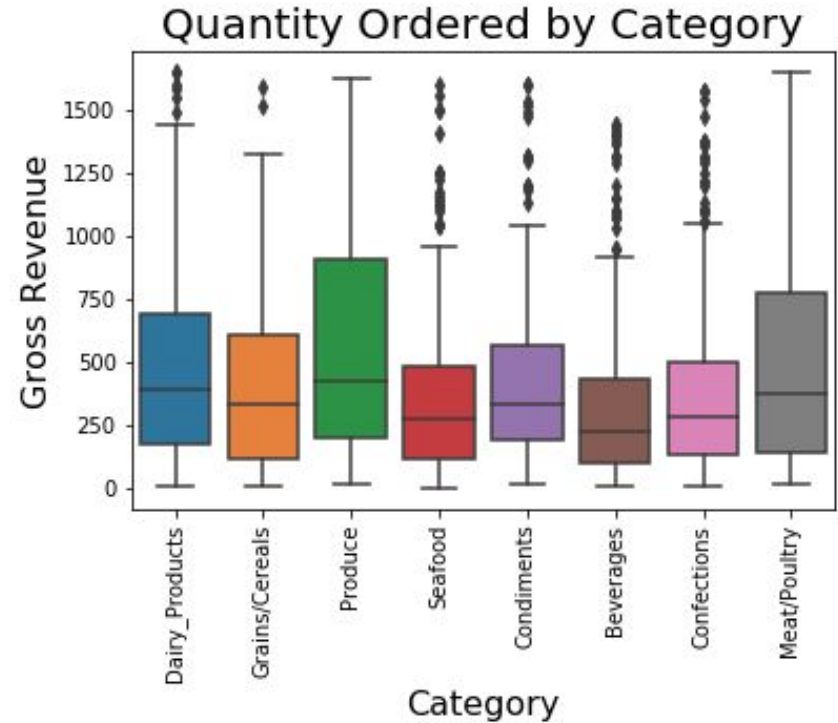# Northwind Traders Data Analysis

Savannah McAmis

Product Category

- Highest demand - Produce and Meat/Poultry

- Largest effect size - Produce vs Beverages


## Quantity Ordered by Category

Employee Performance

Name	Title	EmployeeID	TotalOrders	GrossRevenue	AveGrossRevPerOrder
Nancy Davolio	Sales Representative	1	123	192107.6045	24.591347
Andrew Fuller	Vice President, Sales	2	96	166537.7550	27.504171
Janet Leverling	Sales Representative	3	127	202812.8430	25.829450
Margaret Peacock	Sales Representative	4	156	232890.8460	23.769223
Steven Buchanan	Sales Manager	5	42	68792.2825	22.658855
Michael Suyama	Sales Representative	6	67	73913.1295	20.956374
Robert King	Sales Representative	7	72	124568.2350	26.765843
Laura Callahan	Inside Sales Coordinator	8	104	126862.2775	21.454808
Anne Dodsworth	Sales Representative	9	43	77308.0665	28.954332

Customer Region

Order Revenue by Customer Region

Discounts
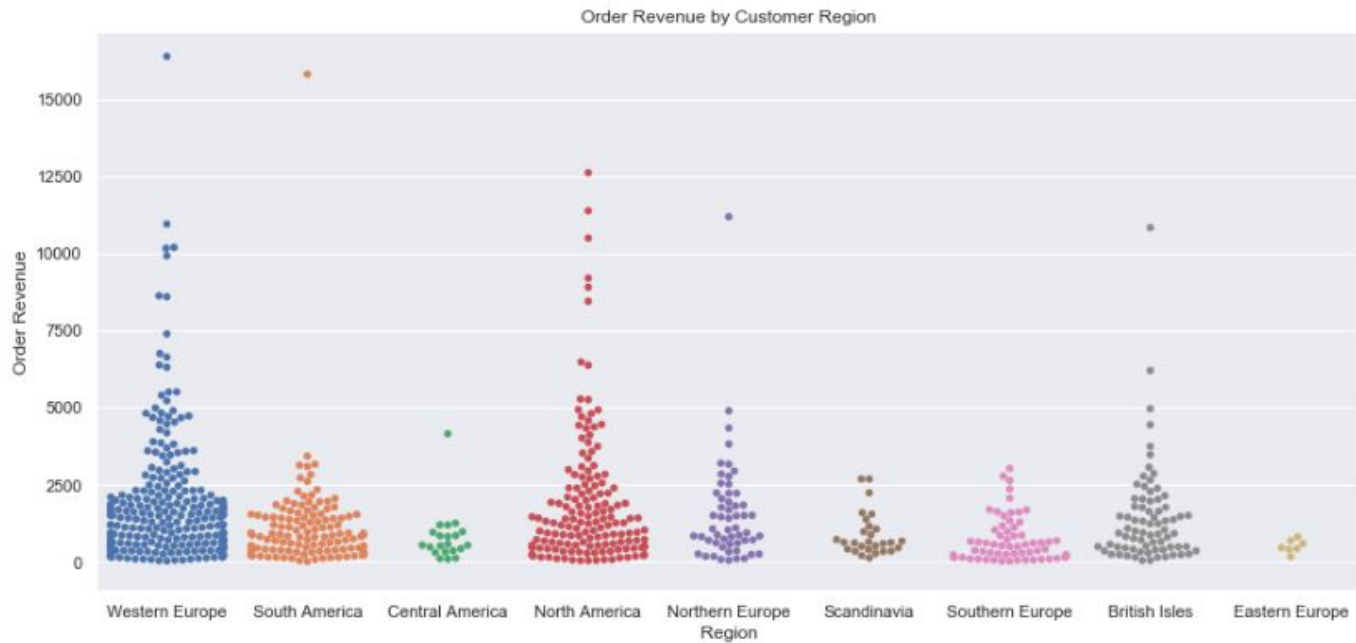
Distribution Plots of Discount vs No Discount Sampling Distributions
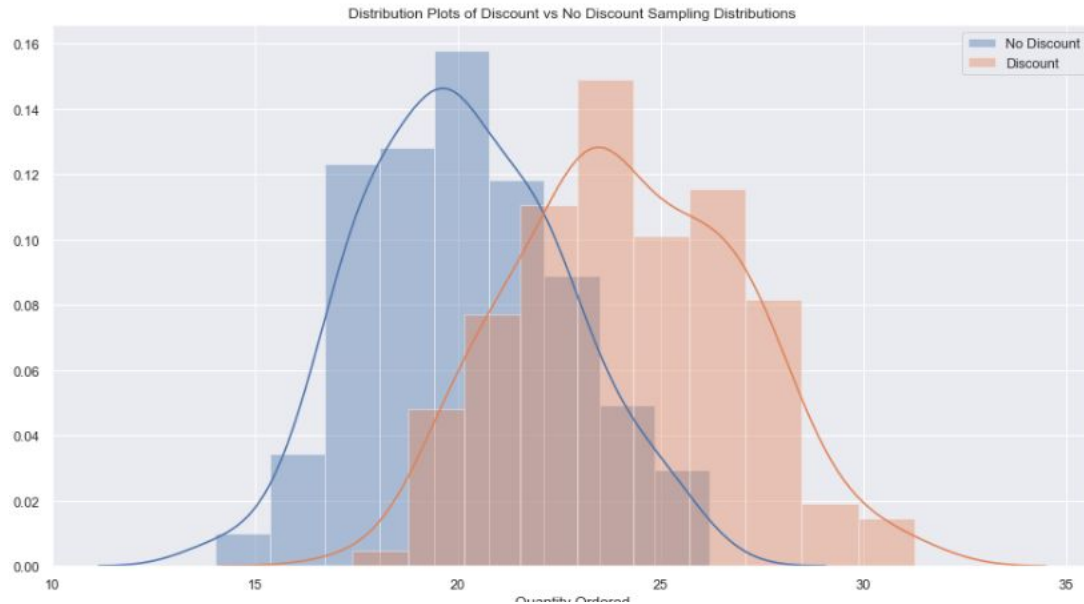
- Discounts impact quantity ordered

- Higher level discounts do not have a higher impact on quantity ordered

Recommendations

- Limit discounts to 5%

- Increase marketing for Meat/Poultry and Produce

- Build customer base in Northern and Southern Europe

- Organize training session hosted by top performing employee

Future Work

- Shipping Analysis - Collect information on shipment size/weight. Analyze shipping costs by region.

- Employee Seniority - Correct employment data. Compare performance to time with company.

- Profit - Record costs of goods sold. Compare profits by region.

Thank you!

Are there any questions?