



My Findings



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I have completed 4 statistical analyses/hypothesis tests I would like to share with you

Each test is based on a question meant to explore ways to help the company

1st Question

Are The Younger Sales
Employees Selling More Than
The Older Sales Employees?

Test Parameters:

- lower 50% in age of employee
vs. upper 50%
 - total orders sold by employee
over a 2-year period (2013,
2014)
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1st Test Results

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- NO notable difference in sales performance
 - unreliable results

Takeaways

- revisit test in future as company expands
- tell who to train or whether to switch to hiring younger candidates

all the data taken from the
company's SQLite Database

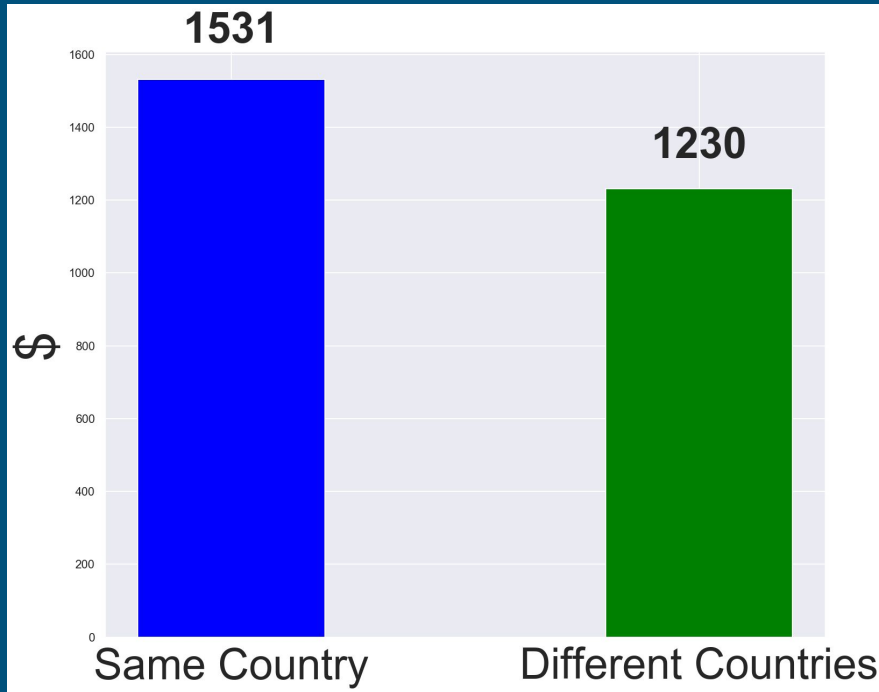
2nd Question

Is The Average Order Price
Higher When The Sales
Employee Is Located In The
Same Country As The Buyer?



2nd Test Results

- average order price IS higher when both parties are in the same country



Takeaway

- should we add an office to a country we are not currently in?

3rd Question

Have More Discounted Products
or Regularly Priced Products
Been Sold Since Our Company
Was Created?



3rd Test Results

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- MORE products have been sold when at regular price
 - Results are not useful
 - Don't reflect purpose of discounts

Takeaways

- Next test will improve upon this one

4th Question

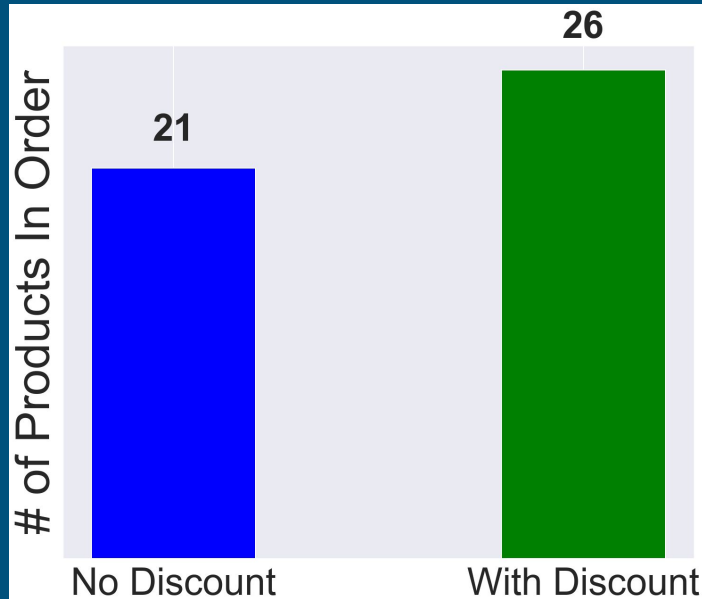
Do Discounts Have An Effect On
The Number Of Products
Customers Order? If So, At What
Level(s) Of Discount?

- used average order size to measure the effectiveness of a discount



4th Test Results

average order size IS much higher when the product is on sale



Takeaways

- we should not hesitate to use discounts to see temporary bump in gross sales

4th Test Results (Continued.)

- each discount rate showed significantly higher # of products in orders on average
- 20% and 25% showed by far the biggest increase in sales
- discounts of 20% seem to be most effective for the company



