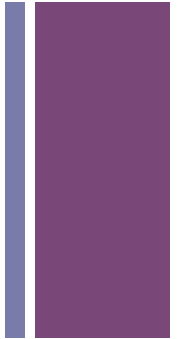


Northwind Traders Statistical Analysis

By Natalia Quintero



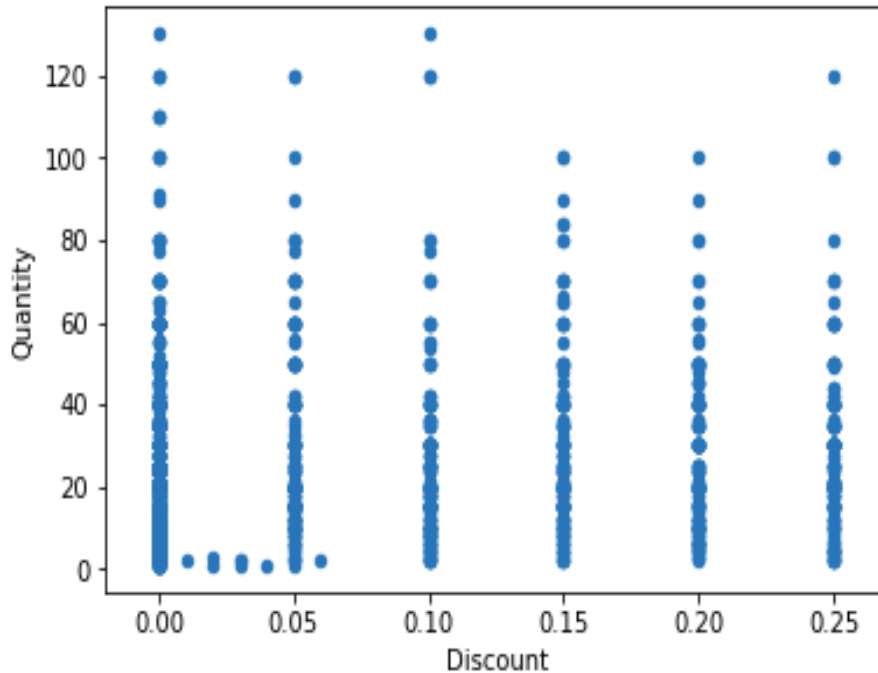
Methodology



- Analyze Northwind database.
- Generate questions.
- For each question:
 - Define hypothesis
 - Select significance level
 - Collect data
 - Choose test
 - Calculate statistics
 - Interpret results

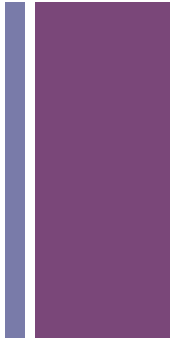


Do discounts have a significant effect on the number of products customers order?



Discounts do affect the number of products ordered by clients.

Generate a price strategy attractive to customers that generate more purchases.

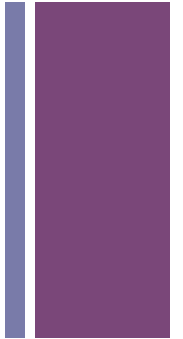


Sales and revenue compare across the regions

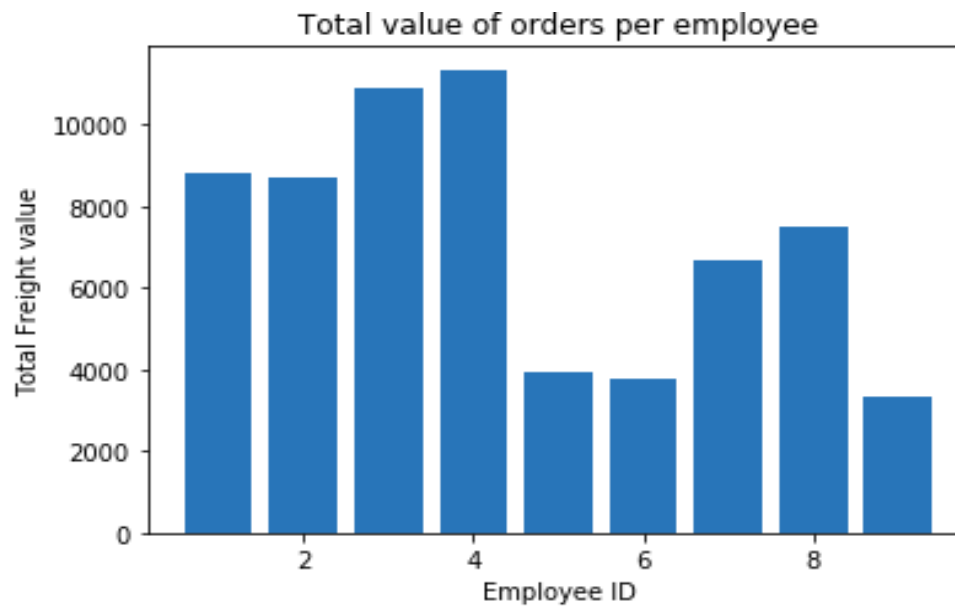
- * Average sales are not equal in all regions
- * There is no region ordering the most expensive product(s) only, hence revenue is not based on the price of a very few expensive number of products.
- * This could also mean there is no overstock of expensive products only.



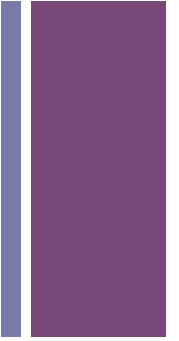
How employee sales compare among themselves



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!