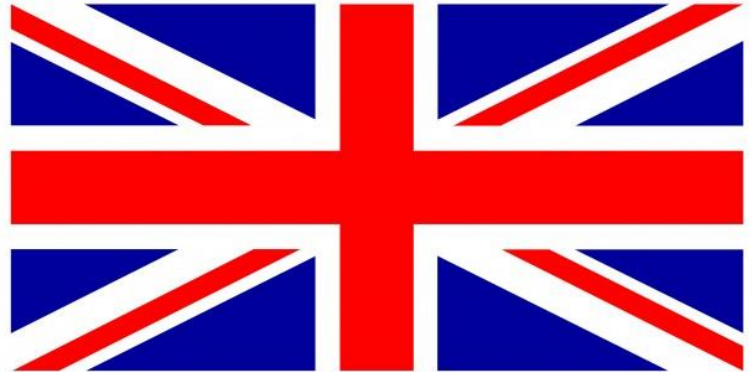
Employee Behavior: Who gives more discounts?

Employees in the U.K are significantly more likely to give discounts to their customers.



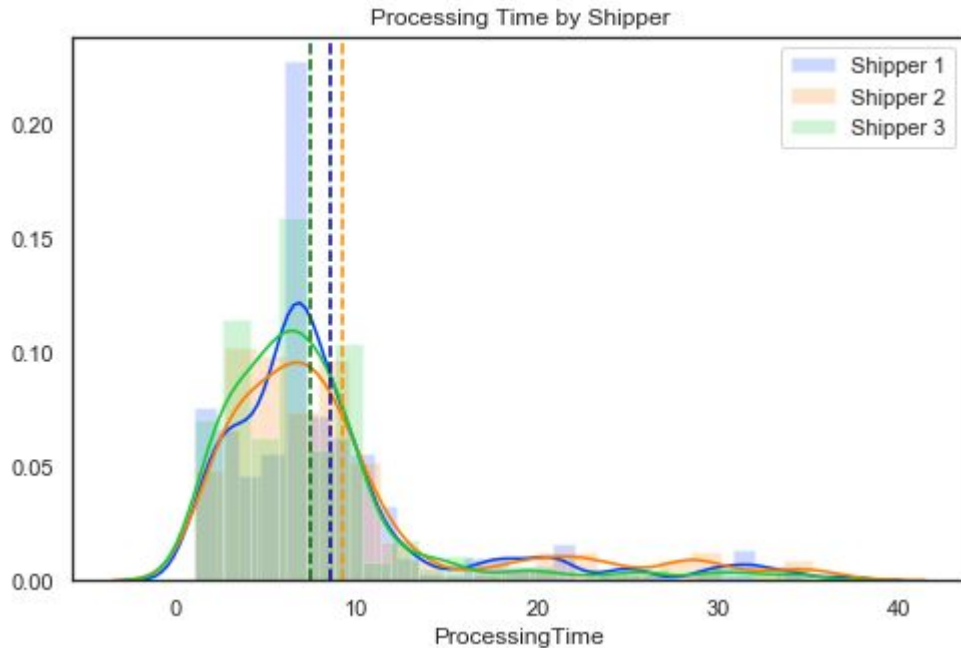
USA Mean Discount 5.3%

UK Mean Discount 6.5%



Supplier Performance: Is there a difference?

As measured by Order Processing Time, Yes there is a significant difference.



	Time (days)
Shipper 1 Mean	8.57
Shipper 2 Mean	9.23
Shipper 3 Mean	7.47

Business Insights

- Discounts do Matter! Additional growth may be possible by offering regular discounts.
- Regional Customers spend differently. There is an opportunity for additional revenue growth in the small segments or additional operational efficiency by exiting those smaller markets.
- Supplier performance can have a huge impact on customer retention. Opportunity for reduced customer cost and increased satisfaction.



Possible Future Research

If we had additional time to research...



...an analysis of both revenue and profit by discount level could be undertaken.

...further review of additional supplier metrics would be tested to provide a more robust recommendation on supplier performance.