

Northwind Sales Analysis

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Introduction

Aim	Goal	Summarize
Aim: Ways to improve Northwind's business practices	Goal: Uncover details that affect sales	Summarize findings and methodology

Business Value



Better understand
customers



Generate more
sales

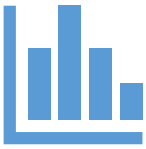


Sell more items
per order



Increase value of
each order

Methodology



Gather data



Conduct
experiments



Draw
conclusions

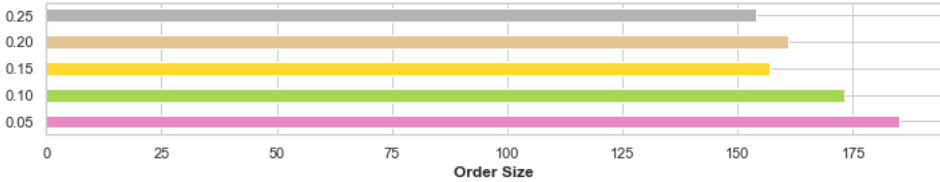


Implementation

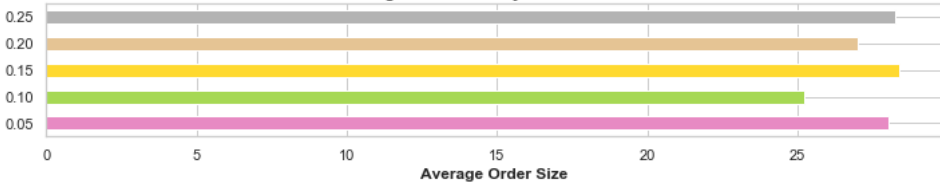
Do discounts affect number of products customers order?

- Key Findings:
 - +26% increase in number of orders with discount
 - 5% - recommended discount level

Number of Orders per Discount Level



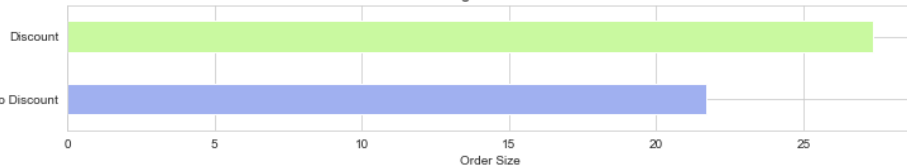
Average Order Size by Discount Level



Number of Orders

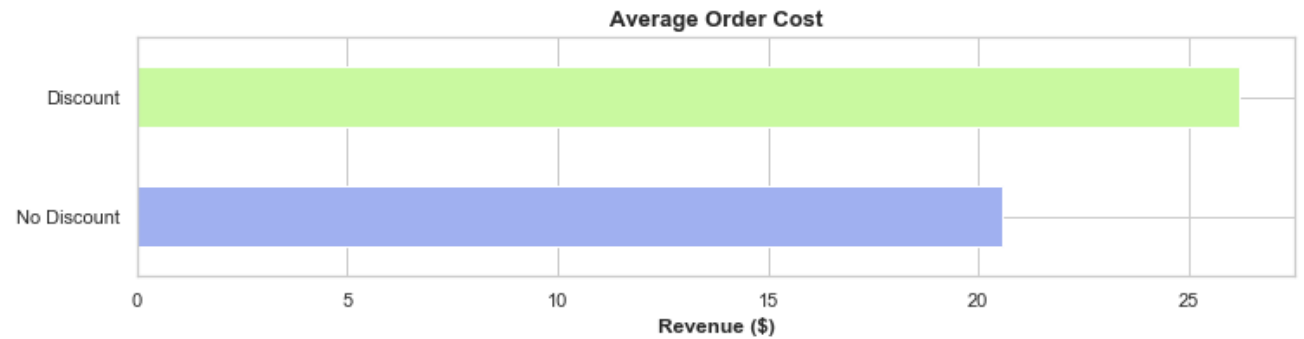
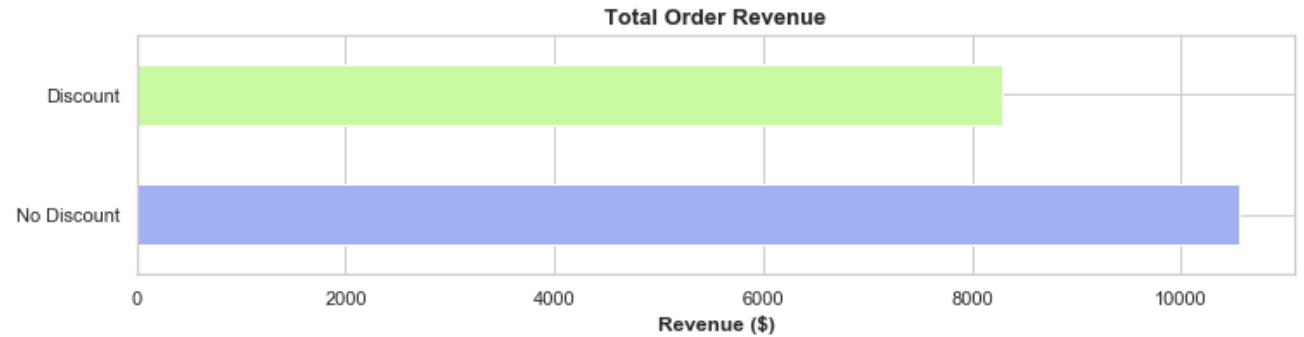


Average Order Size



Do discounts affect the amount customers spend on their orders?

- Key Findings:
- Customers spend \$300 more on items with discounts
- 5% -Recommended discount level



Shipping Company	Freight Cost(\$)
Speedy Express	-2.62
United Package	1.50
Federal Shipping	0.356

Which company is the least expensive shipper?

- Key Finding:

Speedy express least expensive shipper (based on freight costs)

Do regional customers spend differently?

- Key Findings:

Western Europe largest customer

2.8x difference between average expenditure per order from N. America compared to South and Eastern Europe



Do customers spend more on different days of the week?



- Key Findings:

Customers spend the same amount throughout week

Business Recommendations

- More 5% discounts
- Speedy Express preferred shipper when possible
- Expand business in North America and shrink in Eastern and Southern Europe
- Staff each day equally

Thank you for your
time!