



# NORTHWIND

2020 Strategic Business Analysis





# QUESTION



1

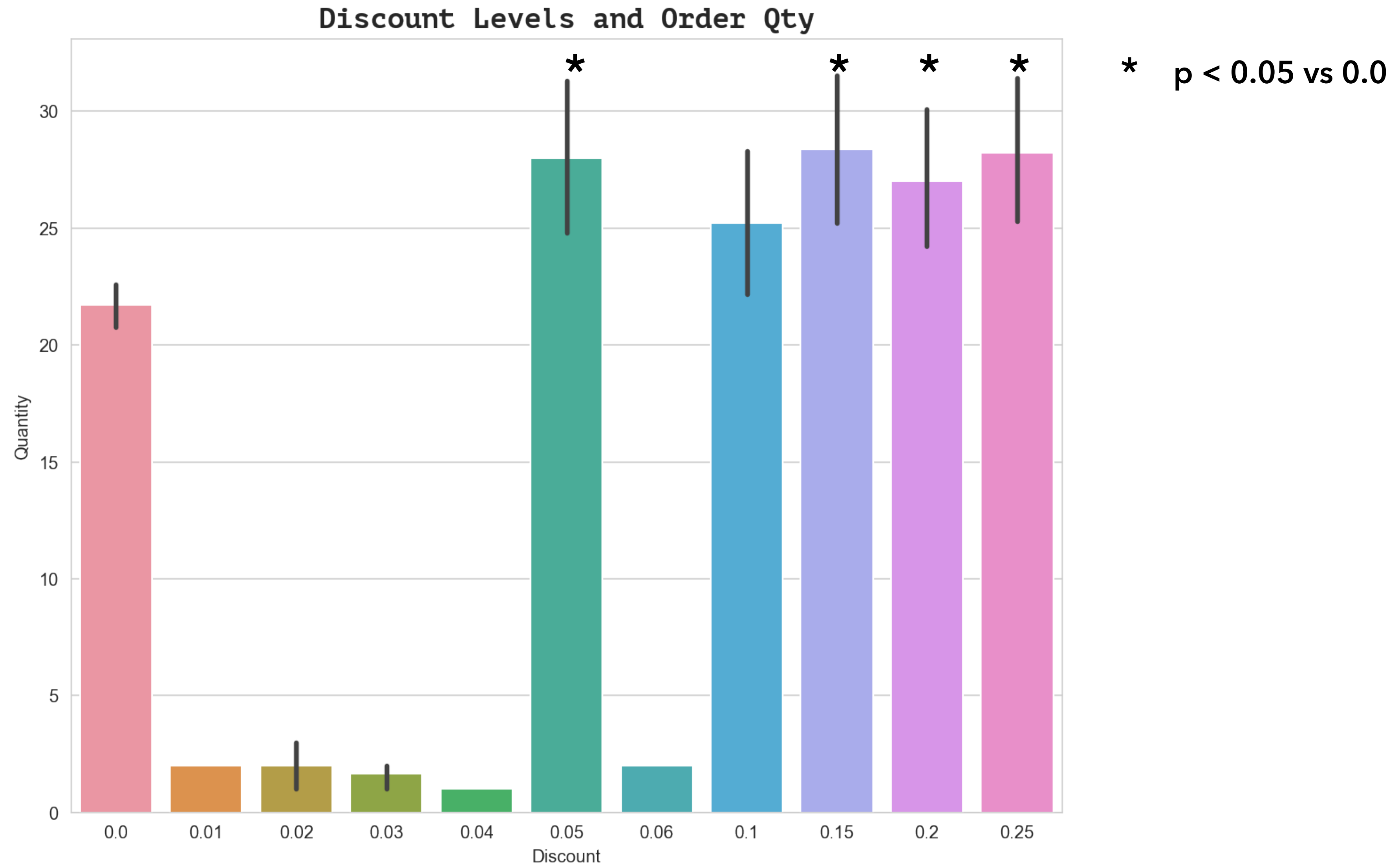
Does **Discount** amount have an effect on order **Quantity**?

If so, at what levels of discount?



# DISCOUNT + QUANTITY

YES. **Discount** affects **order quantity**.





# QUESTION

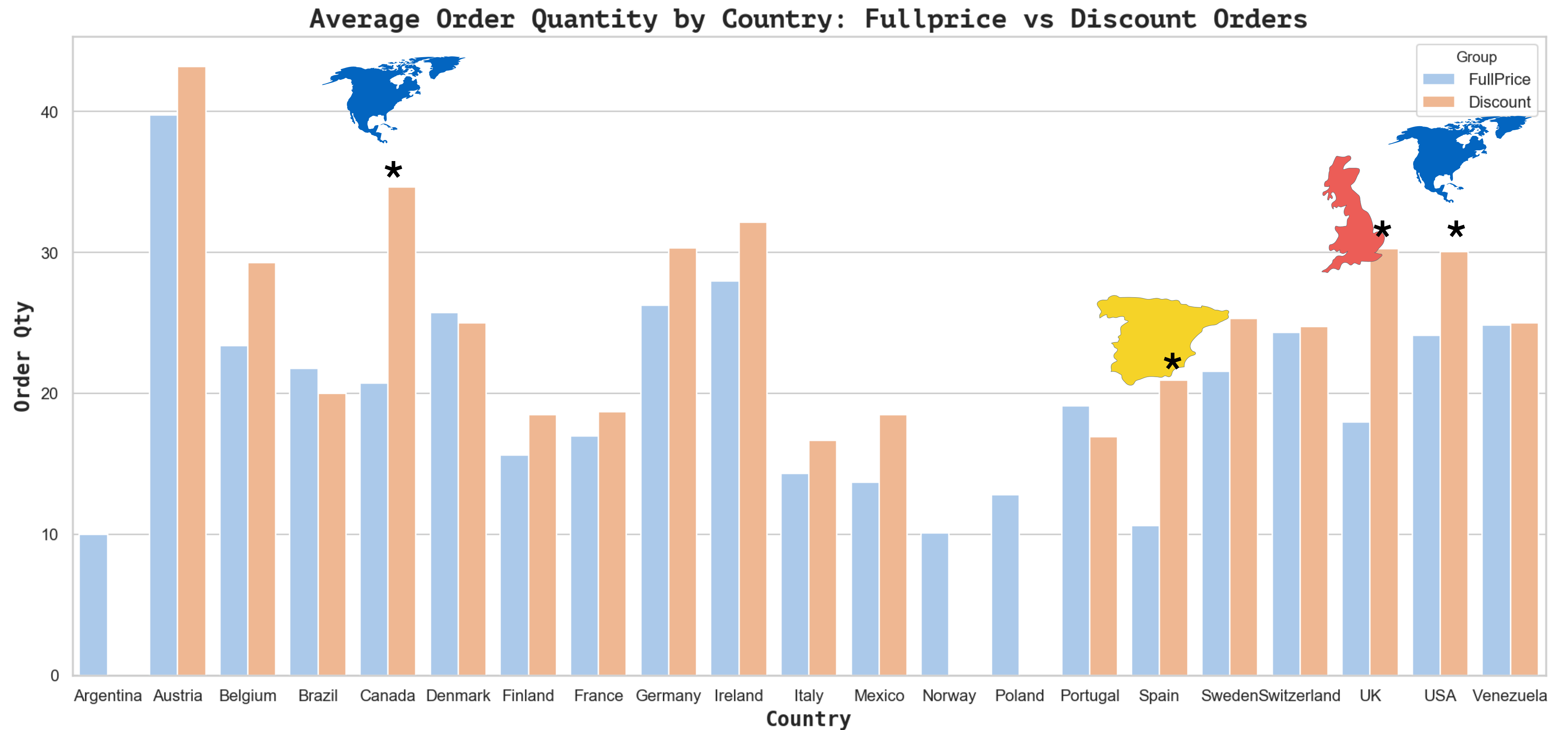


2

Do certain **Countries** prefer **discounted** vs full price orders?



# DISCOUNT + COUNTRY \* $p < 0.05$



# QUESTION

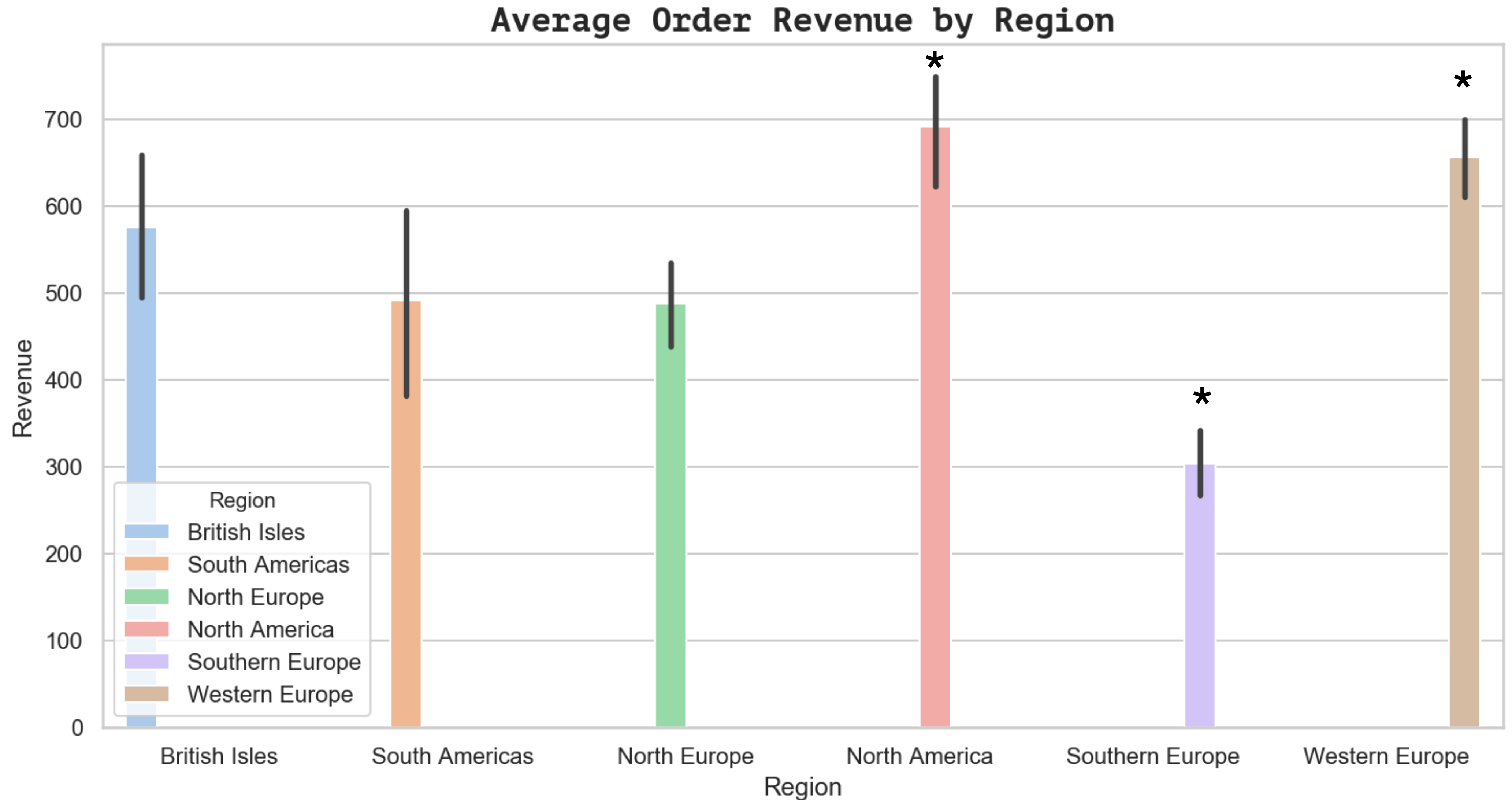
3

Does the average **revenue** per order vary by **region**?



YES. Average Order **Revenue varies across regions.**

● \*  $p < 0.05$





# QUESTION

4

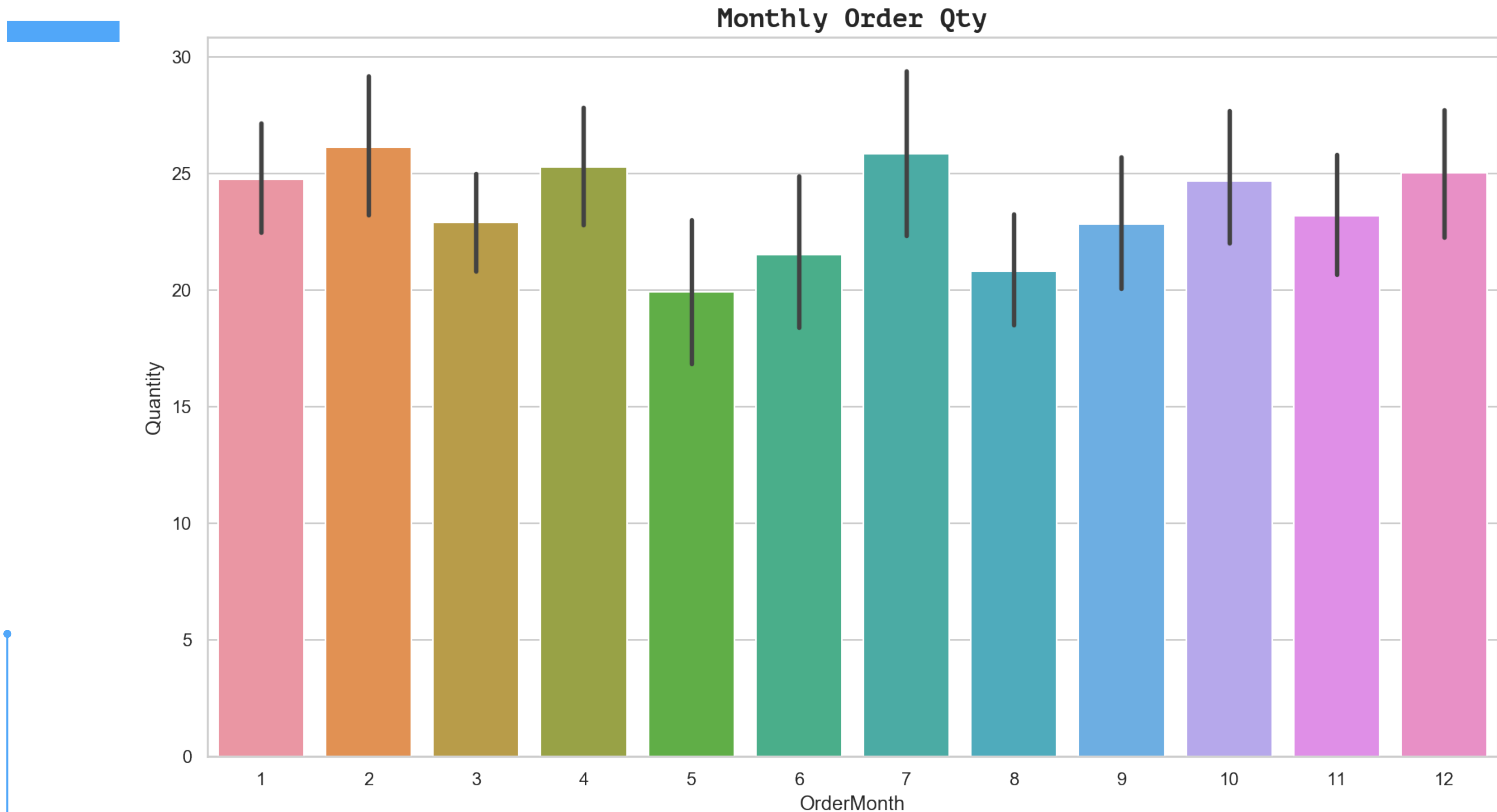
Does the average **quantity** per order vary by **season**?






# SEASON + QUANTITY

No. Average **Order Quantity** doesn't vary by time of year.



# CONCLUSION



Q1: Discounts of 5%, 15%, 20%, 25% have higher avg order quantities.

Q2: 4 countries buy higher order quantities when there is a discount:  
Spain, UK, USA, Canada.

Q3: Revenue per order on average varies by customer region.

Q4: Average quantity per order varies by time of year (monthly).

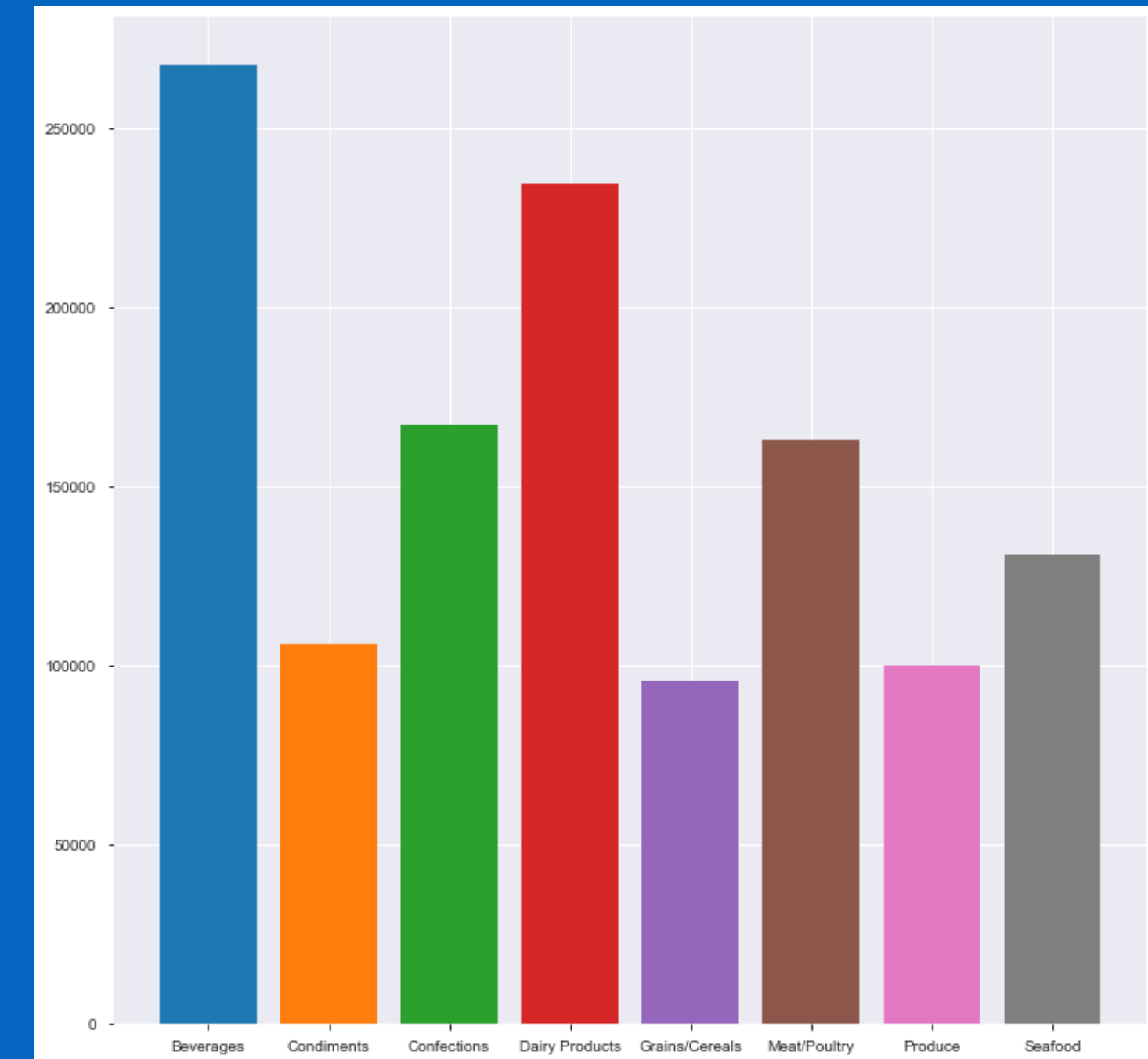
# RECOMMENDATIONS

## Conclusion & Strategic Recommendations

- 1) 5% is the minimum discount level needed to produce maximum results. Offering discount levels  $<$  or  $>$  5% has no effect on sales revenue and is therefore pointless. Stop offering any discount other than 5%.
- 2) Continue to offer discounts in countries where they are effective in producing significantly higher order quantities. Stop offering discounts to countries where there is no effect on order quantities in order to minimize lost revenue.
- 3) Focus sales and marketing efforts in regions that produce highest revenue.

# FUTUREWORK

1. GET A BIGGER PICTURE (Customers/Markets/Competitors/Time Frame)
2. BUILD A PRODUCT RECOMMENDATION TOOL
3. DESIGN EXPERIMENTS (Expand into New Markets, Diversify Product Lines)





**THANK YOU**





# Q&A

