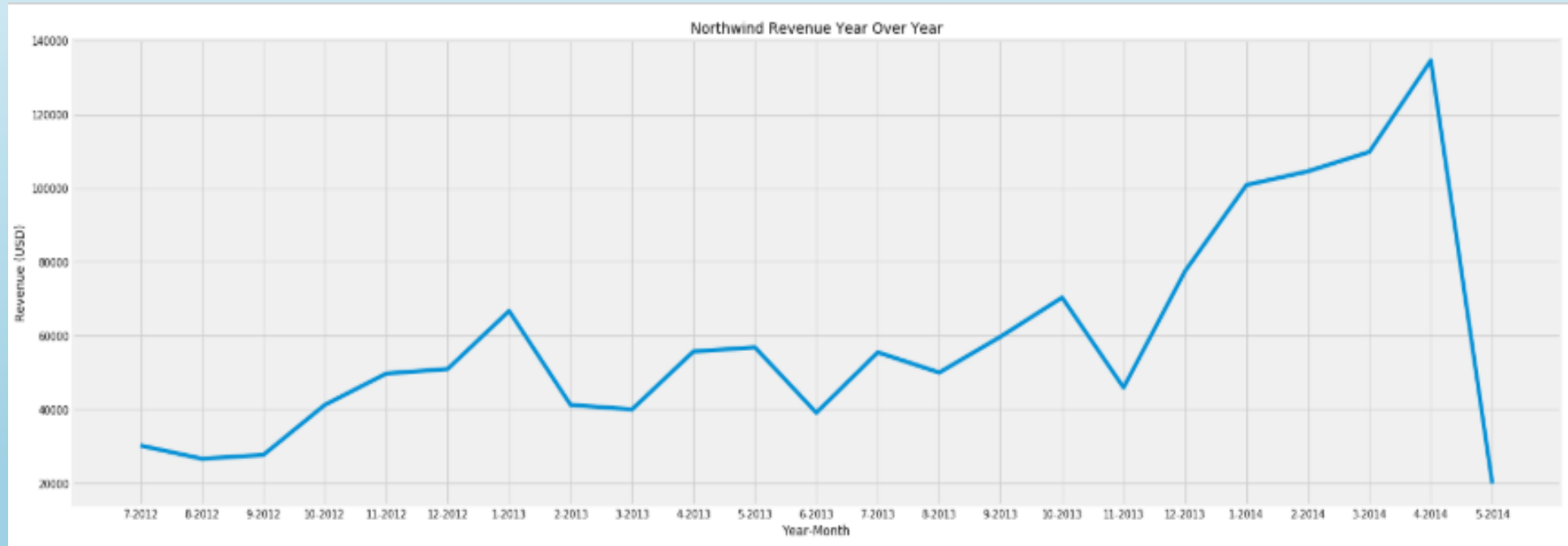


Elevating Profitability of Northwind

Module 3 Project

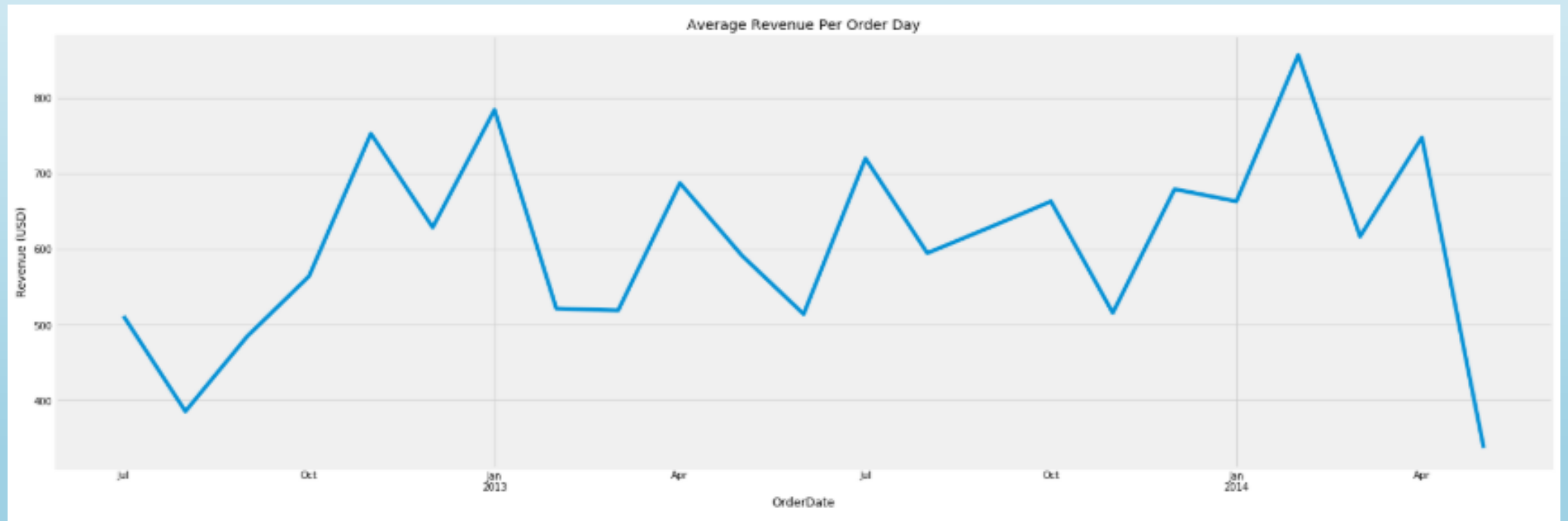


- Business to date
- Findings
- Recommendations



Executive Overview

- Rapid growth
- International expansion
- Profitability concerns



Business To Date

- Discounts drive increased sales
- Effect present across all discount levels
 - Weakest for 10% discounts
- Diving deeper:
 - Discounts and Category
- Recommendations:
 - Inventory management

Discounted Product → Order Quantities

- Lower effect on sales
- Discounted rate does not influence quantity
- Recommendations:
 - Discontinue discount
 - focus on growing product range in other categories

Cereal/Grains Discounts

- No products are discontinued at significantly

Discontinued Product

- Highest freight spends
 - North America
 - Western Europe
 - British Isles
- Recommendations:
 - Consolidated shipping
 - Marketing campaigns
 - Collect more data Eastern Europe
 - Sell, Sell, Sell

Freight Costs

- Missing?
 - Tables:
 - Customer demographics
 - Data points:
 - Postal codes
 - Shipping date
 - Shipping postal code
- Inventory
- Discount level by category

Where to improve?