

Module 3

Project Presentation

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Introduction

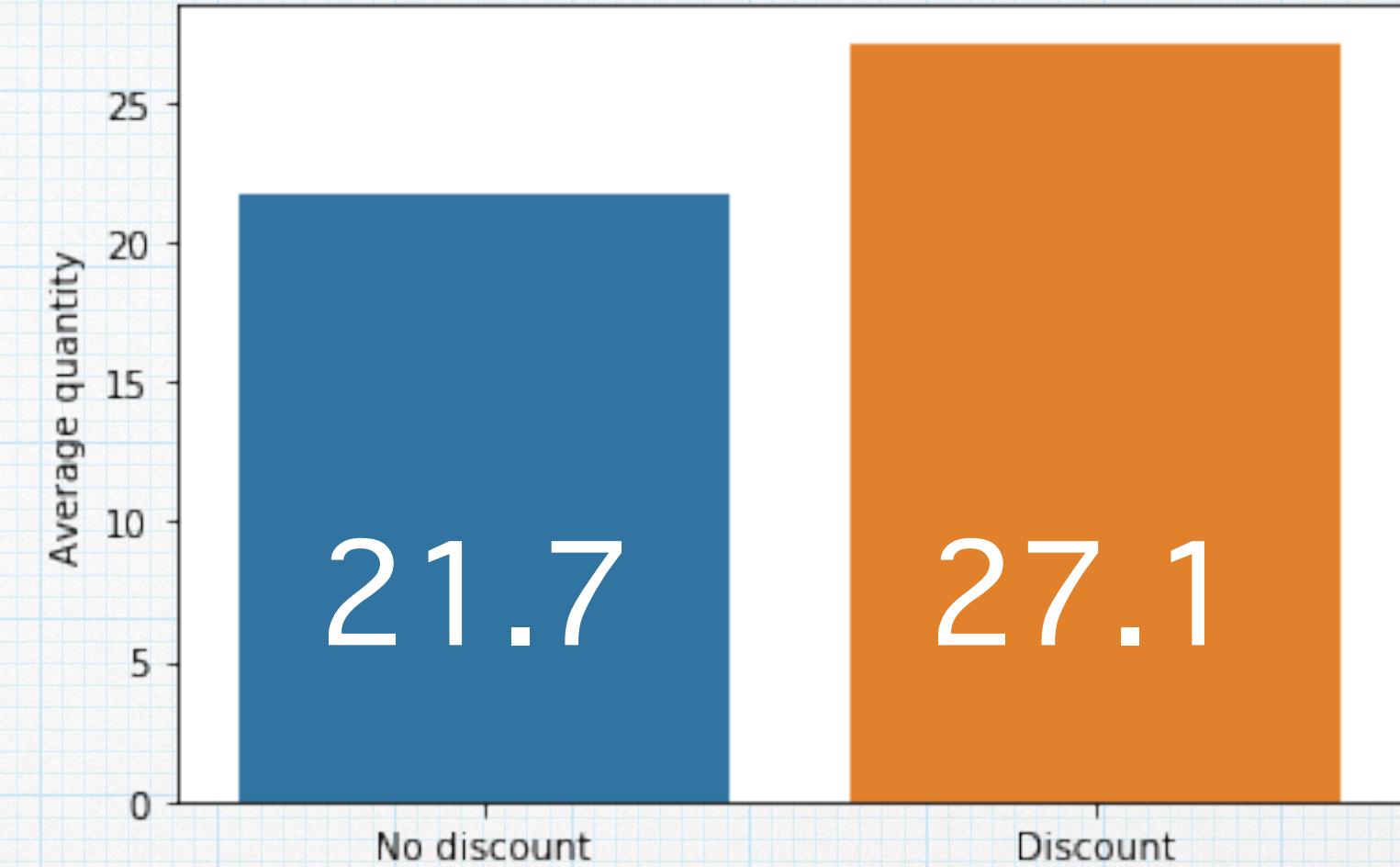
The database contains sales data of a company which imports and exports specialty foods from around the world.



Steps

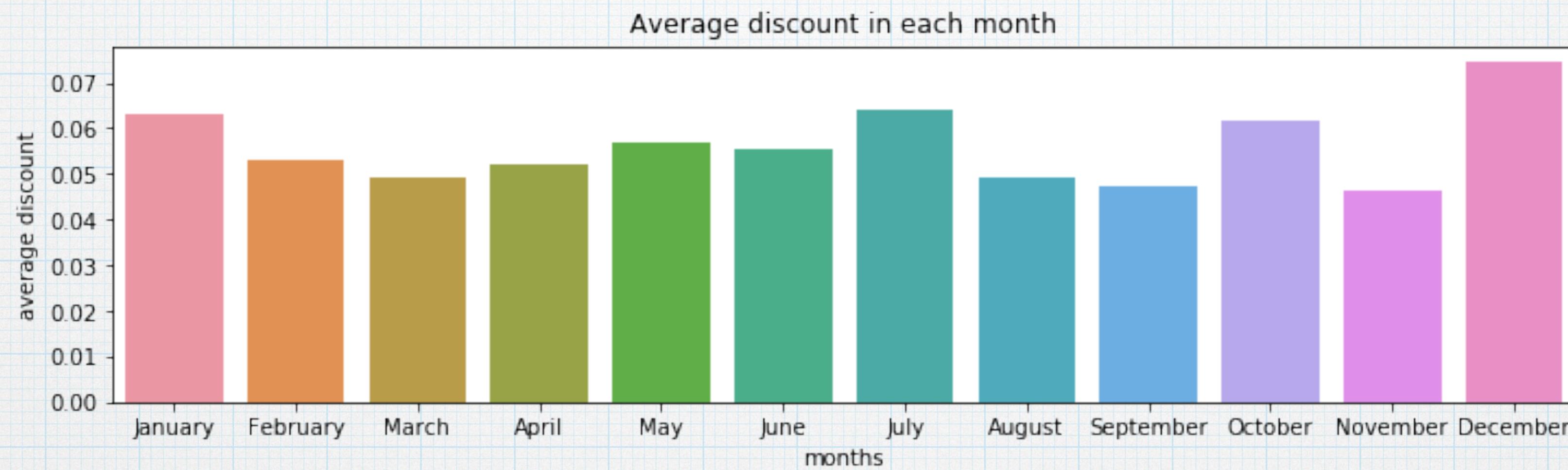
- * Gather information from the database
- * Perform hypothesis testings
- * Generate valuable insights

Discounts



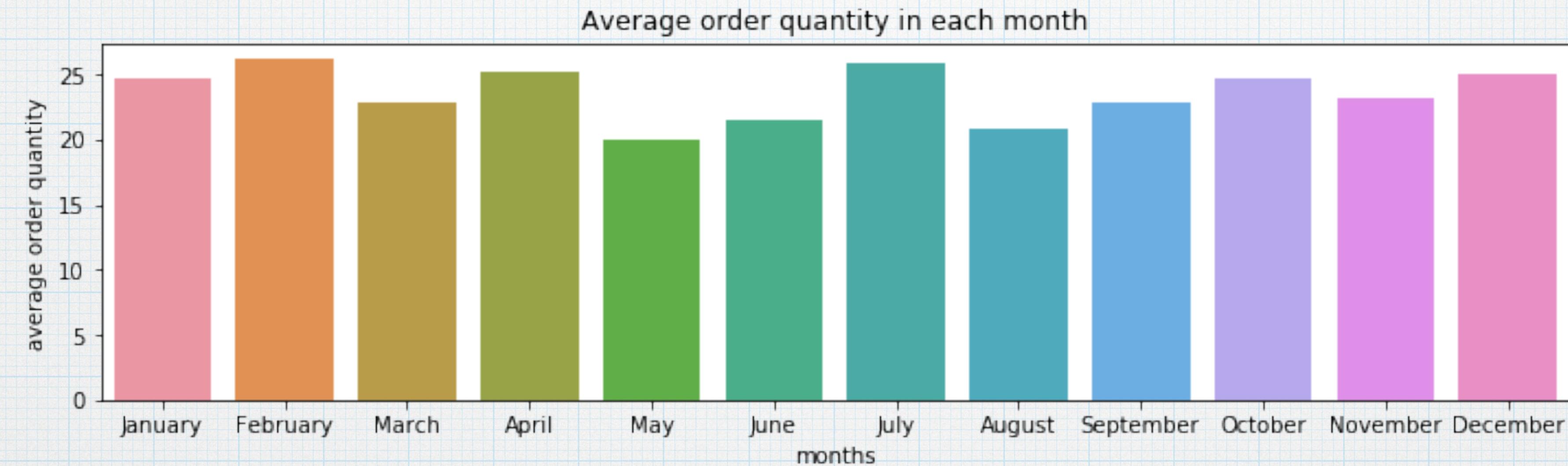
- * More products are sold when there is a discount.
- * Discounts of 5% have similar increase in sales comparing to discounts of 10%, 15%, 20% and 25%.
- * Recommendation: Provide 5% discount but not > 5%

Discounts each month



- * There is a statistically significant difference in discount between different months.

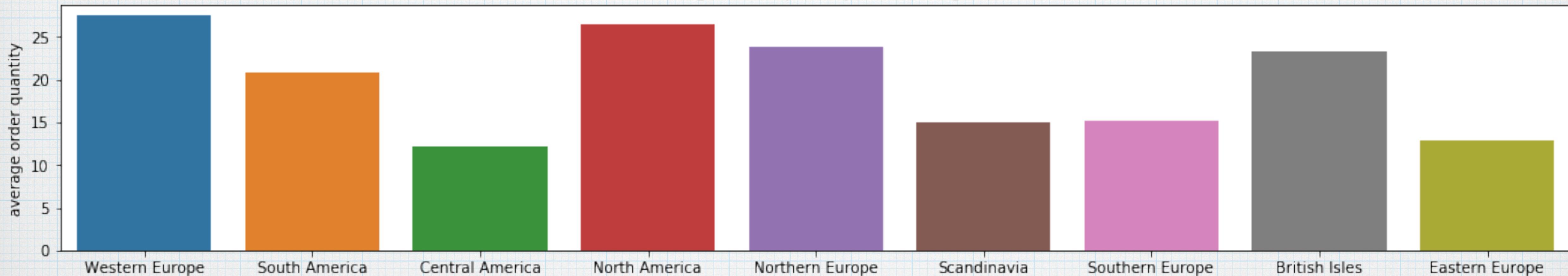
Monthly Order Quantity



- * Customers are placing larger orders in certain months of the year.

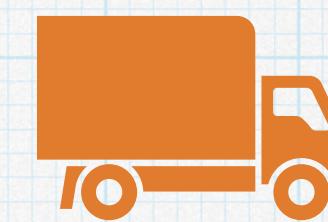
Order quantity from different regions

Average order quantity in each region



- * Statistically significant difference in order quantity from different regions.
- * Recommendation: Increase marketing efforts in Central America, Scandinavia, Southern Europe and Eastern Europe

Freight Cost



- * 3 shipping companies: United Package, Federal Shipping, Speedy Express
- * No statistically significant difference in prices
- * Recommendation: Pick the fastest company depending on region

Future Work

- * What kinds of products have higher demand in certain months?
- * Which shipping company is the most efficient?
- * Why Northern Europe and Western Europe have better sales than Scandinavia?
- * Create customer loyalty program

Thank you