Northwind Data Insights

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Agenda

- Business Question
- Methodology
- Insights Explored
- Findings
- Recommendations/Next Steps

Business Question

"Provide Northwind some recommended business strategies based on insights uncovered from the data in their database"

Northwind concerns:

- Business goals
- Customer needs
- Employee incentives

Methodology

1. Explore Northwind database schema for insights
2. Develop questions to explore
3. Develop insights to our questions
4. Hypothesis test for statistical significance of our findings

Insights Explored

1. Discounts impact on quantity of products purchased
2. Discount impact on specific product categories
3. Revenue generated based on product categories
4. Revenue generated by sales representative

Findings

1. Discounts impact quantity of products purchased
   a. No significance at the product category
2. Seafood is underperforming from a revenue standpoint. Meat/Poultry is over performing.
3. No significance in sales reps outperforming other sales reps

Recommendations/Next Steps

1. Develop pricing strategies to include discounts for products and not lose revenue per unit
2. Understand Meat/Poultry's marketing strategies to replicate with other product categories (especially Seafood)
3. Develop sales rep incentive program to increase all sales rep bottom line revenues