

NORTHWIND BUSINESS

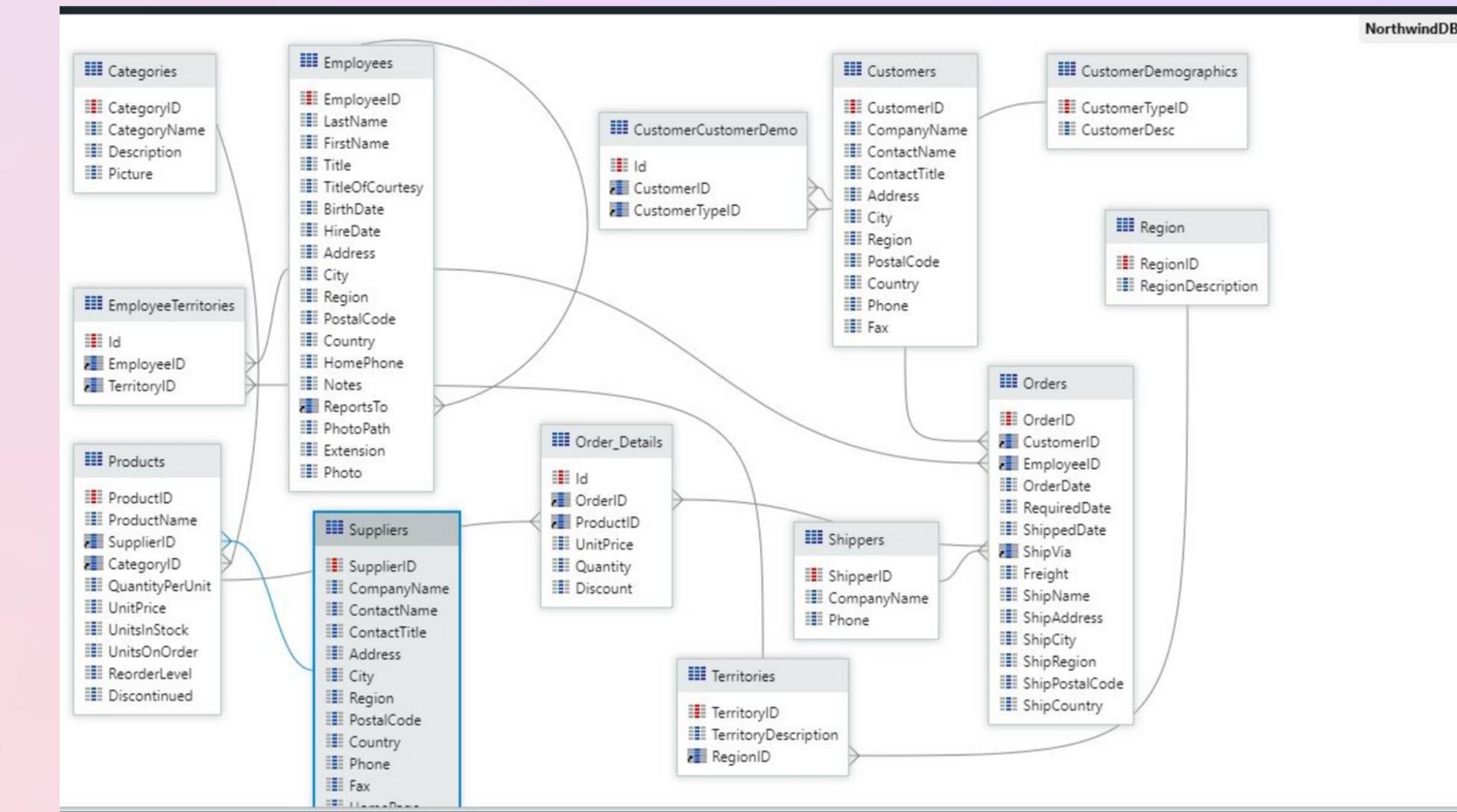
2022 Strategic Marketing Plan

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INTRODUCTION

For the Northwinds EDA project, I worked with the Northwind database, which is a fictitious database for a consumer products company that has offices all over the world

I performed an analysis in Python and SQL that offers insightful and actionable quantitative findings (including visualizations) to my client

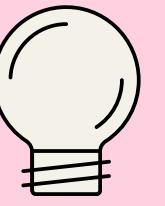


PROBLEM

Northwind business wants to Improve their Sales Performance but they don't know where to focus their effort

(Is there a relationship between customer region and certain product categories?)

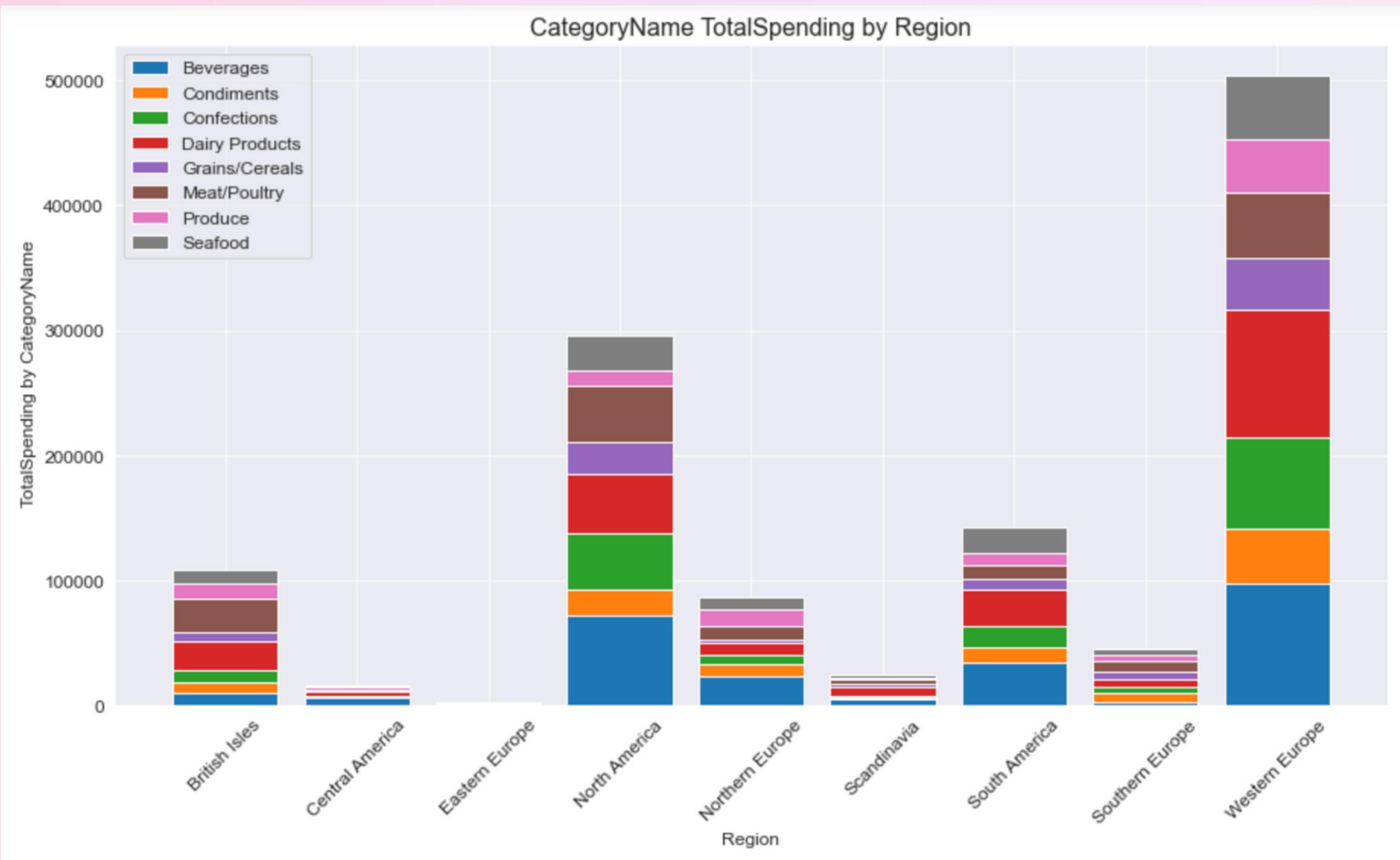
SOLUTION



Yes , And I suggest that we run more highly targeted sales and marketing programs for increasing sales of certain products to certain market regions

STOCKED BAR GRAPH

These stacked bar graphs give us how much of each category every region is spending .



RECOMMENDATION

I would recommend that salespersons readjust their sales efforts according to the table below

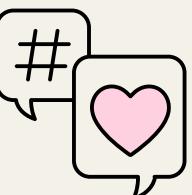
Region	Product Categories to Market more Aggressively	Product Categories to Market Less Aggressively
British Isles	Dairy Products , Meat/Poultry, Produce	Beverages, , Grains/Cereals , condiments ,Confections
North America	Beverages, Confections,Dairy Products, Meat/Poultry	Produce ,Grains/Cereal ,condiments
Northern Europe	Beverages, Produce	Confections, Dairy Products, Grains/Cereals, Meat/Poultry
Western Europe	Beverages,Dairy Products , Confections	Grains/Cereals, condiments
South America	Beverages, Dairy Products	Grains/Cereals,Meat/Poultry, Produce

These lists detail which regions spend more on certain categories

THE BOTTOMLINE



This means that the listed product categories are in higher-demand in the listed regions it should be easier to sell more of those products (and possibly at a higher price) in those regions than others.



However, this does not mean that existing sales of low-demand product should be neglected to the point where they decrease

THANK YOU FOR
LISTENING!