

# NORTHWIND DATASET: MODULE 2/3 FINAL PROJECT

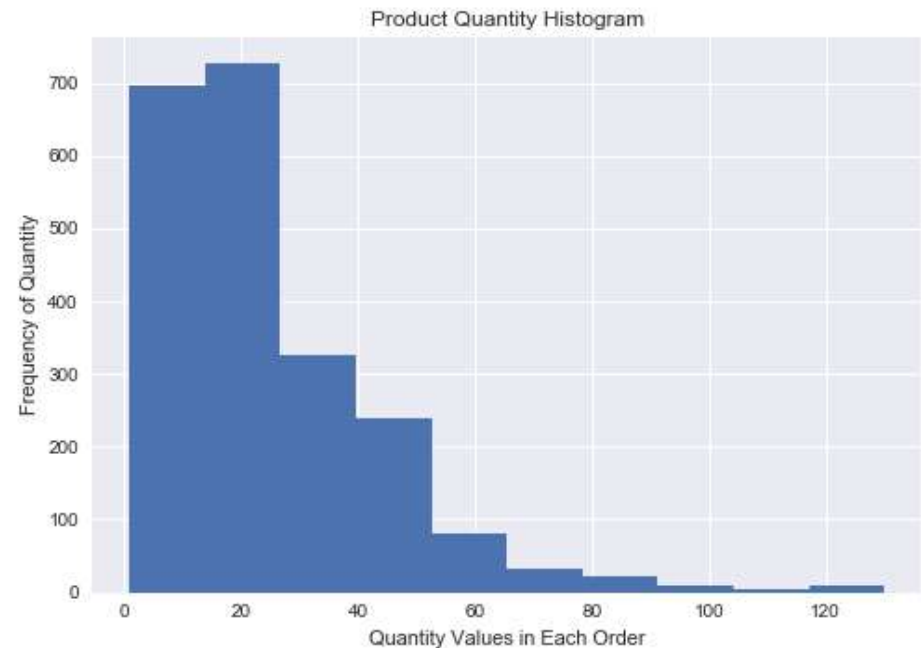
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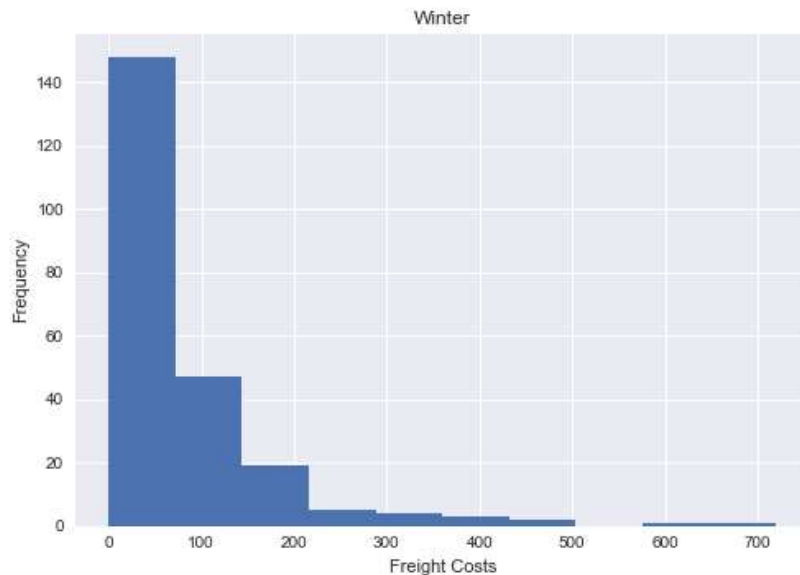
# Hypothesis #1: Comparing Discounts

- If a customer received a discount, they ordered more of that product.
- A larger, 25%, discount does not mean more product was sold compared to a smaller (e.g., 5%) discount.

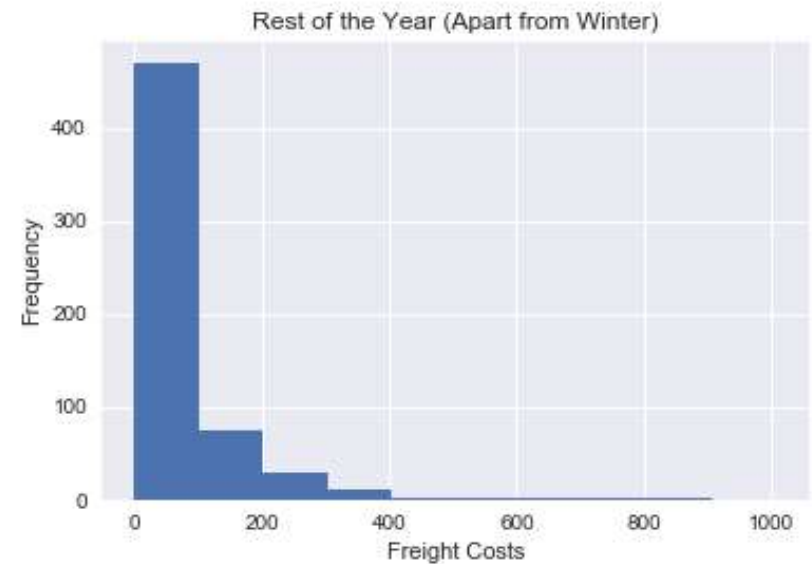


# Hypothesis #2: Seasonal Freight Charges

Freight Charges when Shipping to Customers in Winter

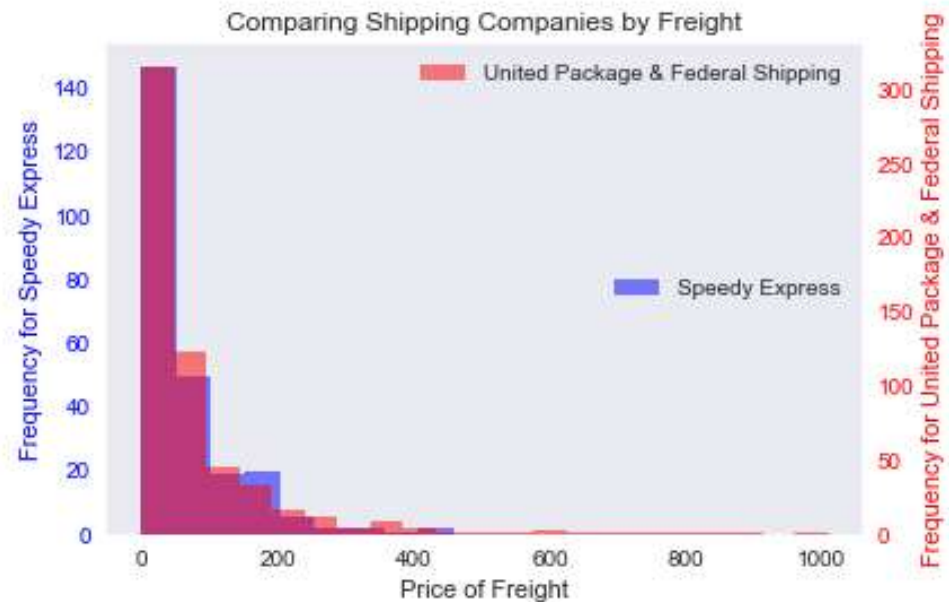


Freight Charges when Shipping During the Rest of the Year



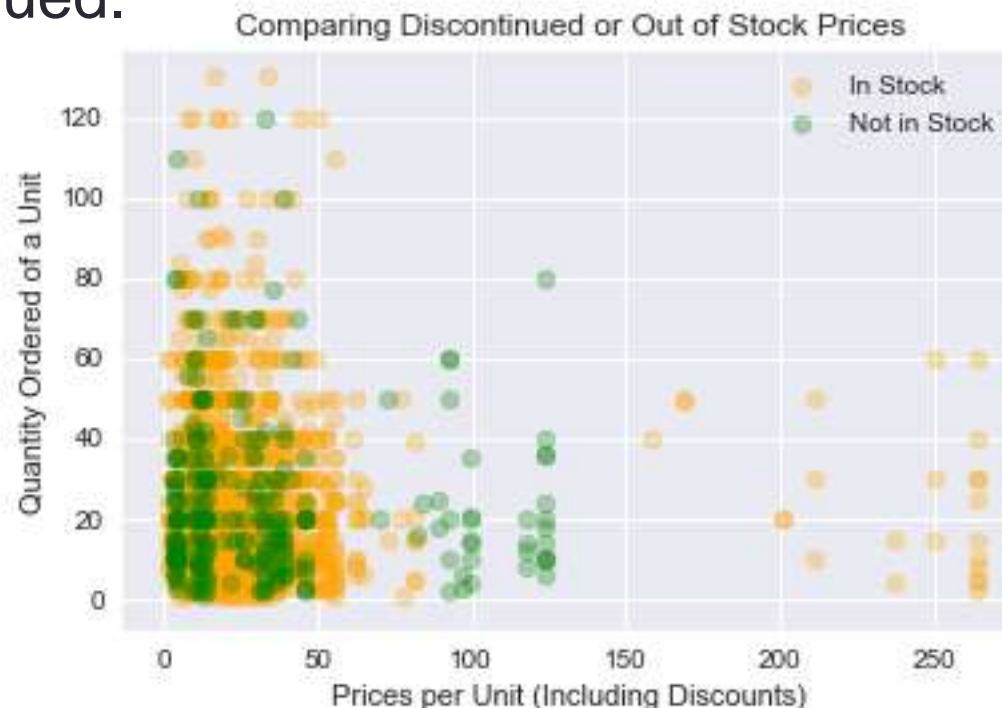
# Hypothesis #3: Shipping Charges

- The three shipping companies' freight costs are comparable.
- United Package (in the database as #2) and Federal Shipping (as #3) are especially similar.
- The highest shipping costs are found with United Package and Federal Shipping, so look into Speedy Express (#1)'s rates at the upper end.



# Hypothesis #4: Out-of-Stock Items

- The total price of orders that contain items that are out of stock or have been discontinued.
- Ultimately, the total amount paid for an order is barely affected by whether an item is out of stock or discontinued.



# Conclusions

1. If an item is discounted, Northwind sells more of it
2. No significant difference in freight charges during winter; no extra charge for cold weather
3. Speedy Express does not currently ship products at the upper end of freight charges, so should look into whether their rates may be cheaper than United Package or Federal Shipping for that range
4. Further research into whether we sell discontinued or out-of-stock products at a discount may show that we don't need to discount them that much

# THANK YOU

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Questions?

Also, credit to Github user arseniyturin.

Special thanks to Lead Instructors Eli & Jeff.