

Sales Performance Analysis

Northwind Data





Approach

We conducted several tests on sales data from 2012 to 2014 to answer some key strategic questions about our performance.

- Do discounts increase customer spending?
- Does the revenue per order vary by different regions?
- Does the supply region have an effect on the amount of Chai sold?
- Did customers in North America purchase the same quantity as other regions in 2013?



Do discounts increase customer purchases?

Looking at data 2012 to 2014, we were able to determine that discounts do increase customer purchases.

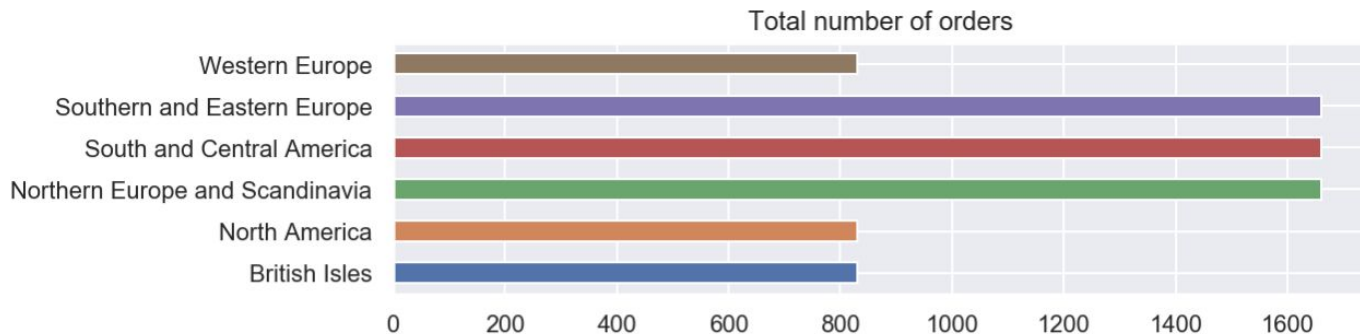
We also confirmed the discount levels that have the most impact on increasing customer purchases.

Discount	Mean Difference	Lower	Upper
5%	6.2955	1.5381	11.053
15%	6.6669	1.551	11.7828
20%	5.3096	0.2508	10.3684
25%	6.525	1.3647	11.6852



Does the revenue per order vary by different regions?

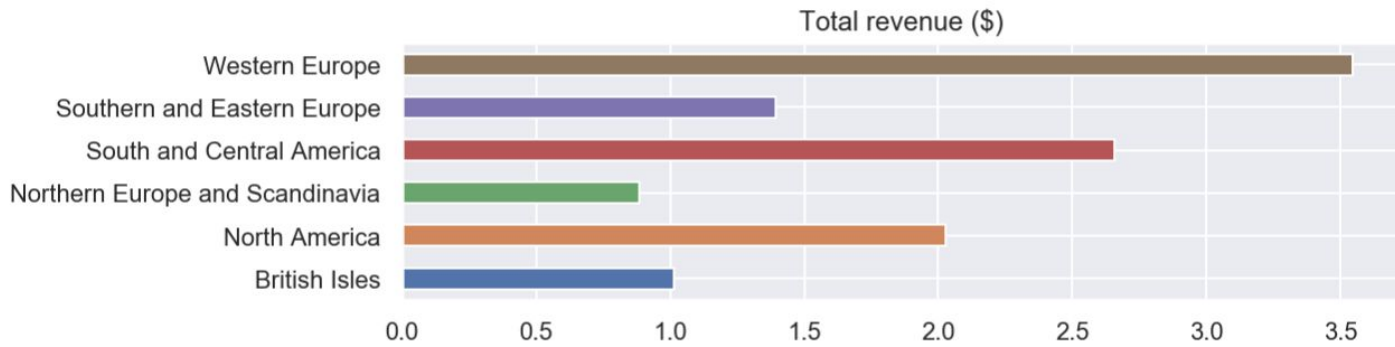
In this chart, you can see that the total number of orders by region is the same for Western Europe, North America and the British Isles. Similarly the order number is the same for Southern & Eastern Europe, South and Central America, and Northern Europe and Scandinavia.





Does the revenue per order vary by different regions?

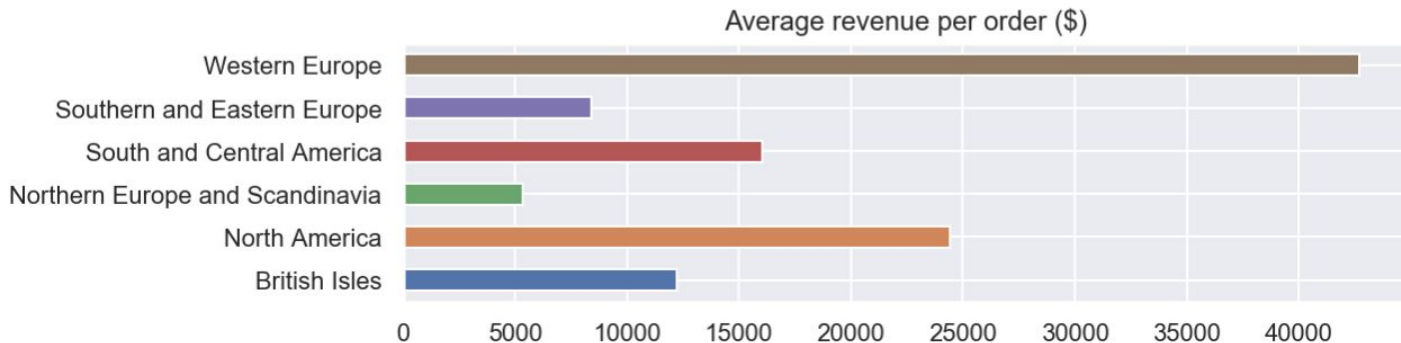
When we look at the total revenue, we see that it is very different by region.





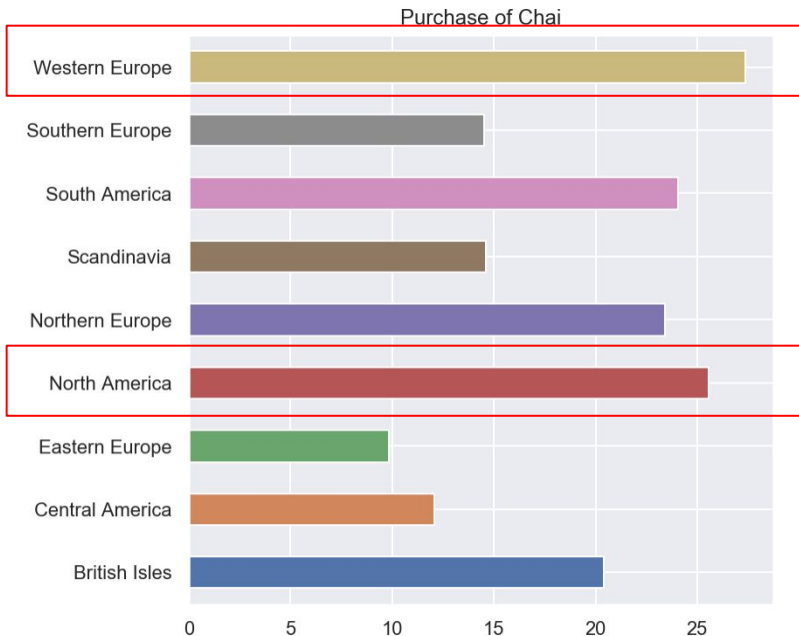
Does the revenue per order vary by different regions?

When we look at the total revenue by order, we also see that it is differences by region.



Does the supply region have an effect on the amount of Chai sold?

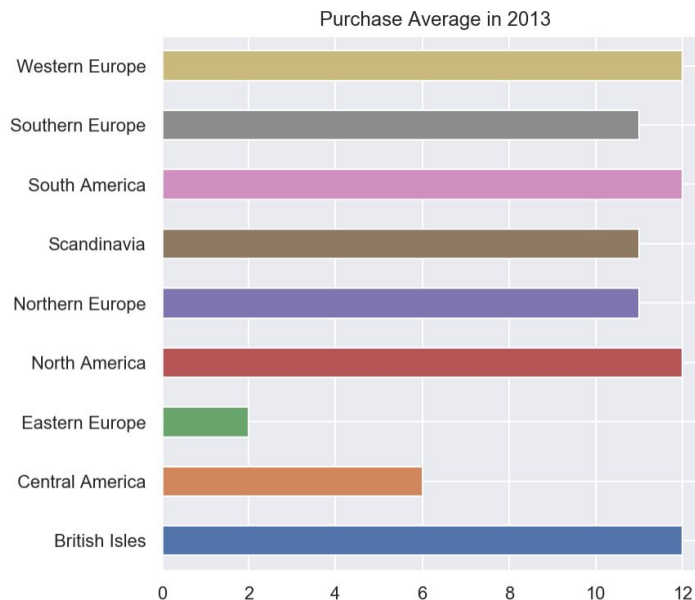
We compared North America to the other regions and you can see the difference in the average amount of Chai sold from the other regions. Western Europe had the highest sales in Chai.





Do customers in North America purchase the same quantity as other regions?

We looked only at the data for 2013 and found that the average amount purchased across regions varies greatly.





Conclusion





Recommendations

- Continue to offer 5%, 15%, 20% and 25% discounts in increase customer spending
- Conduct additional research on why revenue per order for Western Europe is almost double the amount in North America
- Conduct additional research on why the supply region has an impact on Chai sales
- Conduct additional research on why the quantity of purchases is so low in Eastern Europe compared to North America.

