



# Insights into Northwind

With a Focus on Generating the Most Revenue



# Methodology

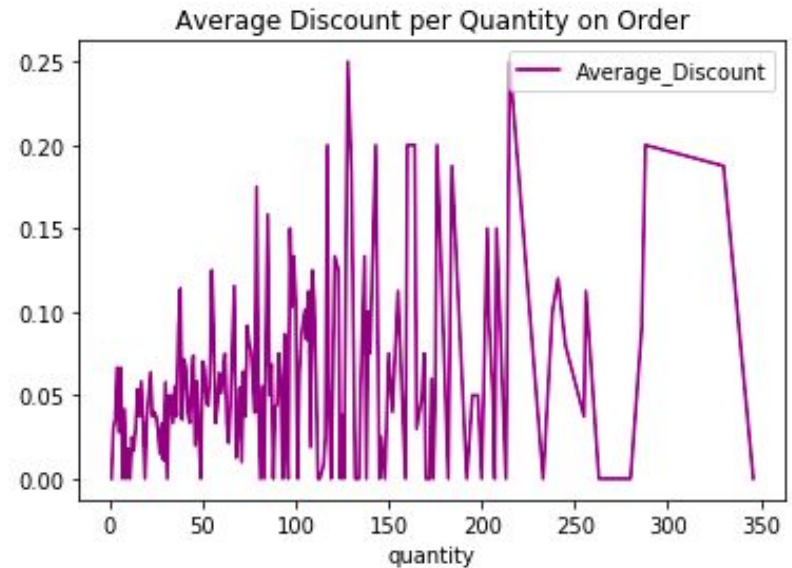
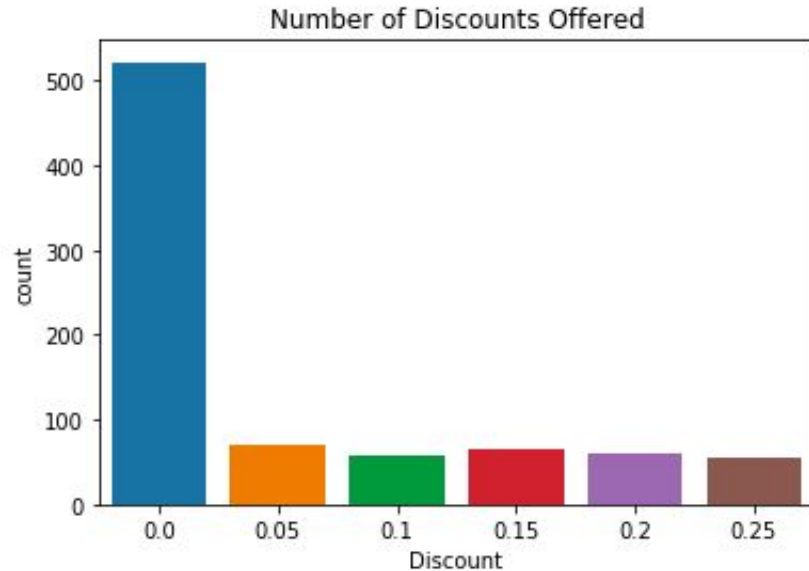
Used statistical techniques to help make decisions on how to keep revenue high for the Northwind company.

**The goal is to be able to answer each question with a 95% confidence level.**

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

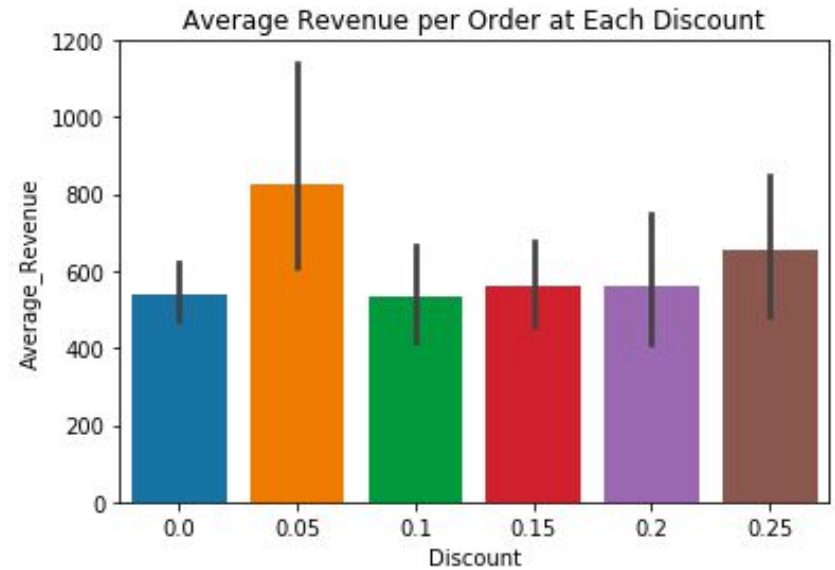
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# Discount Amounts and Quantity



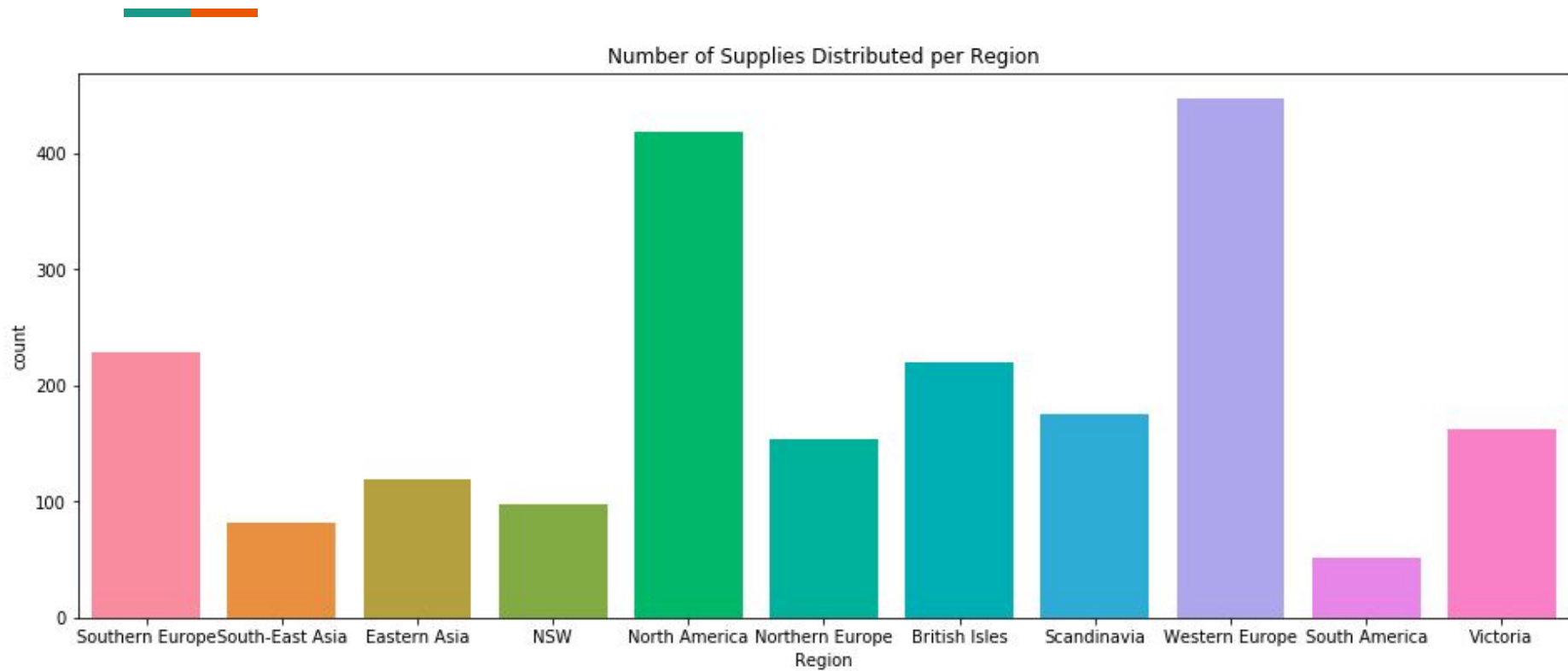
# Suggestion

Offer only one discount at 5%.



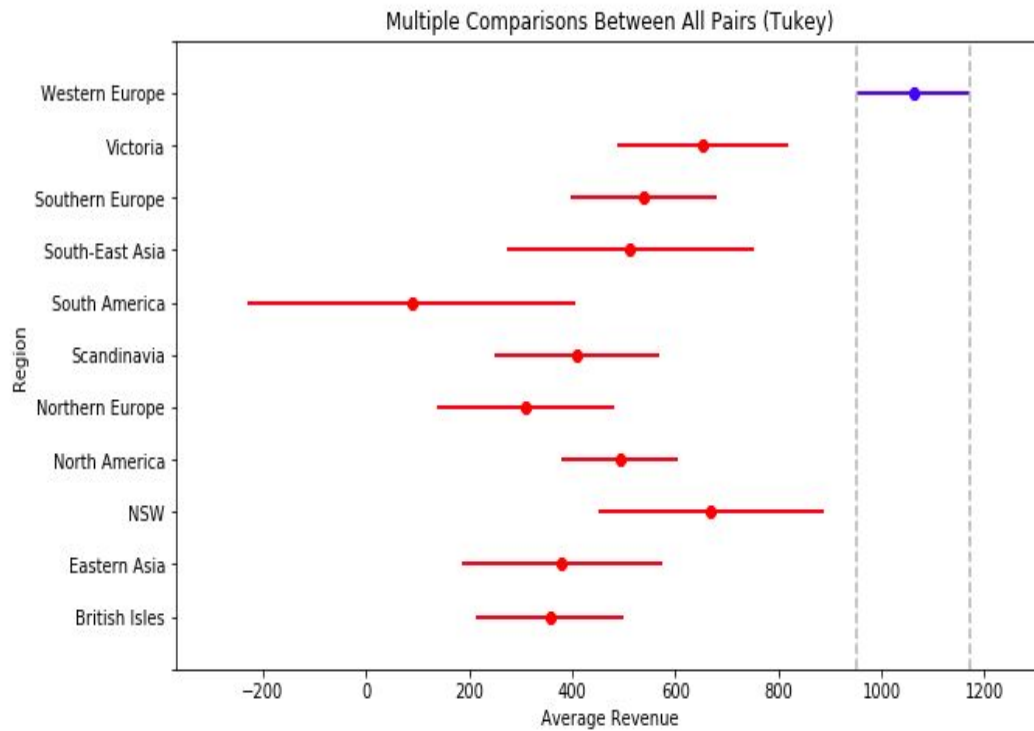
**Do suppliers from some regions  
generate more revenue than others?**

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# Suggestion

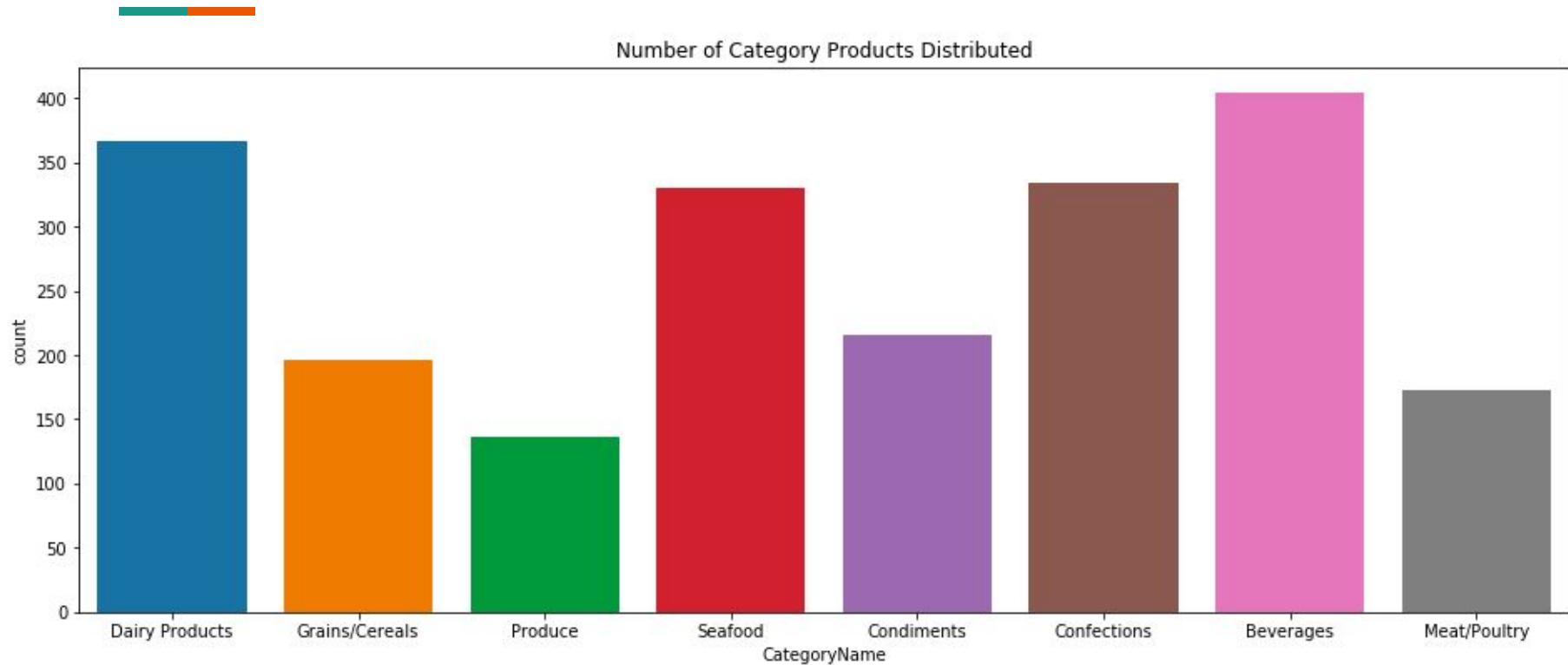
Consider looking cutting back on supplies from North America.





**Is the revenue different for the  
different types of categories being  
supplied?**

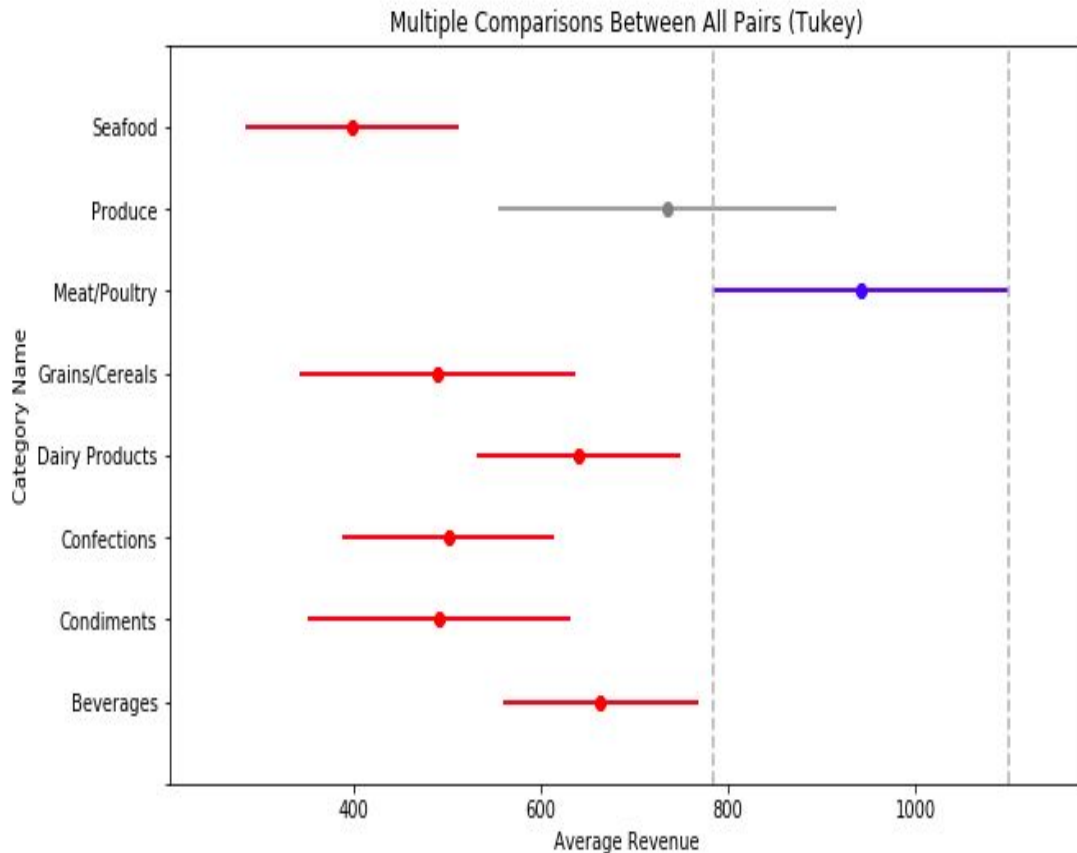
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## Suggestion

Increase the meat/poultry and produce inventory.

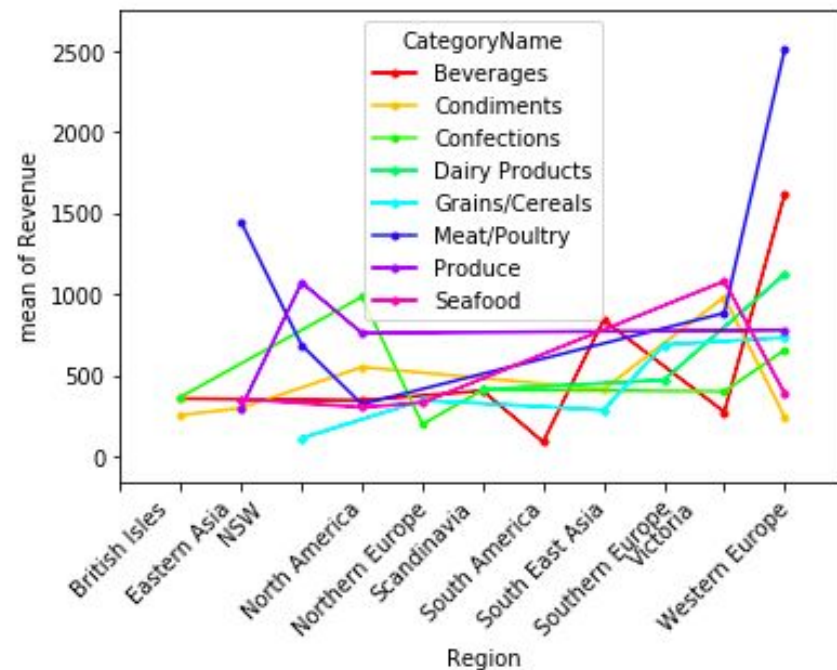


**Is the average revenue from a supplier in a certain region different depending on the category that it is supplying?**

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# Suggestion

Consider dropping British Isles as a region that supplies products.

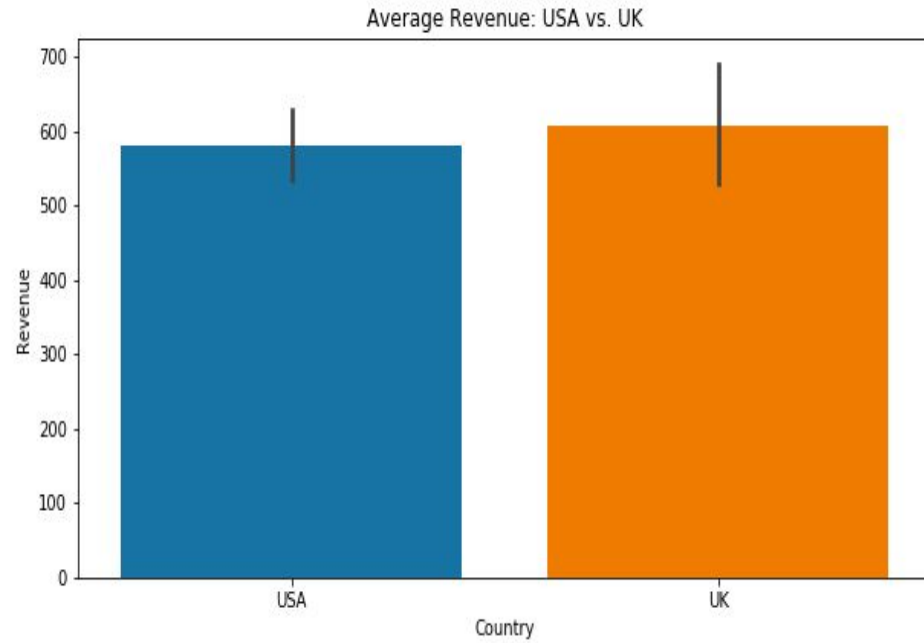


**Do employees from USA or the UK generate more revenue? Do some employees generate more revenue than others? If so, which employees? Does their title affect their sales in any way?**

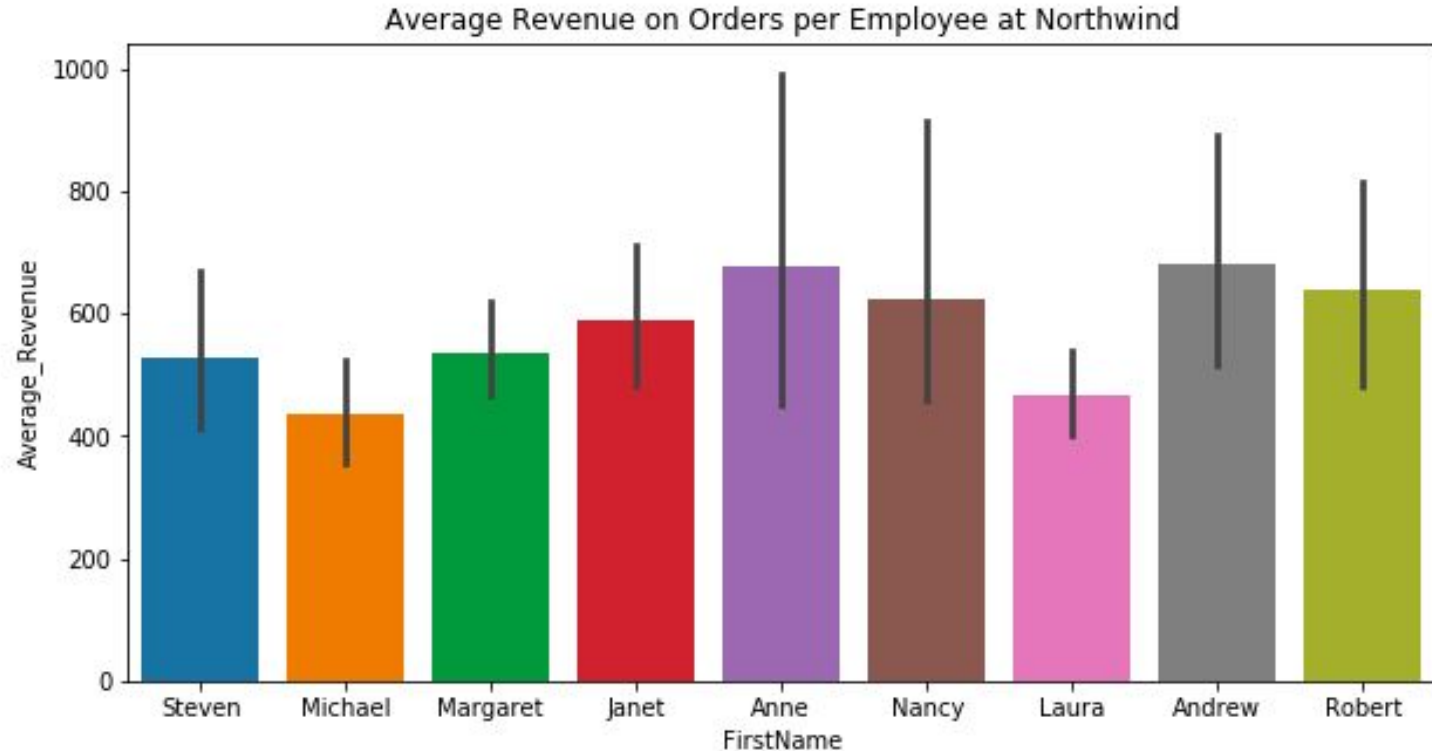
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# USA vs. UK

No difference.



# Employees and Their Titles



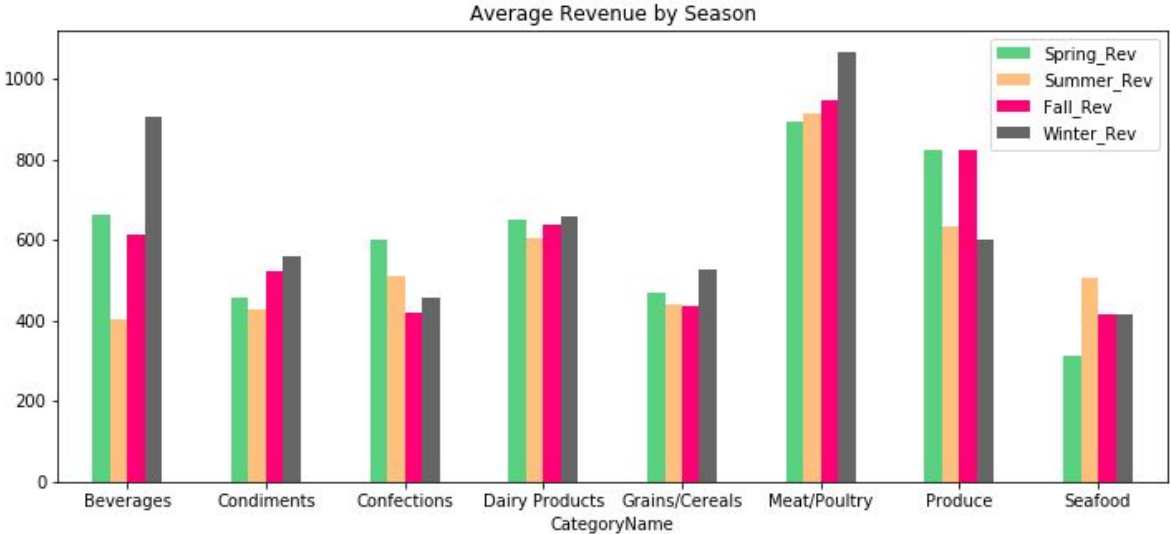


**Do some categories of product  
sell more during certain  
seasons? If so, which  
categories?**

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# Suggestions

Product Category	Highest Revenue	Lowest Revenue
Beverages	Winter	Summer
Condiments	Winter	Summer
Confections	Spring	Fall
Dairy Products	Steady Throughout	
Grains/Cereals	Fall	Throughout
Meat/Poultry	Throughout	Spring
Produce	Throughout	Winter
Seafood	Summer	Throughout





# What more can be done?

With more time:

- Look further into each product and how they are contributing to Northwind's revenue.
- Look further into where the supplies are coming from and how they affect revenue (ie. seafood).

With more resources:

- Test out new seafood products and compare revenue of old seafood products with the new.
- Gather more data on
  - customer demographics
  - Supplier costs

**Thank you!**

**Q&A**

