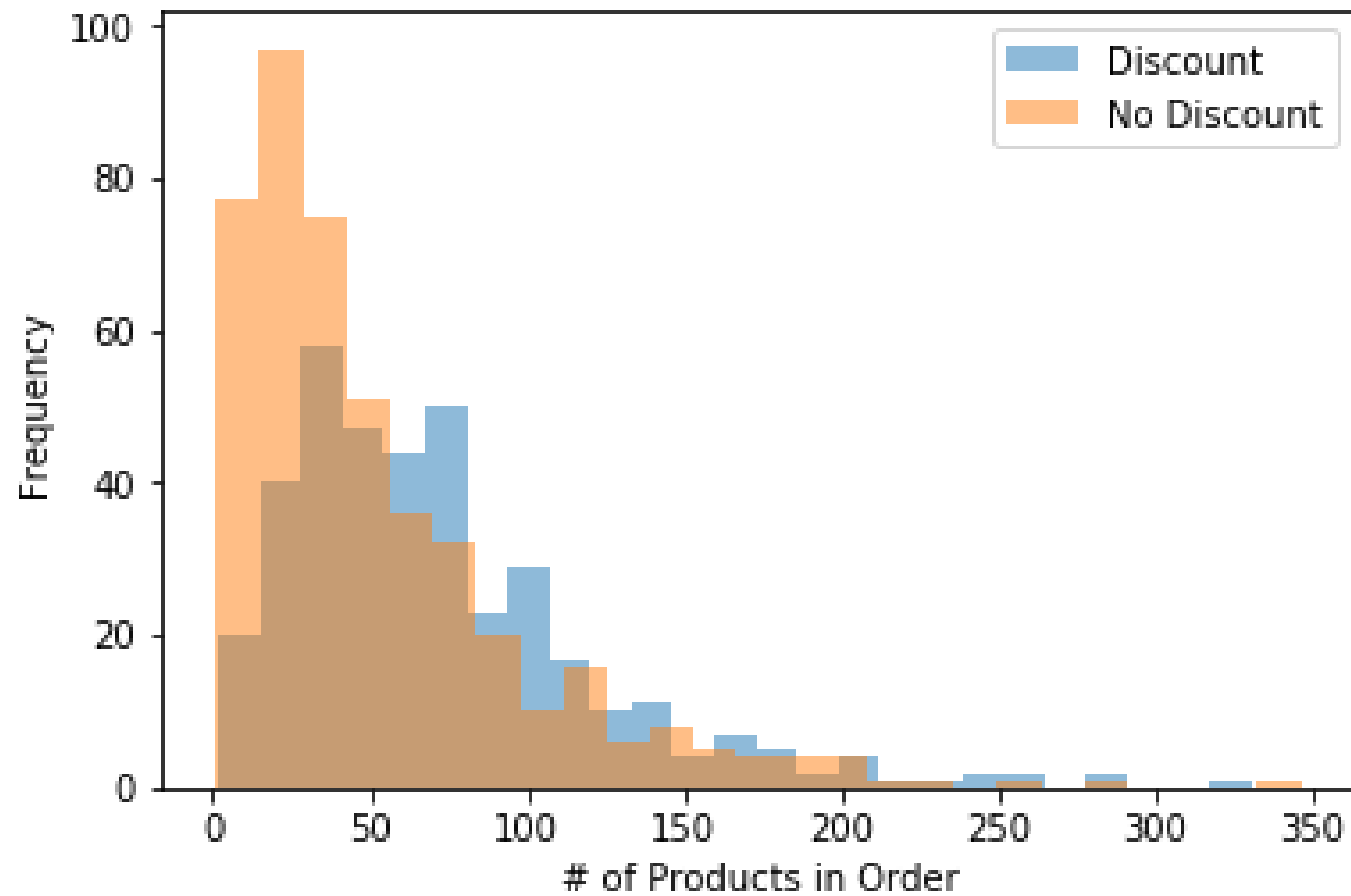


# Finding business insights in the Northwind database

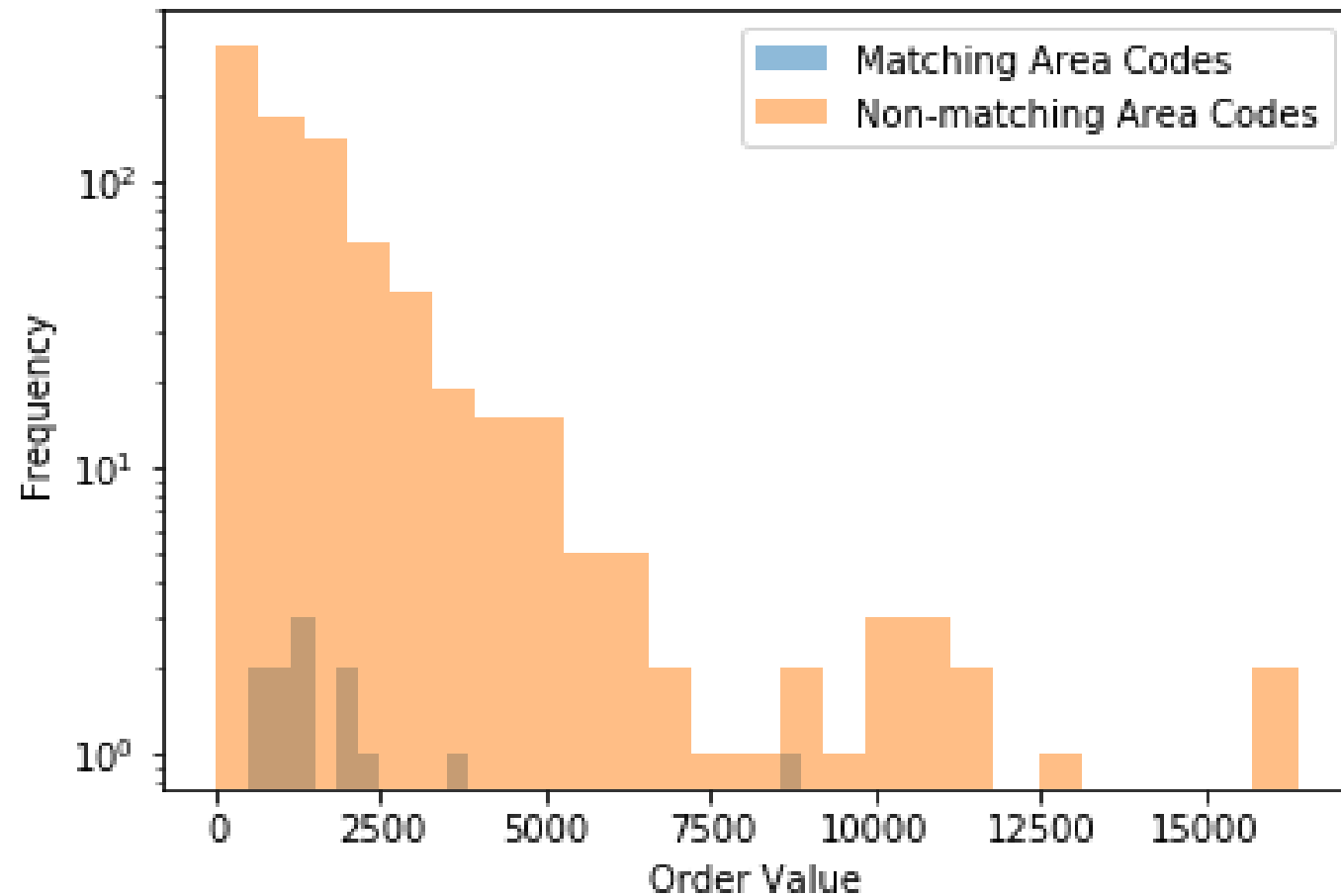
**A catalog of suggestions for improving  
sales and business practices**

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



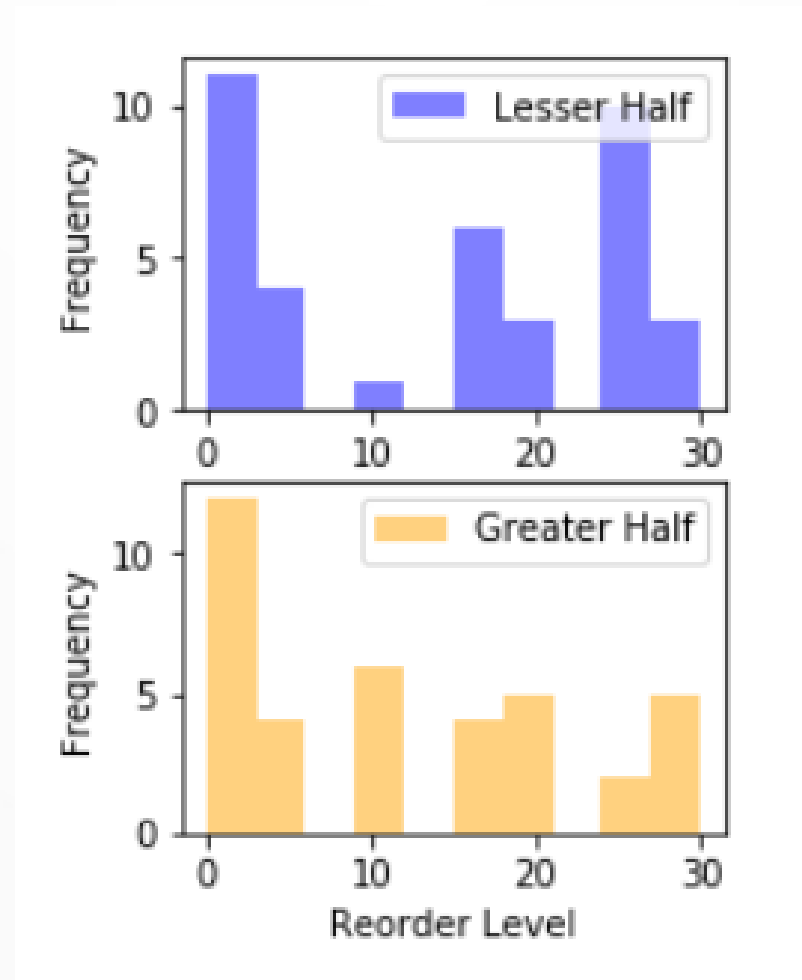
**Any level of discount increases the number of units sold.**

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



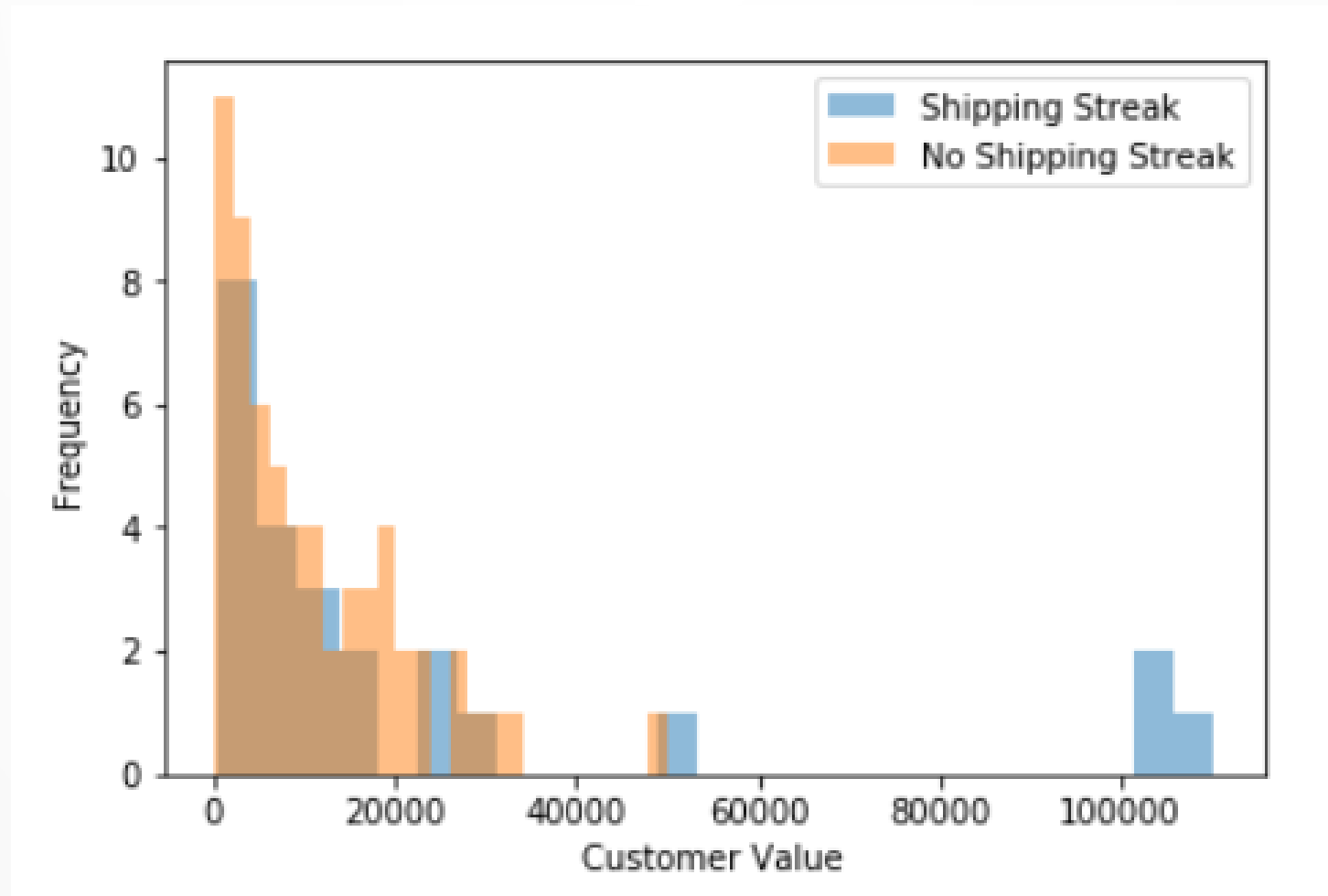
**Employees with area codes matching their customers do not sell a greater value of products.**

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



**Product popularity does not 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.**