

# NORTHWIND DATASET: MODULE 2/3 FINAL PROJECT

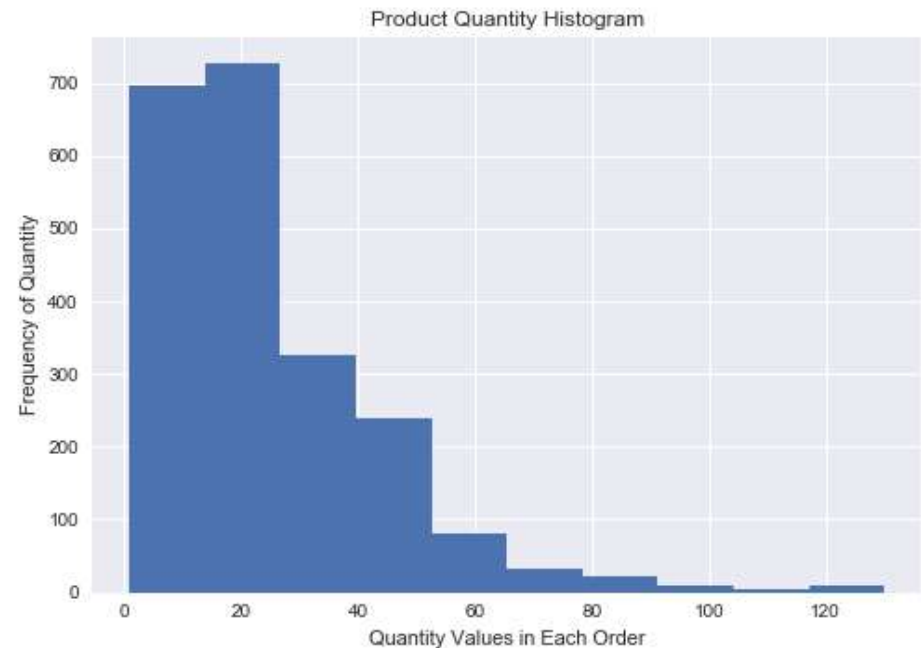
---

By Bronwen Cohn-Cort

December 2019, February 2020

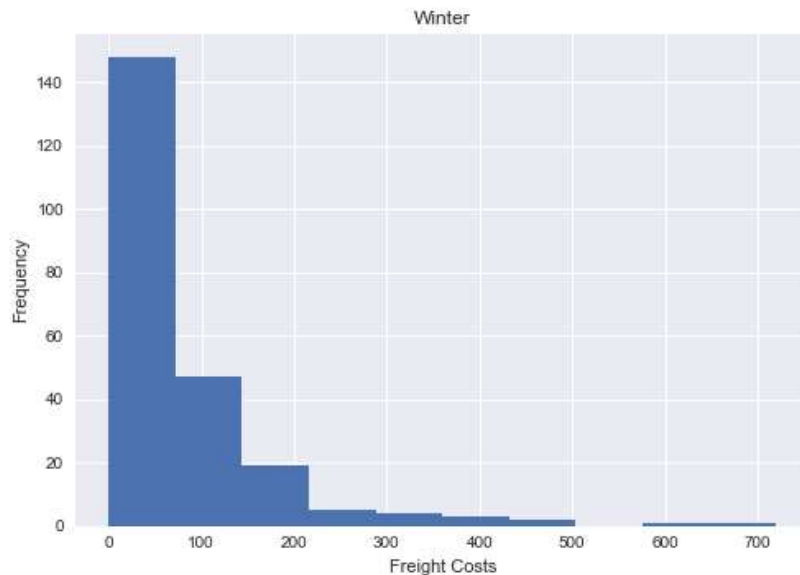
# Hypothesis #1: Comparing Discounts

- 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.

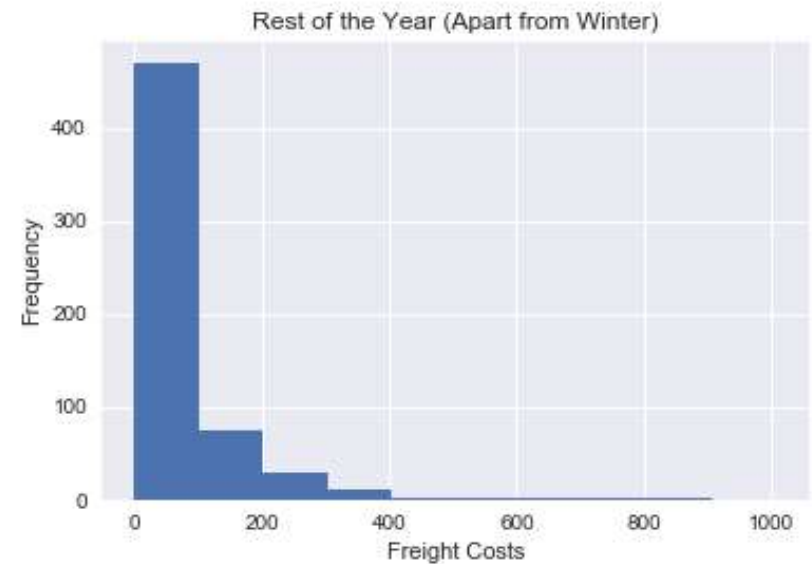


# Hypothesis #2: Seasonal Freight Charges

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.
- Combined with the earlier information on discount offers, this may mean that there is no reason to sell out-of-stock or discontinued products at any significant discount.

# THANK YOU

---

Questions?

Also, credit to Github user arseniyturin.

Special thanks to Lead Instructor Eli.