



MODULE 2

FINAL PROJECT

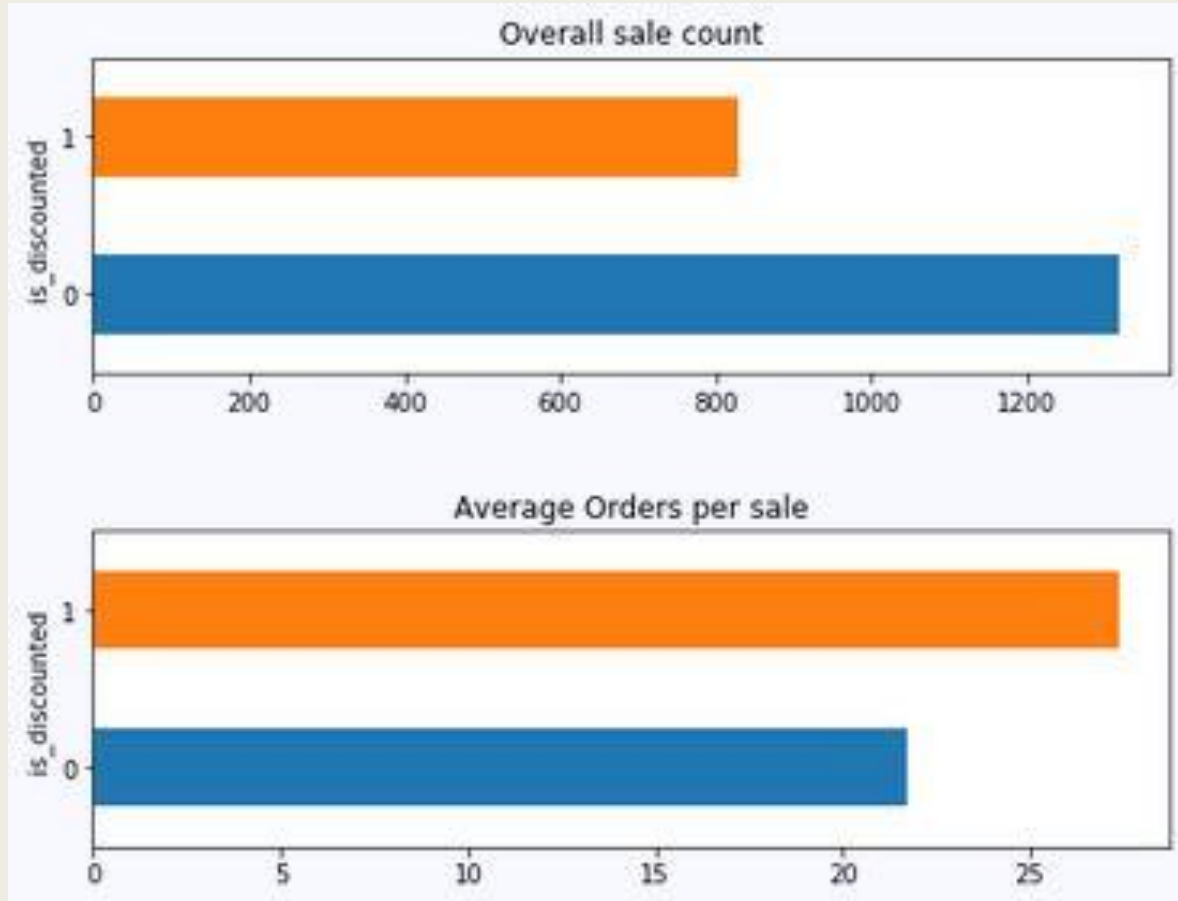
Asad Rahman



Problem Statement

■ Northwind Database

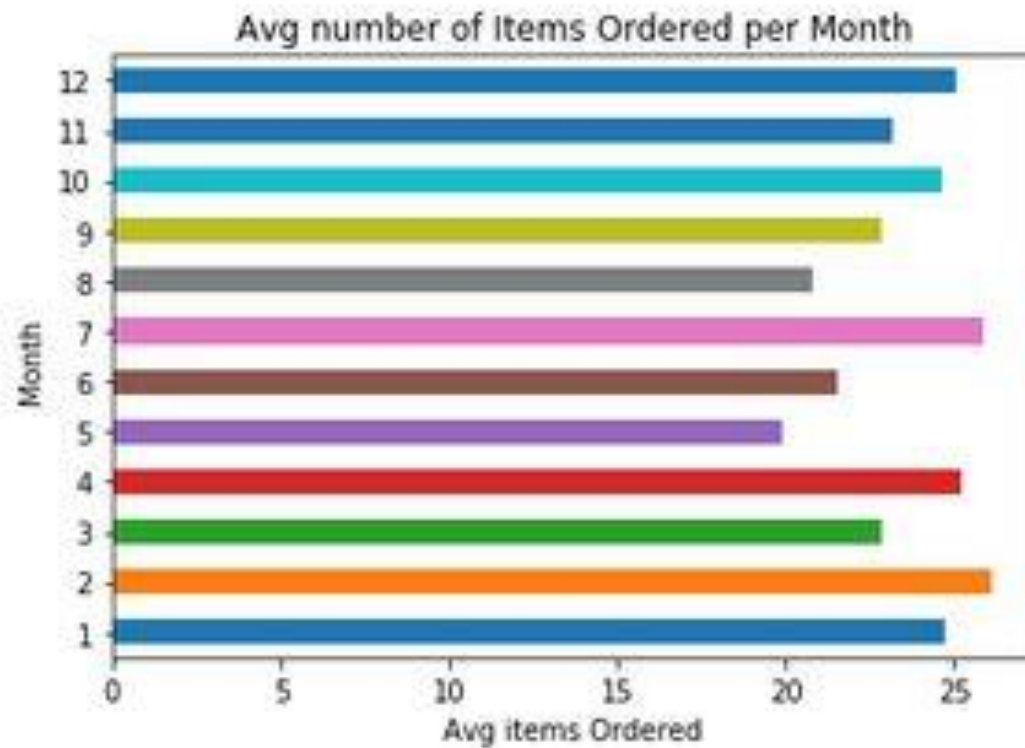
- *Do discounts effect products ordered? Which discounts have a greater effect?*
- *Do discounts effect order revenue?*
- *Do customers order more during certain months?*
- *Do customers from different areas have different spending averages per order?*



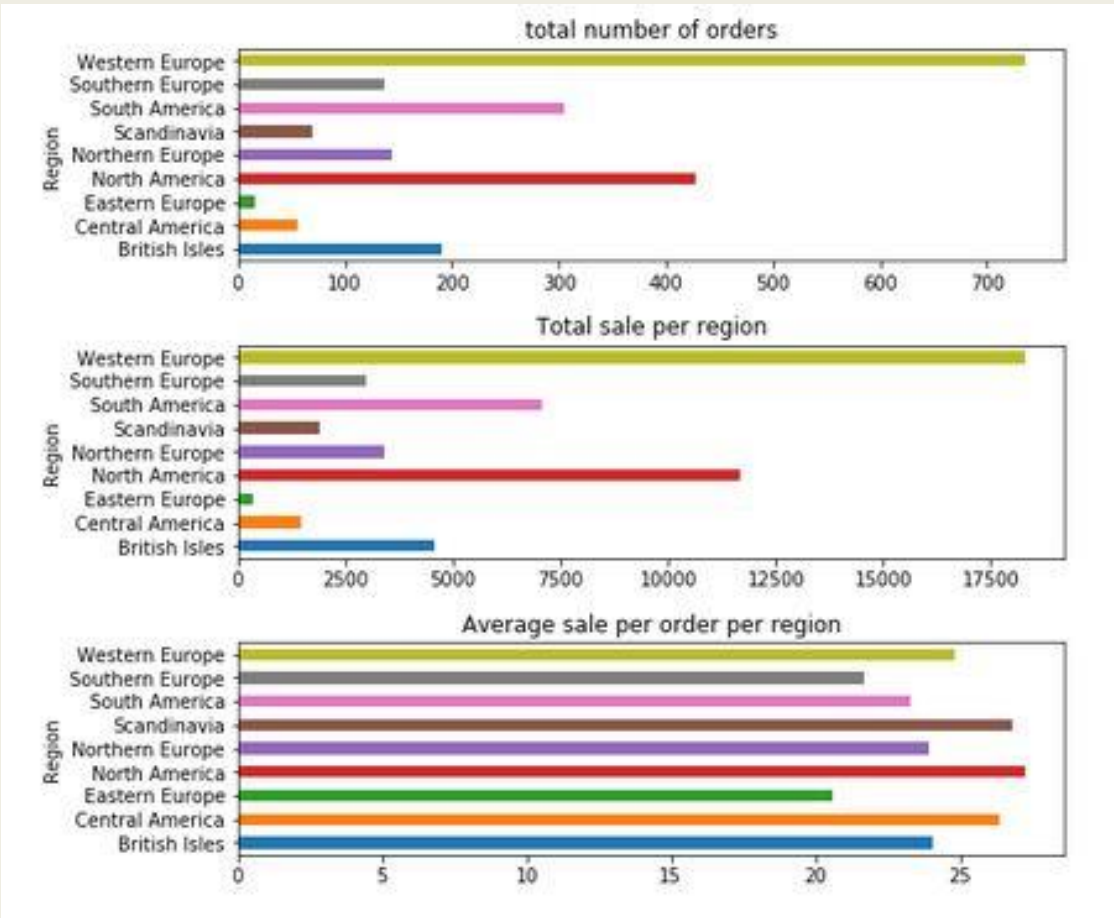
DO DISCOUNTS HAVE A STATISTICALLY SIGNIFICANT EFFECT ON THE NUMBER OF PRODUCTS CUSTOMERS ORDER? IF SO, AT WHAT LEVEL(S) OF DISCOUNT?

**IS THE COMPANY
SEEING A
DIFFERENCE IN
SALE REVENUE
BETWEEN
DISCOUNTED AND
NONDISCOUNTED
ORDERS?**





**DO DIFFERENT
MONTHS SEE
INCREASED OR
DECREASED
SALE TRENDS?**



IS THERE A
DIFFERENCE IN
SPENDING PER
ORDER
BETWEEN
REGIONS?

Future Explorations

- Inquire further into time study (benefits to employees)
- Explore sales in particular regions more

QUESTIONS?