

Northwind database

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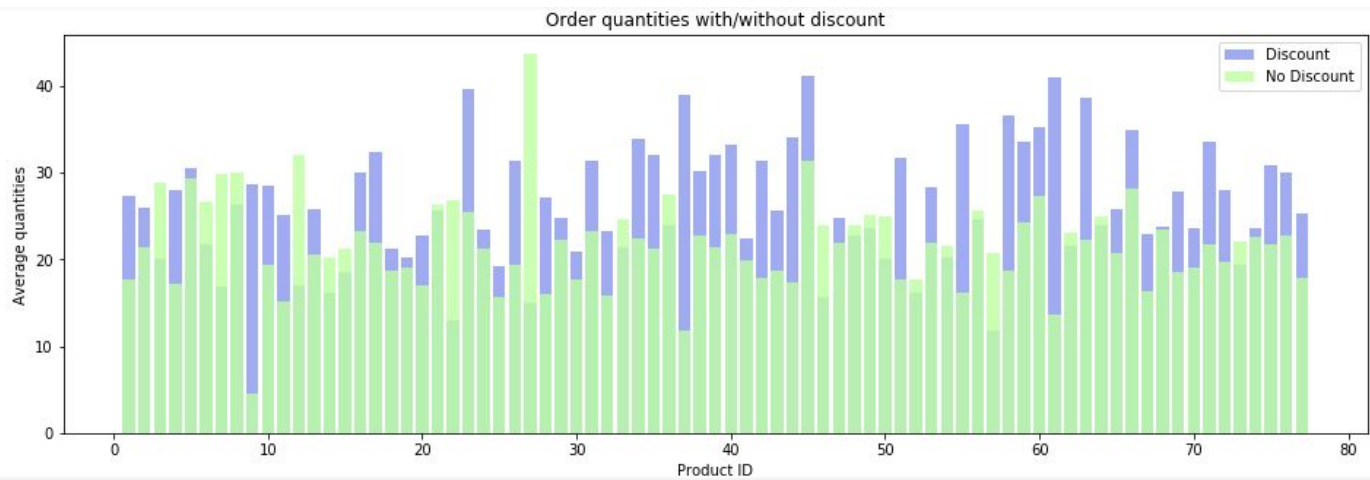
Agenda

Question 1: Does discount amount have a statistically significant effect on the quantity of a product in an order? If so, at what level(s) of discount?

Question 2: Sales by region

Question 3: Are There statistically significant differences in average order value between different regions?

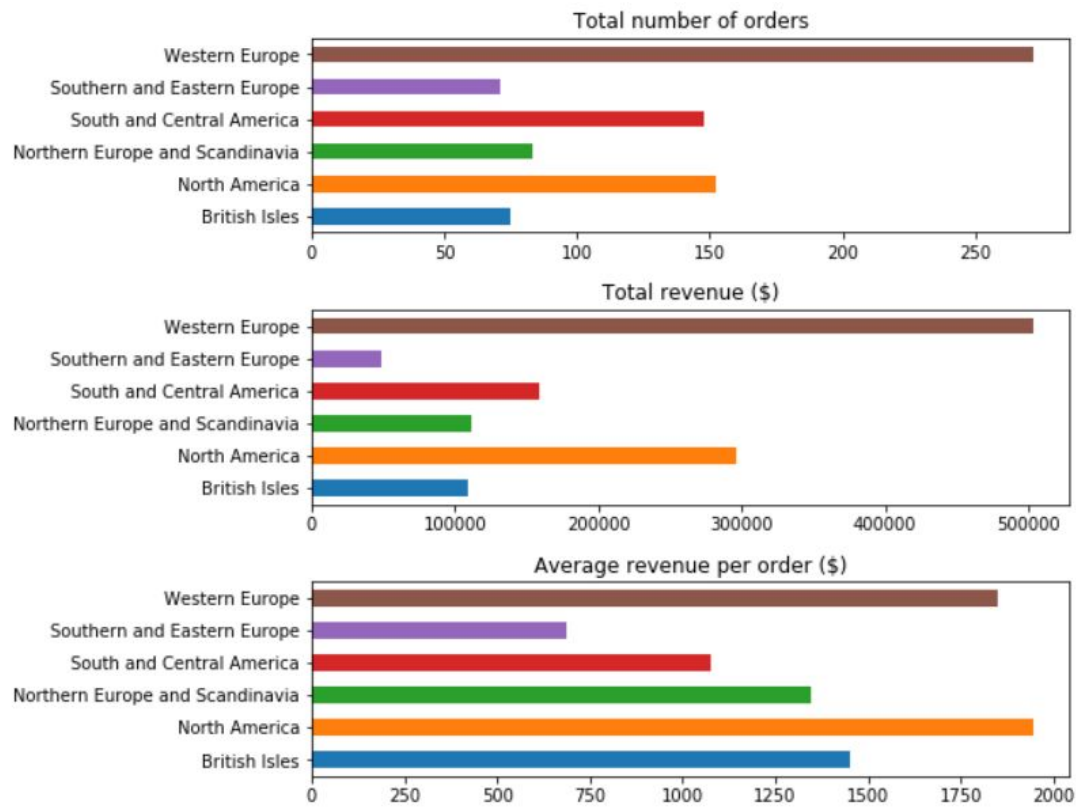
Does discount amount have a statistically significant effect on the quantity of a product in an order? If so, at what level(s) of discount?



On average 70.0% of discounted products were sold in larger quantities

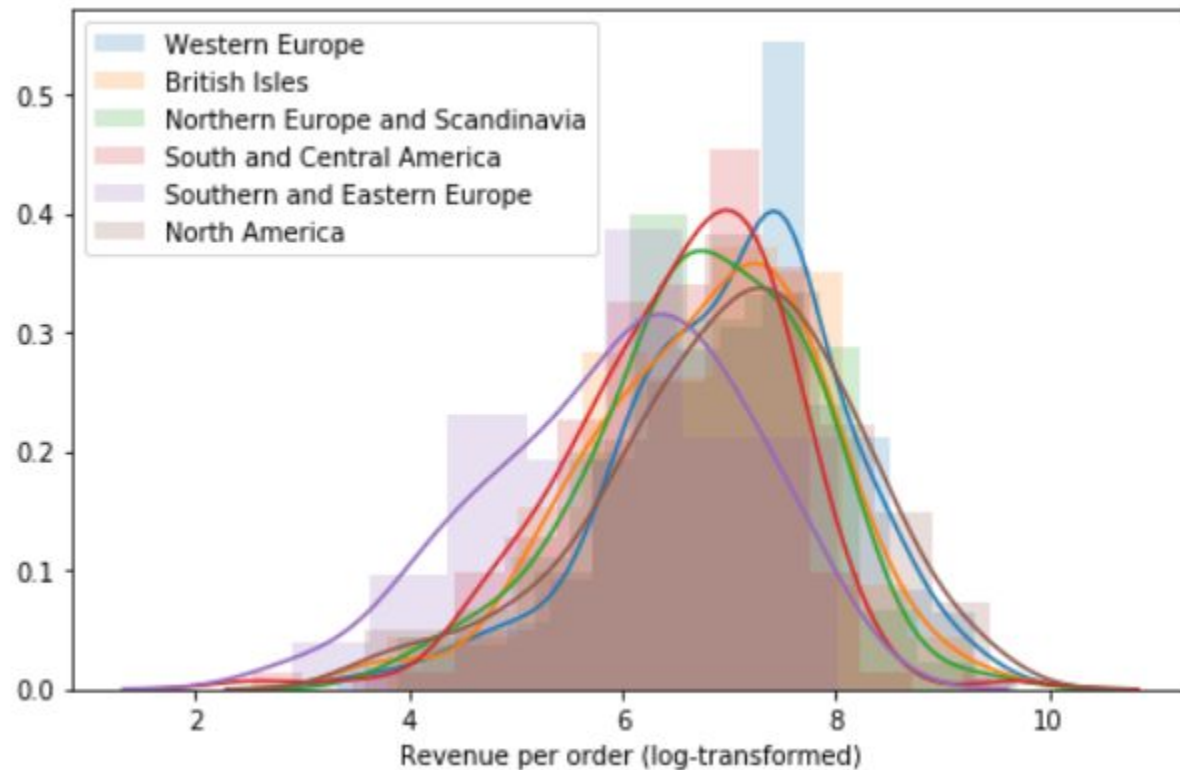
Average order quantity with discount - 26.43 items, without - 21.81 items

Sales by region



The graphs show that Western Europe is the region with the greatest number of orders, and also has the greatest total revenue. However, North America has the most expensive order on average (followed by Western Europe). Southern and Eastern Europe has the lowest number of orders, lowest total revenue, and cheapest order on average.

Are There statistically significant differences in average order value between different regions?



There are statistically significant differences in average order value between different regions, i.e. customers from different parts of the world spend different amounts of money on their orders, on average.

Thank you