Northwind Product Insight

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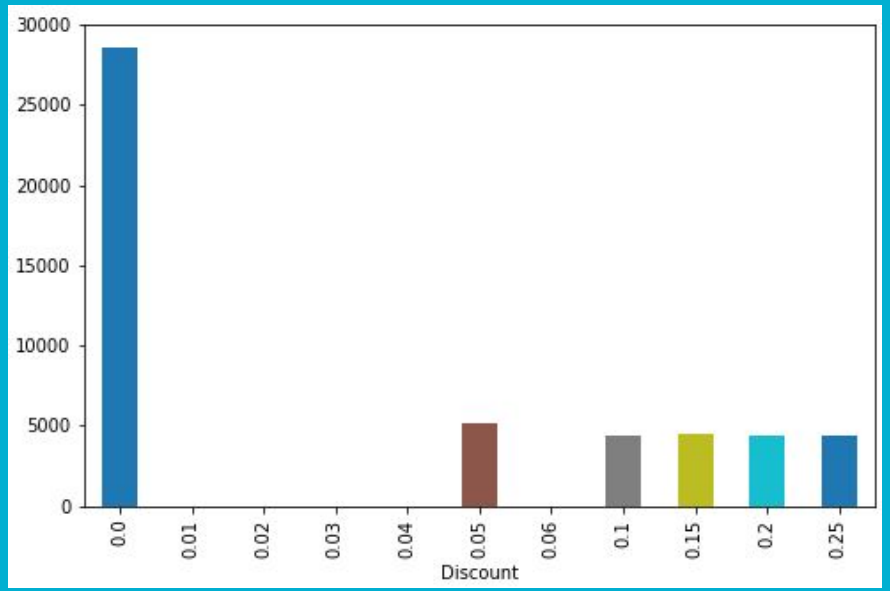
Overview & Questions

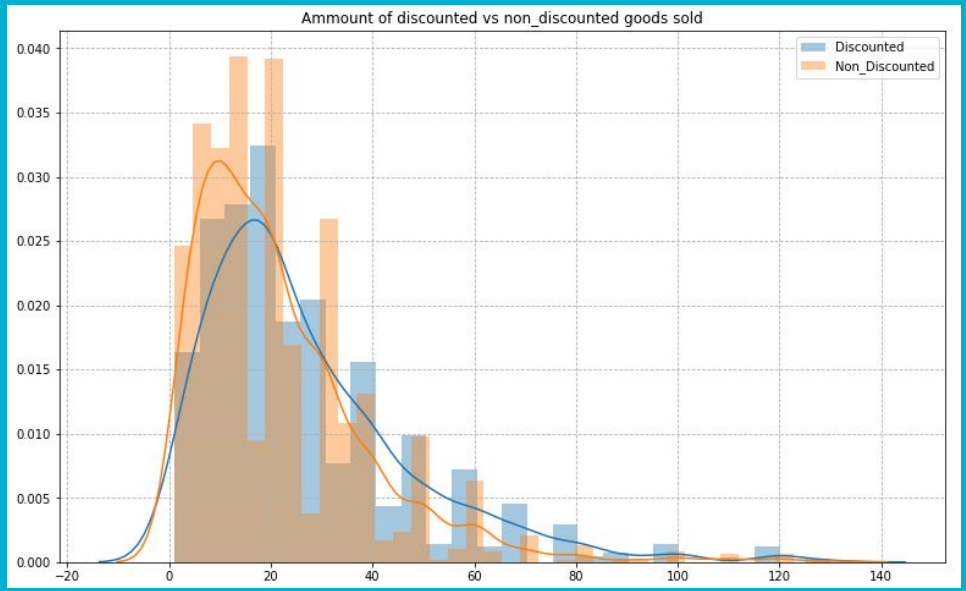
Investigate the following topics using hypothesis testing

- Effect of discounts on products ordered
- Find difference in local vs international sales
- Category types' effect on quantity ordered
- Identify any best sellers in categories

Do discounts have a significant impact on sales?

Sales by Discount

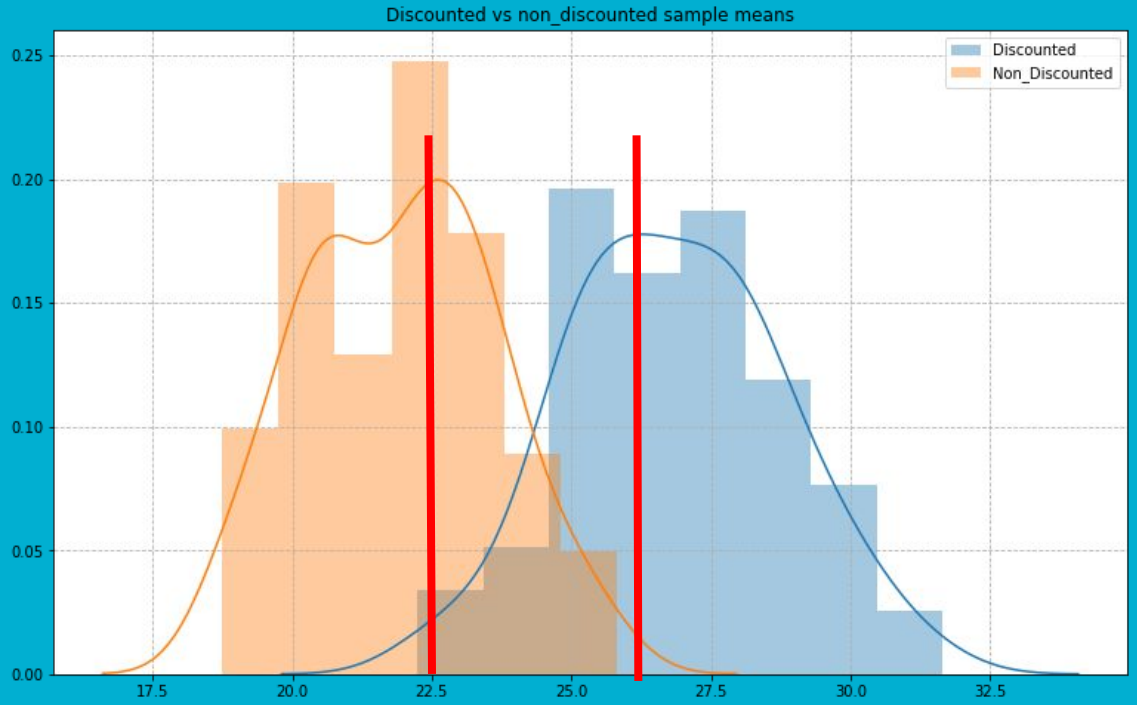




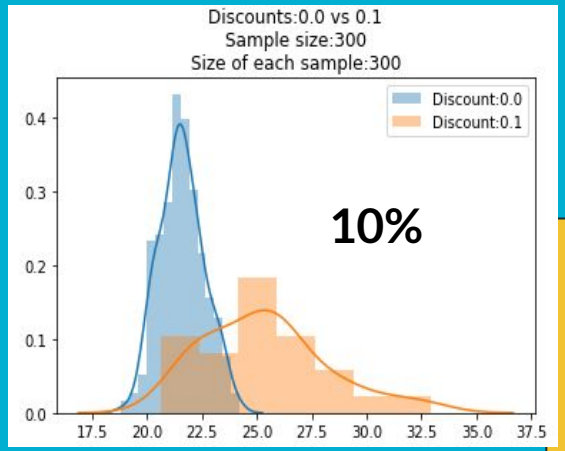
Sales do not vary much among discounted level

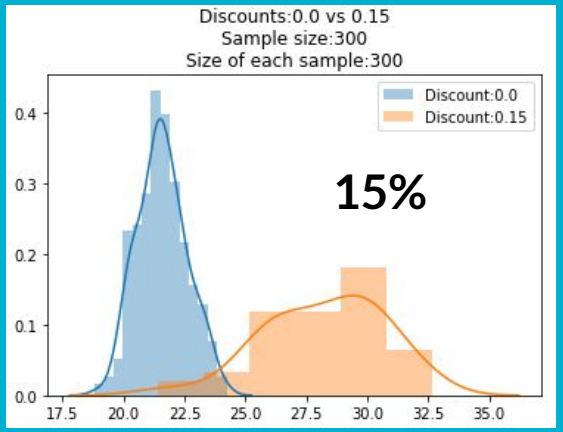
Notice how both discount & non-discount have similar pattern

Answer: Yes, collectively & by level

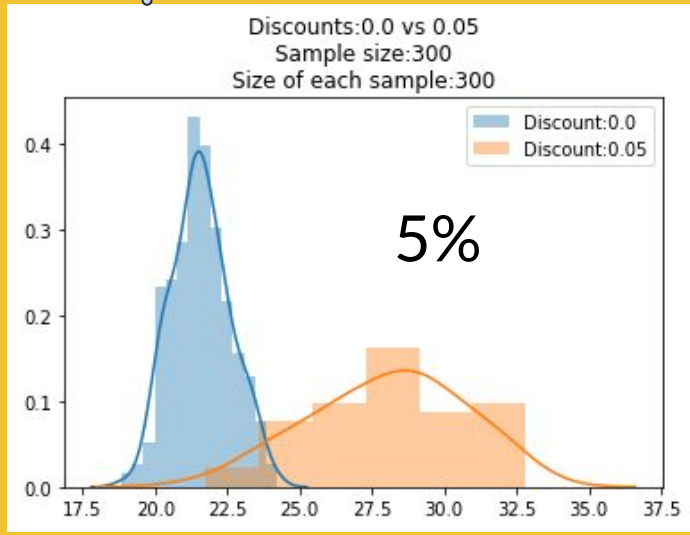


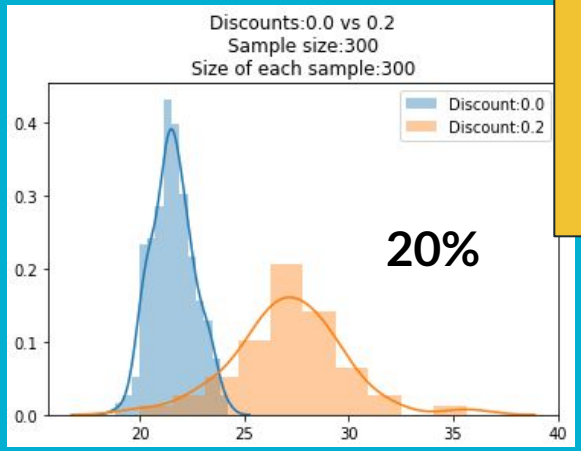
- Discounts do have a significant impact on sales
- Notice small amount of overlap of the shaded areas.
  - Shows significant difference

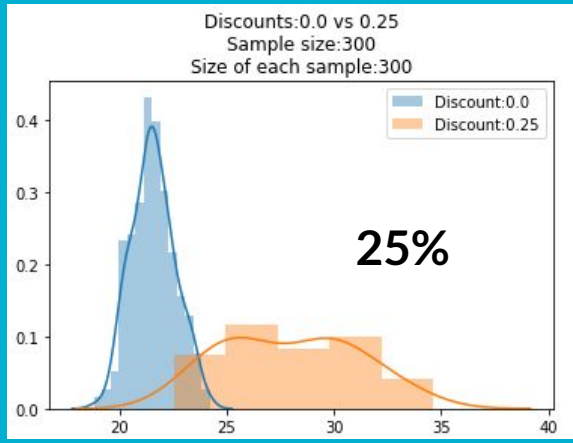




Best option

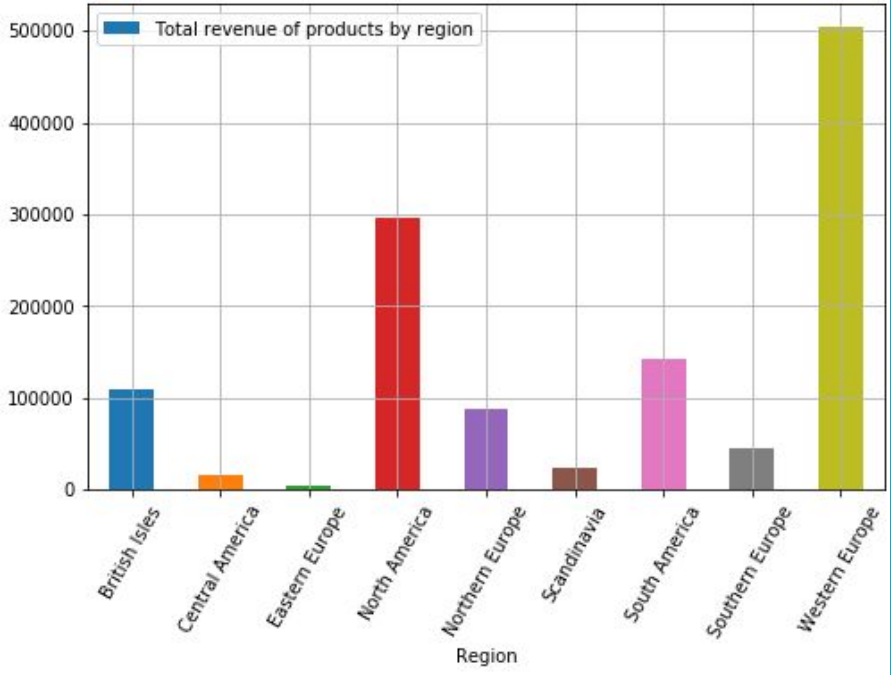


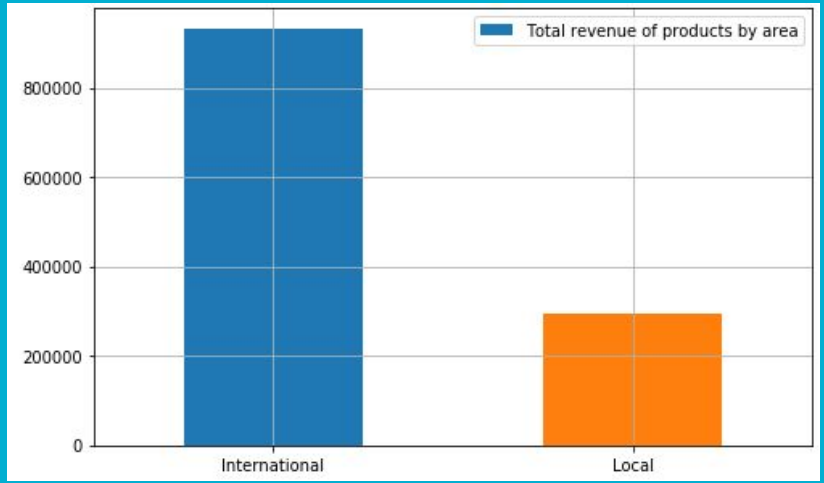




- More revenue
- More products sold

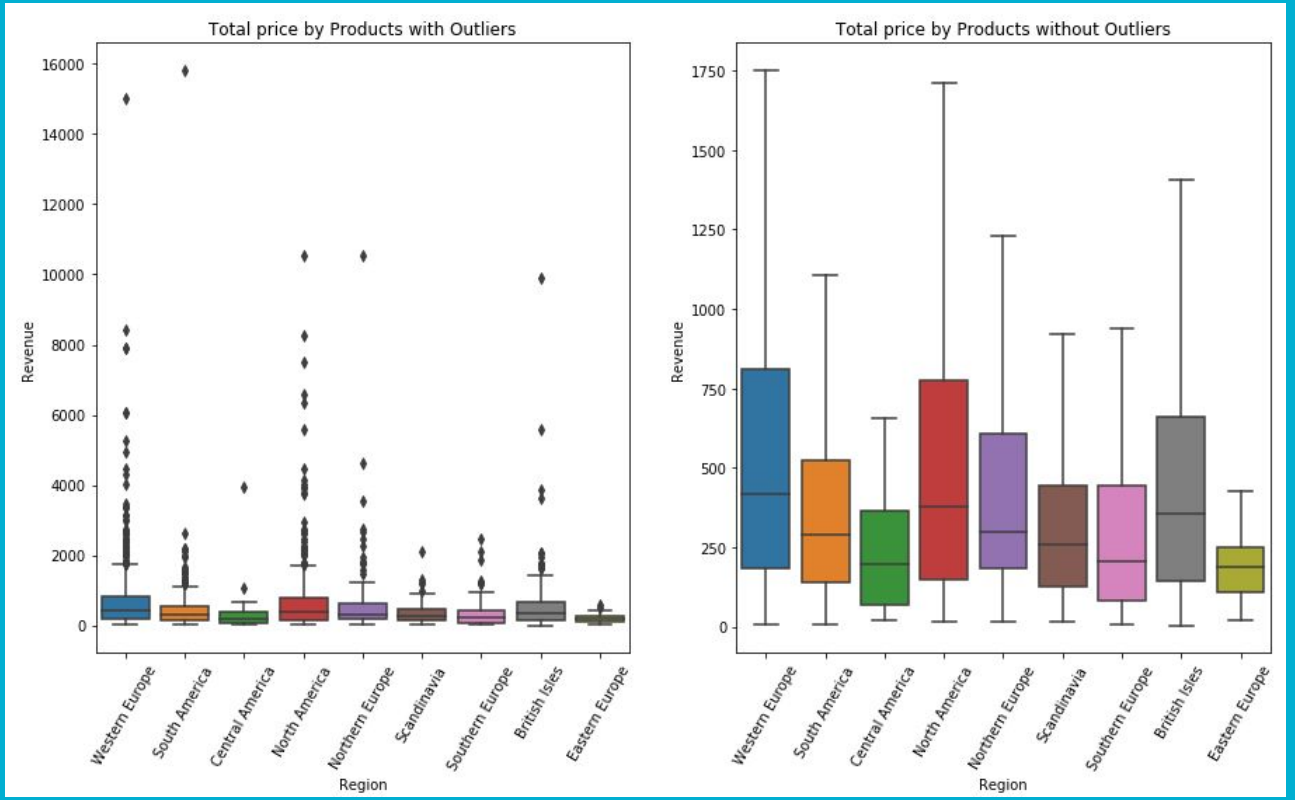
Is there a significant difference between local and international sales?



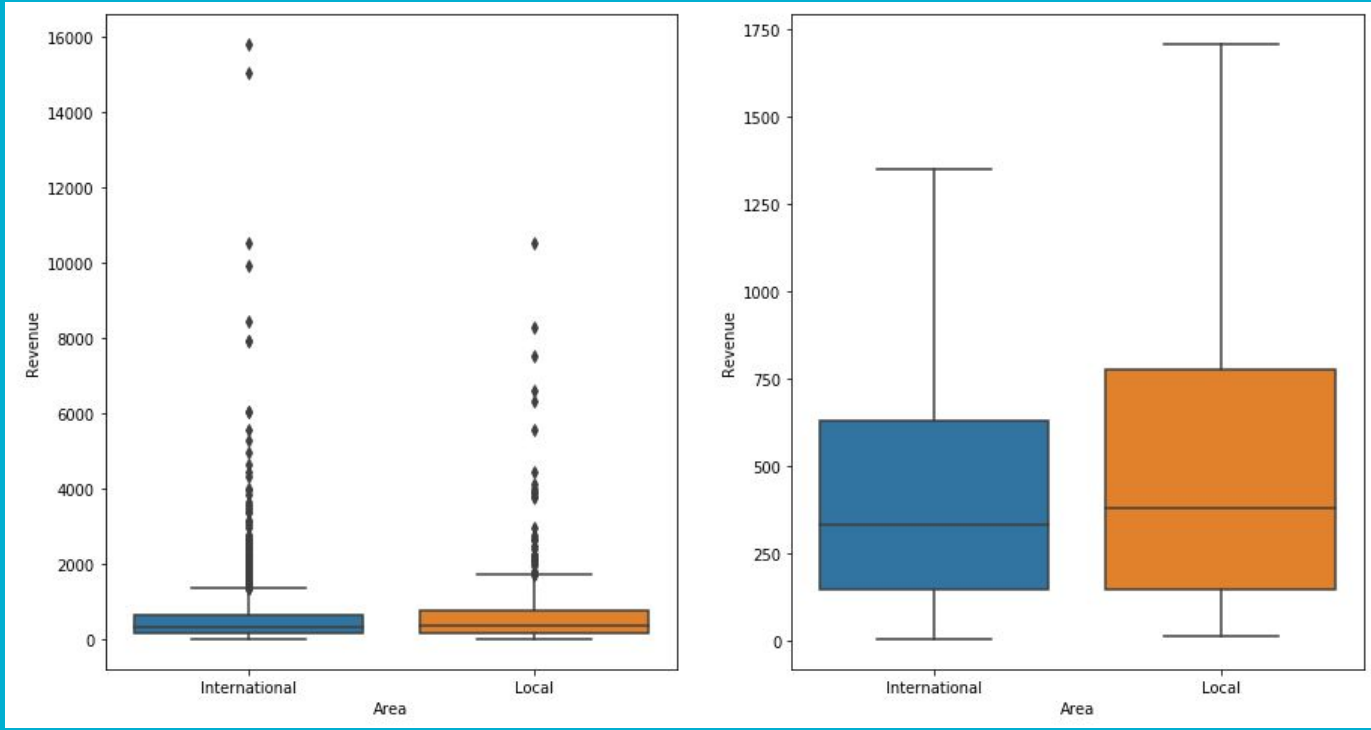


Based on totals, international sales dwarf North American sales.

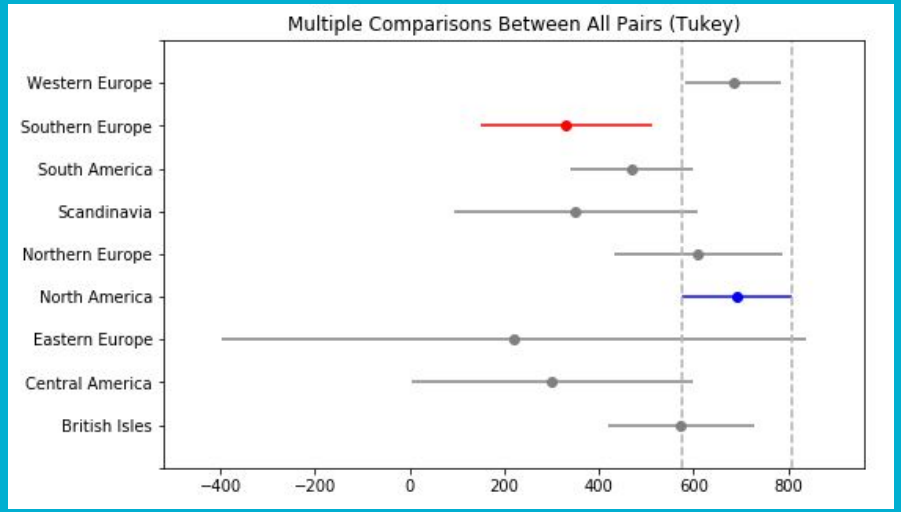
Based on averages, North American sales has an advantage over other regions, except Western Europe

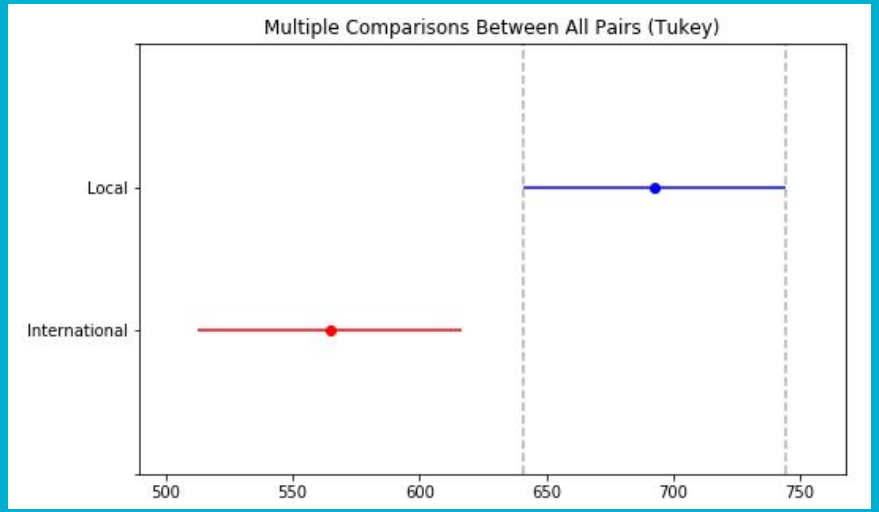


Overall, North American sales are noticeably higher.

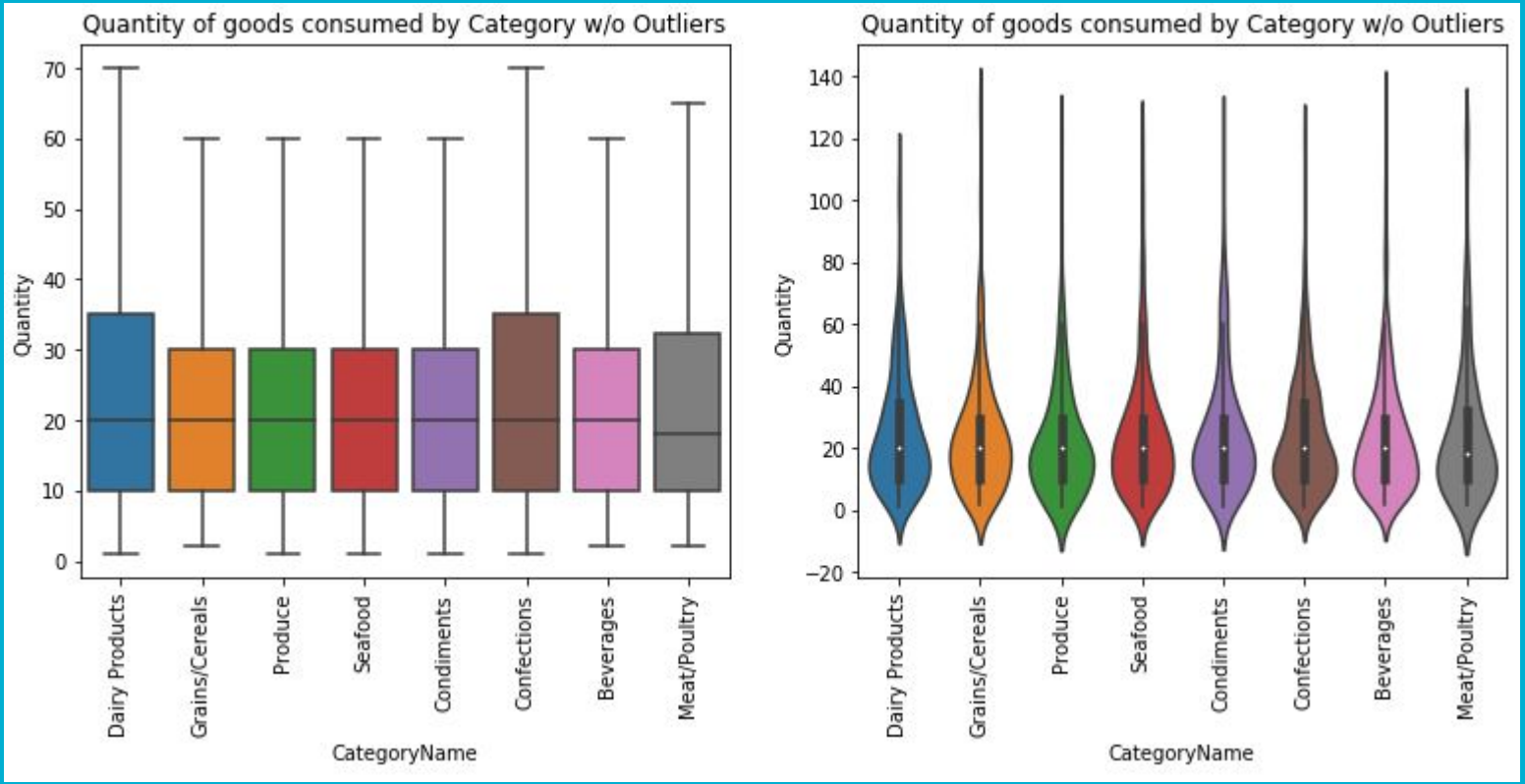


Yes, There is a significant difference in local vs international sales

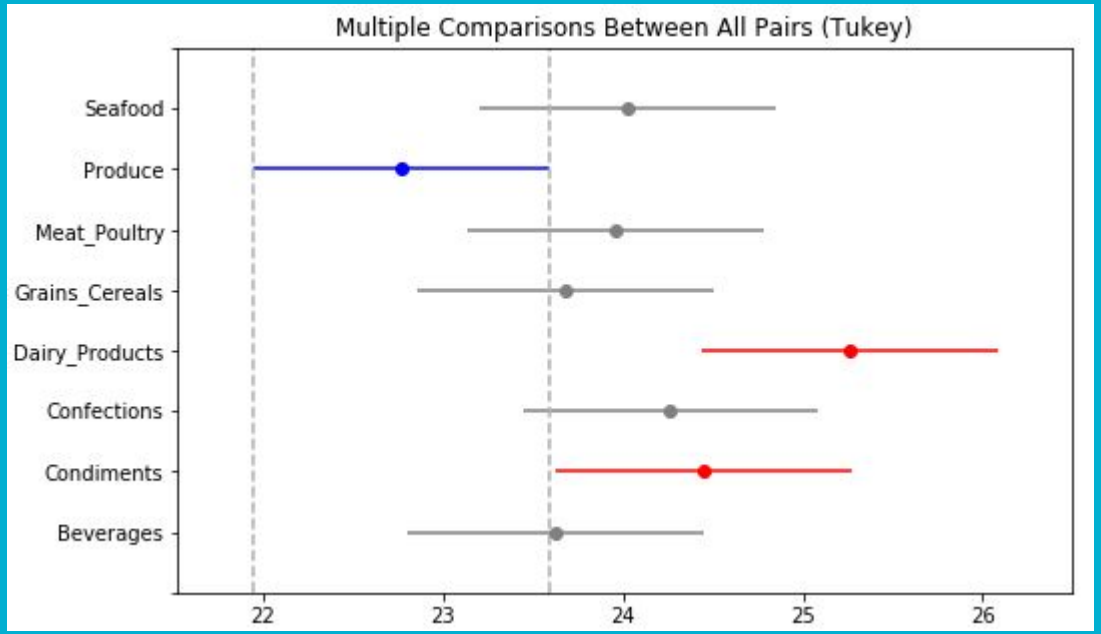




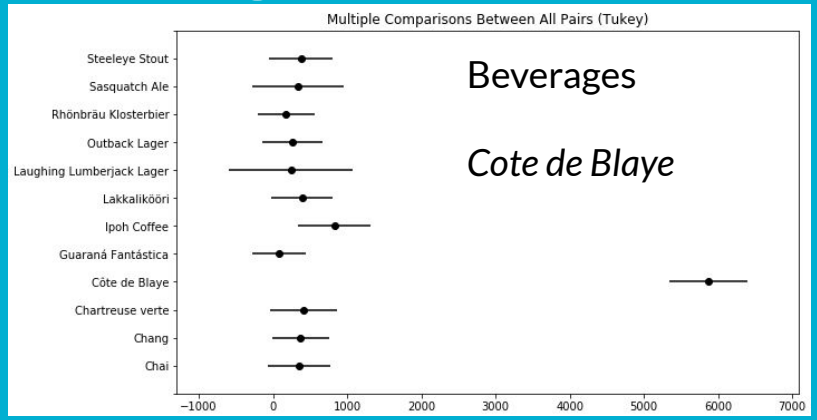
Do the category/type of goods have a significant impact on the quantity ordered?

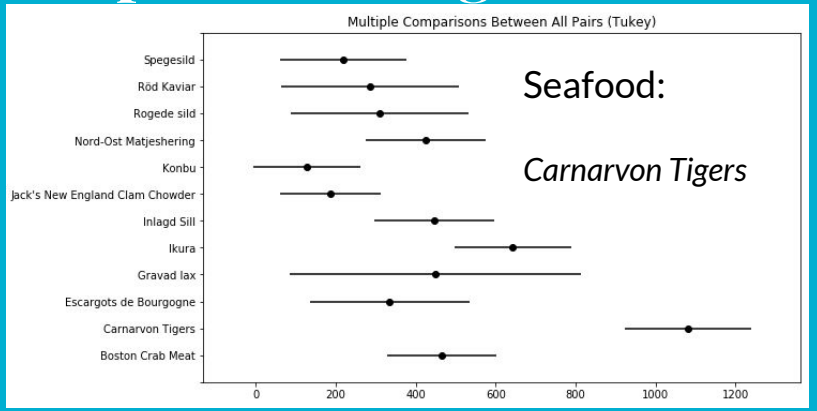


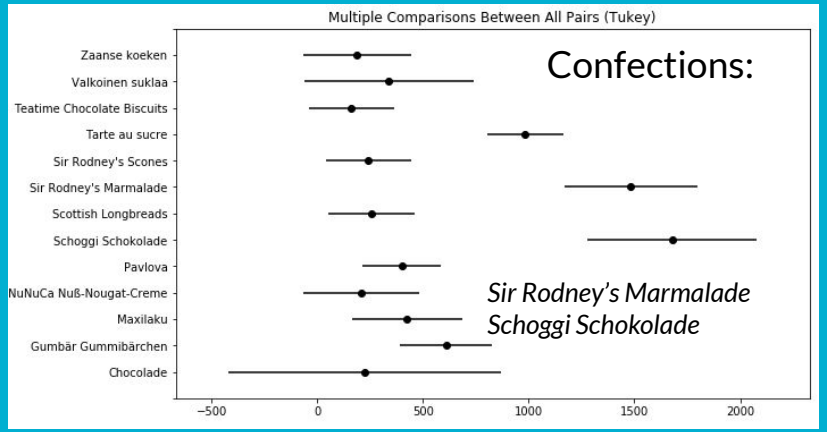
Answer: No. There is no overall difference

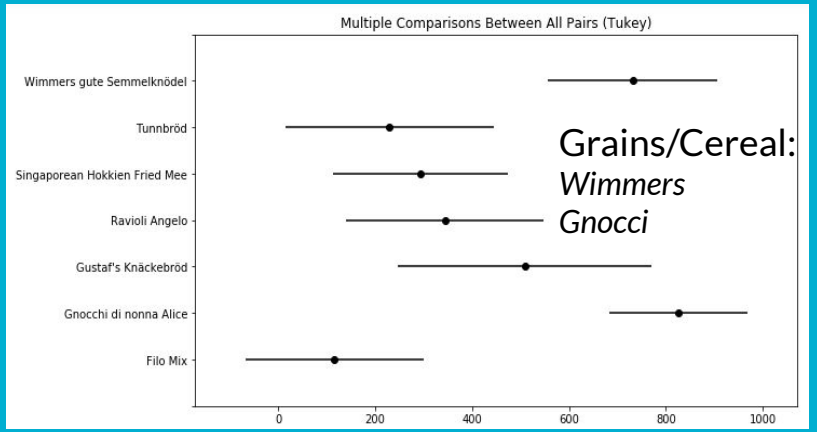


Are there certain products that have a significant difference on revenue generated within their respective categories?







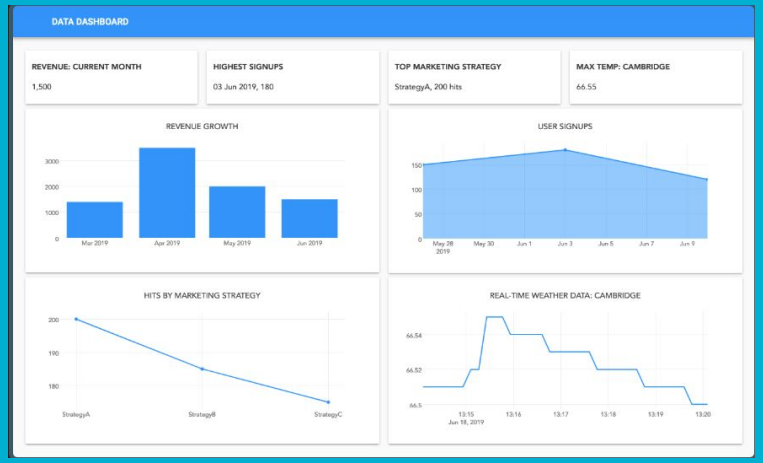


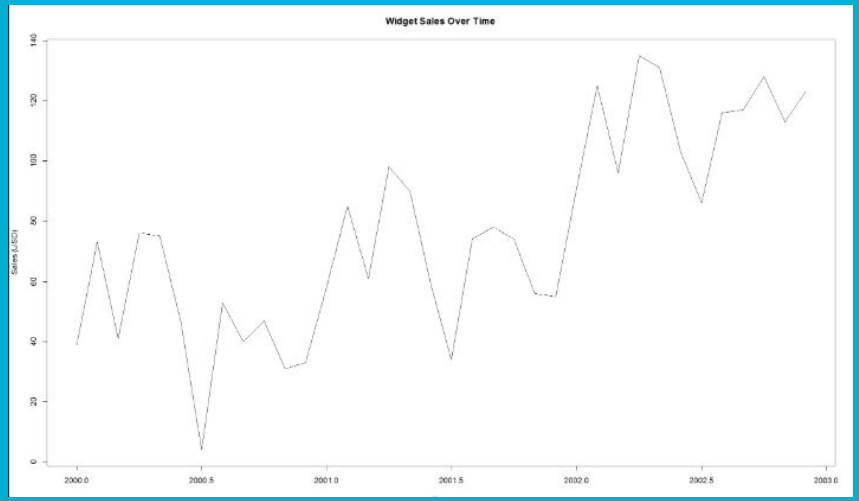
Summary:

- Effect of discounts on products ordered
  - Yes
  - Sell more at 0.05 & use discount above 0.10 as incentive
- FInd difference in local vs international sales
  - North America > International
- Category types' effect on quantity ordered
  - Not significant enough
- Identify any best sellers in categories
  - Only visible in *Grains/Cereal*, *Confections*, *Beverages*, & *Seafood*

Future works

Interactive dashboard





THANK YOU FOR
LISTENING TO MY
PRESENTATION