Northwinds Statistical Analysis

Overview

Northwinds gave us their data to find some insights for them. The data contained employee data, product data, shipment data, and etc.

Problems to solve

1 Is there an impact to the quantity of an order when discount is applied? If so, how much of discount is optimal?

3 Is there a significant difference in revenue made between each employee?

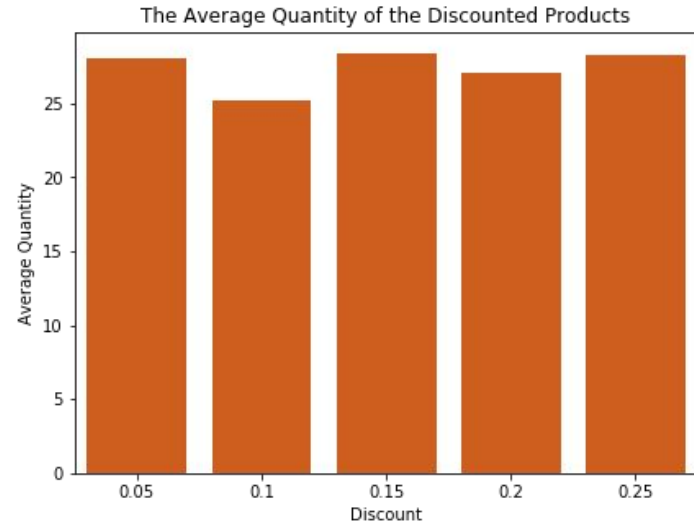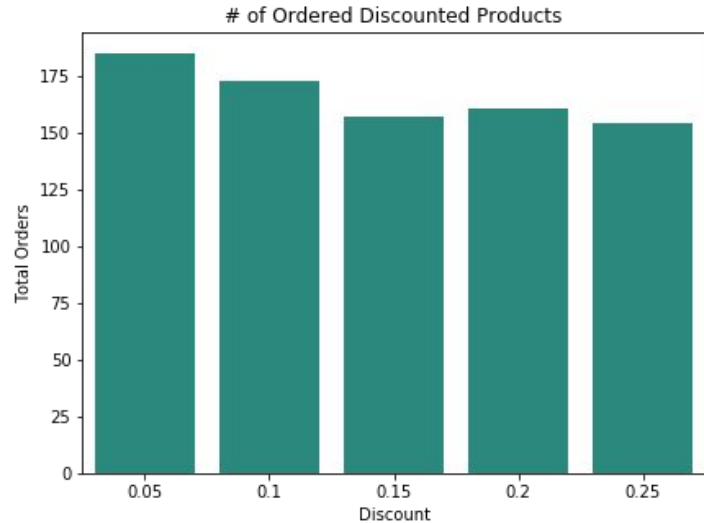**2** Is there an impact to the price of the product because of it origin?

4 Which office produces more revenue?
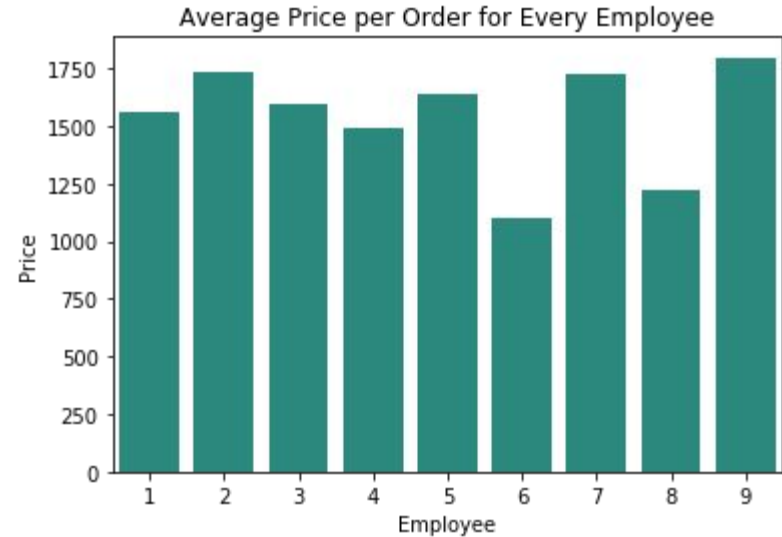
Average Quantity Ordered w/out a Discount per Product
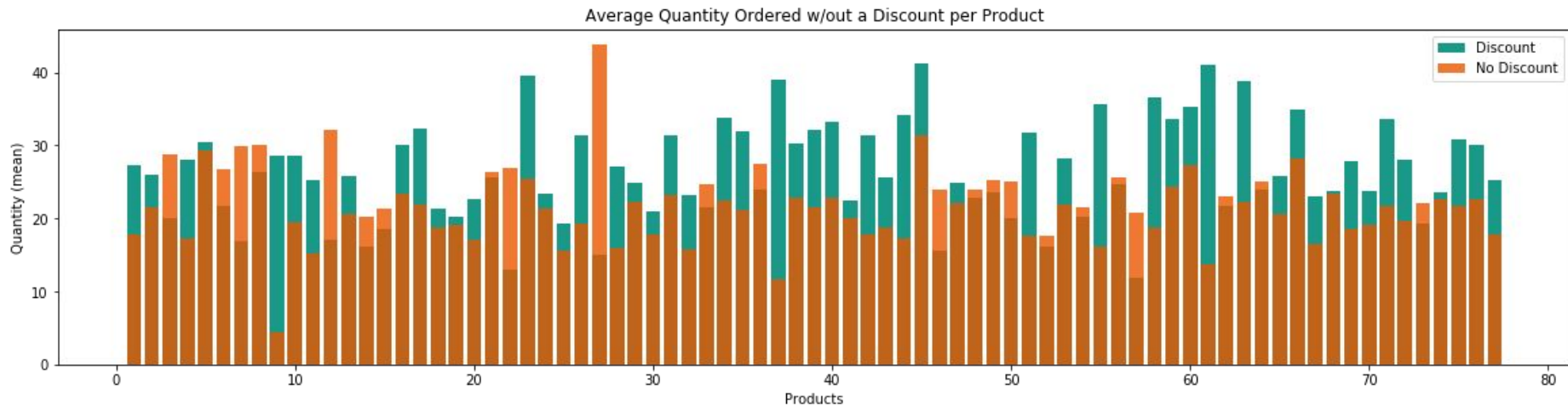
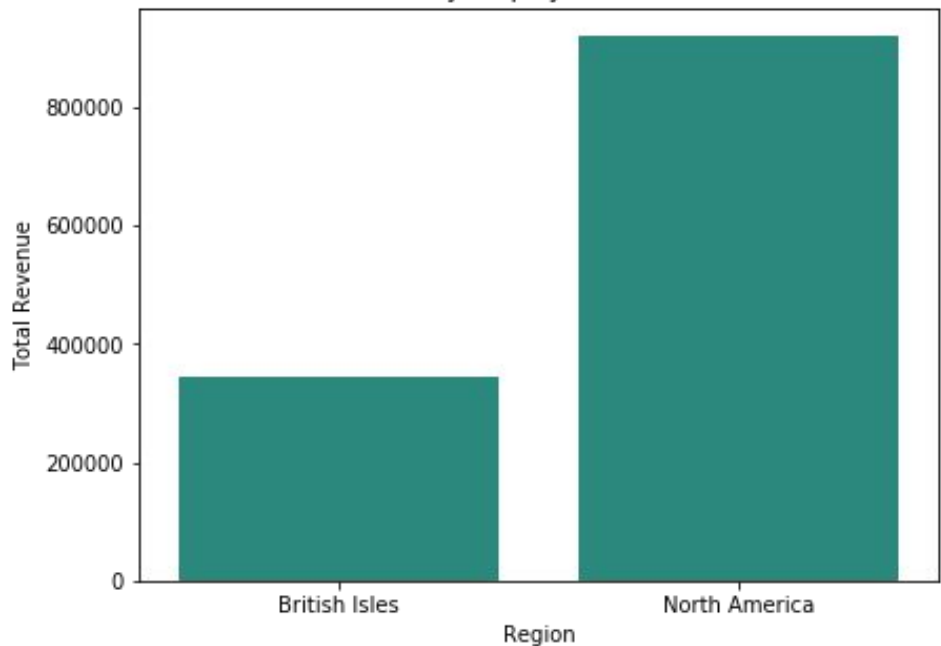# If a discount needs to applied choose 5% off to maximize the quantity of a product ordered

Employees didn't have an impact of amount revenue made

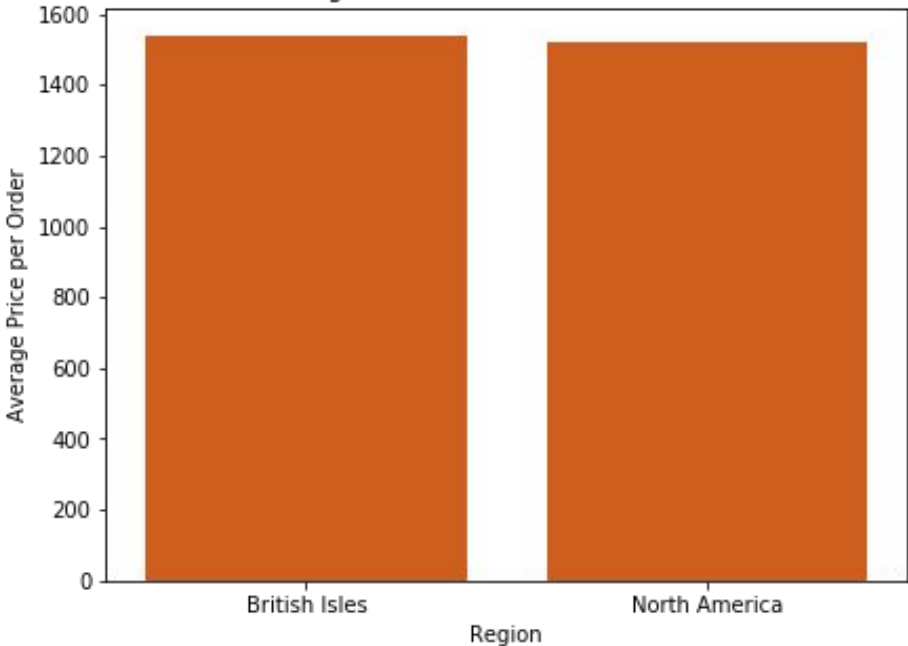Average Price per Order for Every Employee

Each office pulls its weight

Overall Revenue by Employee from the Two Offices

(Bar chart showing Total Revenue by Region: British Isles ~350000, North America ~920000)

The Average Price of Order from the Two Offices

(Bar chart showing Average Price per Order by Region: British Isles ~1540, North America ~1520)

Improvements

- Discounting products with 5 % off maximizes sales
- If had more time, a deeper analysis of finding cheaper products from a different origin

Thank you for your time.