# Northwind Traders | Discounts and the effect on Product Sales

06/13/19 Analysis.
A. Garcia

Areas of Interest for this analysis

- quantifiable benefit to provide discounts to customers
  - Increase in sales of Products based on Discount level
  - Best sellers in Products and or Categories
  - Profit of Product or Categories per Region
- Strategy to maintain inventory levels
 - Sales in products changing over a period of time

Product Discounts
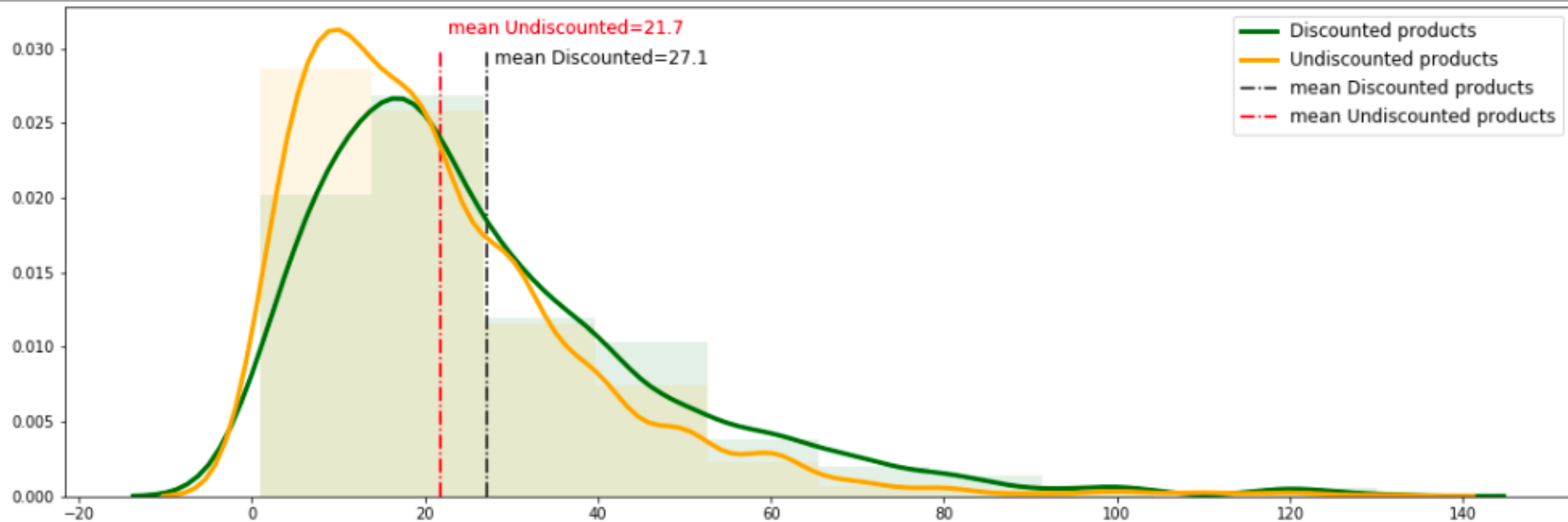
Quantification of the effect performed in a multi-step process:

    1) The average of Products sold: larger for Discounted products

    2) Confirmation of similar behavior of Discounted vs Undiscounted products (making sure we compare apples to apples): both follow a similar distribution

    3) Probability of selling more items Discounted than Undiscounted: aprox 55% of probability that a random Product sales more when Discounted.

Product Discounts – which levels have more impact
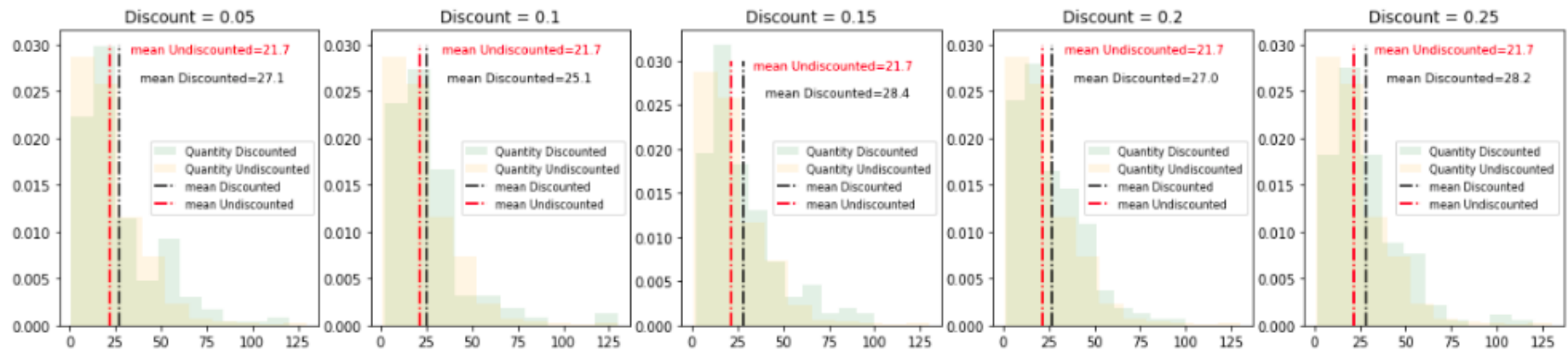
Difference of level of the level of Discount in sales:
     1) The average of Products sold is different per level of Discount
     2) 10 % Discount is the least significant of the set. Both 15% and 25% have the highest difference than when a product is Undiscounted

Before submitting recommendations

- Further analysis in Categories

- Focus Discounts on items with highest revenue

- Review different regions

Thanks