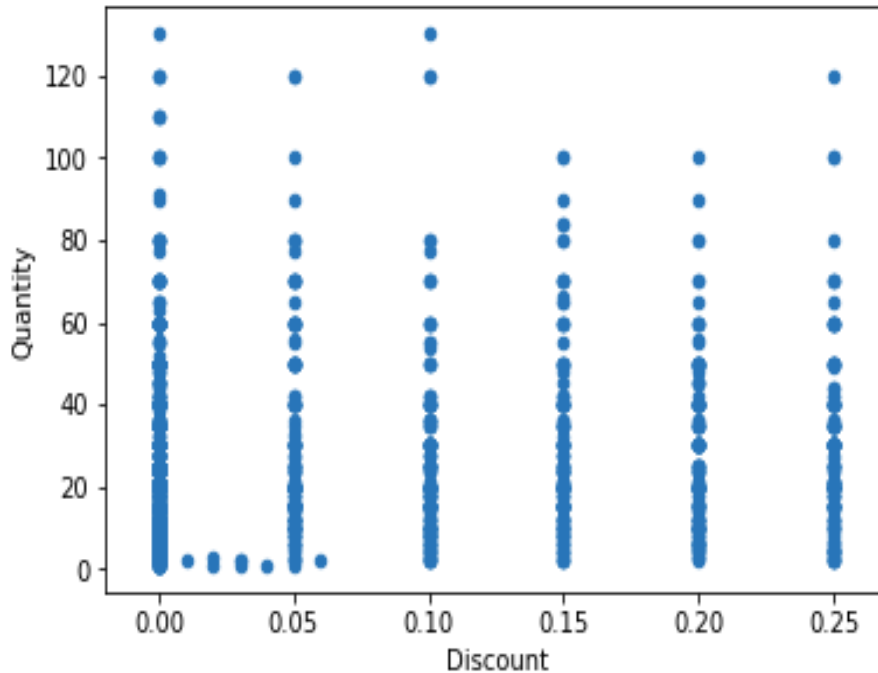




Northwind Traders Statistical Analysis

By Natalia Quintero



Do discounts have a statistically significant effect on the number of products customers order?

Discounts do not seem to affect the number of products ordered by clients.

Charge full price \$\$ instead.

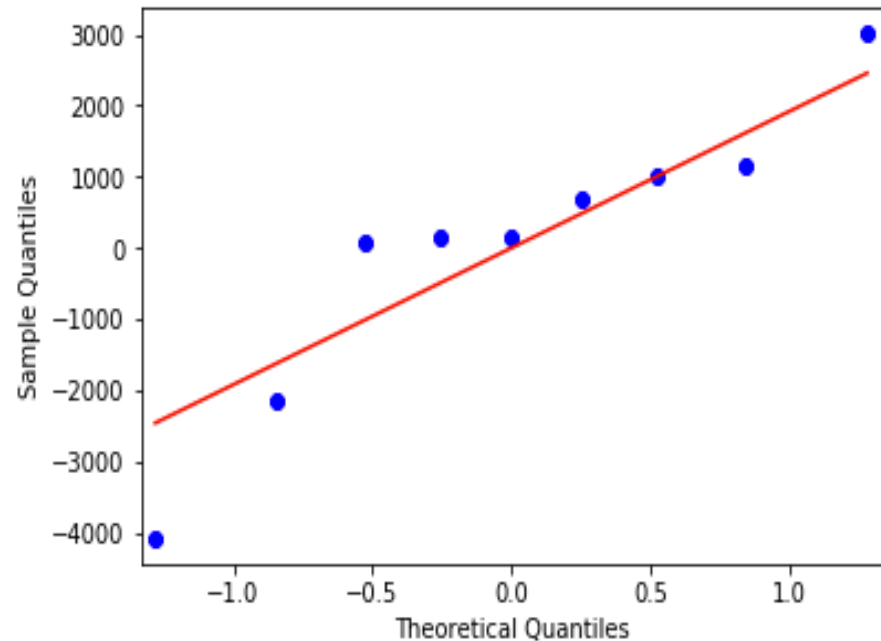


Do more orders means more revenue?

Revenue is increased by the number of products ordered and not by the price of the products.

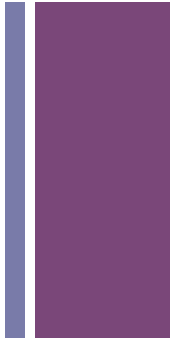
There is no region ordering the most expensive product(s) only, hence revenue is not based on the price of a very few expensive number of products.

This could also mean there is no overstock of expensive products only.

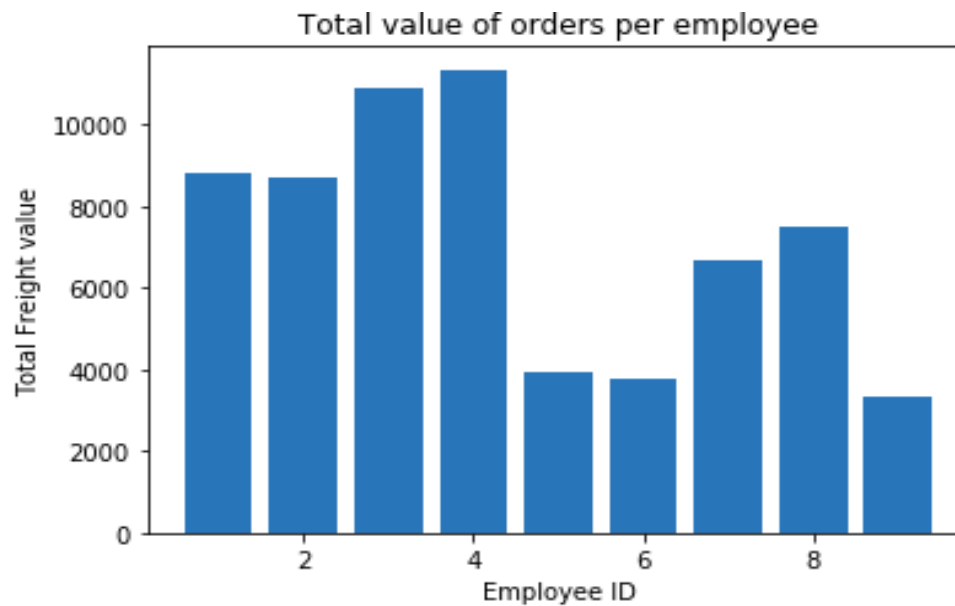




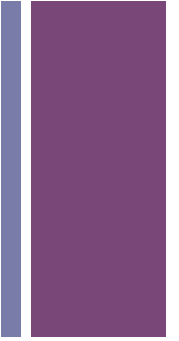
How employee sales compare among themselves



Some employees take more orders than the average.
Are there any incentives causing this effect? If so how can all employees benefit?



* Start date of employee not included



Thanks for your time!