



NORTHWIND DATA ANALYSIS

Finding significant trends in Northwind sales data

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?

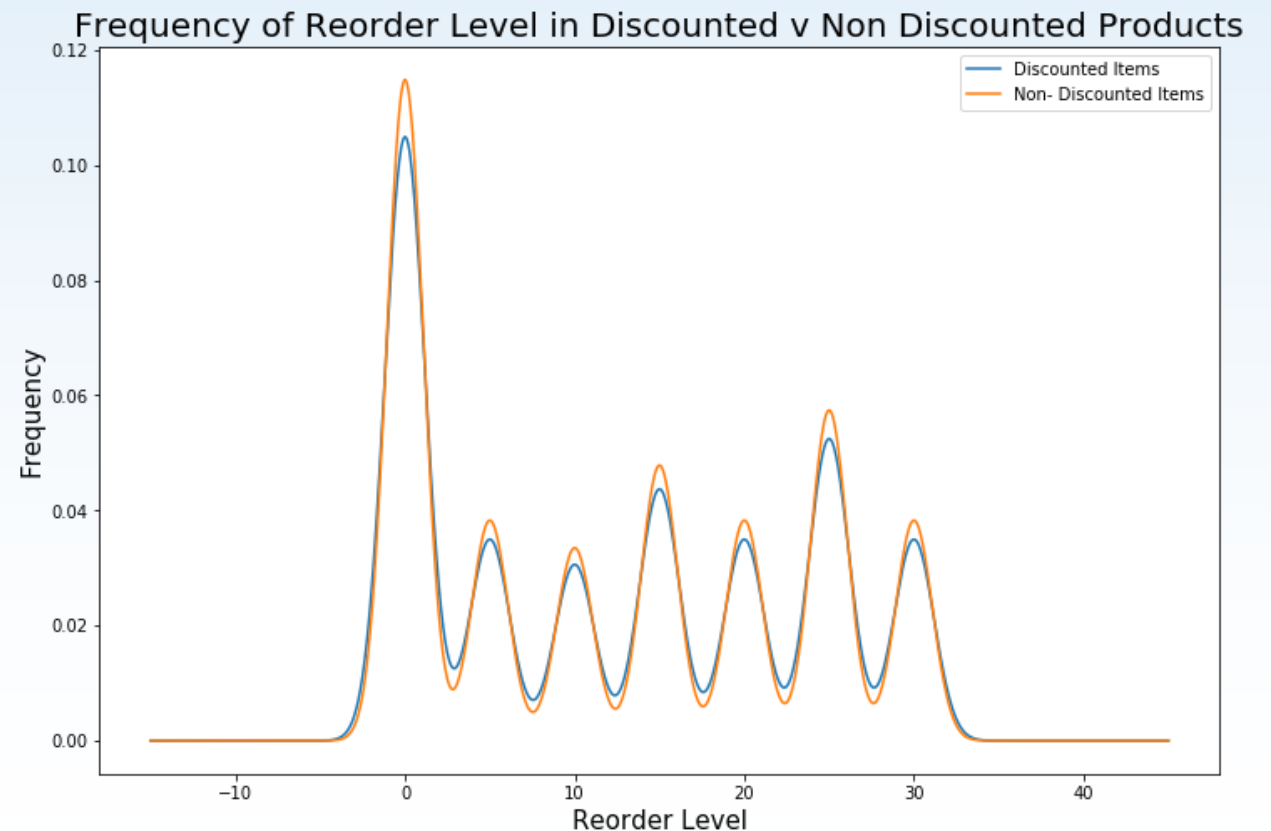
Results:

Significant: No

P- Val: 1

Effect Size: 0

Notes: Practically No Effect



DOES NORTHWINDKEEP ITEMS STOCKED BASED ON REORDER RATE?

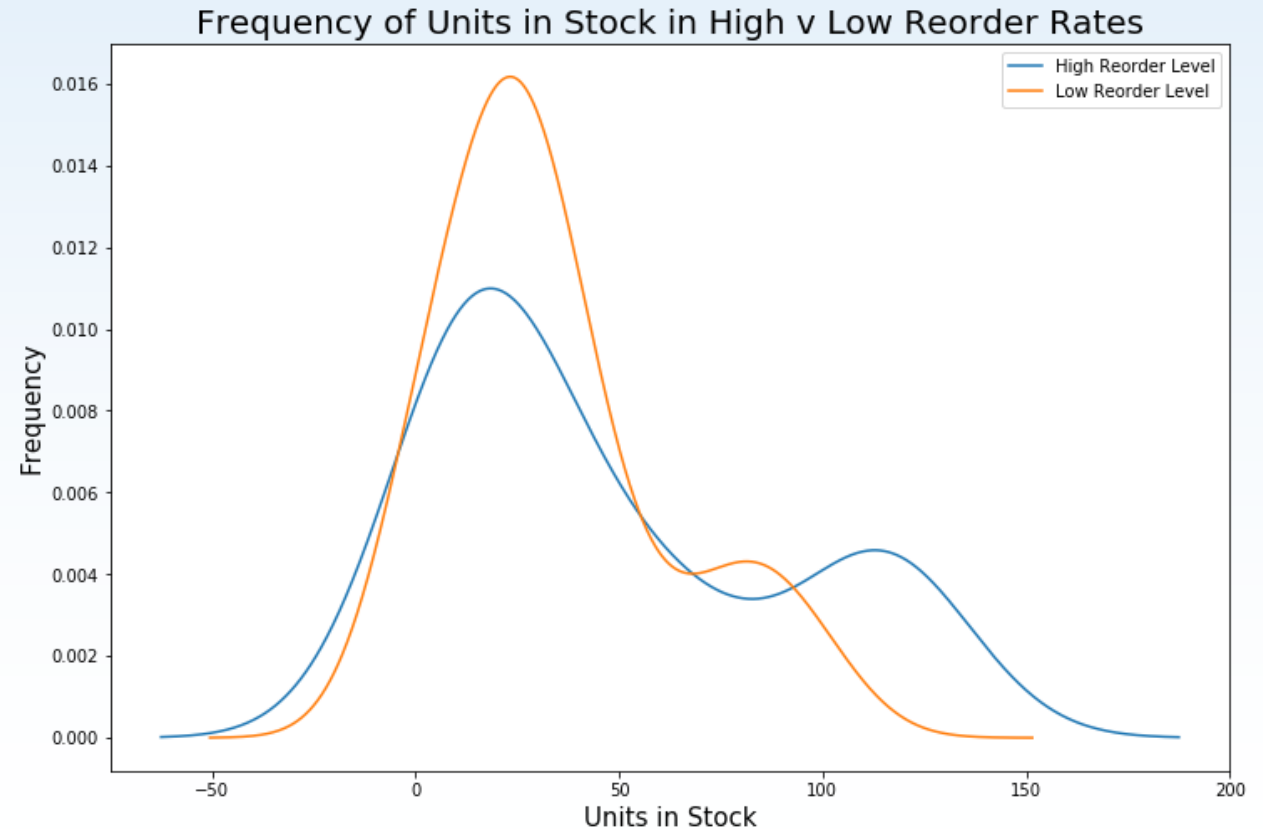
Results:

Significant: No

P- Val: .10

Effect Size: Moderate

Notes: Close to significance level



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

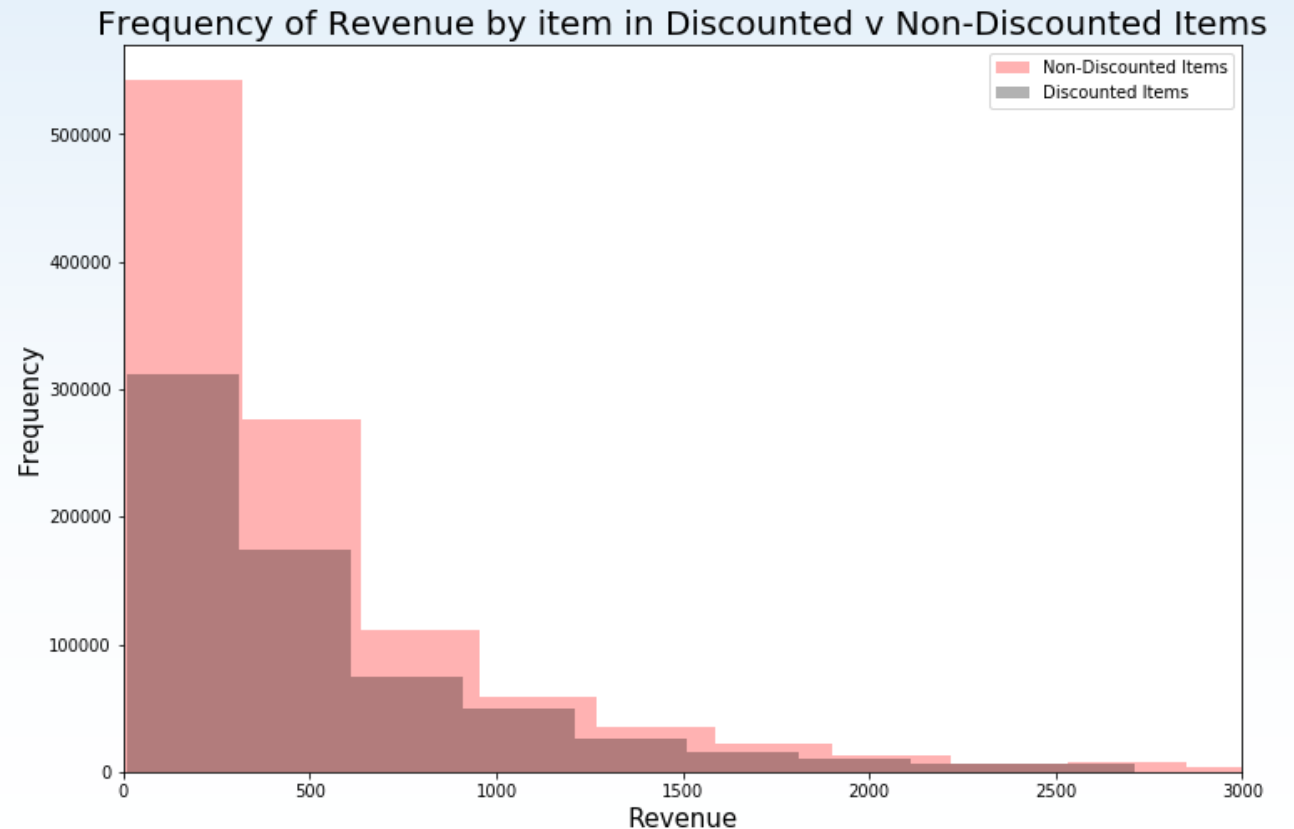
Results:

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

Northwind's Units in Stock is not affected by the Reorder Level

Discounted items provide more revenue