

What can be done to optimize the bottom line at Northwind?

Beth Fawcett

Methodology

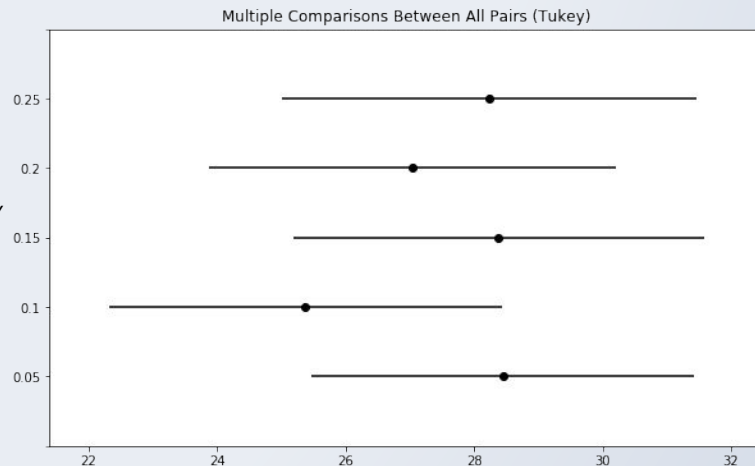
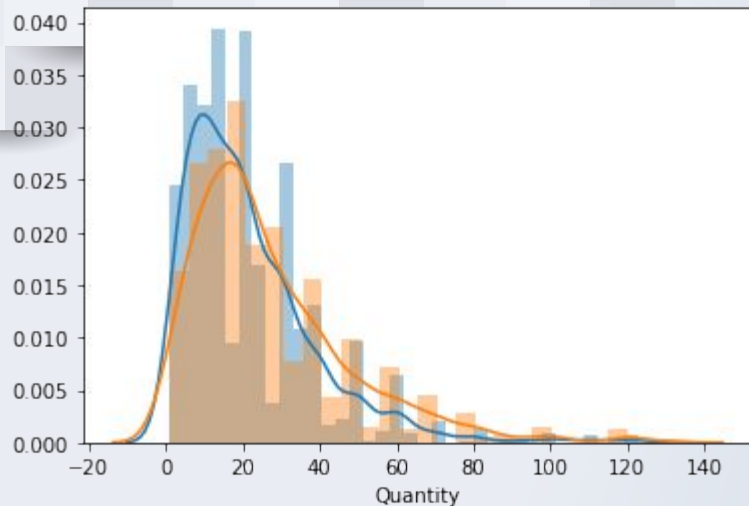
- ❑ **Client spending**
- ❑ **Company expenditures**

- ❑ **Obtain Data**
- ❑ **Scrub Data**
- ❑ **Explore Data**
- ❑ **Modeling**
- ❑ **Interpret**

Findings

Does discount amount have a statistically significant effect on the quantity of a product in an order? If so, at what level(s) of discount?

OFFER SMALLER DISCOUNTS MORE FREQUENTLY

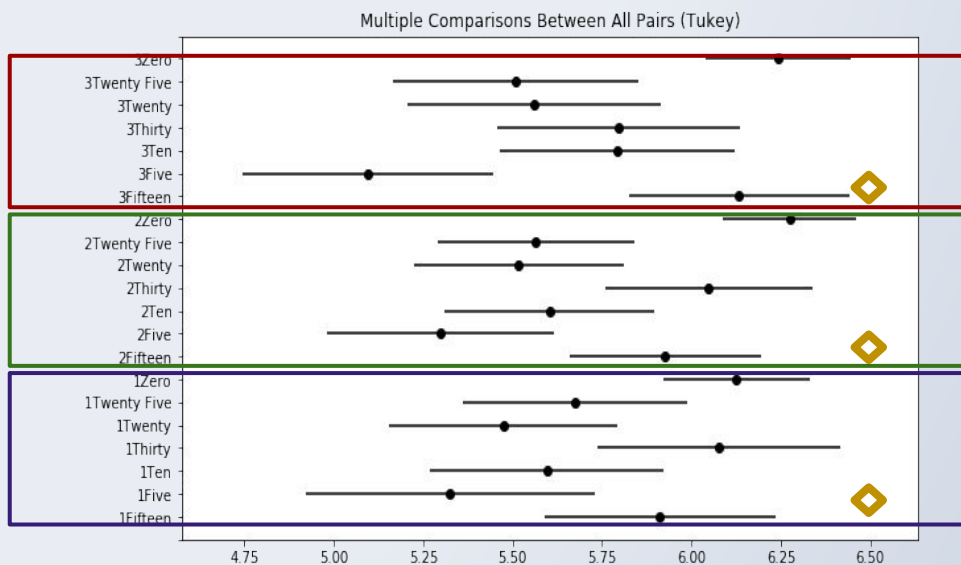
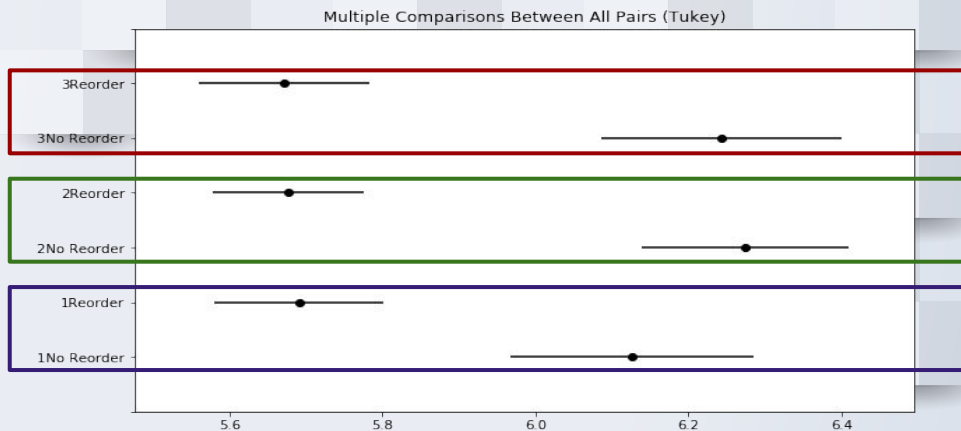


Findings

Does reorder and shipping company affect customer spending on an order?
Which shipping company is best for what level of reorder?

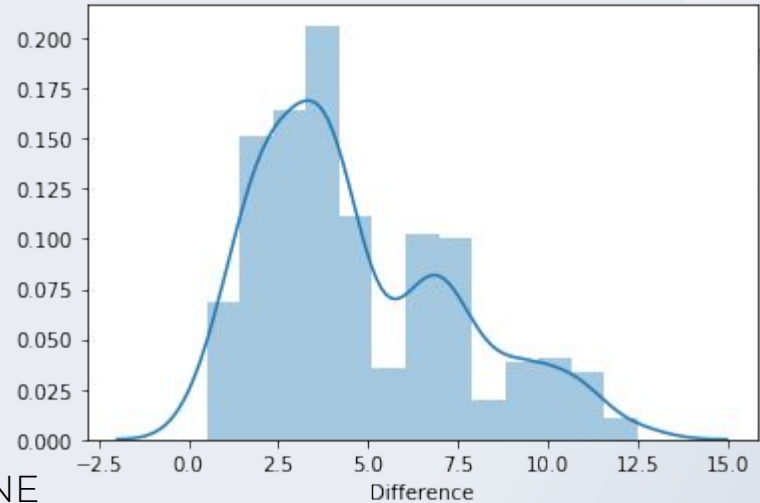
YES, REORDER LOWERS CUSTOMER SPENDING

TRY TO MOVE CLIENTS TO A REORDER LEVEL OF 15; DISCOURAGE CLIENTS FROM A REORDER LEVEL OF 5



Findings

Do the changes in product pricing affect spending?



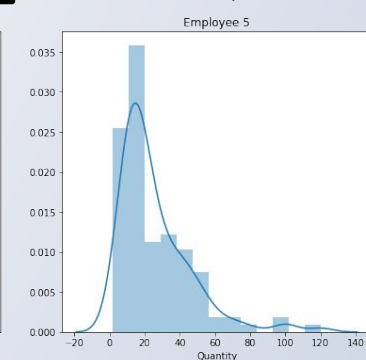
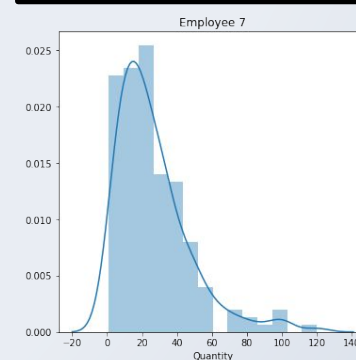
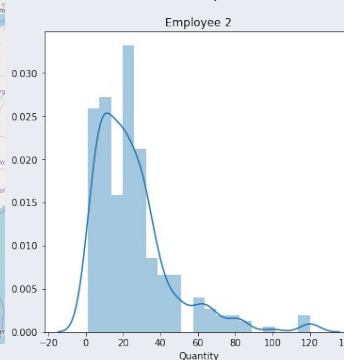
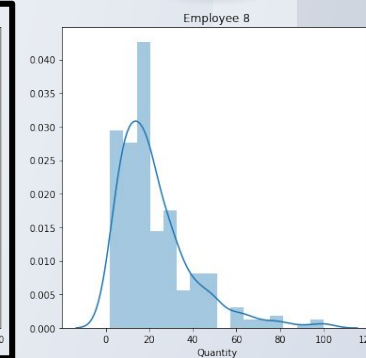
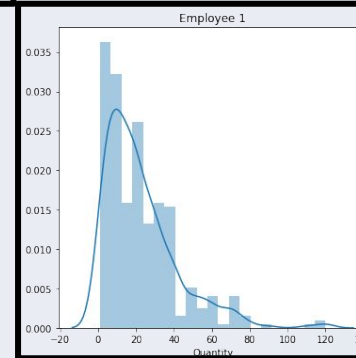
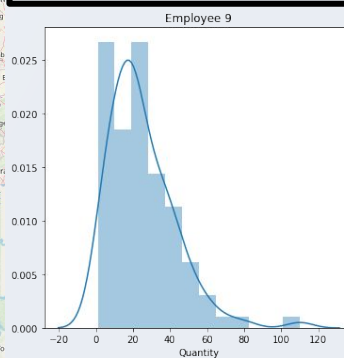
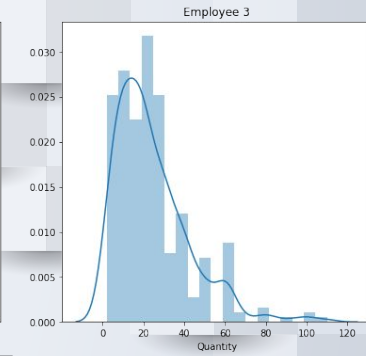
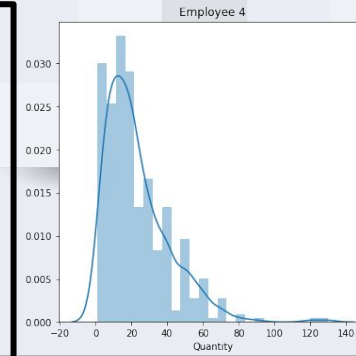
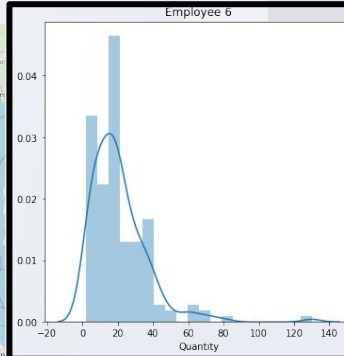
YES, BUT MORE EXPLORATION NEEDS TO BE DONE

Findings

Which region is performing the best?
How can we optimize performance?

Phoenix, Scottsdale, Bellevue, Redmond,
Seattle, Wilton, Neward

INCREASE THE FREQUENCY OF SMALL
QUANTITY ORDERS



Future Work

- ❑ Set sales goals for the various regions to increase to the productivity of the successful cities
- ❑ Confirm Reorder Level of 15 impact on order total
- ❑ Determine the best seasonality for a price change

Thank you!

For more information:

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