

NORTHWIND TRADERS



BUSINESS INSIGHTS

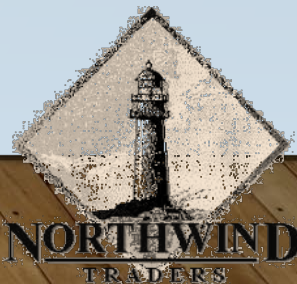
PROBING QUESTIONS

**DO
DISCOUNTS
HELP THE
BUSINESS?**

**IS OUR
WORKFORCE
LOCATED IN
THE
CORRECT
AREA?**

**ARE WE
MAXIMIZING
PROFIT WITH
OUR
CURRENT
SUPPLY
CHAIN?**

**ARE WE
FOCUSING
ON THE
RIGHT
PRODUCT
MIX?**



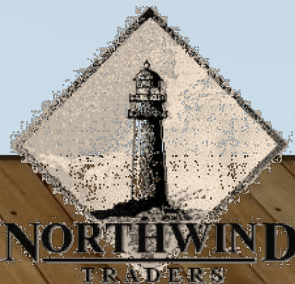
BUSINESS VALUE

**INCREASED
SALES**

**PROXIMITY
TO
CUSTOMER
BASE**

**HIGHER
PROFITS**

**TIGHTER
PRODUCT
FOCUS**

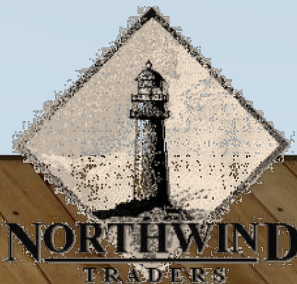


METHODOLOGY

**EXPLORATION OF
THE DATA USING
SQL**

HYPOTHESIS TESTING

- T-TEST
- ANOVA
- TUKEY



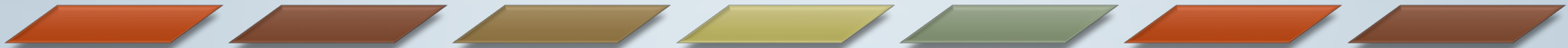
RECOMMENDATIONS

- 1 OFFER DISCOUNTS, BUT KEEP THEM SMALL (5%)
- 2 KEEP THE EMPLOYEES IN CURRENT LOCATIONS
- 3 CUT THE WEAKEST LINKS OUT OF THE SUPPLY CHAIN
- 4 PRIORITIZE THE HIGH-END PRODUCTS



FUTURE CONSIDERATIONS

ANALYZE FREIGHT COSTS & PROFITABILITY IMPACT



MARKETING REBRAND & NEW NAME



RELOCATE BASE OF OPERATIONS TO WESTERN EUROPE

