



# Northwind Traders

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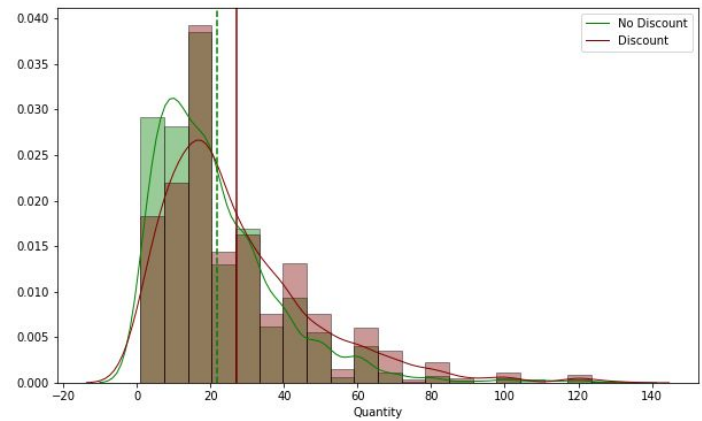
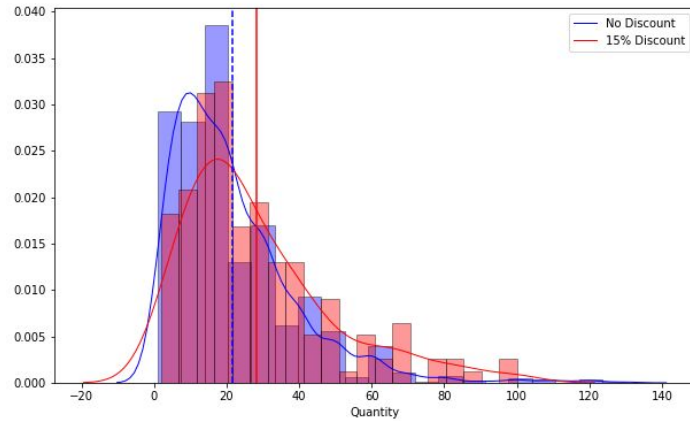
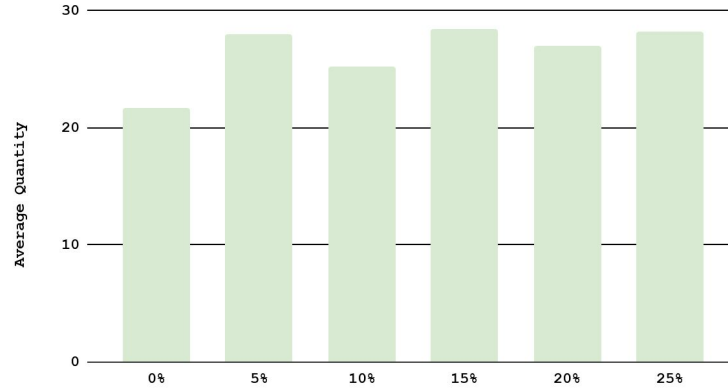
# Strategy

Explore factors we may control that could potentially affect revenue and cost

- Discounts
  - ◆ Are the right discount levels offered
- Employee efficiency
  - ◆ Who brings the most to this company
- Product
  - ◆ Do you have a good understanding of your product
- Shipping efficiency
  - ◆ Is it possible to minimize cost
  - ◆ Is it possible to minimize transaction time

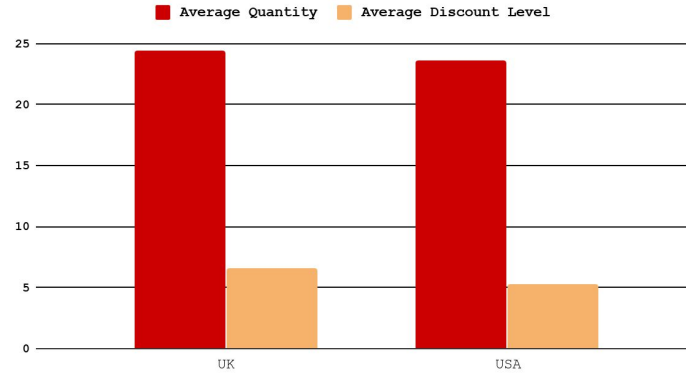
# Discounts

Average Quantity per Discount Level



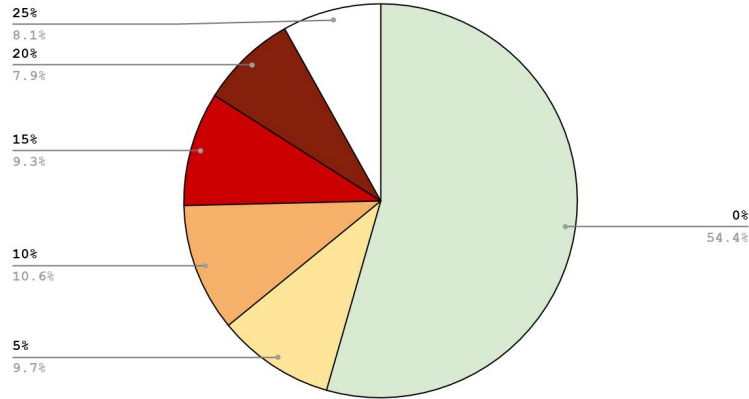
# Discounts

UK Employees vs US Employees

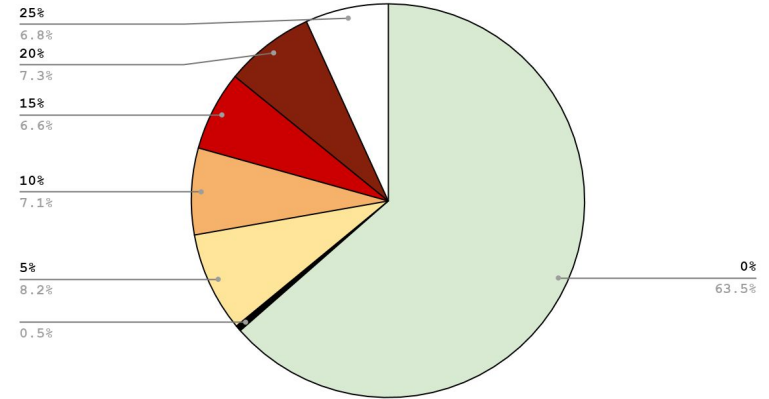


US employees making orders with lower discounts though quantity ordered is roughly the same

UK Discounts Offered

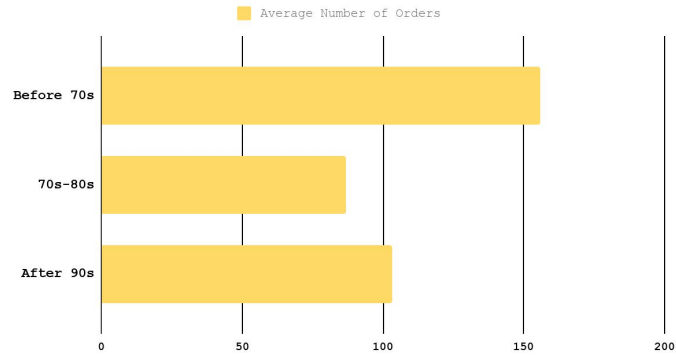


USA Discounts Offered

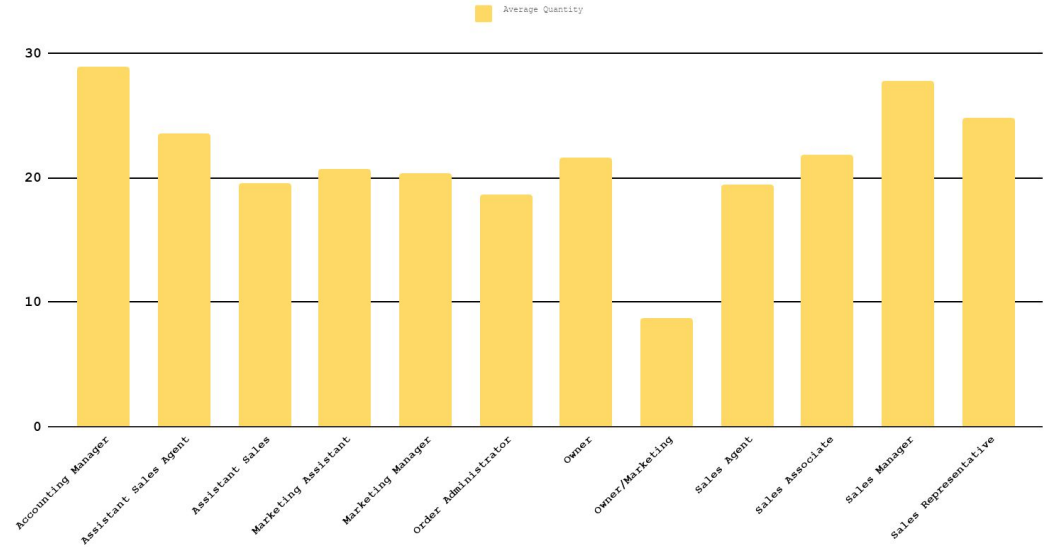


# Employees

Performance of Employees

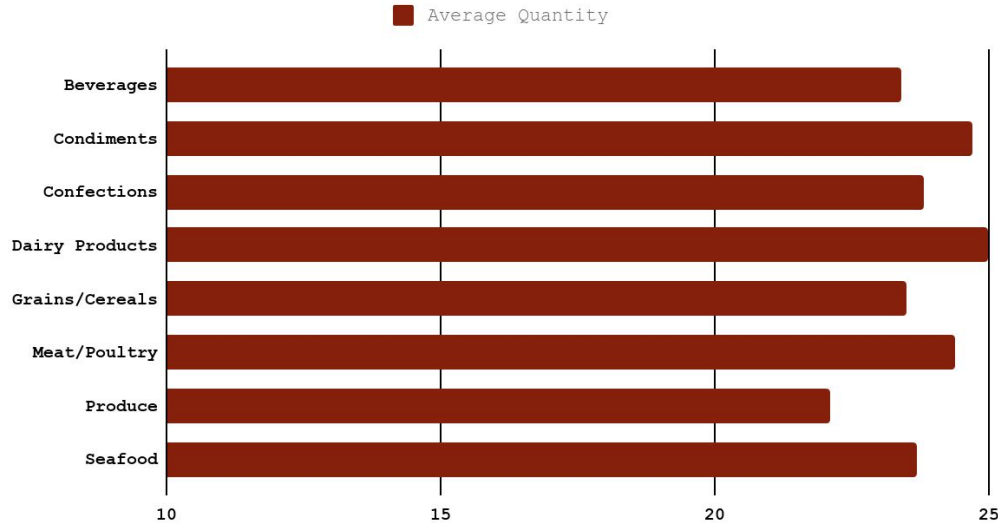


Customers' Employee Order Quantity



# Product

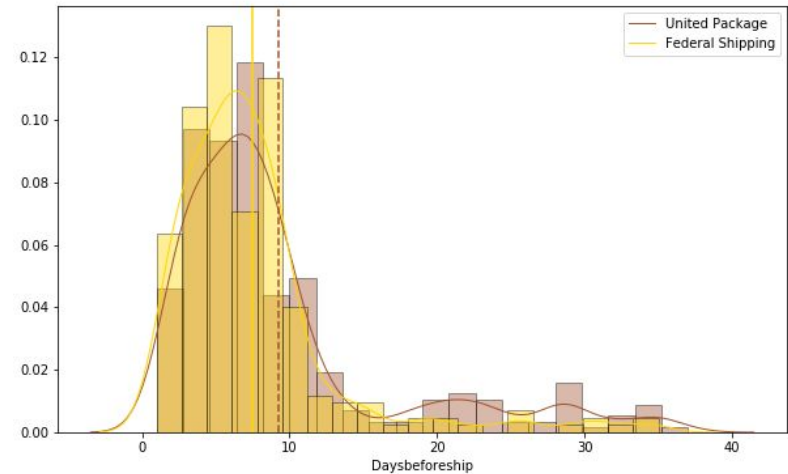
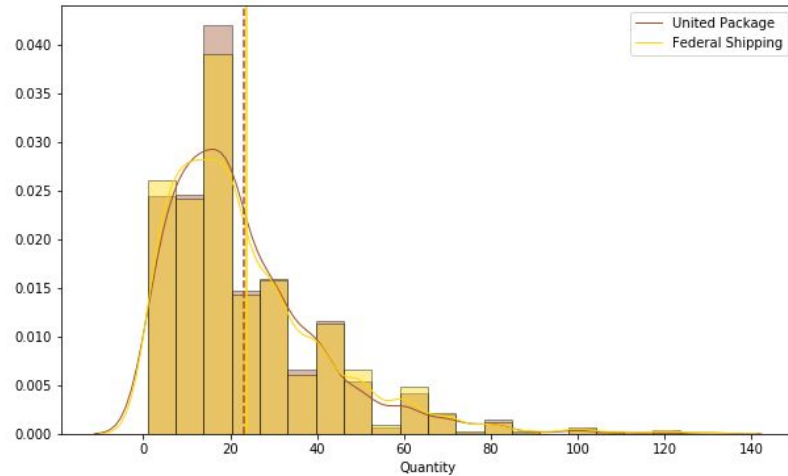
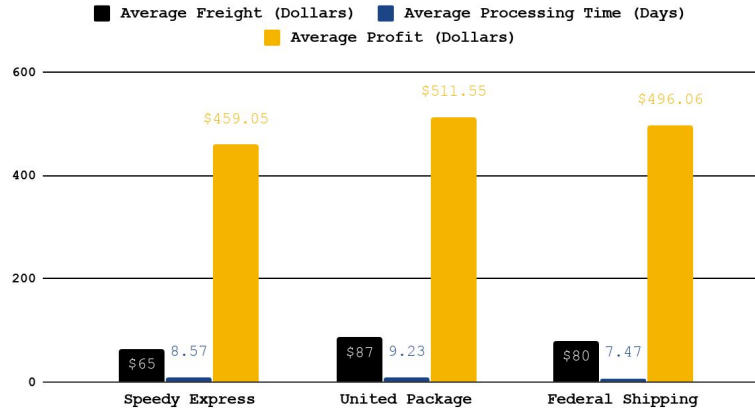
## Quantity Ordered per Category



- Dairy Products in Winter: +4.99 units
- Seafood in Spring: -4.95 units
- Condiments in Winter: +6.97 units
- Condiments in Spring: -5.83 units

# Shipping

## Shipping Company Summary Statistics



# Recommendations

- As a company, I would suggest not offering discount levels above 15%.
- US employees should not offer discount levels above 15% and UK employees should offer only 25%.
- Try to speak to managers when pushing for orders from your customers as they tend to have more buying power.
- Try to reflect production on when the products affected by seasons discussed earlier are more or less in demand that time of the year. It will open up time for other tasks, and other production elsewhere.
- Using Federal Shipping will lower process time (days between order date and shipping date).



# Future Work

- Explore what features influence average profit
- Further investigate if lowering discount level below suggested 15% is better
- Find out optimal levels of discount for each product for their seasonal demand (if that exists)

Thank You