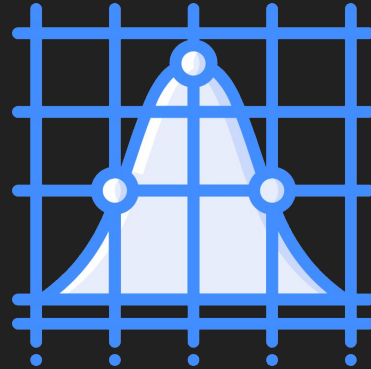
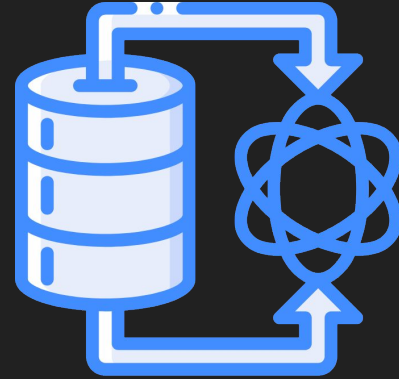


Northwind Trading Company

By Bram Tunggal

Methodology

- Data Manipulation (SQL)
- Statistical Tests
 - ANOVA
 - Welch's t test
 - Cohen's D



Problem Statement



Can we increase product quantities sold by altering **Discounts** and can we increase revenue by offering more **Imported** products?



Findings

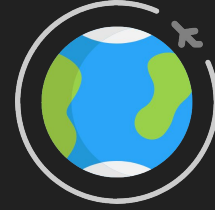
Discounts:

- a. When a product is discounted, an avg. quantity of **4** more are purchased per order
- b. Discount levels of 5%, 10%, 15%, 20%, and 25% have roughly an equal effect on quantity purchased



USA

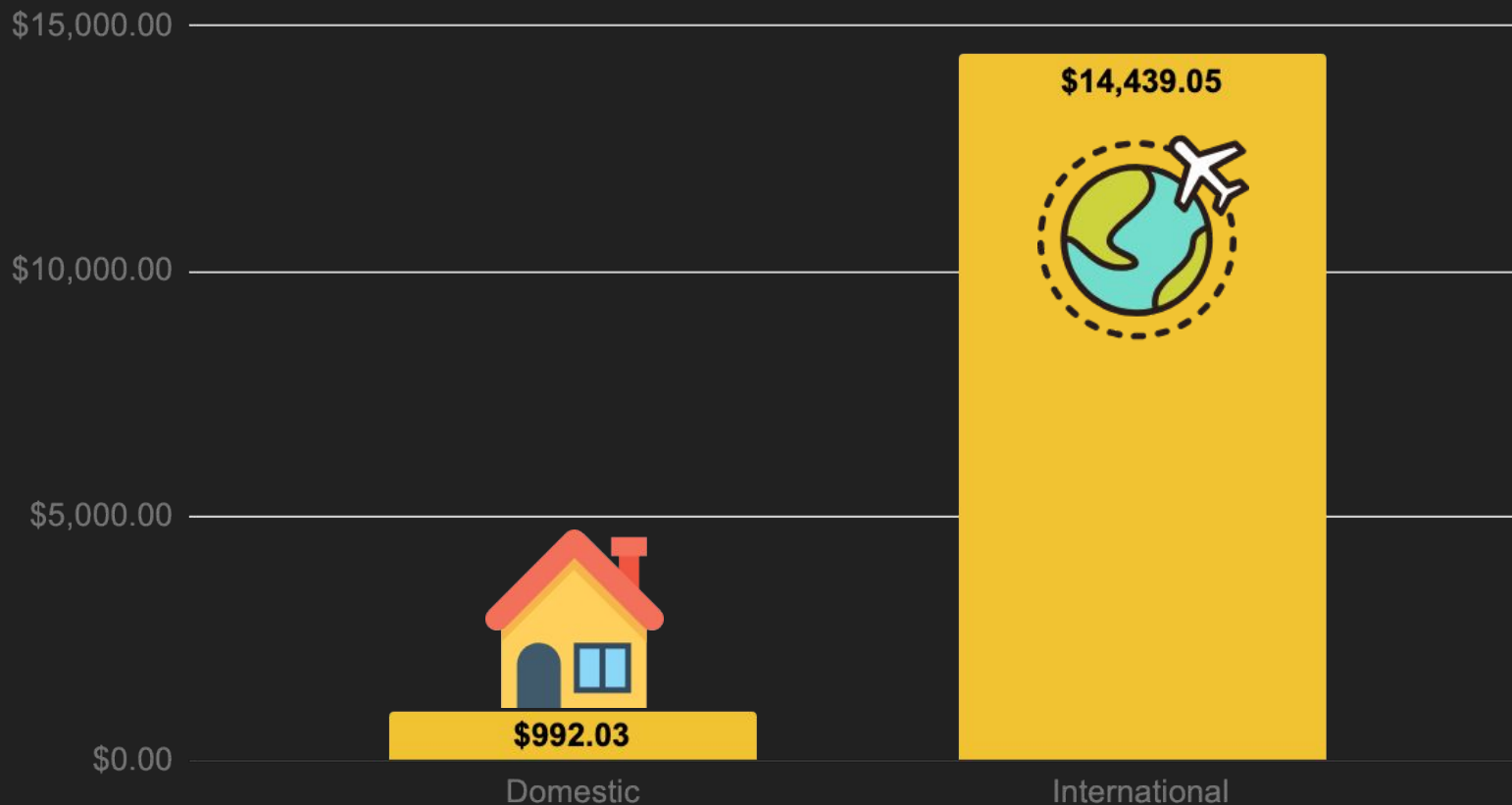
- Avg. discount rate of 15%
- Avg. quantity per order **30**



International

- Avg. discount rate of 15%
- Avg. quantity per order **27**

Average Lifetime Spending Per Customer



Recommendations

Discounts:

- Provide discounts
- **BUT**... There is no significant difference in quantities purchased past a **5%** discount.
- Offer discounts frequently (start at 5%) to increase sales volume

Imported goods:

- Offer more imported products

Thank you!