Northwind Traders

MOD 3 Final Project.

Task

Through some data extraction and data manipulation we look to gain some useful business insights for the Northwind Traders Company.
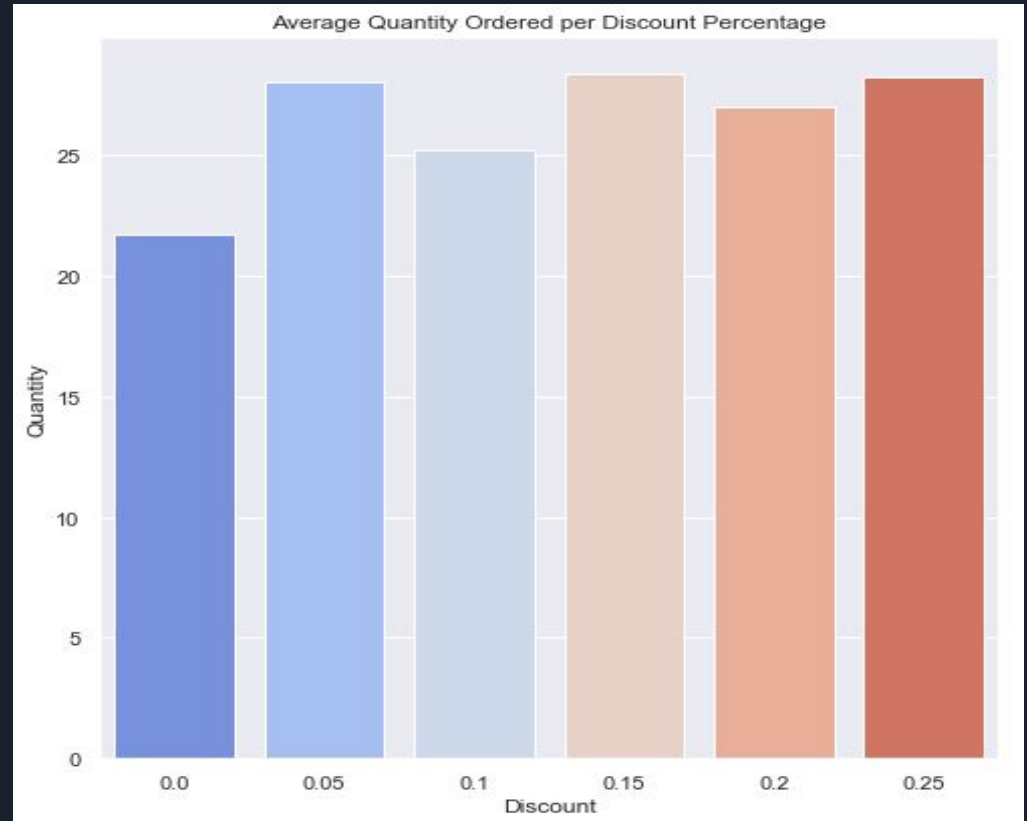
Questions

1. Does discount amount have a statistically significant effect on the quantity of a product in an order? If so, at what discount levels?
2. Does South America generate more sales than North America?
3. Is the average revenue from the London office greater than that of the Seattle offices?
4. Do orders with Dairy Products generate more revenue than orders without Dairy Products?
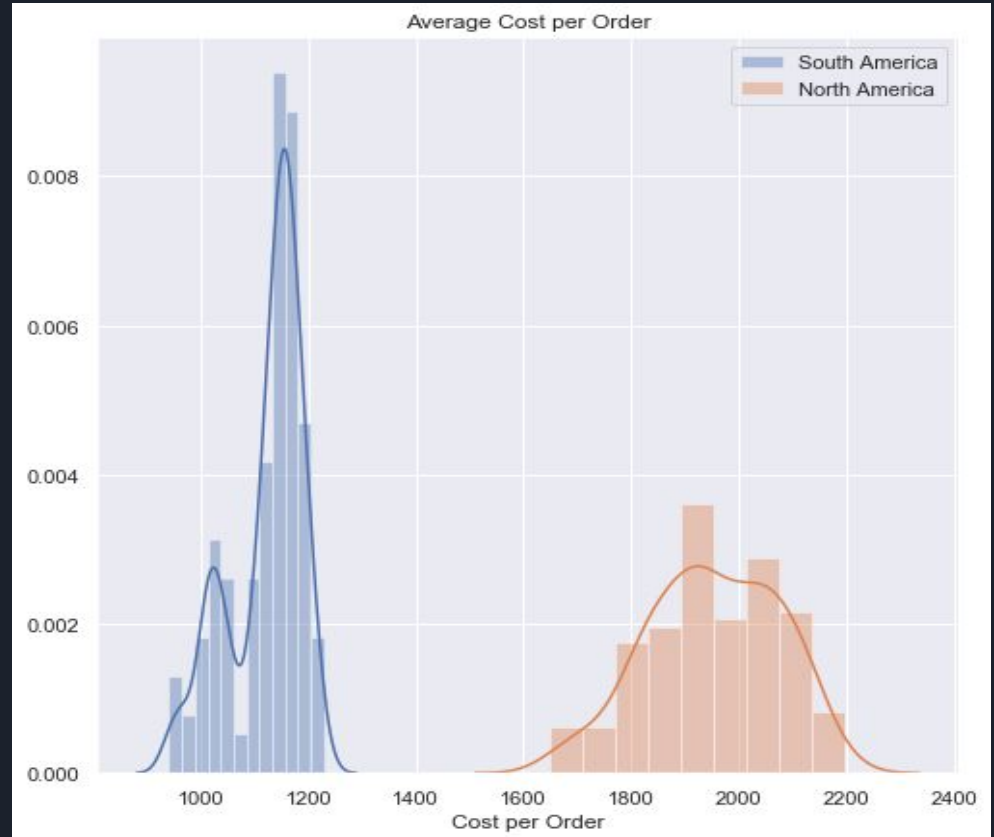
Insights

Discount's effect on order quantities.

According to our findings we detected a significant effect on quantities in the 5%, 15% and 25% levels.
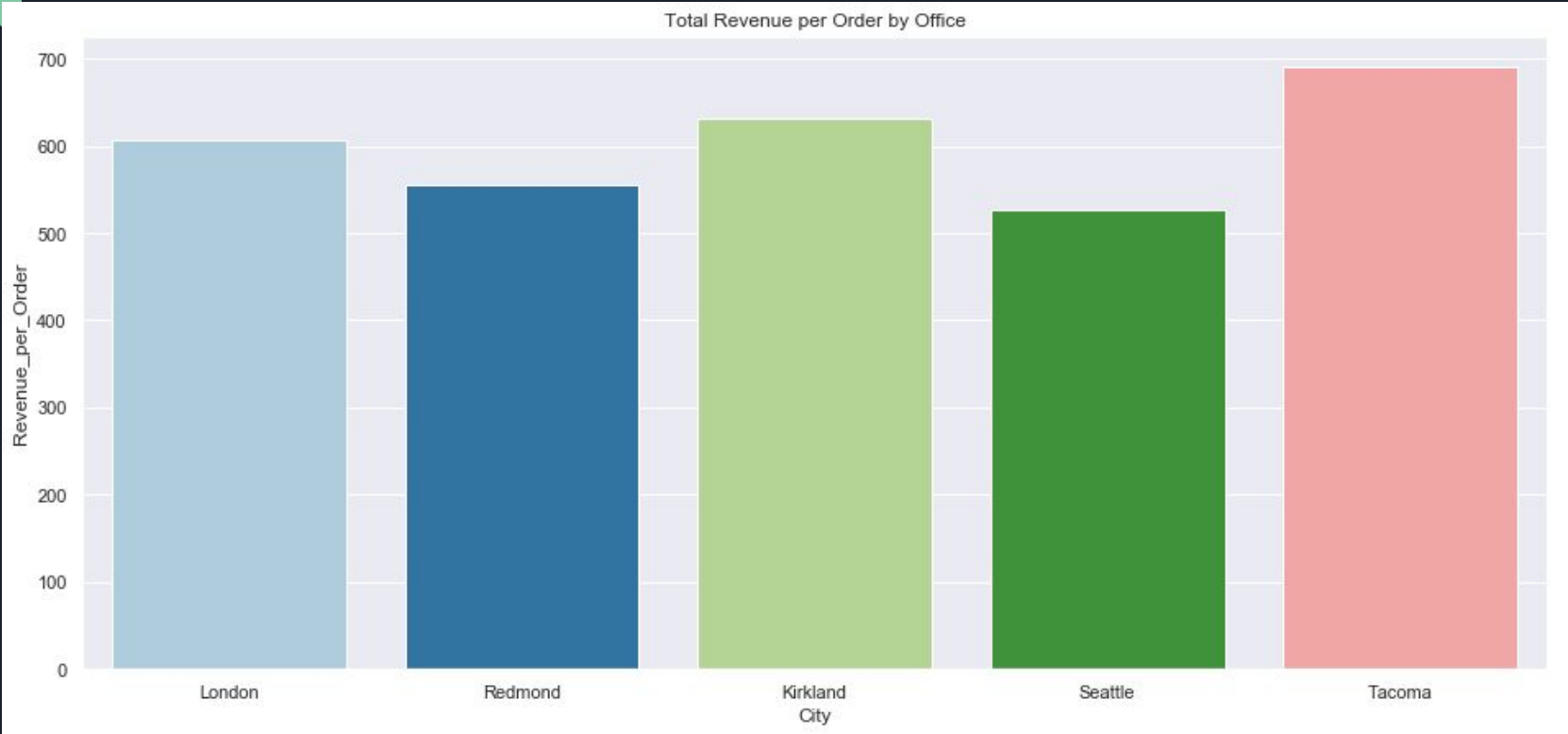

Average Quantity Ordered per Discount Percentage
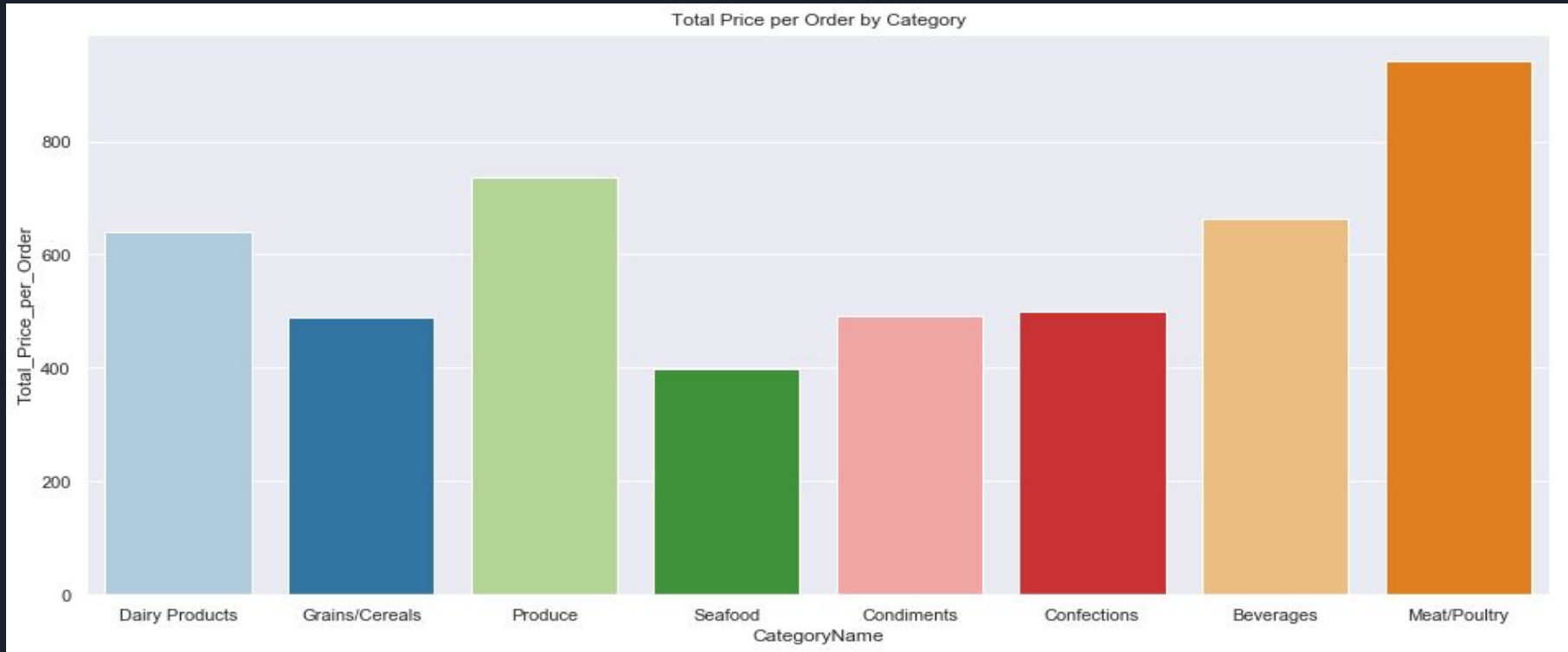
North America vs. South America

There is a major difference in between the two regions. North American revenue is higher.

Average Cost per Order

London vs. Seattle

Orders without Dairy vs. Orders with Dairy

Total Price per Order by Category

Recommendations

- Use 5%, 15% and 25% on products that have a difficult time moving.
- North American sales are definitely higher than South America, this might be caused by the type of products that are offered. Start to offer products that are more popular among customers.
- London has 37% less orders than the Seattle offices but manage to generate about the same revenue. The employees at the Redmond and Seattle(city) offices need to improve.
- Dairy products are a significant part of every order and every employee should aggressively attempt to include Dairy in all orders.

Future Work

- Collection of more data from the different offices to measure sales performance or lack thereof, in order to create training to improve sales skills.
- Reach out to customers in South America to determine what products are more popular in order to boost sales in the region.
- Investigate if discounts have a significant effect on the overall revenue per order.

THANK YOU!

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