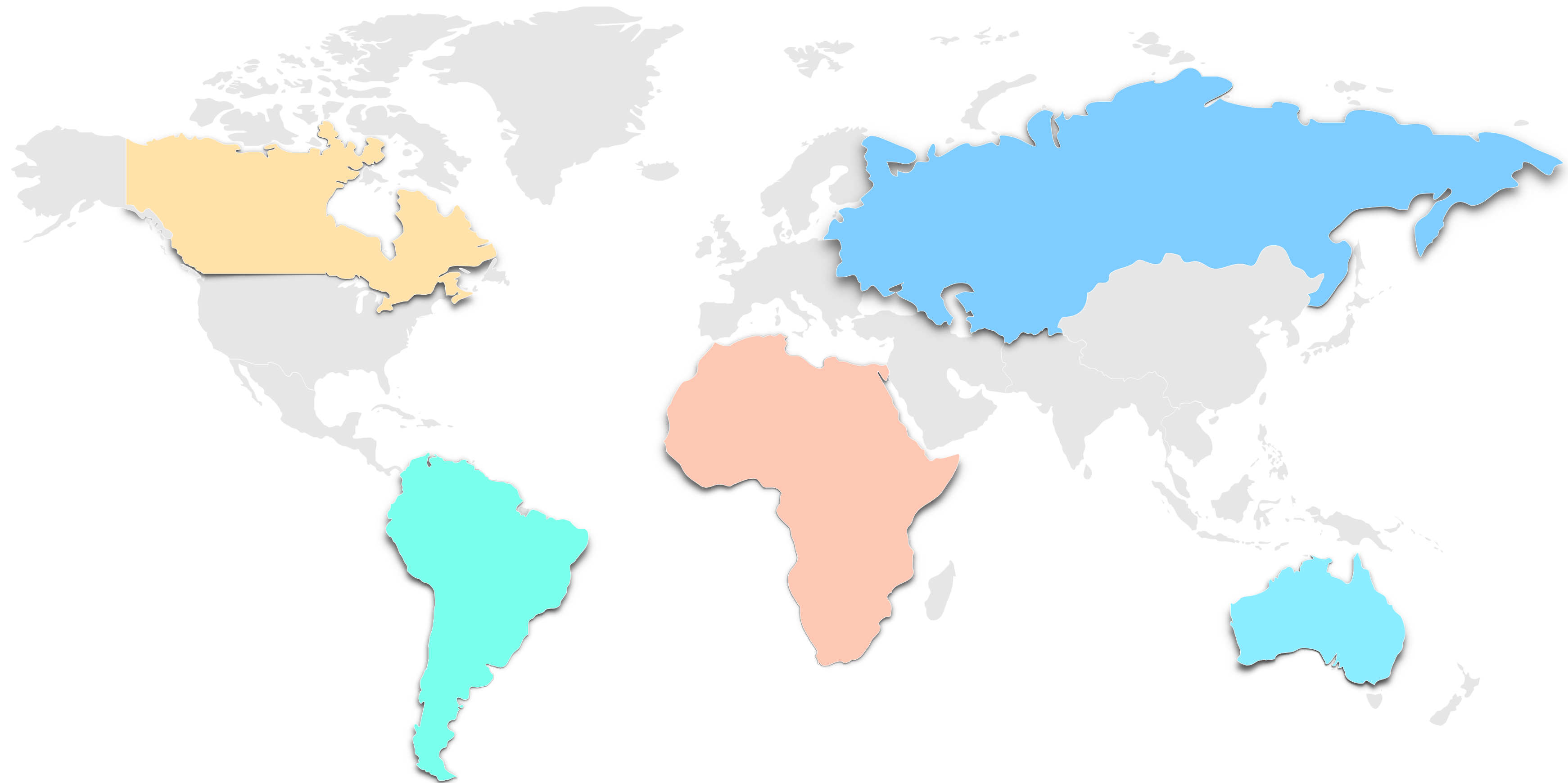


Northwind Traders



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 not effect the quantity in an order

10 %



25 %



15 %

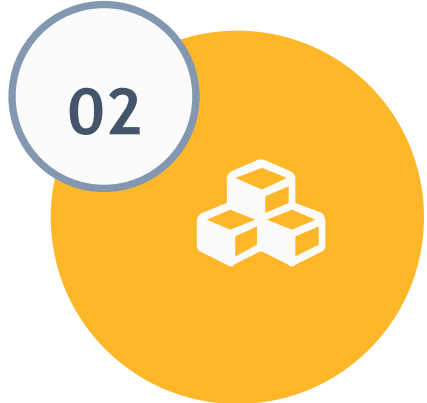


Gender vs Volume



Category

No differences in any of goods sold.



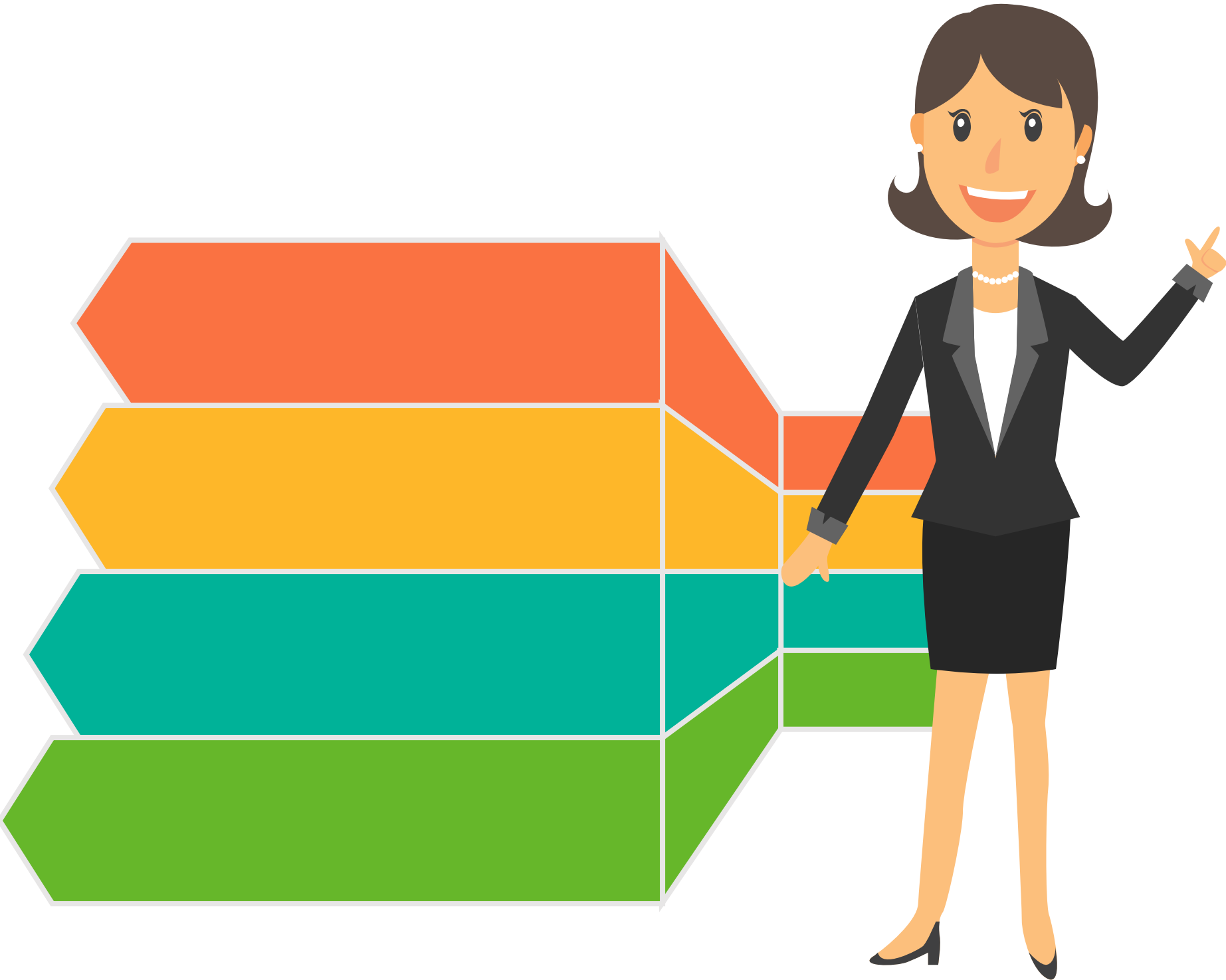
Quantity

No differences



Recommendation

None at that moment.



Domestic vs Foreign Goods



Imported

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

Recommendation



Training

Tele-Marketing and Cold-Calls



Offers

Analyze which products are don't sell vs best sellers



Tools

Improve User experience