



# 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

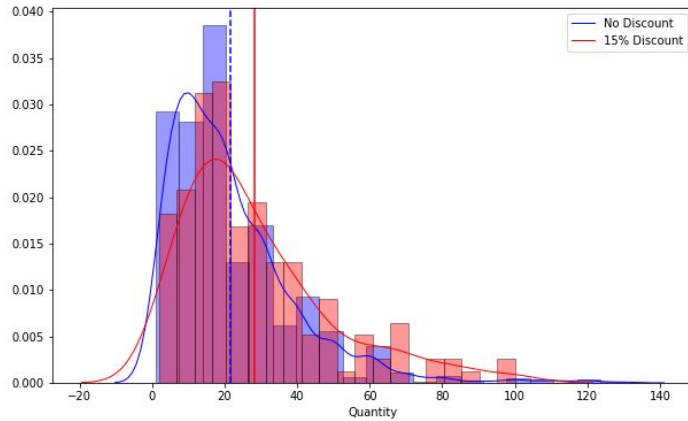
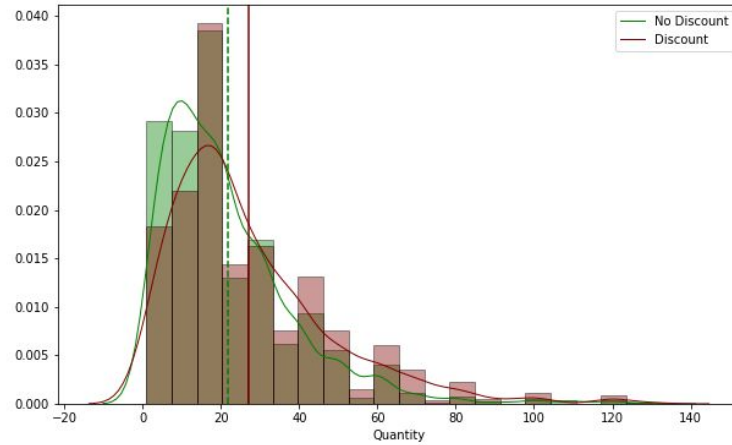
→ Product

- ◆ 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



Discount	Average Quantity
0	21.7
0.01	2.00
0.02	2.00
0.03	1.67
0.04	1.00
0.05	28.0
0.06	2.00
0.1	25.2
0.15	28.4
0.2	27.0
0.25	28.2

# Discounts

Country	Average Quantity	Average Discount Level
UK	24.4	0.0655
USA	23.6	0.0528

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

Discount	0	0.01	0.02	0.03	0.04	0.05	0.06	0.1	0.15	0.2	0.25
UK	54.4	0	0	0	0	9.68	0	10.56	9.33	7.92	8.1
USA	63.52	0.06	0.13	0.19	0.06	8.19	0.06	7.12	6.55	7.31	6.81

# Employees

Decade	Average Number of Orders
Before 70s	156
70s-80s	87
After 90s	103.25

Customer Title	Average Quantity
Accounting Manager	28.9
Assistant Sales Agent	23.6
Assistant Sales Representative	19.5
Marketing Assistant	20.7
Marketing Manager	20.3
Order Administrator	18.7
Owner	21.6
Owner/Marketing Assistant	8.71
Sales Agent	19.4
Sales Associate	21.8
Sales Manager	27.8
Sales Representative	24.8

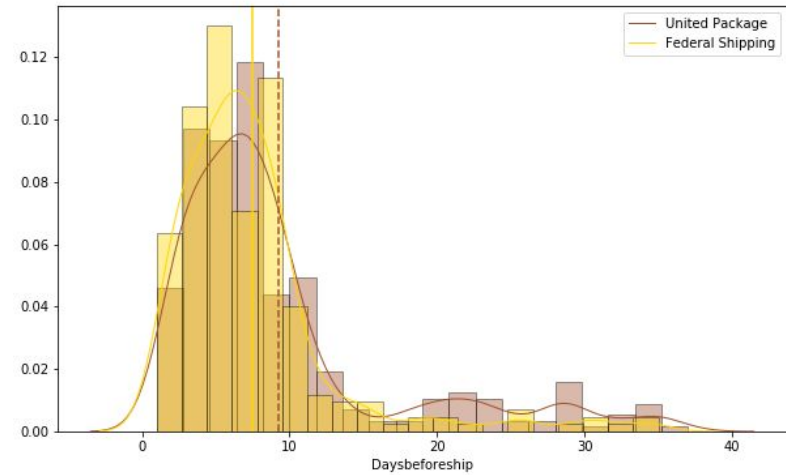
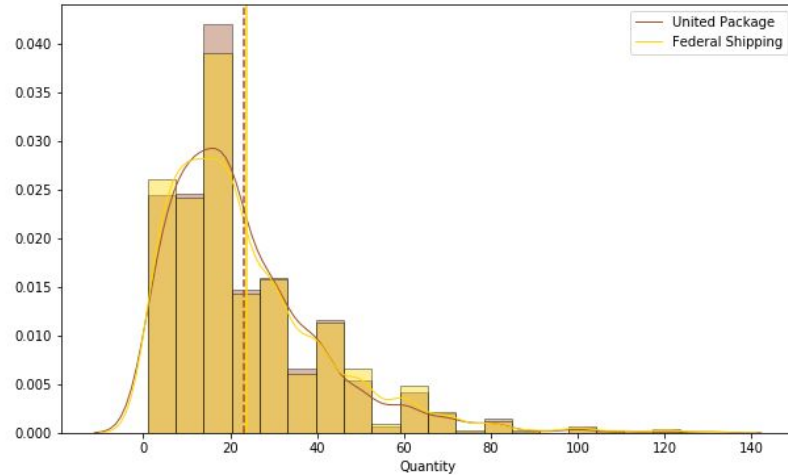
# Product

Category	Average Quantity
Beverages	23.4
Condiments	24.7
Confections	23.8
Dairy Products	25.0
Grains/Cereals	23.5
Meat/Poultry	24.4
Produce	22.1
Seafood	23.7

- 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	Average Freight	Average Processing Time	Average Profit
Speedy Express	\$65	8.57 Days	\$459.05
United Package	\$86.64	9.23 Days	\$511.55
Federal Shipping	\$80.44	7.47 Days	\$496.06



# 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

- 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)
- Explore where to lower costs whether in employee demographic or shipping

Thank You