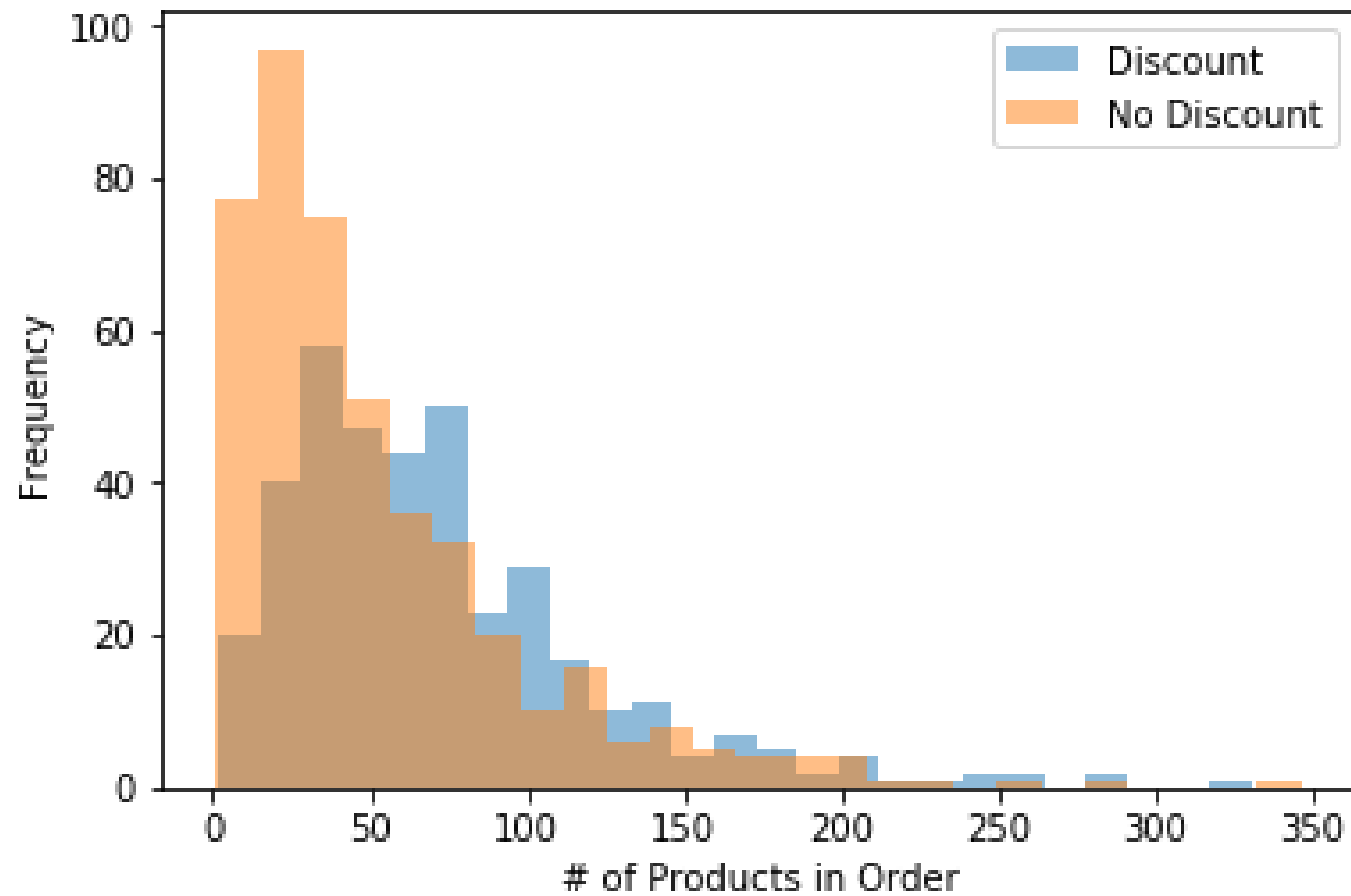


Finding business insights in the Northwind database

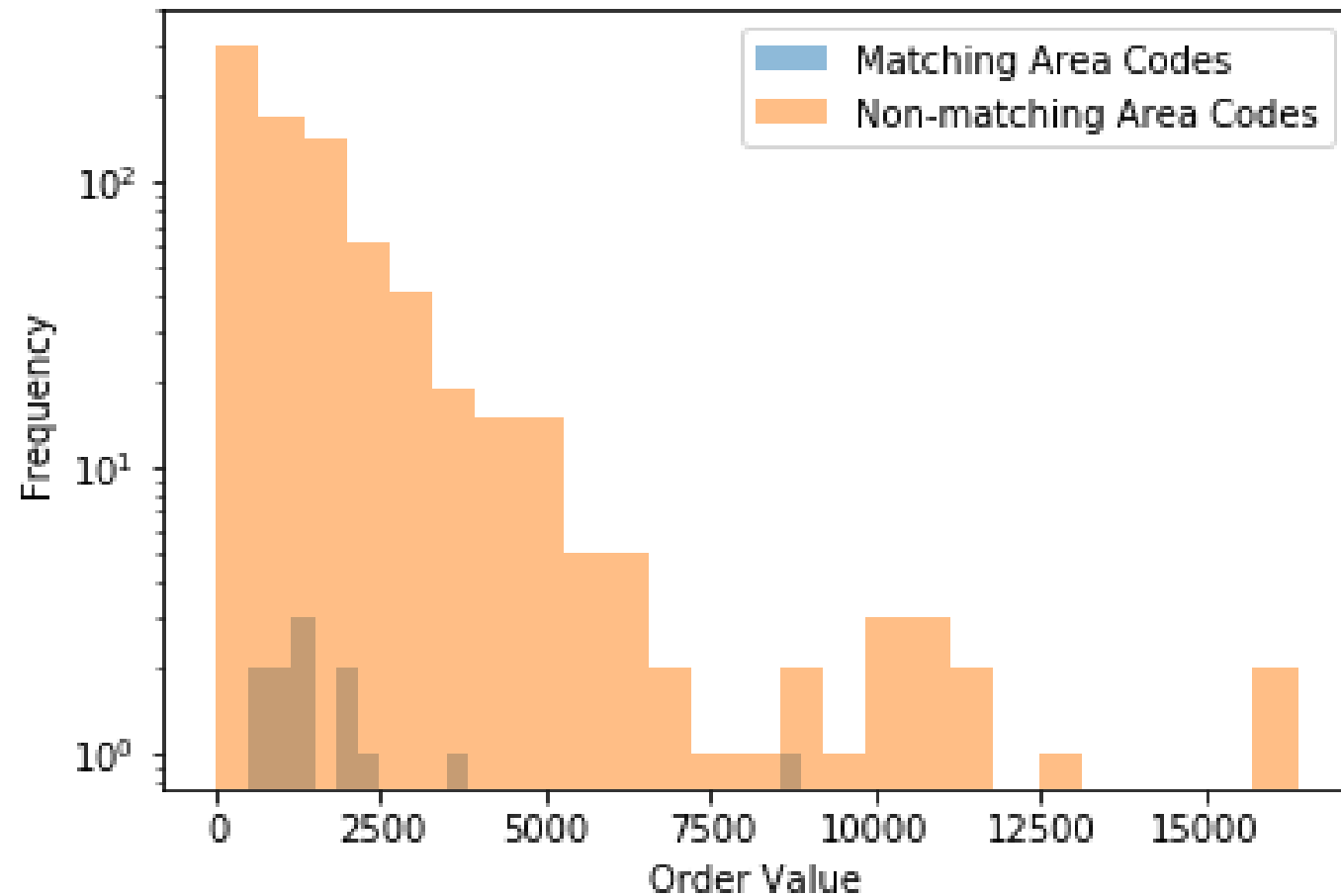
**A catalog of suggestions for improving
sales and business practices**

How do order discounts affect the number of products a customer purchases?



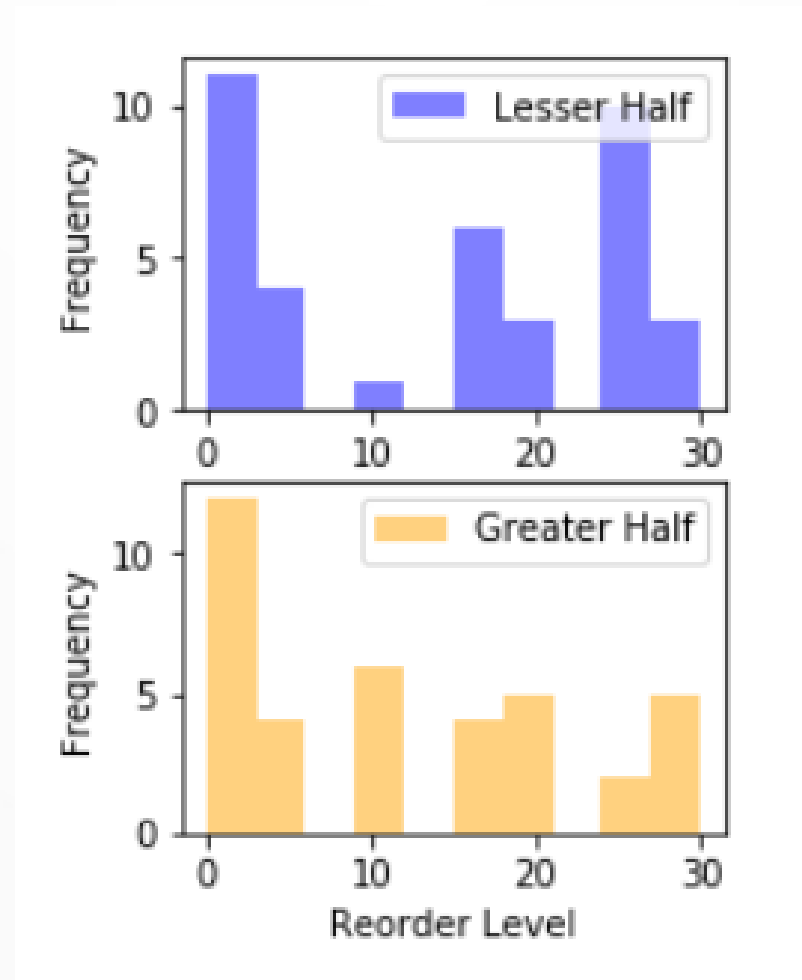
Any level of discount increases the number of units sold.

Do employees with the same area code as their customers sell a greater value of products?



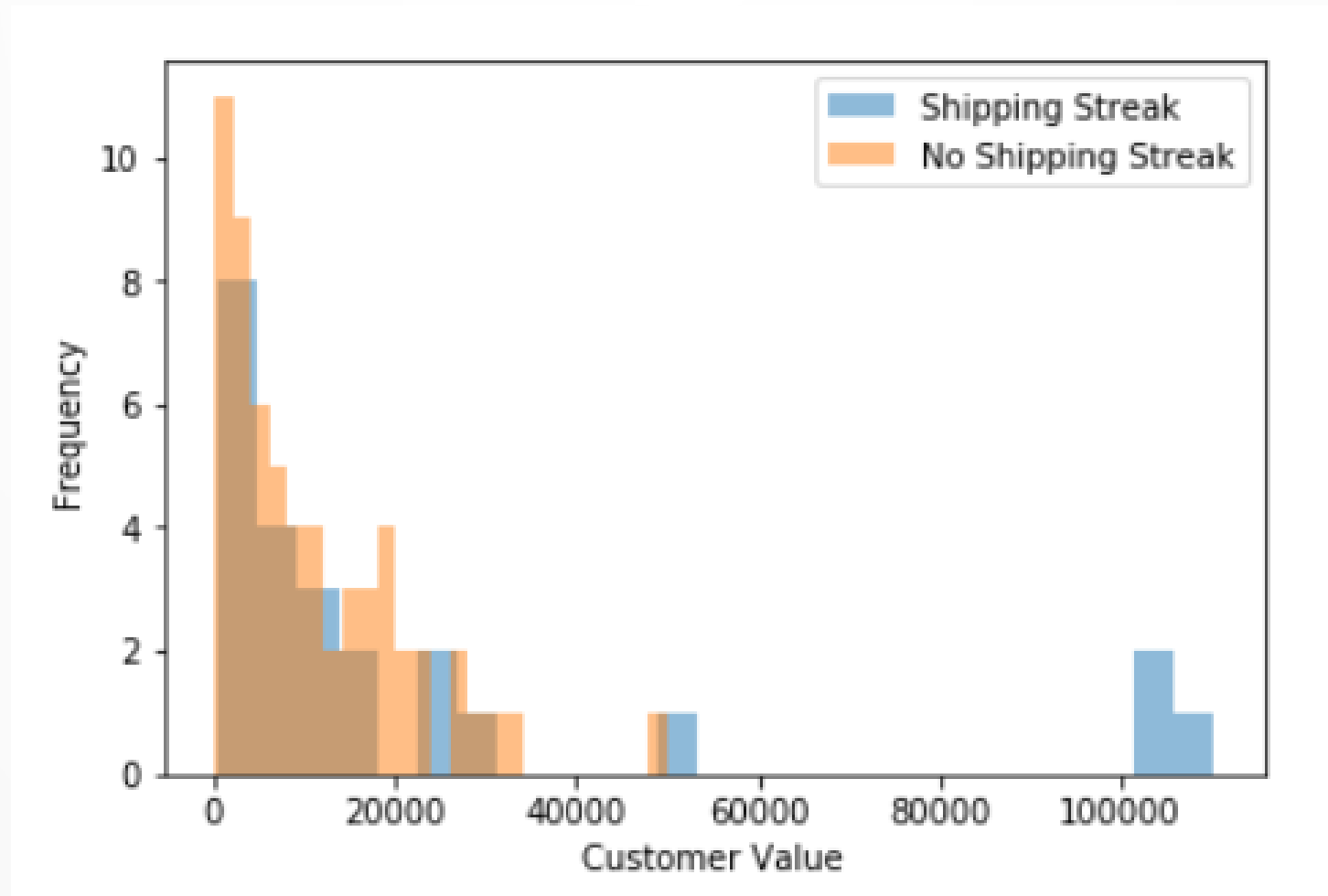
Employees with area codes matching their customers do not sell a greater value of products.

Do more popular products have different reorder thresholds than less popular ones?



Product popularity does have a relationship with reorder threshold

Do customers that are loyal to the same shipping company have a higher lifetime value than other customers?



Customer loyalty to shipping companies does not signal higher lifetime value.