



Northwind Insights

By
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Northwind's Data



Interests:

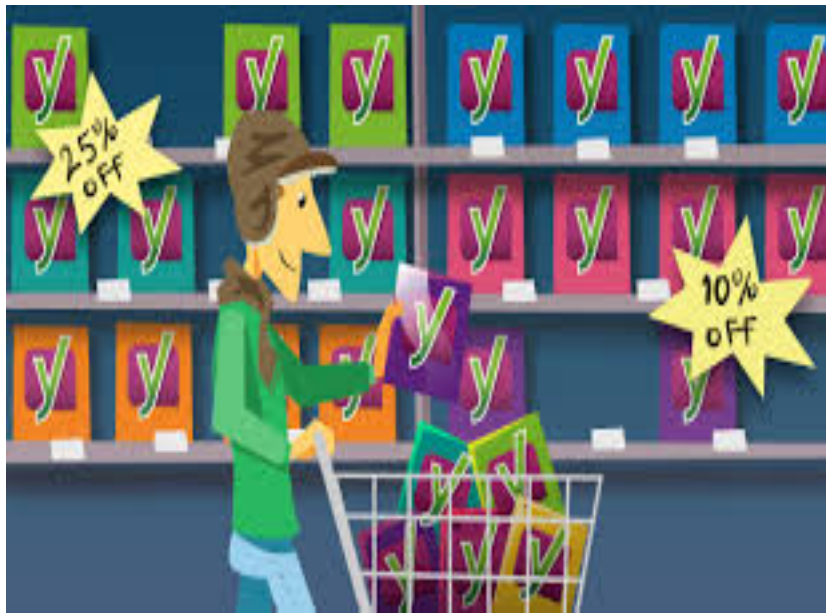
- Applying Discounts
- Discount amount
- Shipping
- Seasonal Fluctuations



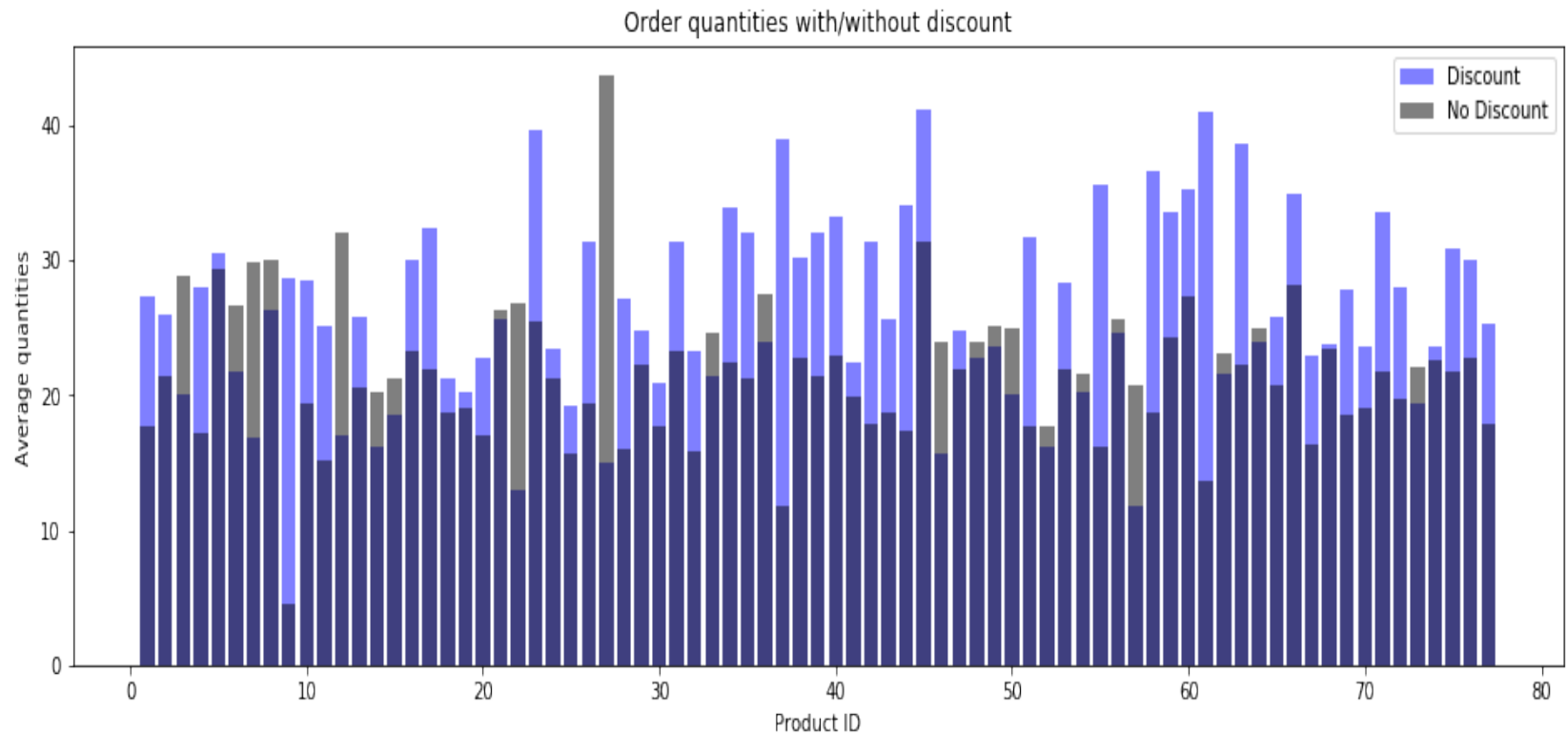
Applying Discounts



- Are discounts even making a difference?



Applying Discounts cont.



Discount amount



- Does the amount of discount matter?



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Shipping



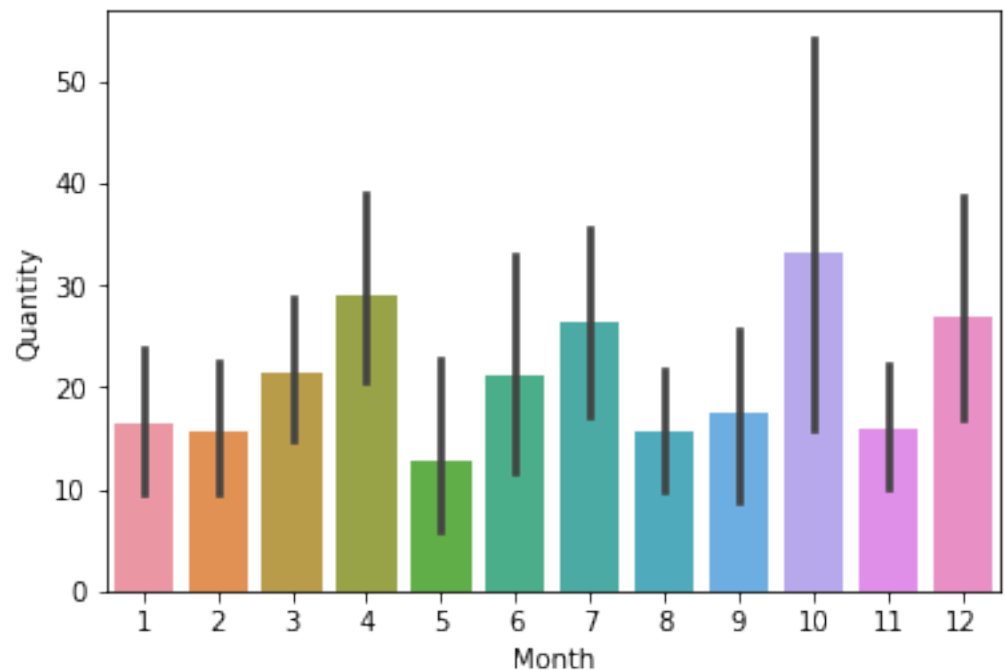
- Are all of our shipping companies performing equally?



Seasonal Fluctuations



- High/Low volume months



Recommendations & future work



Thank You



- Questions?