

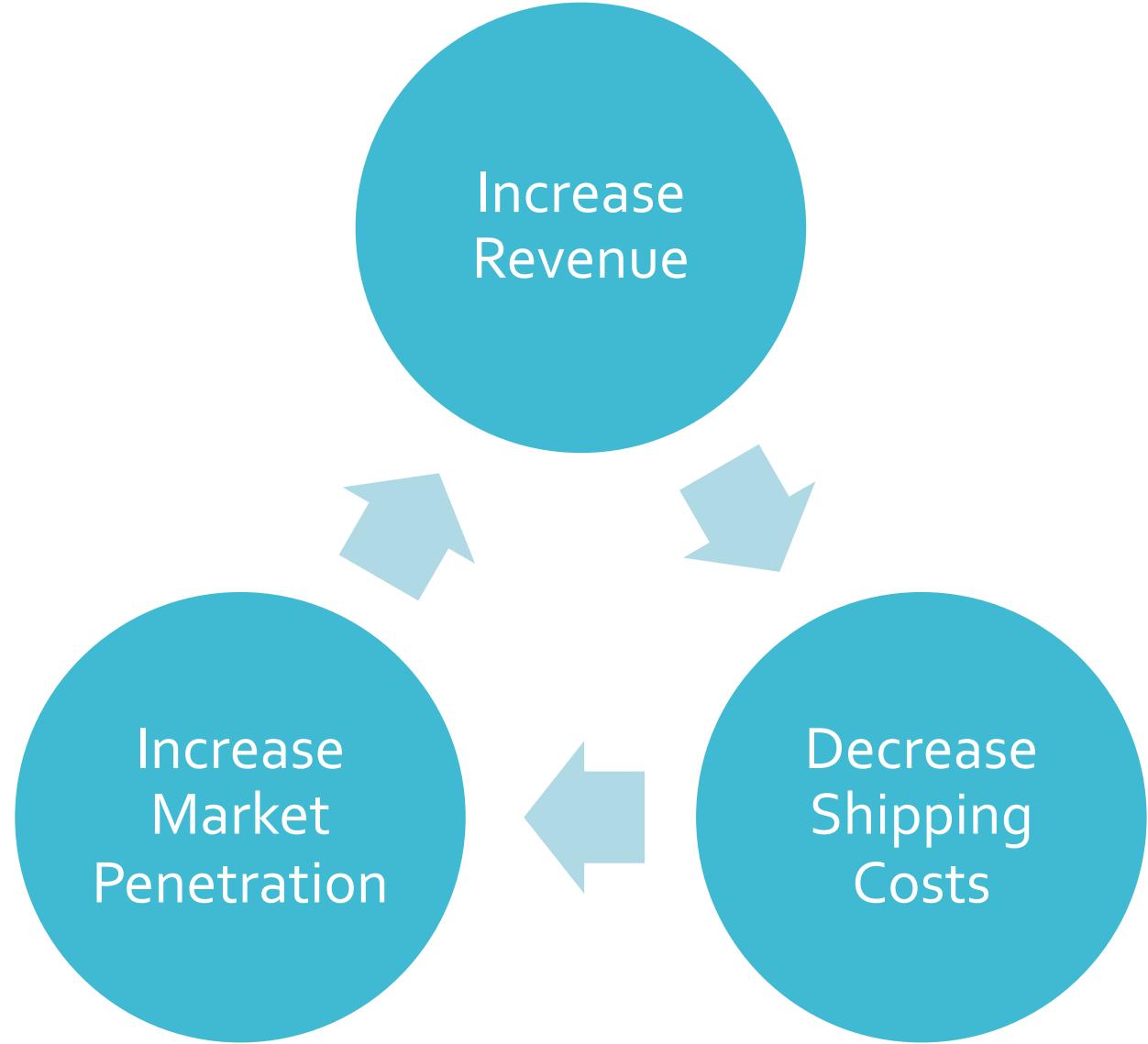
Module 2 Project

Northwind Dataset

Problem

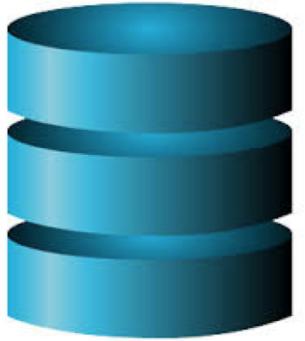
- Suboptimal **Discount Levels**
- Expensive **Shipping**
- Target **Top Revenue Generating Countries**

Value



Methodology

Hypothesis Testing:
• T-tests, ANOVA, Tukey



Database Querying



Results

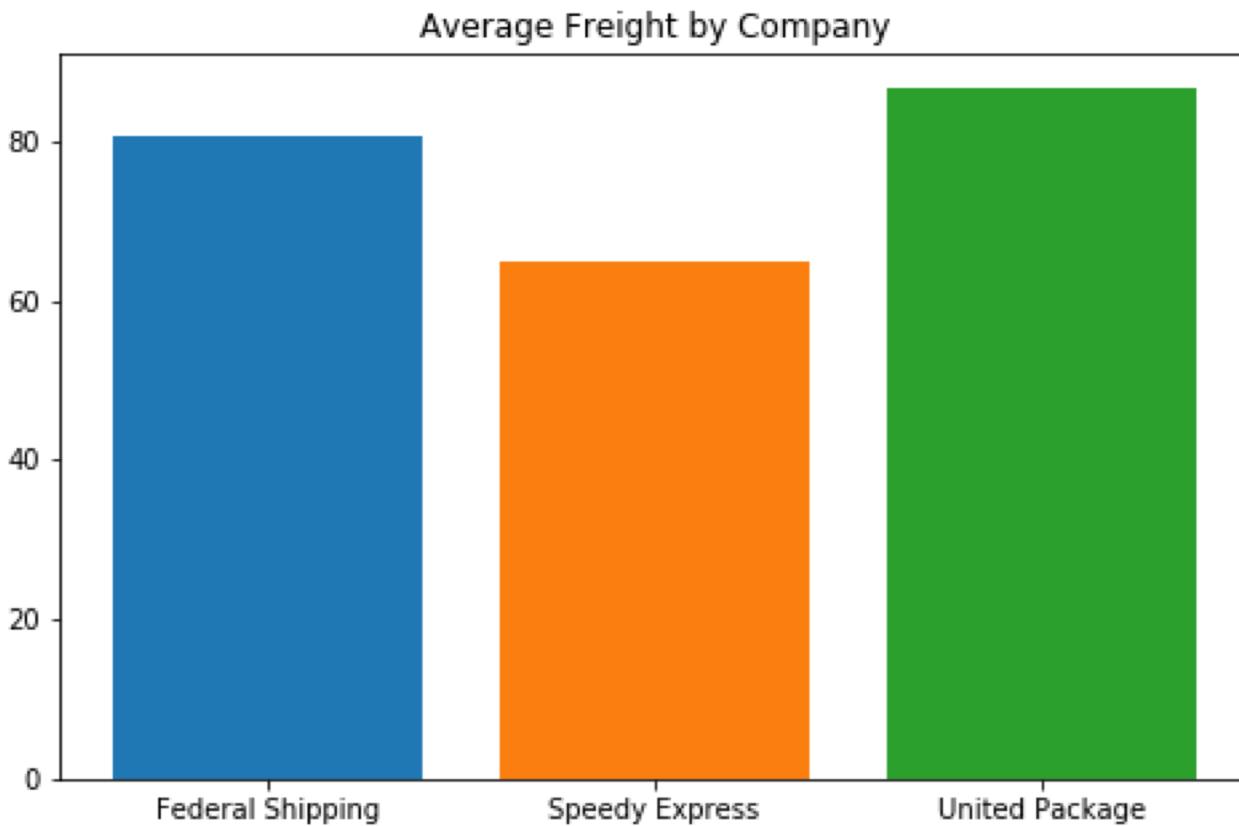
Optimal Discount Levels



5%, 15%, 20%, 25%

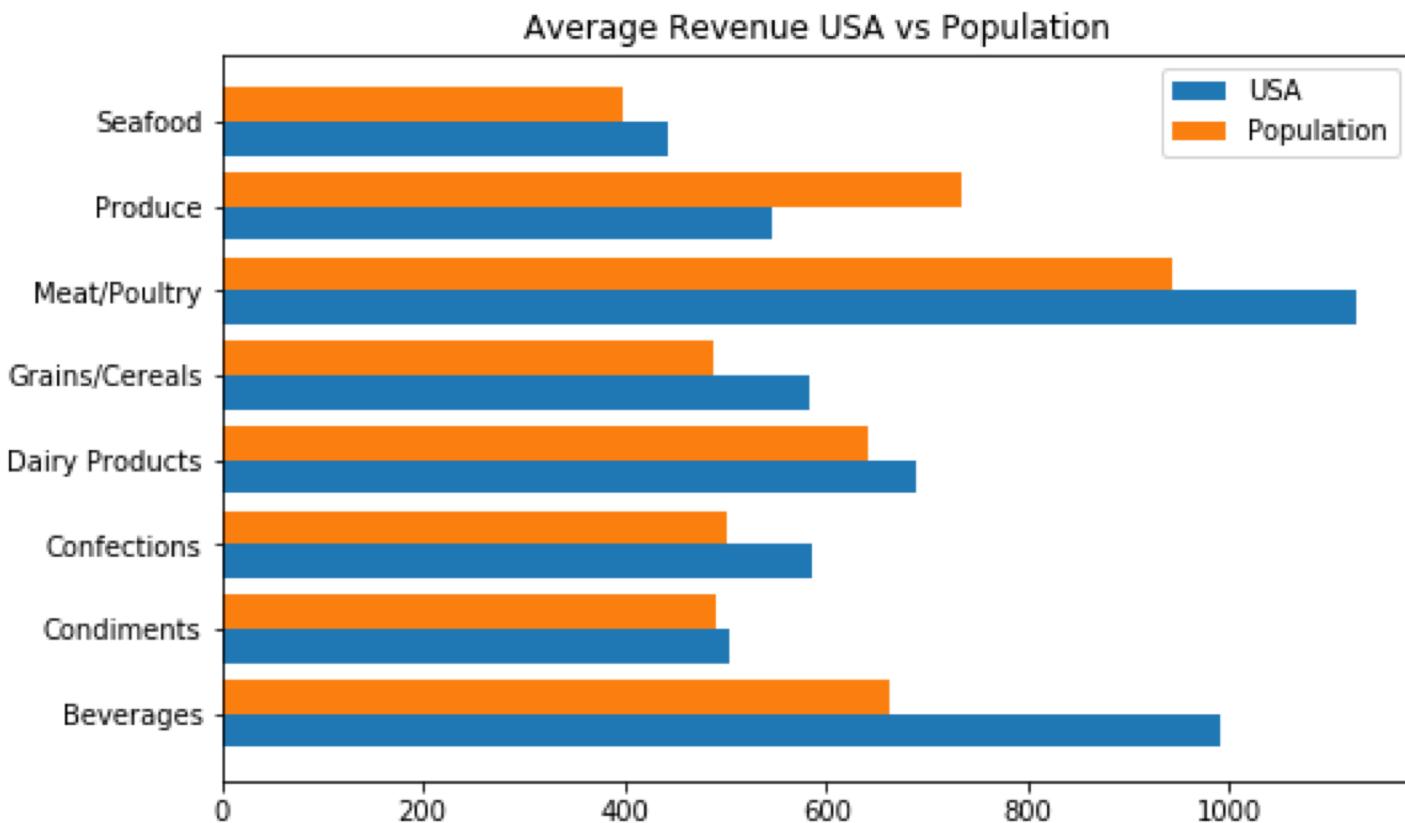
Results

Cheaper Freight Costs



Results

Target Categories for Products in USA



Future Work

Test higher discount levels

Investigate other countries for market penetration strategies.



Q & A