



The Northwind Data Exploration

company concerns

- Increase revenue
- Reduce costs





**investigate
information**

**analyze
for
answers**



what does that mean?



efficient use of discounts

20%

25%

% % %

10%

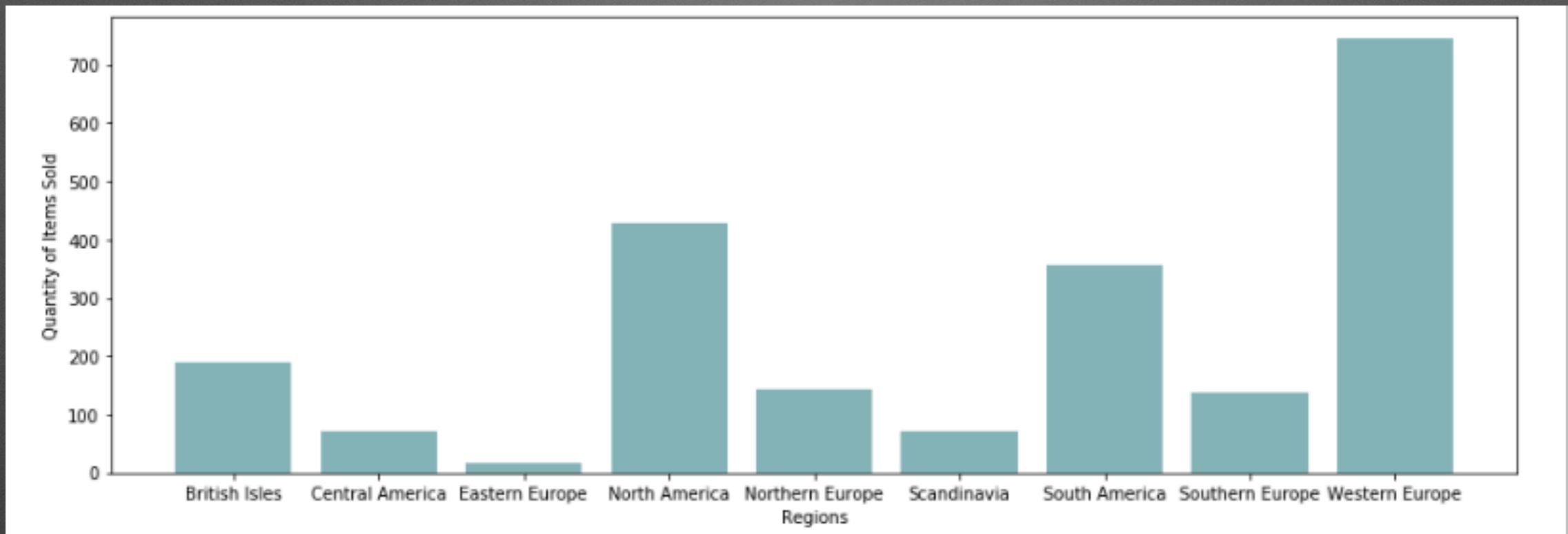


delivery decisions





rethinking regions



**quantity of products sold to
areas currently serviced**

L O O K I N G A H E A D



products ~ markets ~ trends

food for thought



Thank you

