



# My Findings



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- I have completed 4 statistical analyses
- 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

- NO notable difference in sales performance
- unreliable results

## Takeaways

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

- all the data taken from the company's SQLite Database

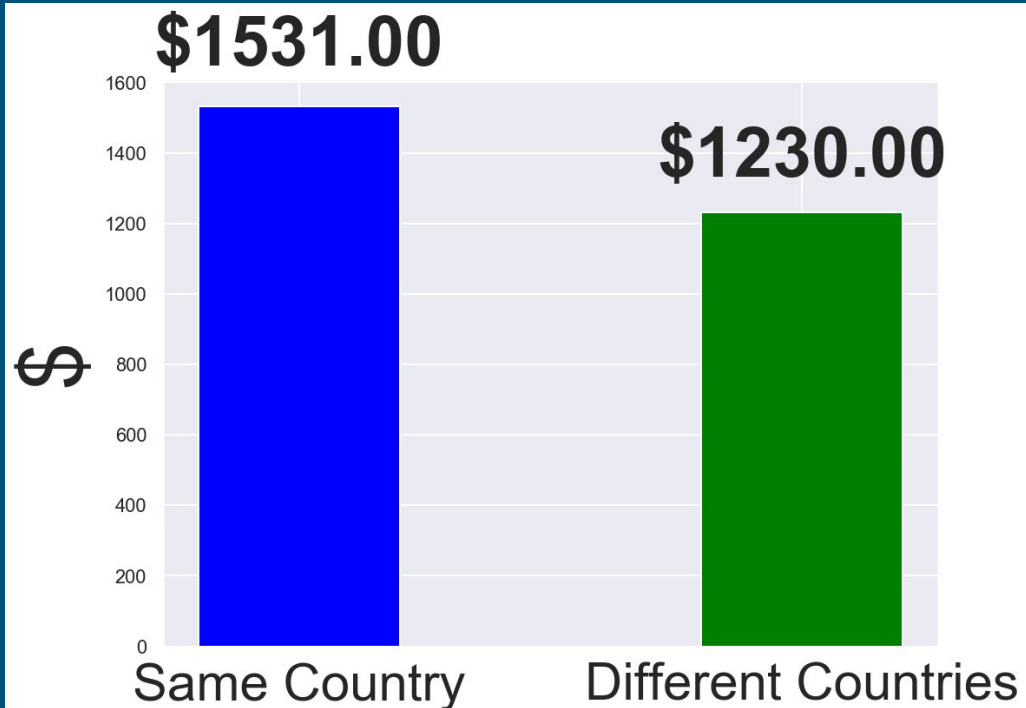
## 2nd Question

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 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 increase in sales



# 4th Test

## Results (Continued.)

- each discount rate showed higher # of products in orders on average
- 20% and 25% showed by far the biggest increase in sales
- 20% most effective discount



# Future Work



- study profit margin of discounts
- effectiveness decreases over time?



