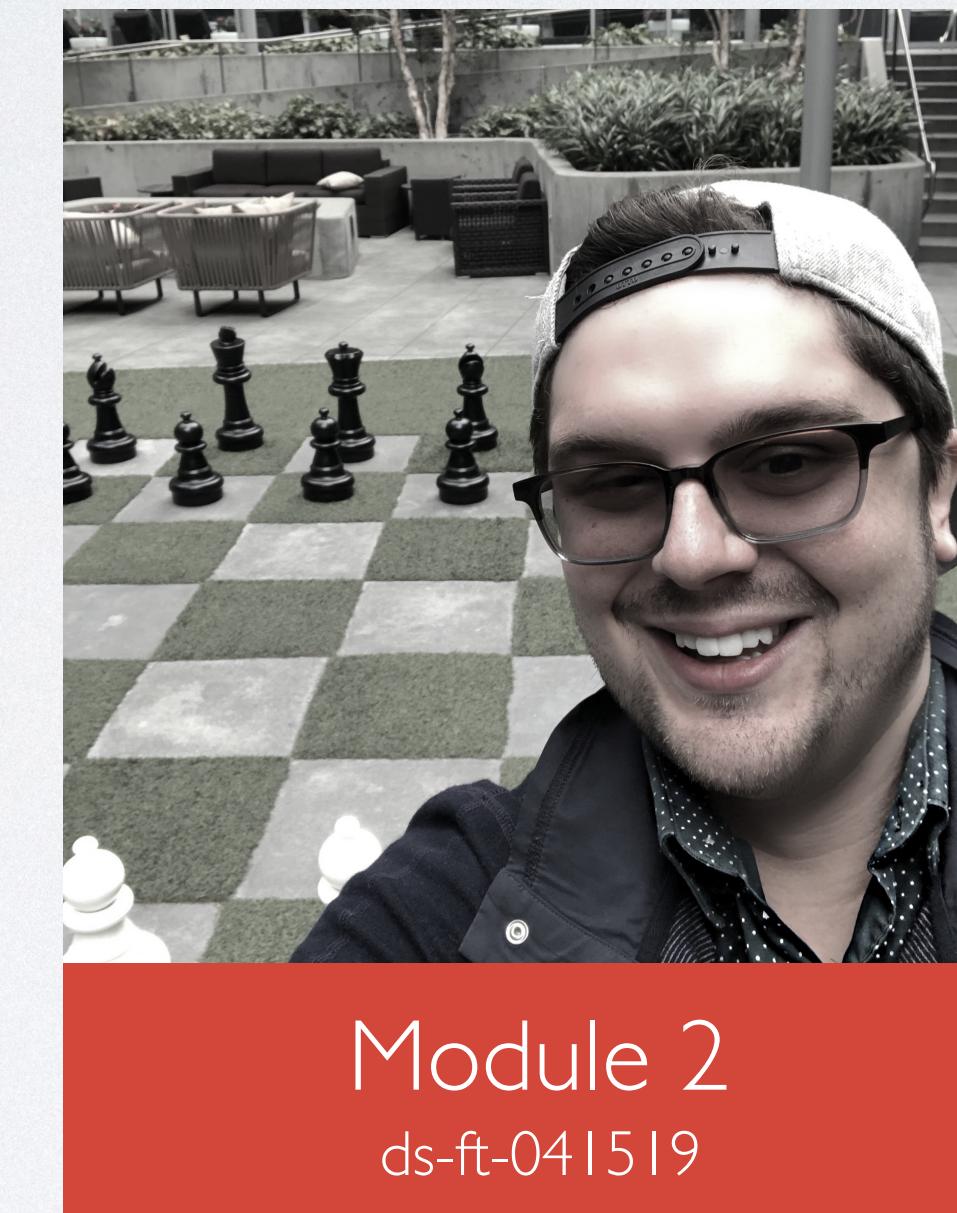


NORTHWIND DATASET ANALYSIS



Module 2
ds-ft-041519

Paul Woody

NORTHWIND Q1 SALES REVIEW

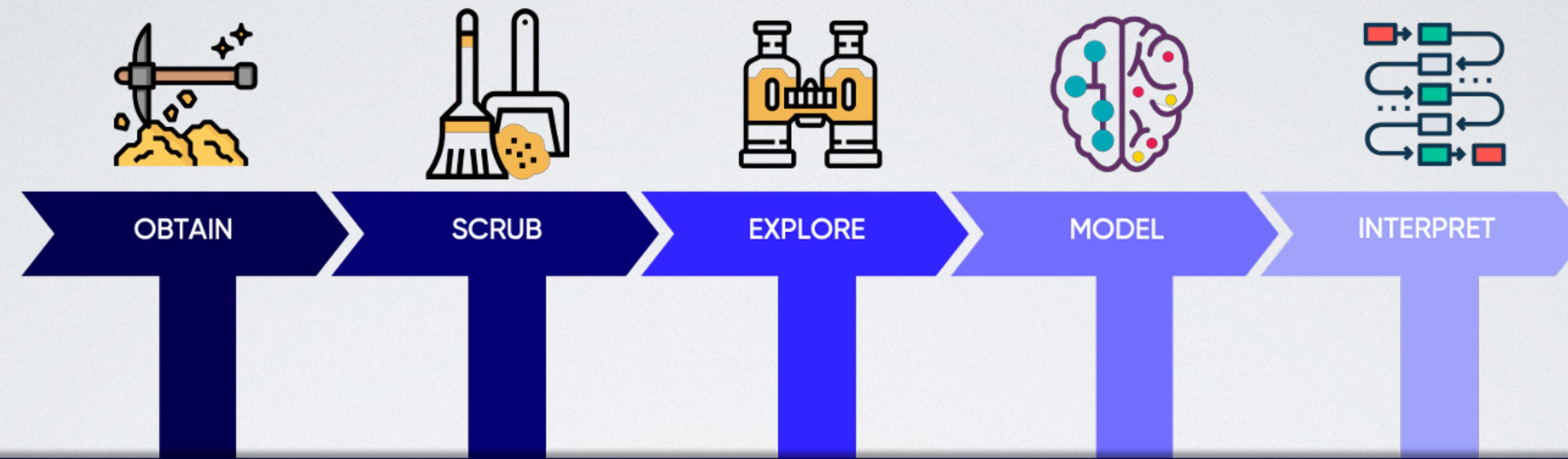
YTD Sales

Discount
Strategy

Product
Performance

Sales Team EPR

METHODOLOGY: OSEMN



O

Gather data from relevant sources

S

Clean data to formats that machine understands

E

Find significant patterns and trends using statistical methods

M

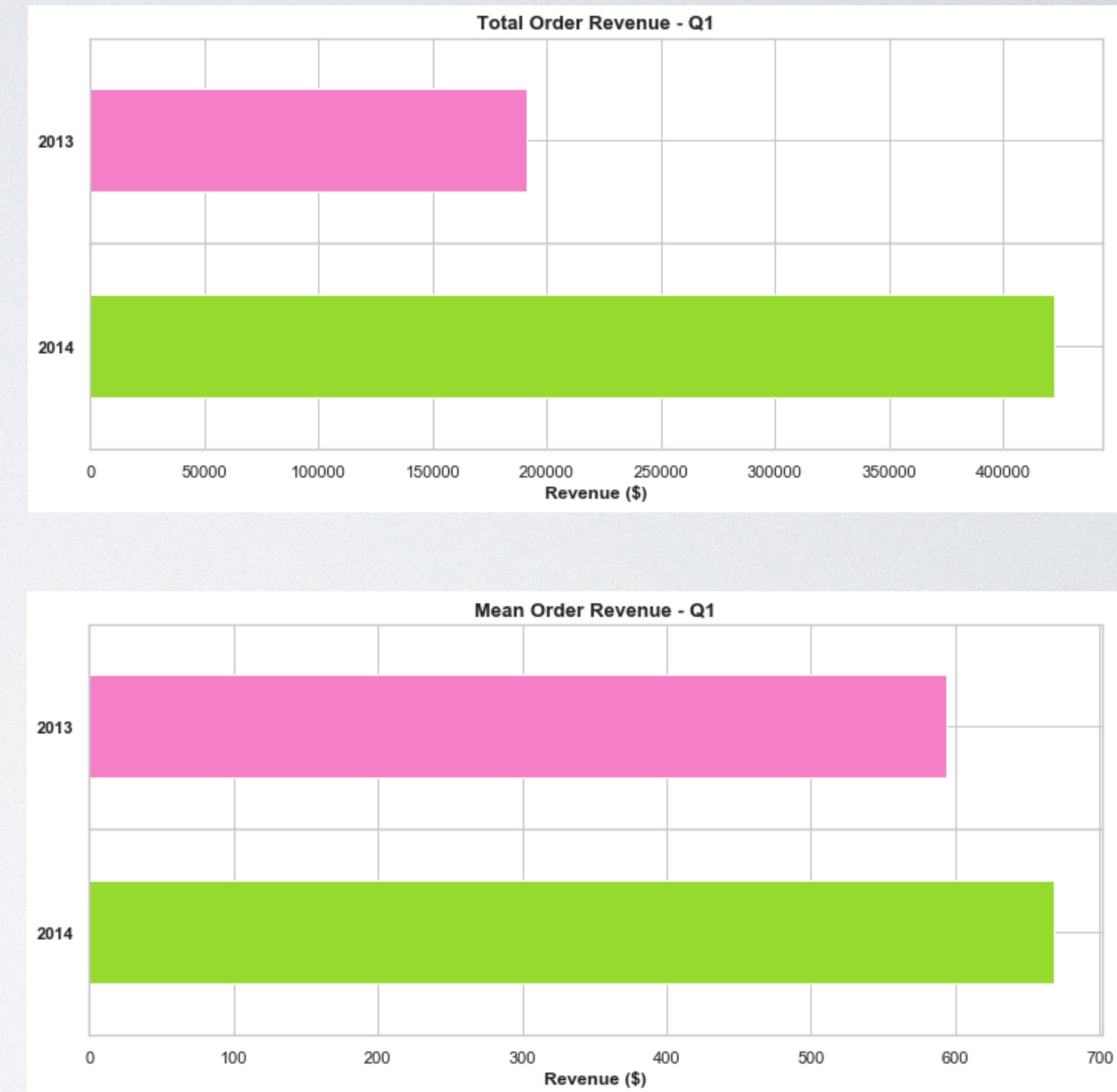
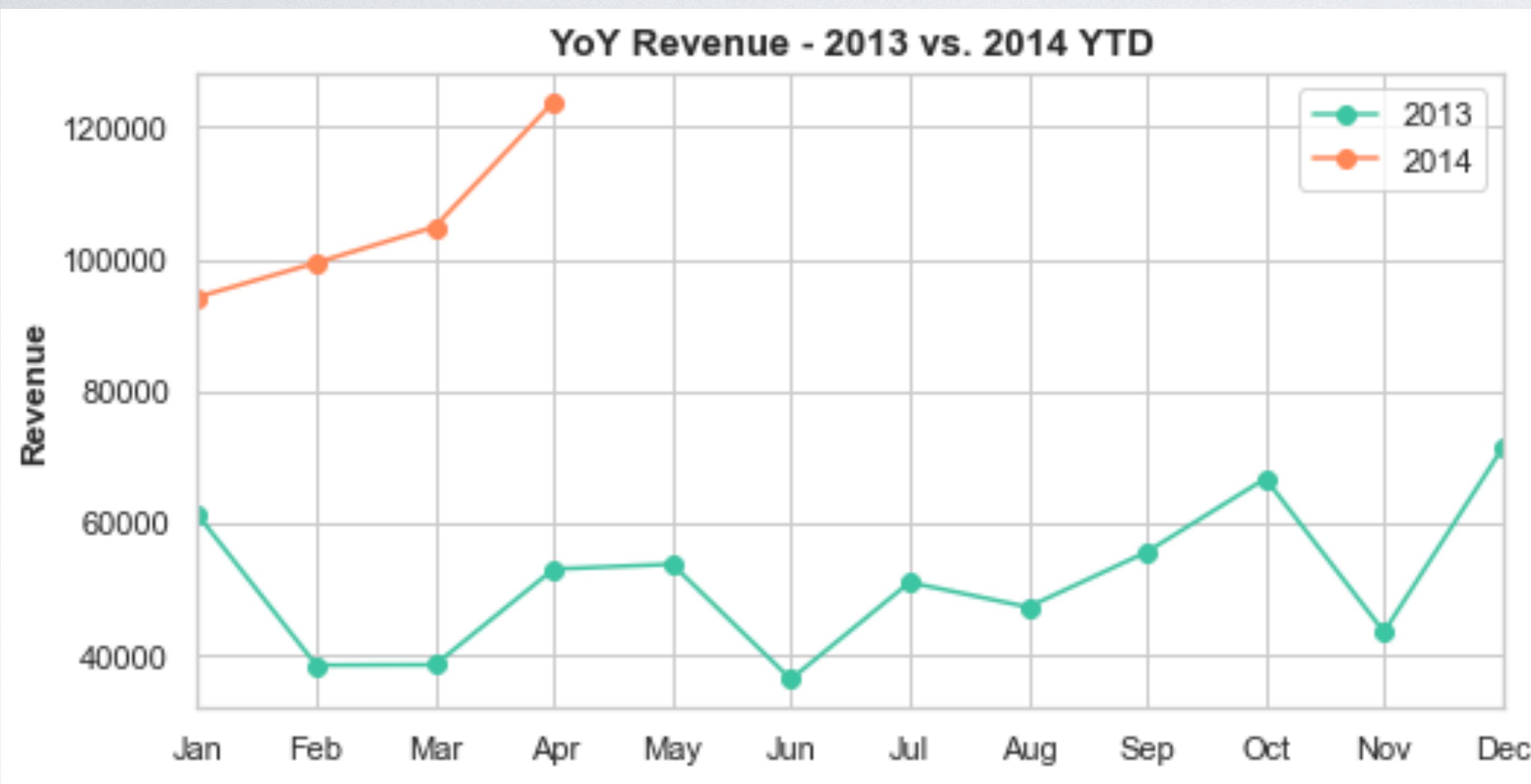
Construct models to predict and forecast

N

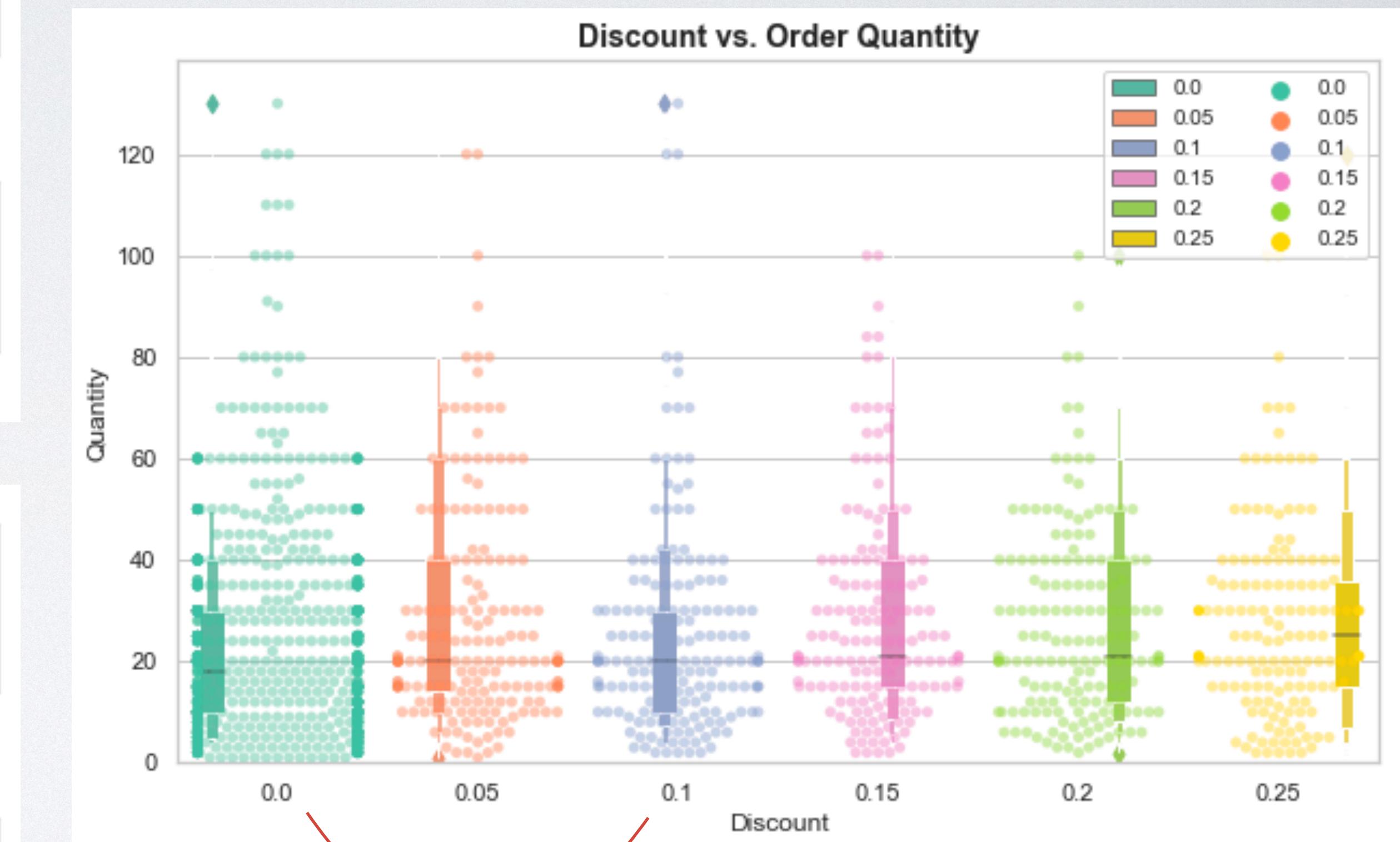
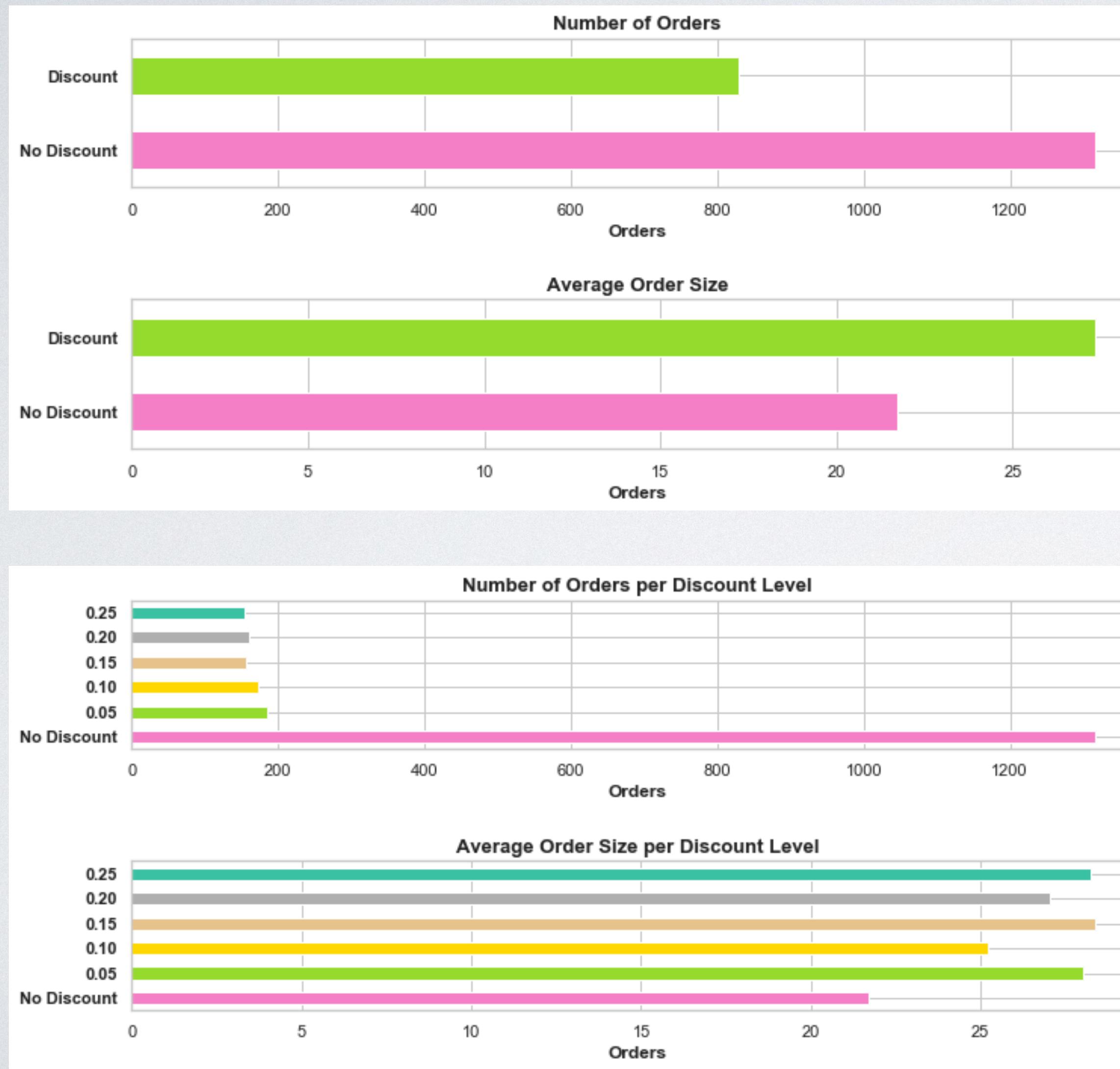
Put the results into good use

Perform exploratory data analysis to identify meaningful trends.
Use models and appropriate hypothesis tests to evaluate significance.

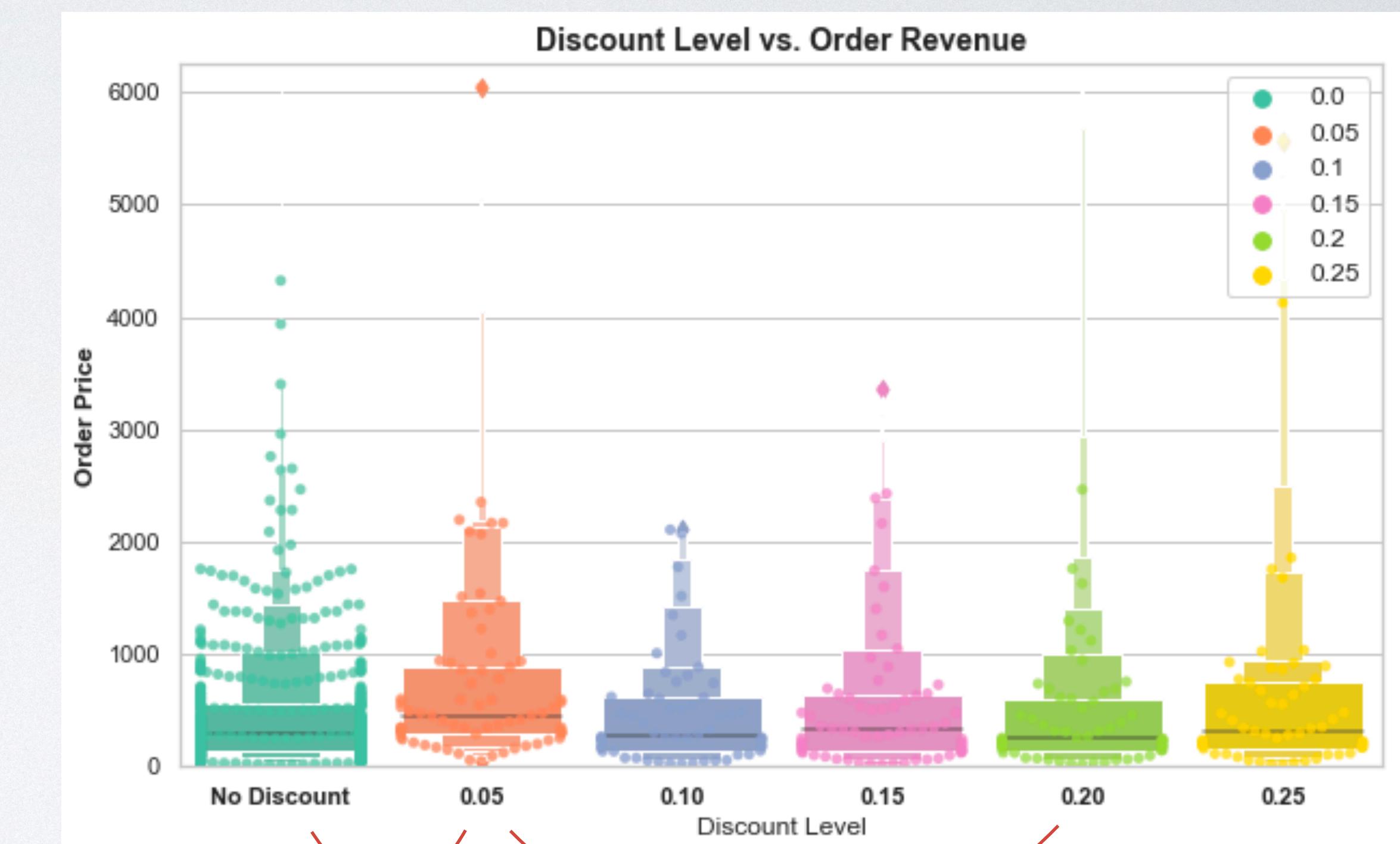
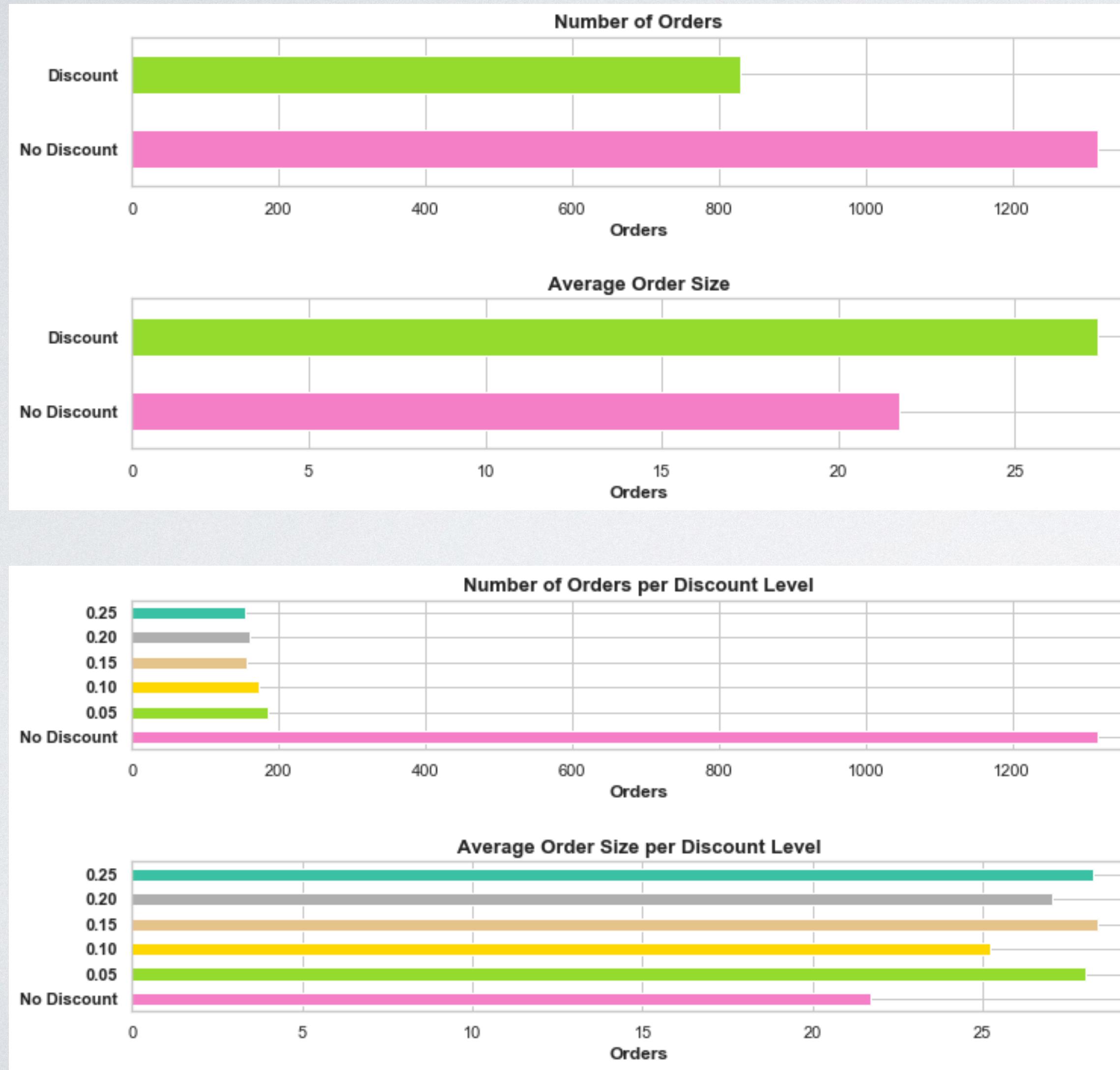
YOY REVENUE: 2013 - 2014



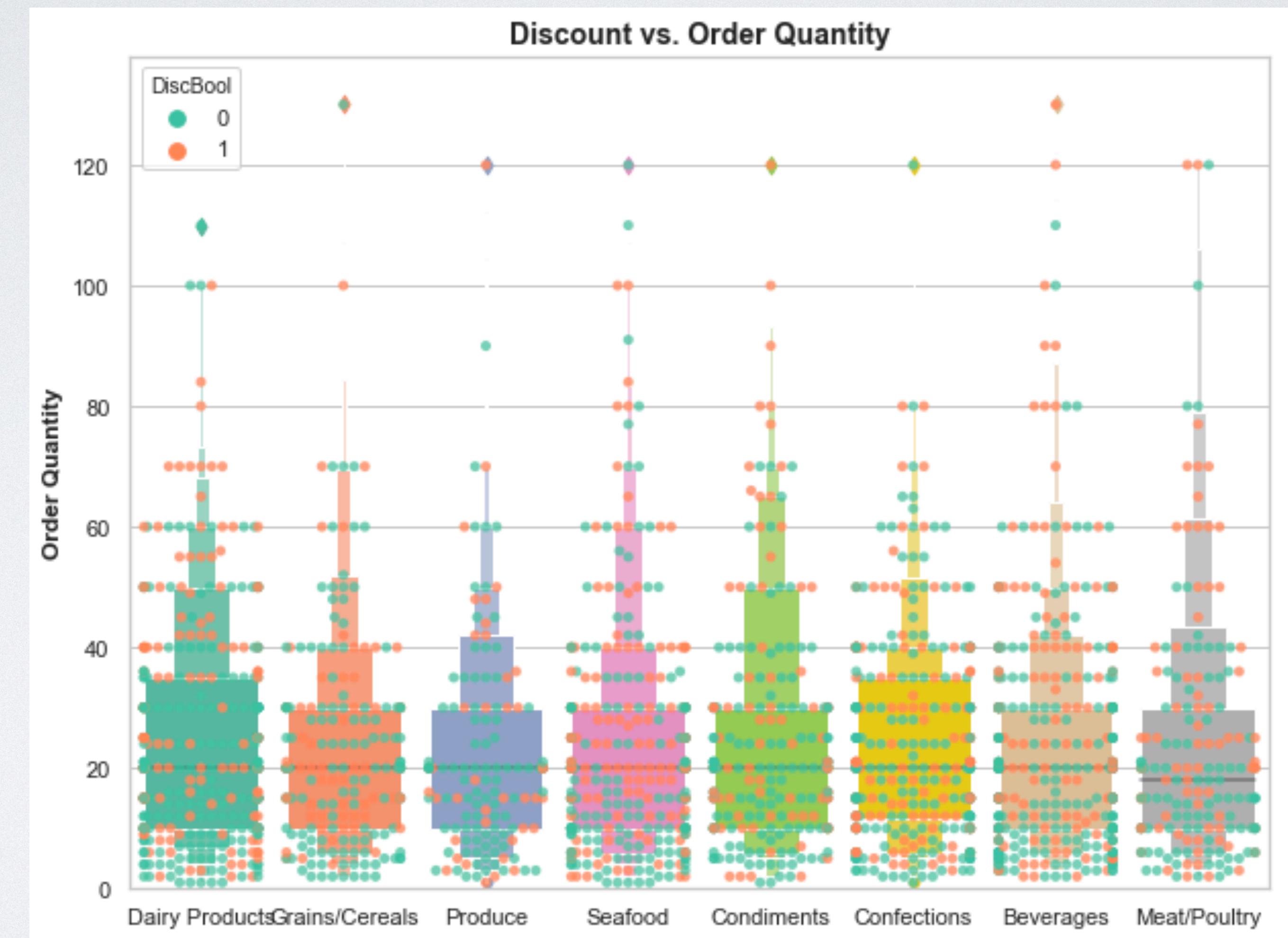
DISCOUNTED PRODUCT PERFORMANCE (VOLUME)



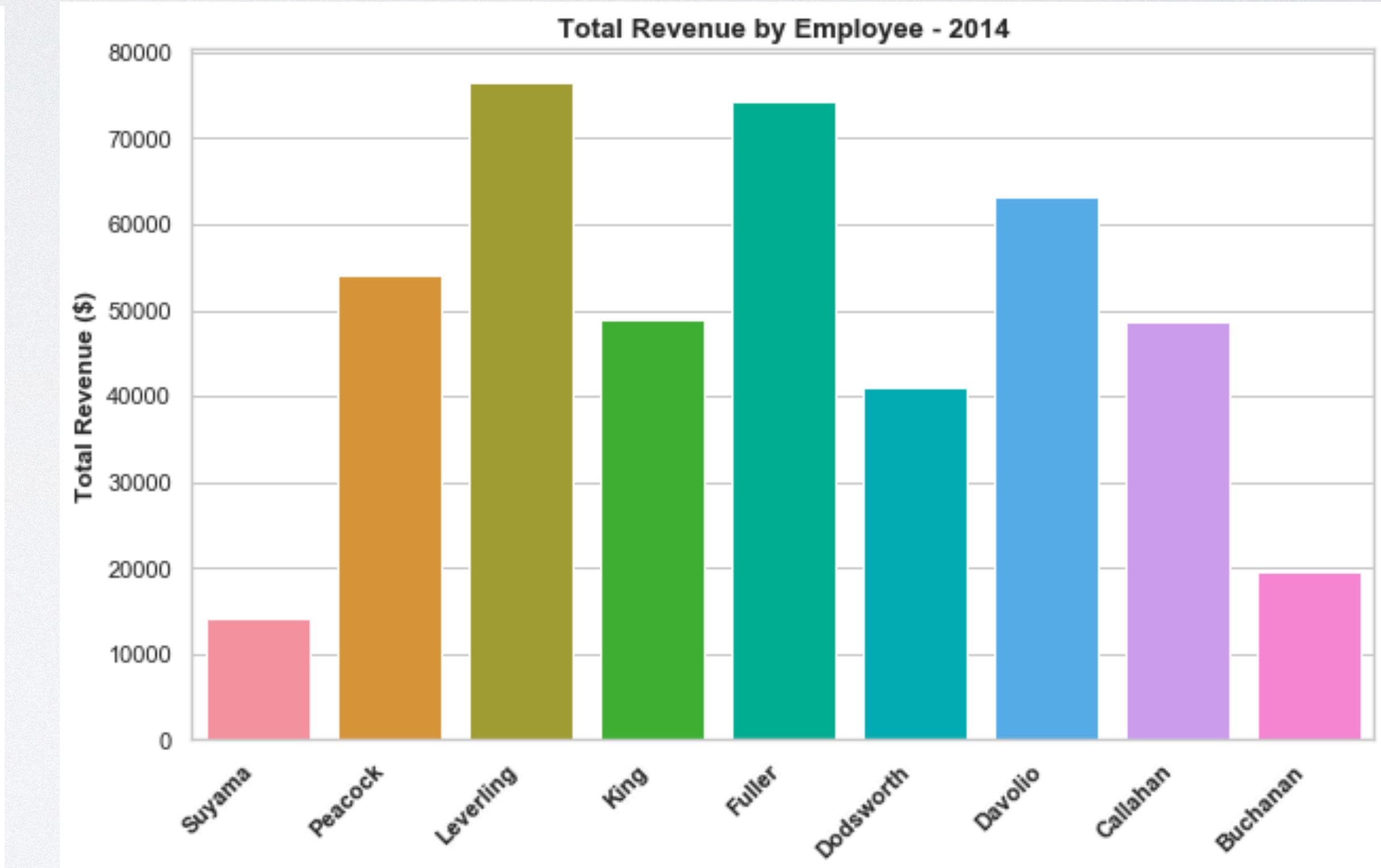
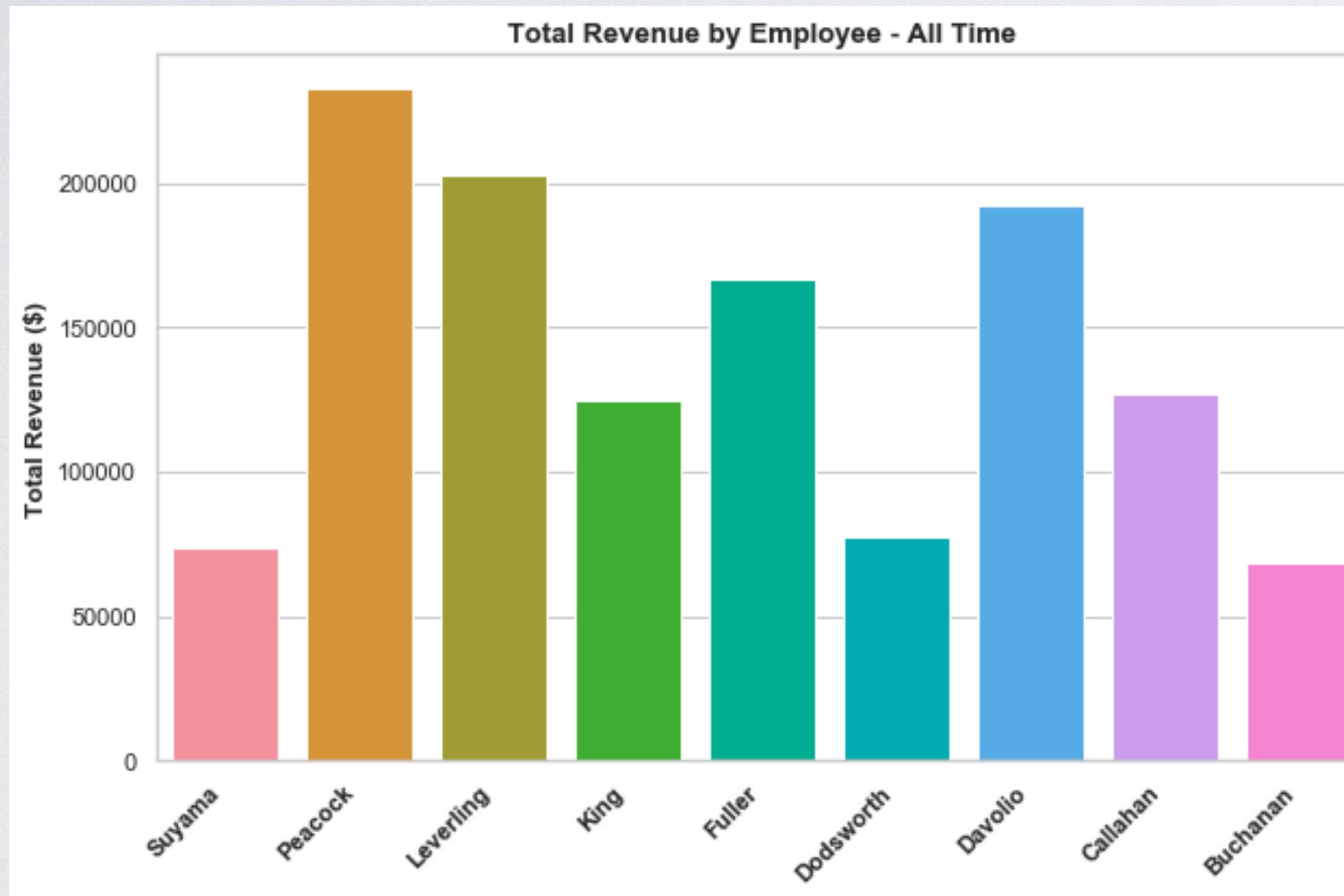
DISCOUNTED PRODUCT PERFORMANCE (\$)



DISCOUNT PERFORMANCE (CATEGORY)



EMPLOYEE PERFORMANCE



INSIGHTS

There is a significant difference in the total Q1 sales revenue and average order revenue between 2013 and 2014.

There is a difference in order quantity, but the difference between order quantity for varying levels of discount is not significant. We may consider discounting products by 5%, given the apparent lack of significant difference in order quantity between products at 5% and greater discounts.

There are no apparent significant differences in order quantity by product category based on discount level, so discounts should be placed on lower cost items to minimize the effect of discount on total revenue.

THANK YOU
FOR YOUR
TIME