

Northwind - 2020 Planning

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Northwind has the opportunity to maximize revenue and growth, and we can leverage our insights to drive:

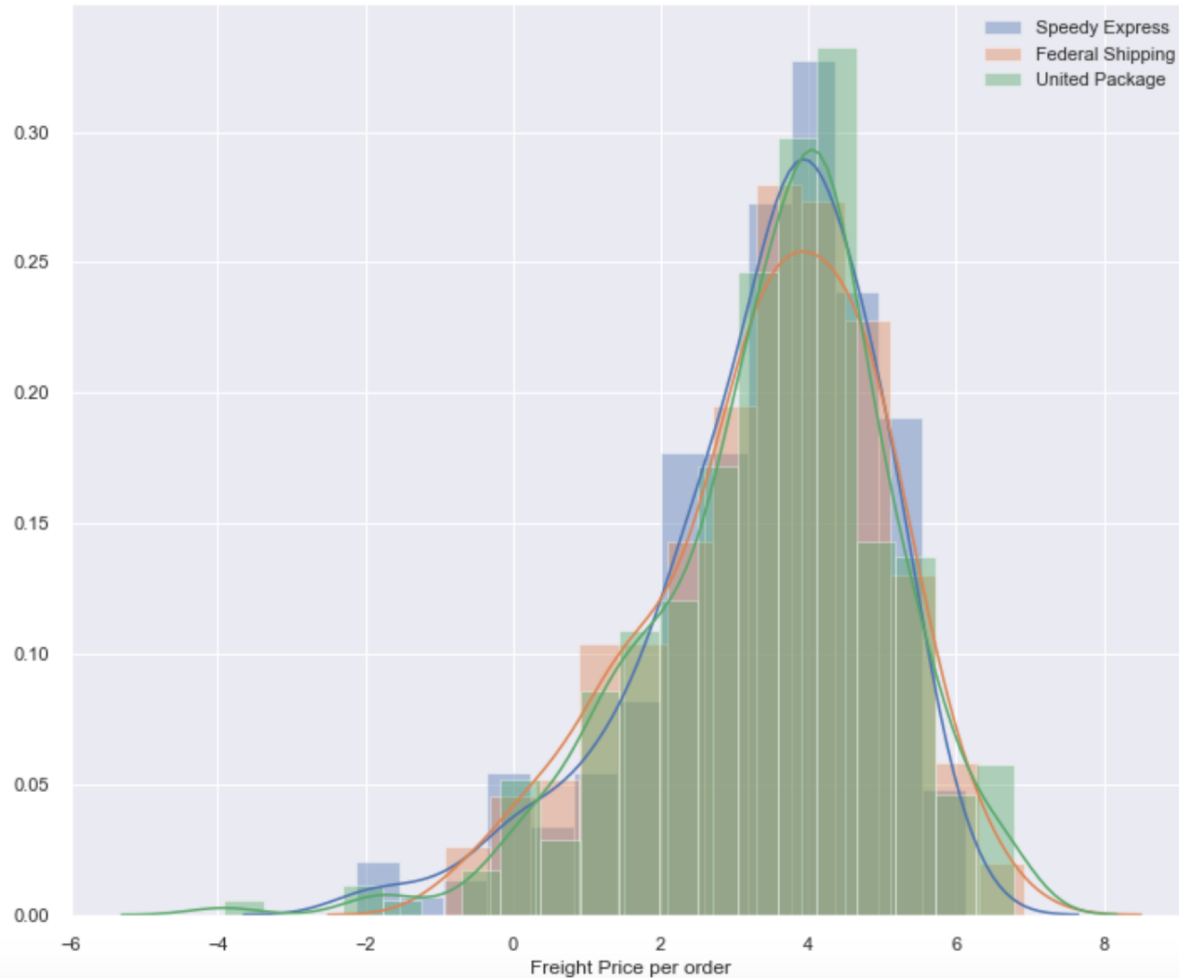
OPERATIONS

SALES

MARKETING

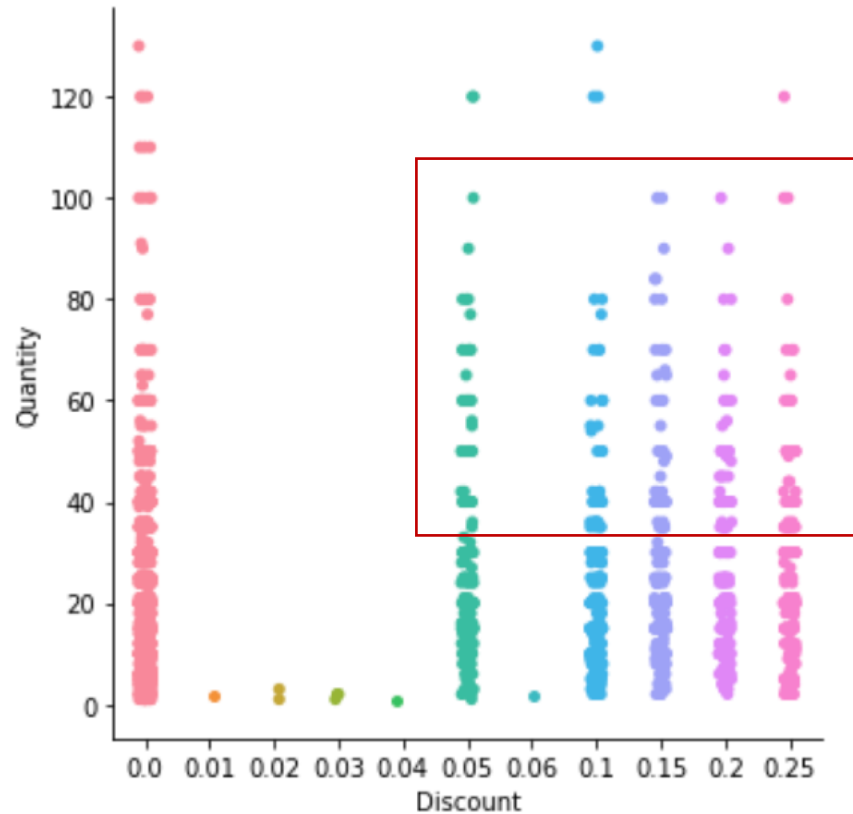
...all while improving our back office and people strategies that will bolster future success.

Operations Management



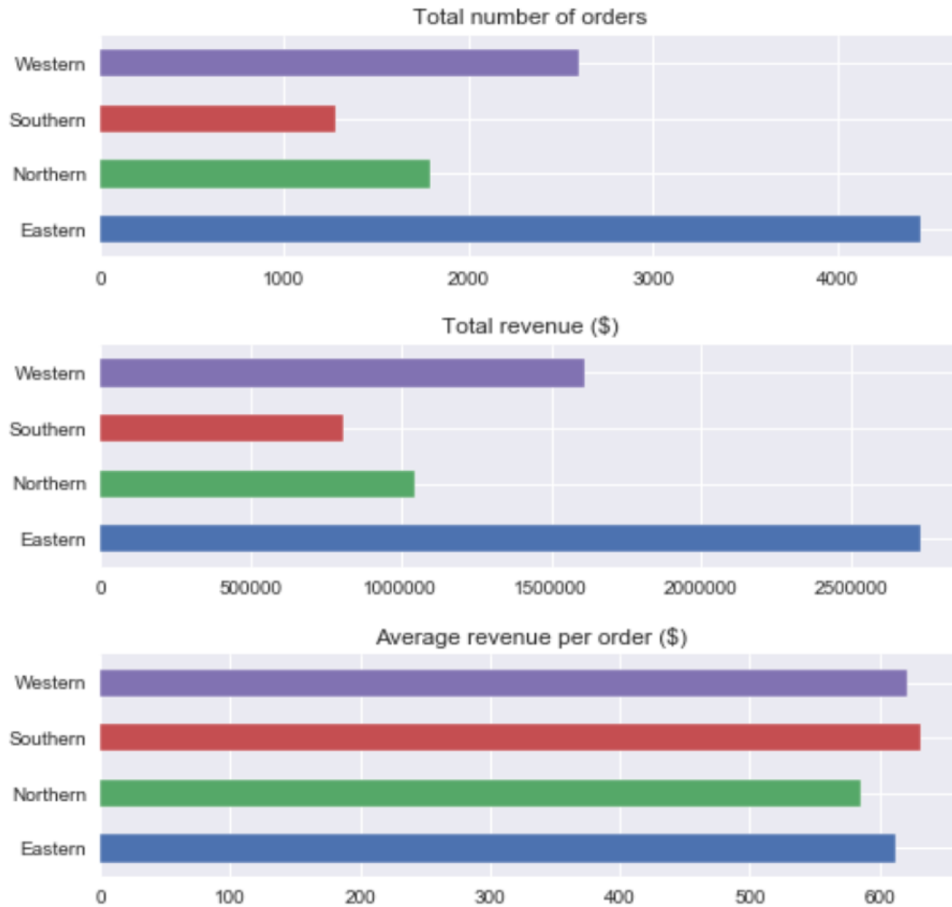
- There is no statistically significant difference across freight prices in shipping companies.
- Recommendation is to utilize highest quality or most efficient shipper when planning operations.

Sales



- At every individual level of discount, there are statistically significant results indicating that any level of discount between 5% and 25% has a significant effect on the quantity of products ordered.

Marketing



- There is a significant difference in the average revenue per order based on region
- The higher average order prices for smaller western regions are actually profitable -- it may be important to begin exploring new, higher-priced product offerings to territories in the west.

Future Considerations:

- Understanding whether the number of Sales Associates representing larger regions corresponds to the largest amount of revenue. This may be important when determining span of control, personnel decisions, or marketing budget allocation.
- Further exploration into Shippers and Suppliers to further optimize the operations management functions at Northwind. There may also be interest in understanding regional and time-based demand in order to become more predictive and rapid in order fulfillment.
- Successful companies in this day and age are data companies at heart -- they know their customers deeply and personally and are able to predict their needs and wants. To do this correctly, organizations should have robust data and customer management repositories. Data quality issues do appear to be present in this database so the recommendation is to validate the current data and eliminate any issues.
- Offering discounts could help the business in moving stock, attracting new customers, and reaching sales targets during specific seasons. It is important to note, however, that we need to understand profit margin, gross sales figures, and breakeven points as quantity ordered may not be enough to surpass the revenue that would have been generated by selling a smaller quantity at no discount. I would like to conduct further analysis on pricing in order to determine when discounts should be offered and who they should be offered to.

Q&A