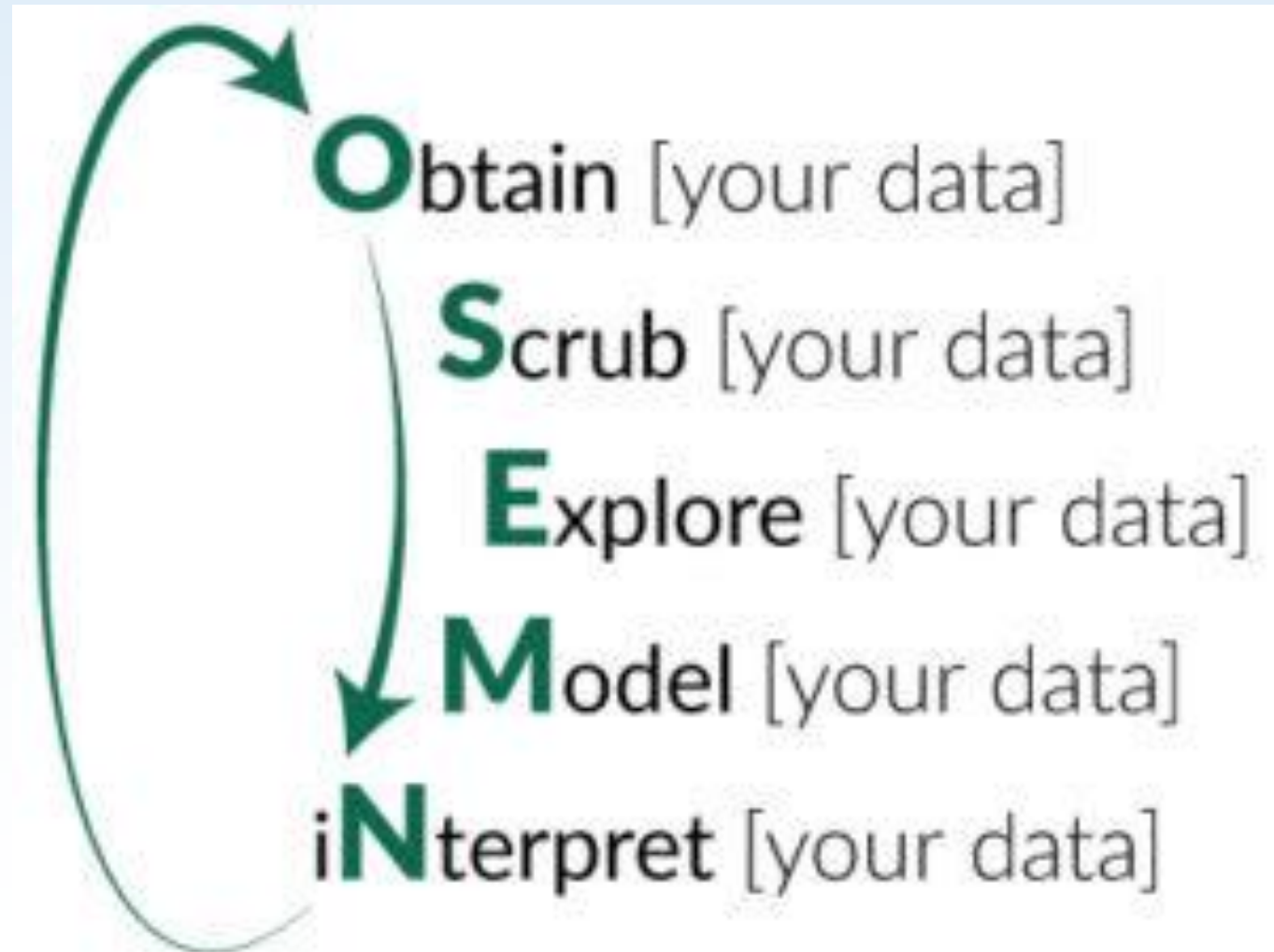




# NORTHWIND DATA ANALYSIS

Finding significant trends in Northwind sales data

# DATA ANALYSIS PROCESS



# DOES DISCOUNT LEVEL AFFECT QUANTITY ORDERED?

## Results:

Significant: Yes

P- Val: 0

Effect Size: Small

Notes: Bigger Discount =  
Bigger Quantity



# DO DISCOUNTS ON ITEMS LEAD TO CUSTOMERS REORDERING?

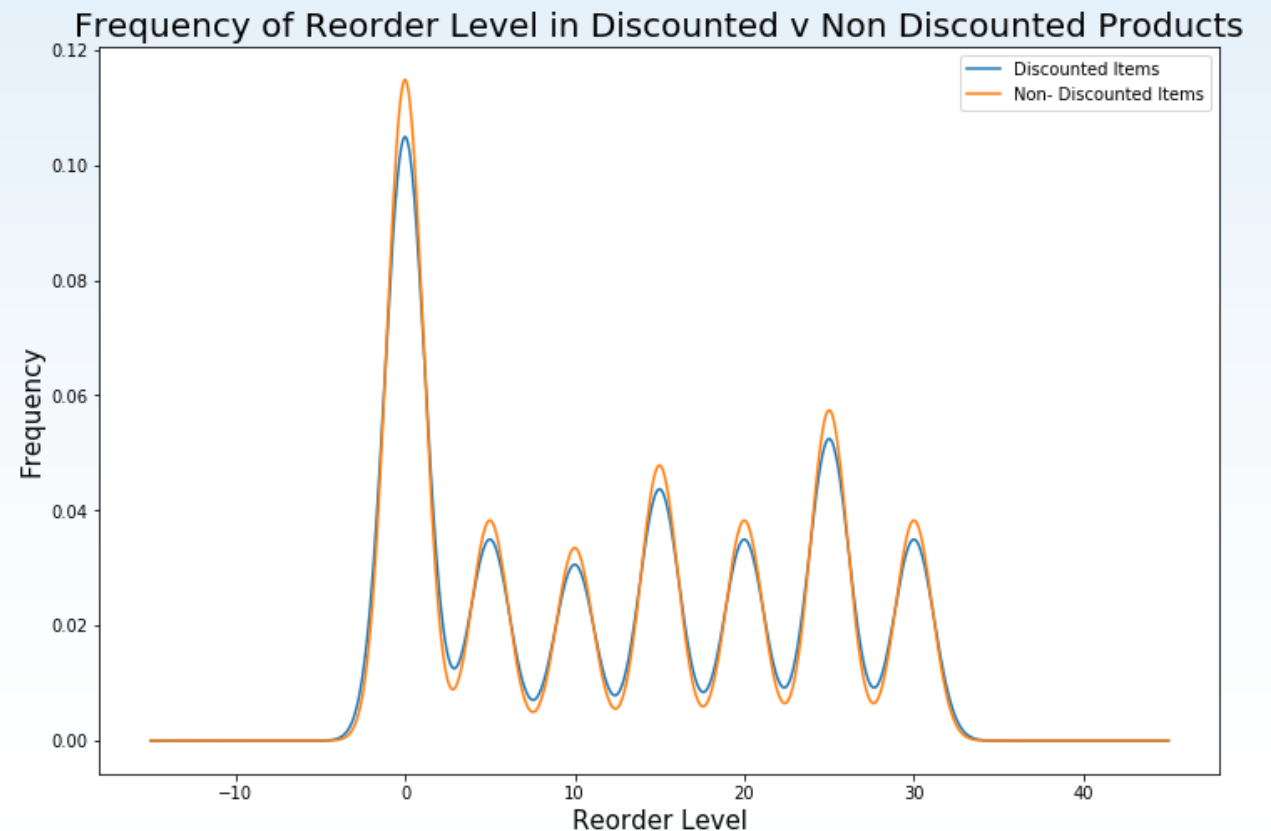
## Results:

Significant: No

P- Val: 1

Effect Size: 0

Notes: Practically No Effect



# DOES SHIPPING COMPANY HAVE AN AFFECT OM SHIPPING TIME

## Results:

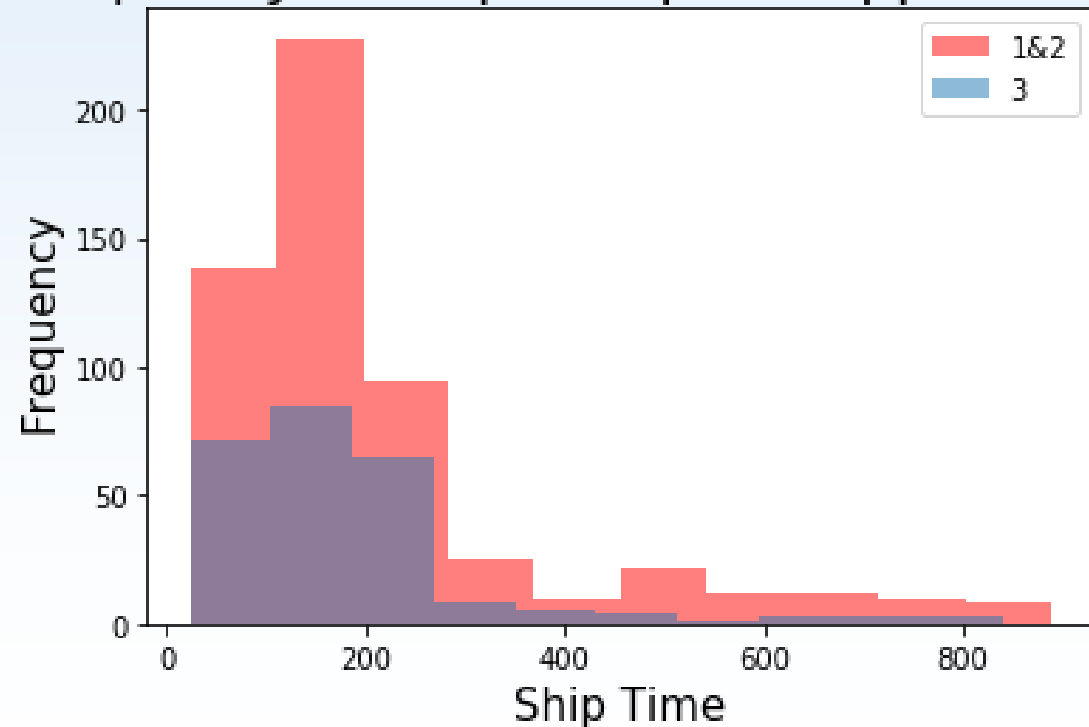
Significant: Yes

P- Val: .0019

Effect Size: Moderate

Notes: 3 Ships faster than 1, 2, and 1&2

Frequency of Shiptime per Shipper1&2 vs 3



# DOES DISCOUNT ON A PRODUCT HAVE AN EFFECT ON THE REVENUE OF THE PRODUCT

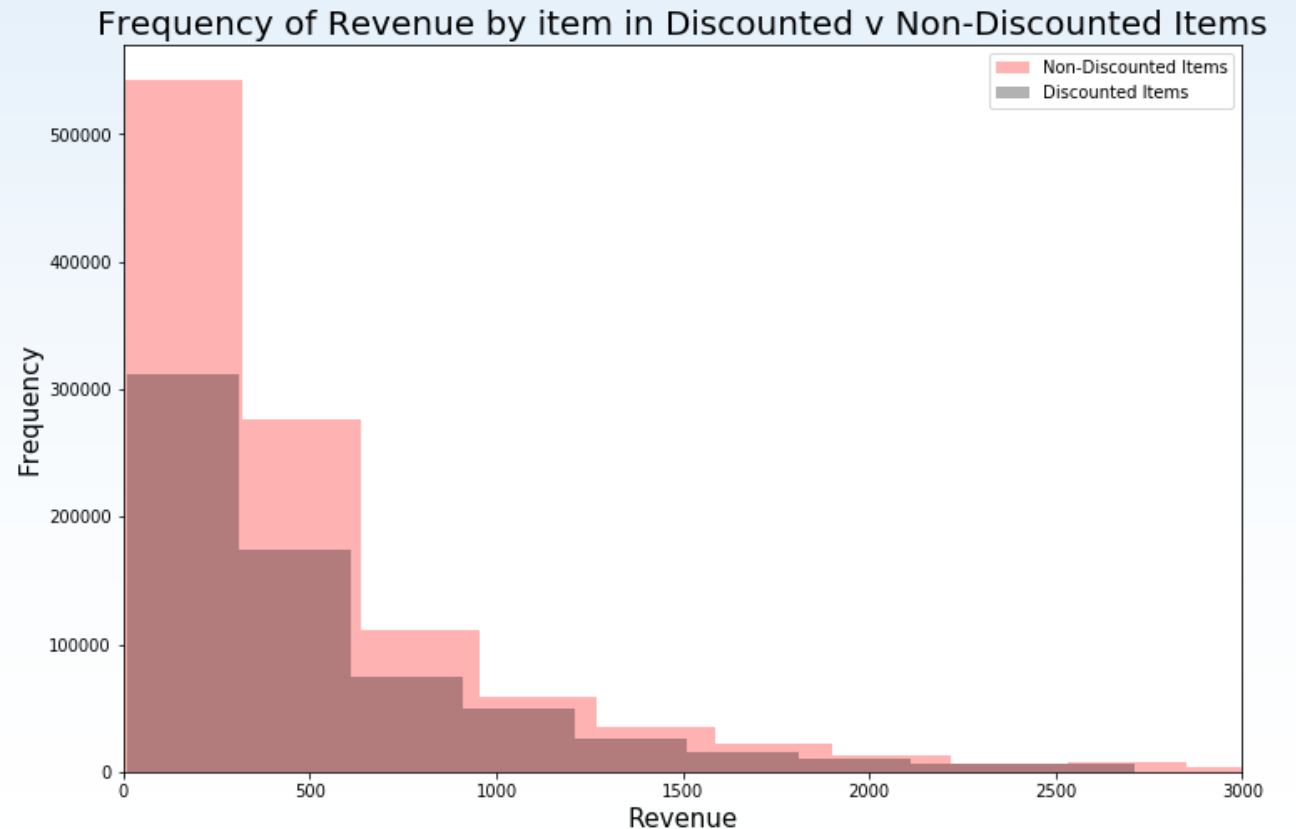
## Results:

**Significant: Yes**

**P- Val: ~0**

**Effect Size: Tiny**

**Notes: Discount provides additional revenue**







# CONCLUSION

Higher Discounts yield higher order quantities, all discounts raise quantity significantly

Discounts do not lead to reordering of the product

Shipper 3 is the best shipper

Discounted items provide more revenue