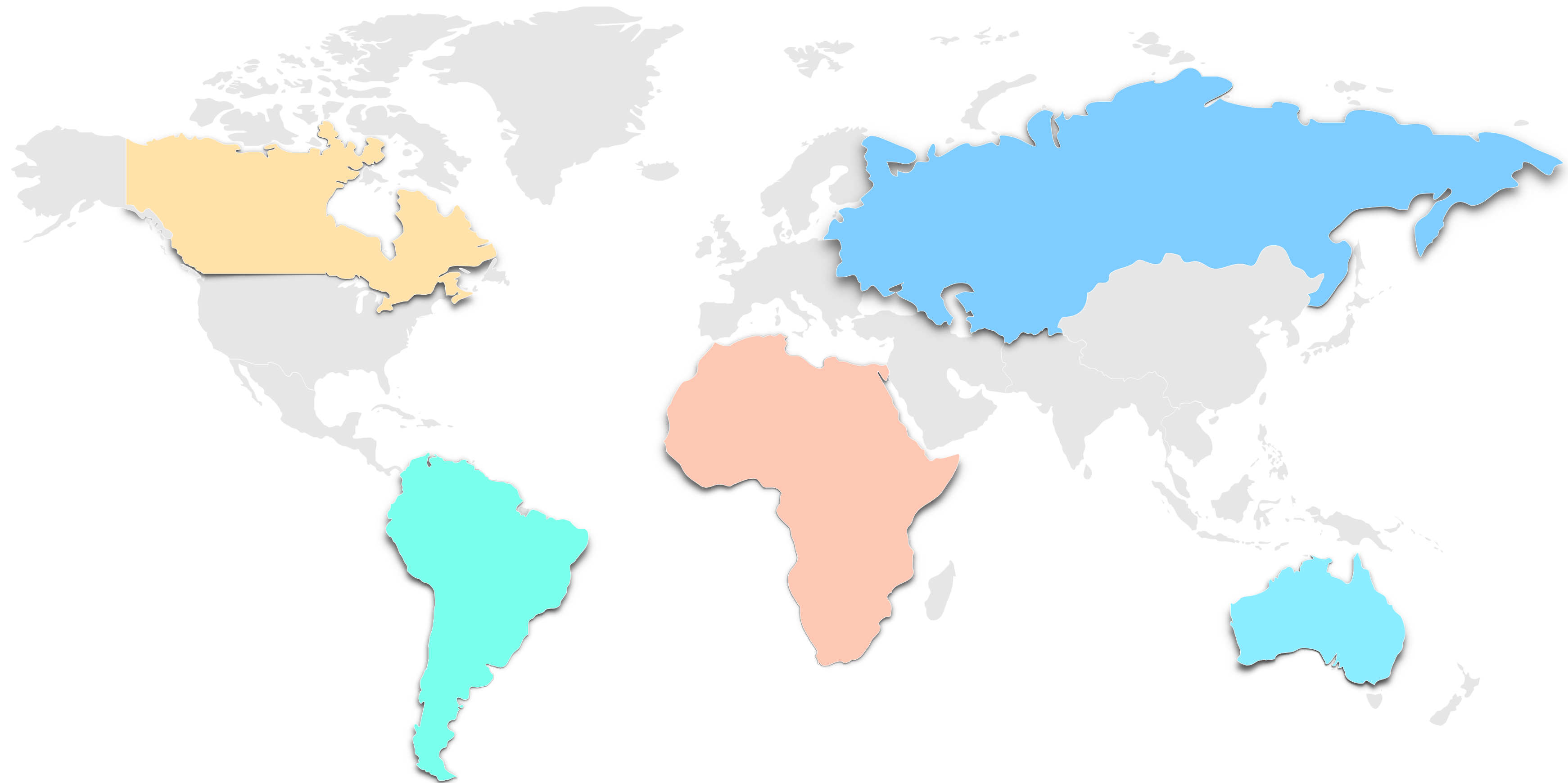


Northwind Traders



Global Market



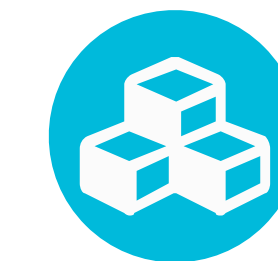
Discount Value



Category

The average number of products in an order differs depending of category

15 %



4.9%

Discount vs Quantity



Quantity

Overall discount values do effect the quantity in an order

10 %



25 %



15 %



Gender vs Volume

01



Quantity

Female customers tend to order more goods with discount

02



Category

Question: Are there differences in categories?

03



Recommendation

Further research should be conducted.



Domestic vs Foreign Goods



Imported

The amount spend on foreign goods is >30% higher to domestic purchases

Recommendation



Training

- * Tele-Marketing
- * Cold-Calls
- * Etc



Offers

Analyze which products are don't sell vs best sellers



Tools

Improve User experience