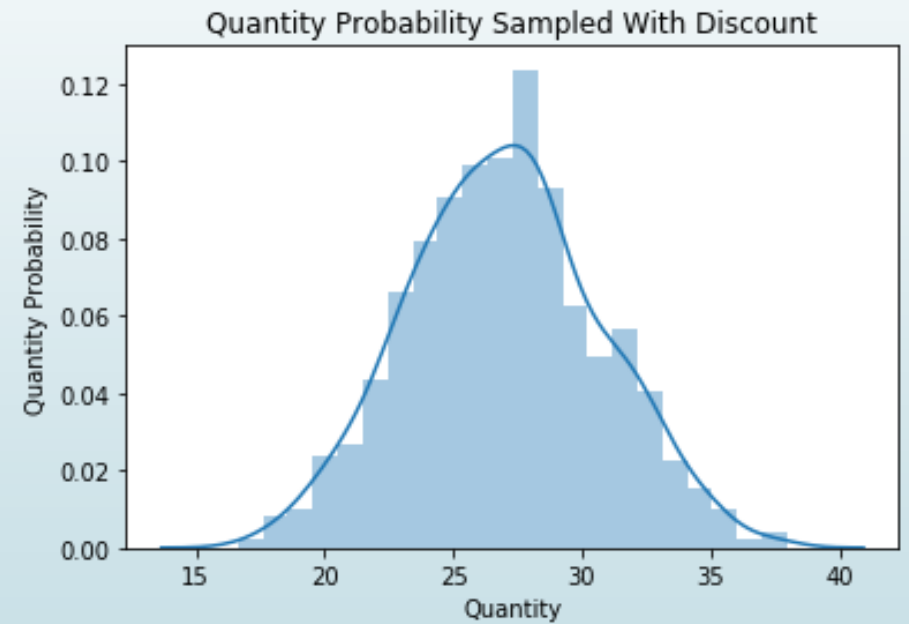
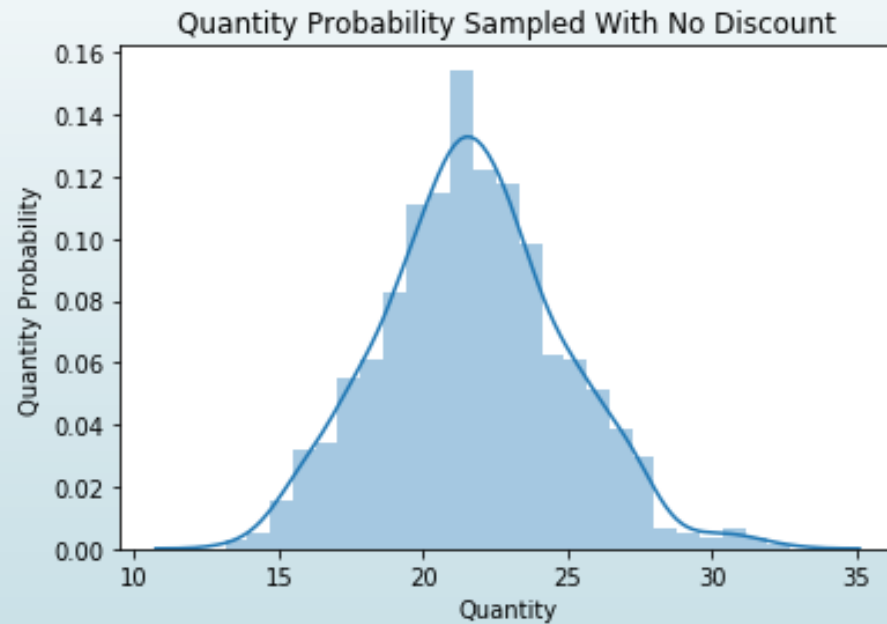




Mod 3 Final Project

Northwind Data Hypothesis Testing

Comparison of Quantities Ordered and Discount

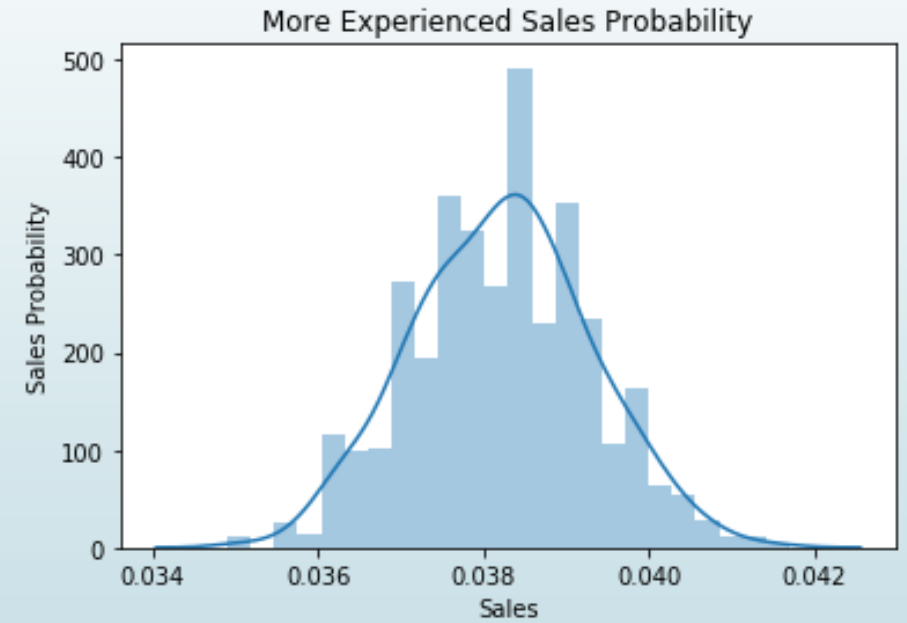
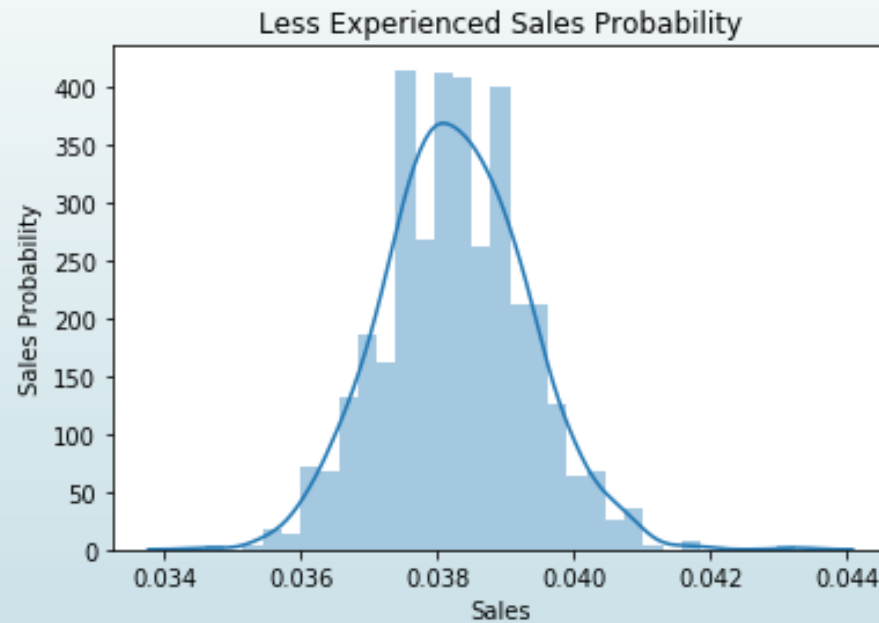




Results

Analysis supports the claim that quantity purchased and discount are related

Comparison of Experience Versus Average Sales

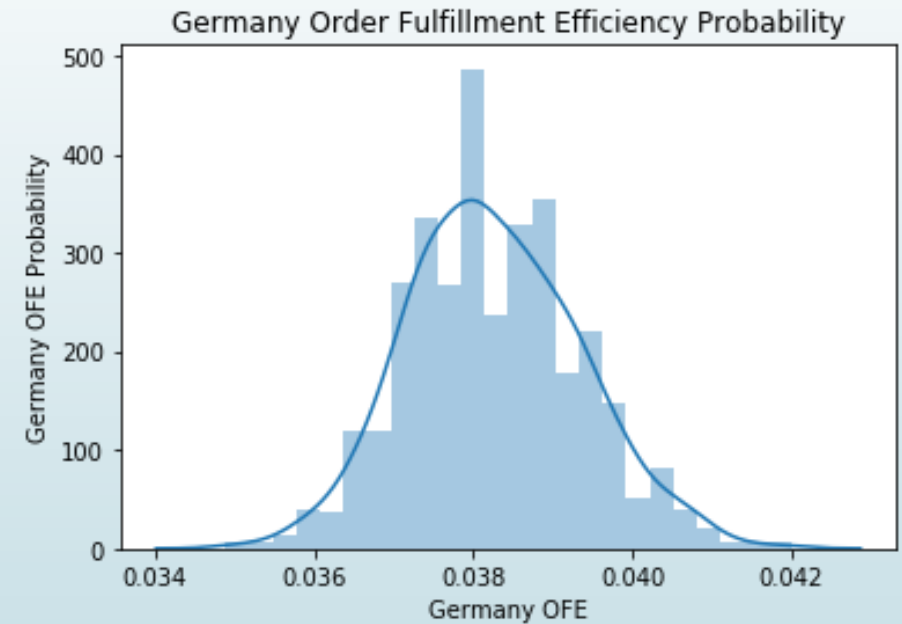
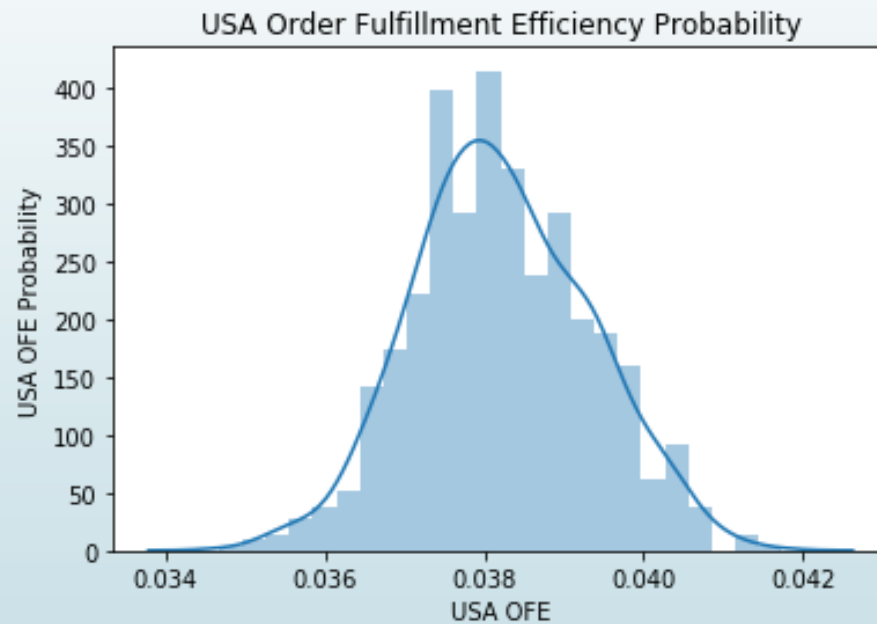




Results

There is currently support to the claim “years of experience increases sales”

Comparison of Order Fulfillment Efficiency Between Top Two Order-Fulfillment Countries (USA/Germany)

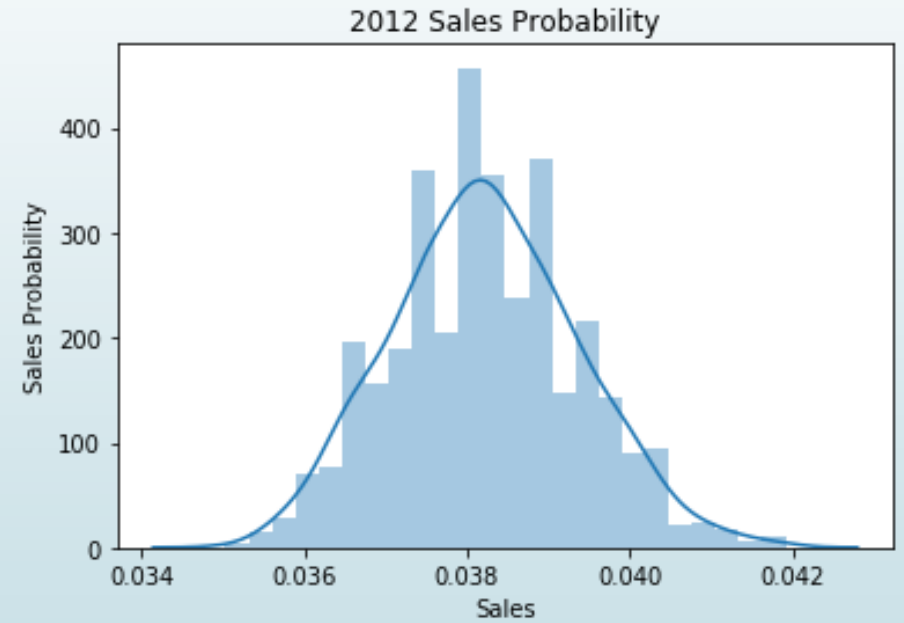
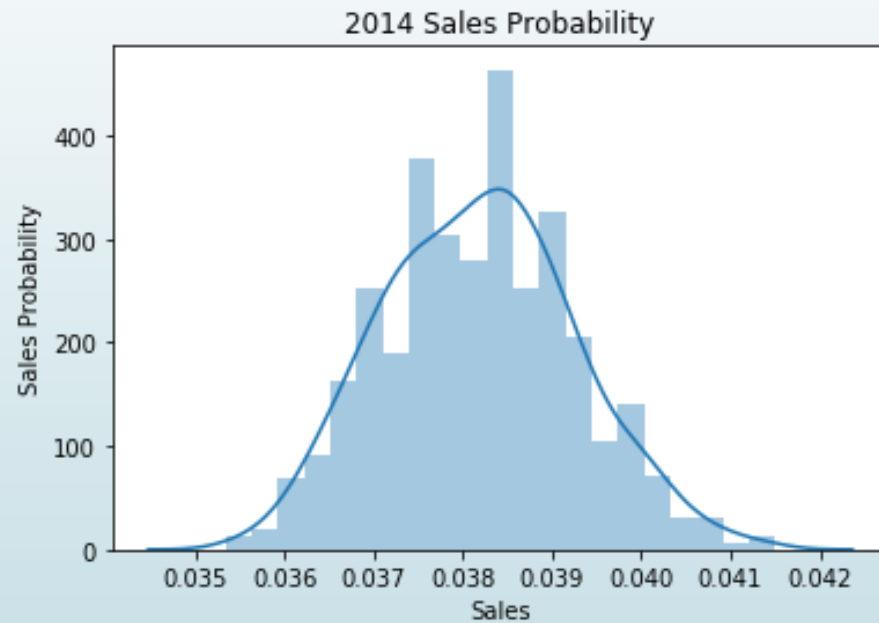




Results

Of the top shipping Countries, there is no evidence to suggest order fulfillment efficiency is better in either country

Comparison of 2012/2014 Sales Data





Results

The overall sales for the 2012 year and 2014 year are not significantly different



Conclusion/Recommendations

- Consider strategically implementing discounts to increase sales quantity
- Consider investigating OFE between higher order-fulfilling countries and lower ones
 - If there is a difference explore actual order filling methods in order to implement improvements where necessary
- Look for ways to increase overall sales



Thanks!

- Email any questions to stevenchamp11@yahoo.com