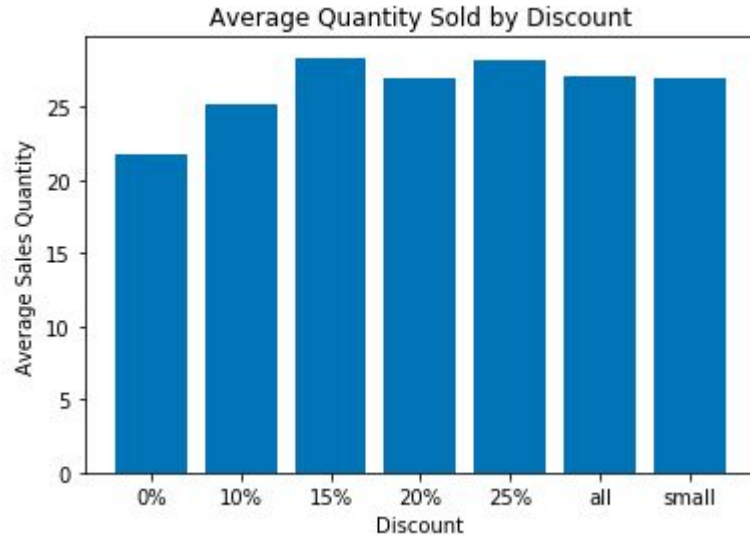




Northwind Traders Co.

Insights and Findings in a Global Economy

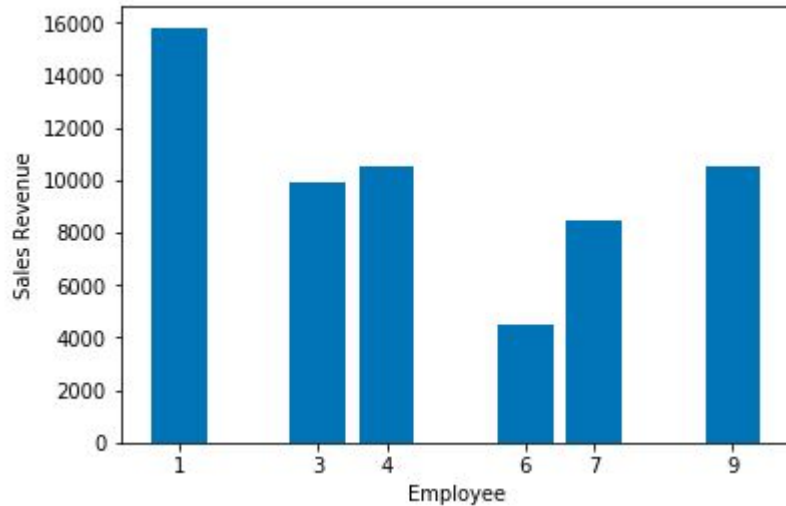
Discount Value



In general, discounts provide a significant difference in sales.

Recommendation: While any level of discount drives sales, it makes the most sense to set a small discount less than 10% to maximize sales.

Employee Contribution



Taking average revenue per product, most employees are performing closely and in line with the total average.

Recommendation: Give more opportunities to 'underperforming' sales reps.

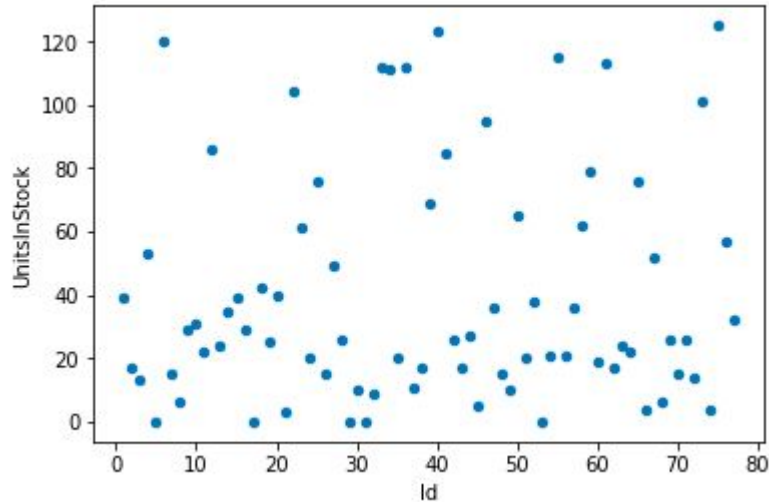
Domestic and Foreign Goods



There is a significant difference between how much customers spend on domestic and foreign products.

Recommendation: Be mindful of each customer's preference when making sales.

Stock/Inventory



We conclude that there is not a difference in price for units in low stock or high stock.

Recommendation: Potential benefit into looking into inventory turnover to set prices.



Questions?