Business Analysis with Statistical Testing

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Problem Statement

How to make good use of discounts?

Is there a generation gap to fill in the performance?

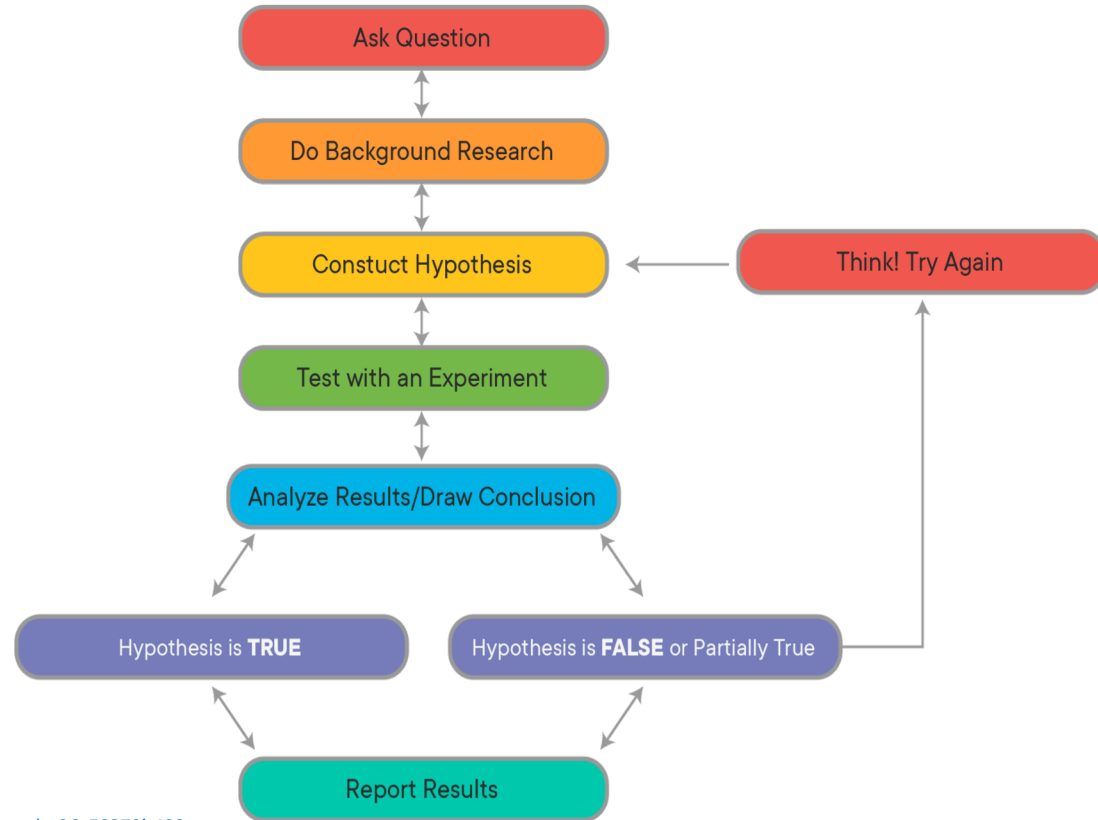Where and when to start offering new cheese types?

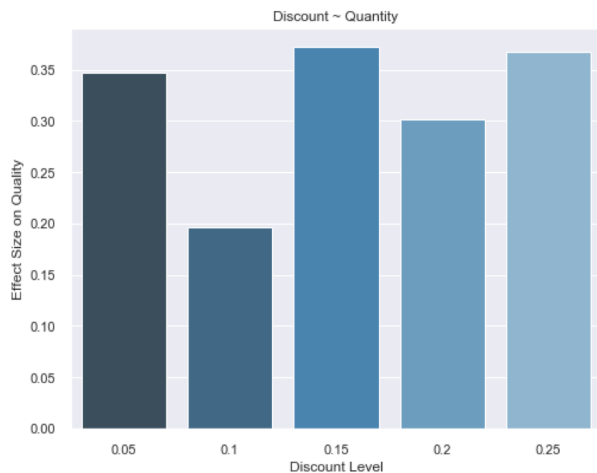# Business Value

Increase the amount of sale and profit.

Methodology
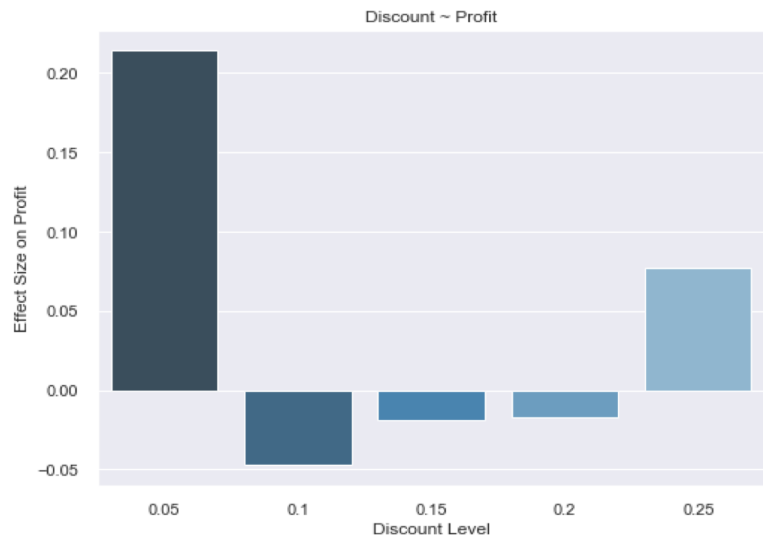
Scientific Method
EDA (Exploratory Data
Analysis)

The Scientific Method

Ask Question

Do Background Research

Constuct Hypothesis ← Think! Try Again

Test with an Experiment

Analyze Results/Draw Conclusion

Hypothesis is **TRUE**

Hypothesis is **FALSE** or Partially True

Report Results

Discounts

Discount ~ Quantity

Different levels of discount effects on average quantity in an order

Discount ~ Profit

Employee Generations

Different generation performance chart

Generations - Number of Employees	
Generation X (38-53 years old)	420
Millennial (22-37 years old)	1628
Generation Z (0-21 years old)	107

Generation - Quantity
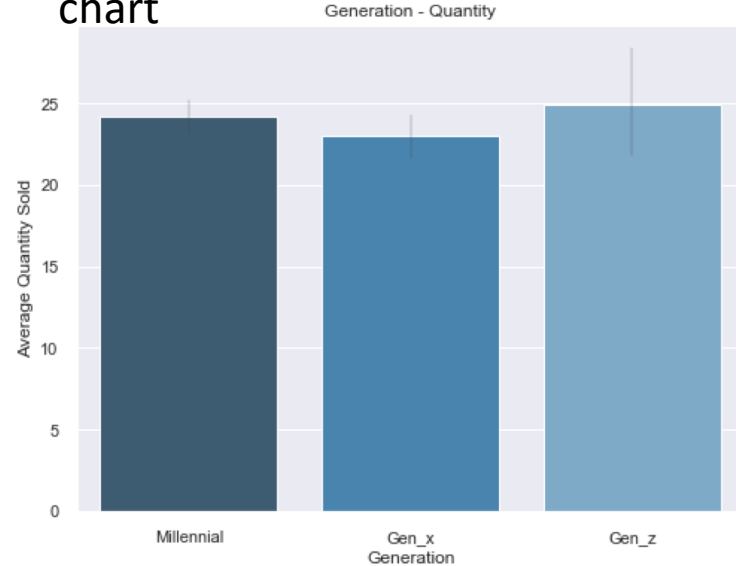
New Line of Cheese

The new line of cheese is coming!

The best month and the region to kick-off the sale :

January in   WESTERN EUROPE

Future Works

Detailed investigation of discounts

Progressive discount policy

Keep the profit on a certain level while giving more discount to most frequent buyers.

Eastern Europe region needs attention.

THANK YOU

Please feel free reach me for any questions

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