

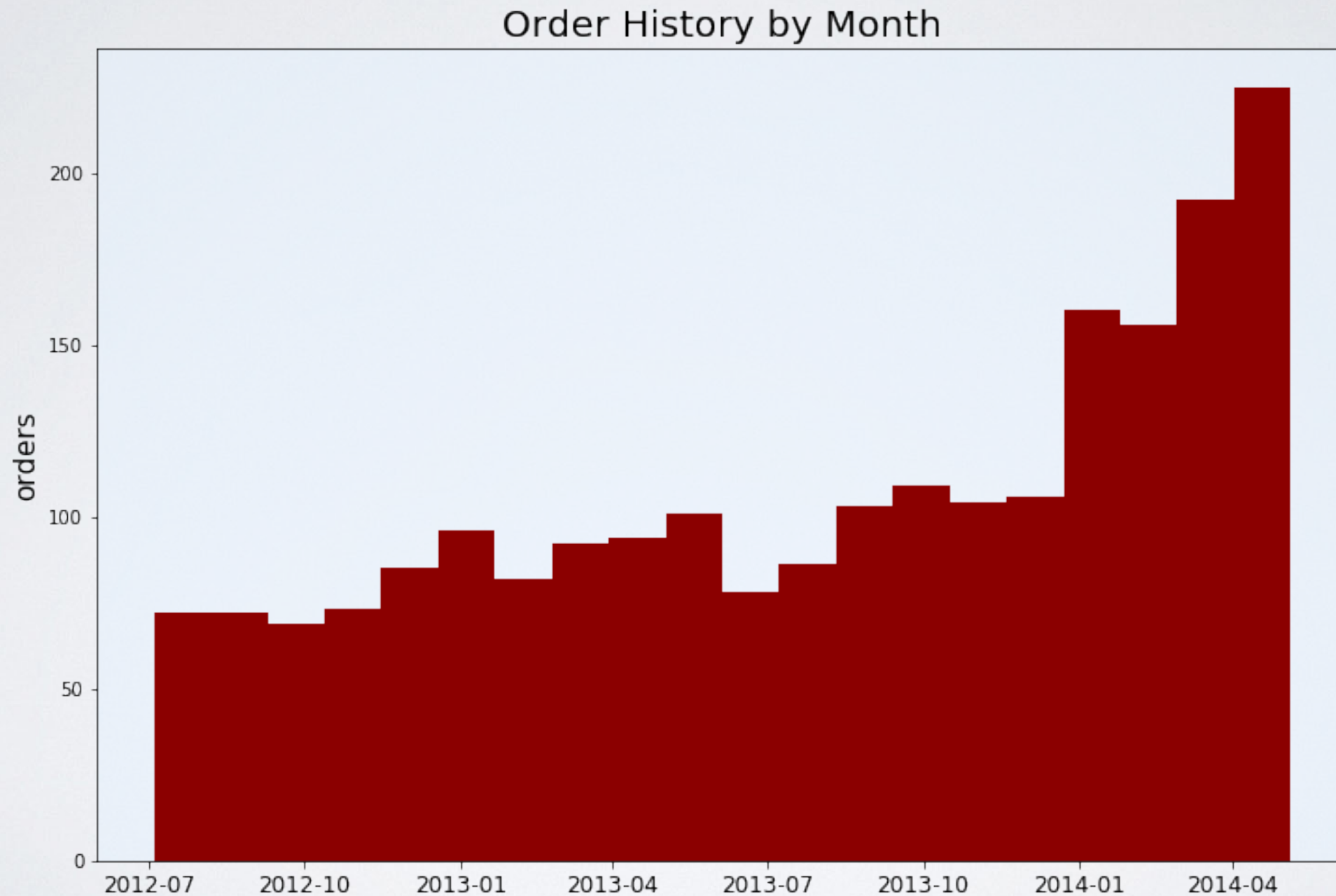
# NORTHWIND

Figures, Findings, and Firings

**Presentation by Terry Ollila**  
**[terryollila@gmail.com](mailto:terryollila@gmail.com)**

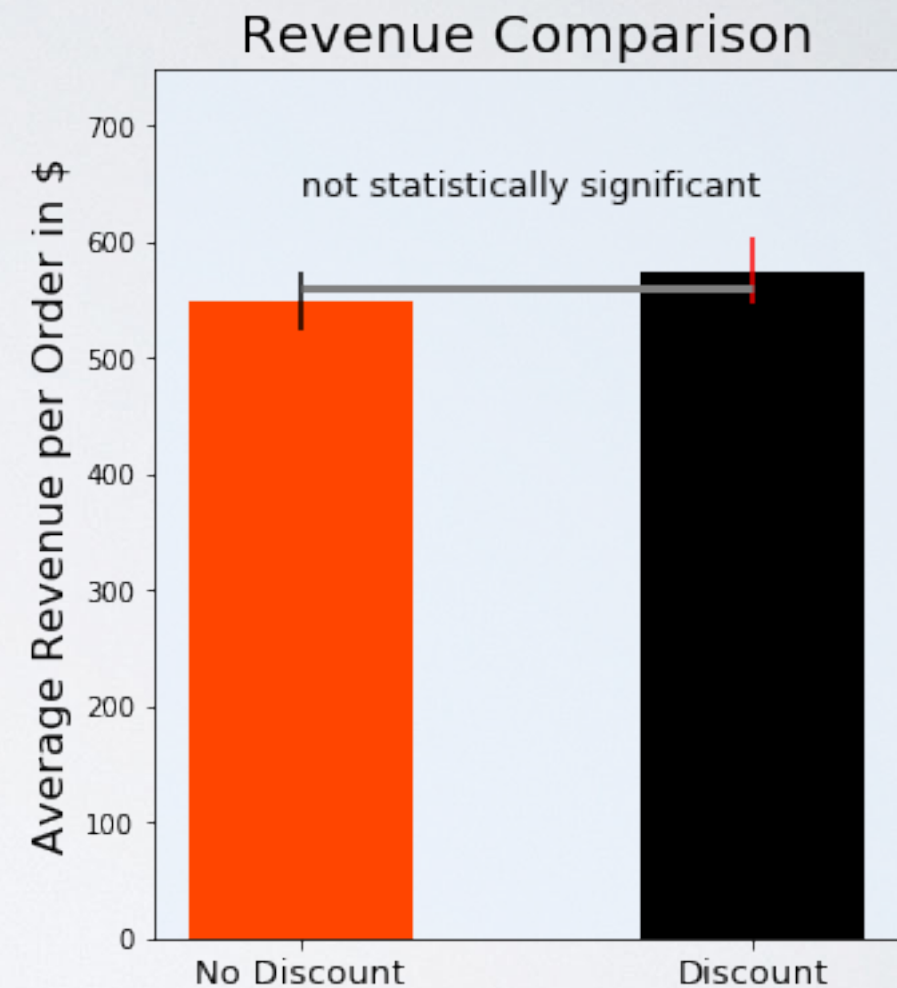
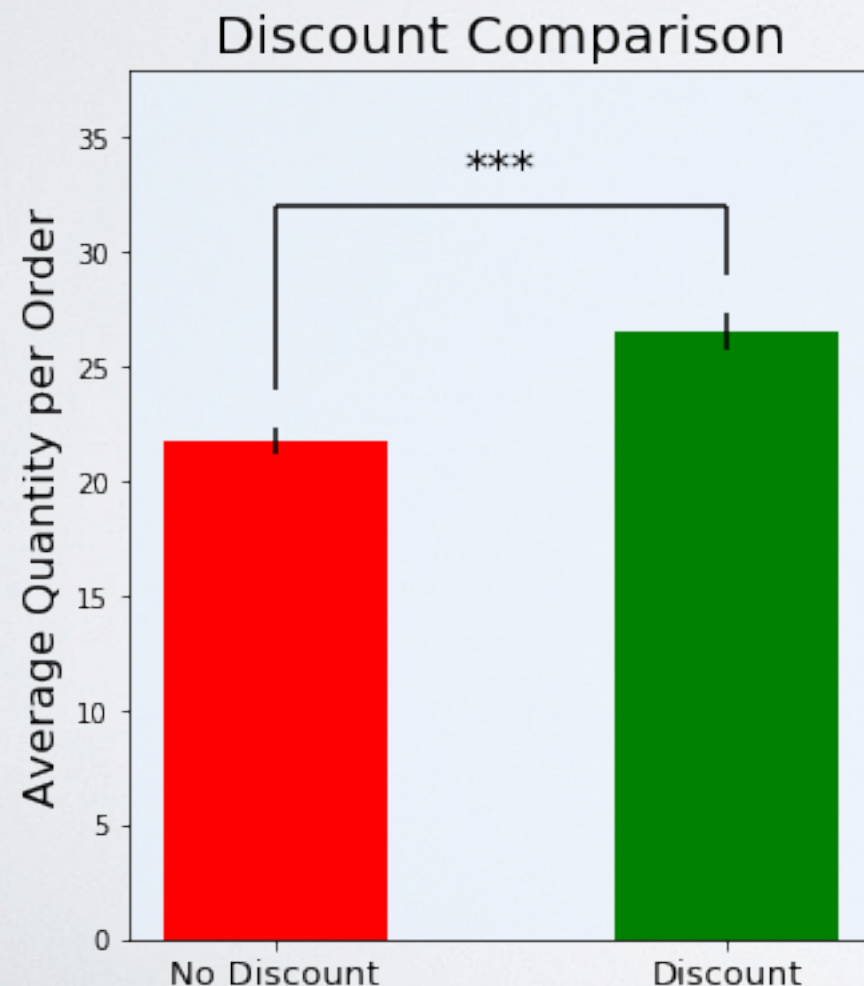
# SALES DATA

July 2012 through April 2014



# DO DISCOUNTS HELP SALES?

Quantity per order  
shows  
statistical significance



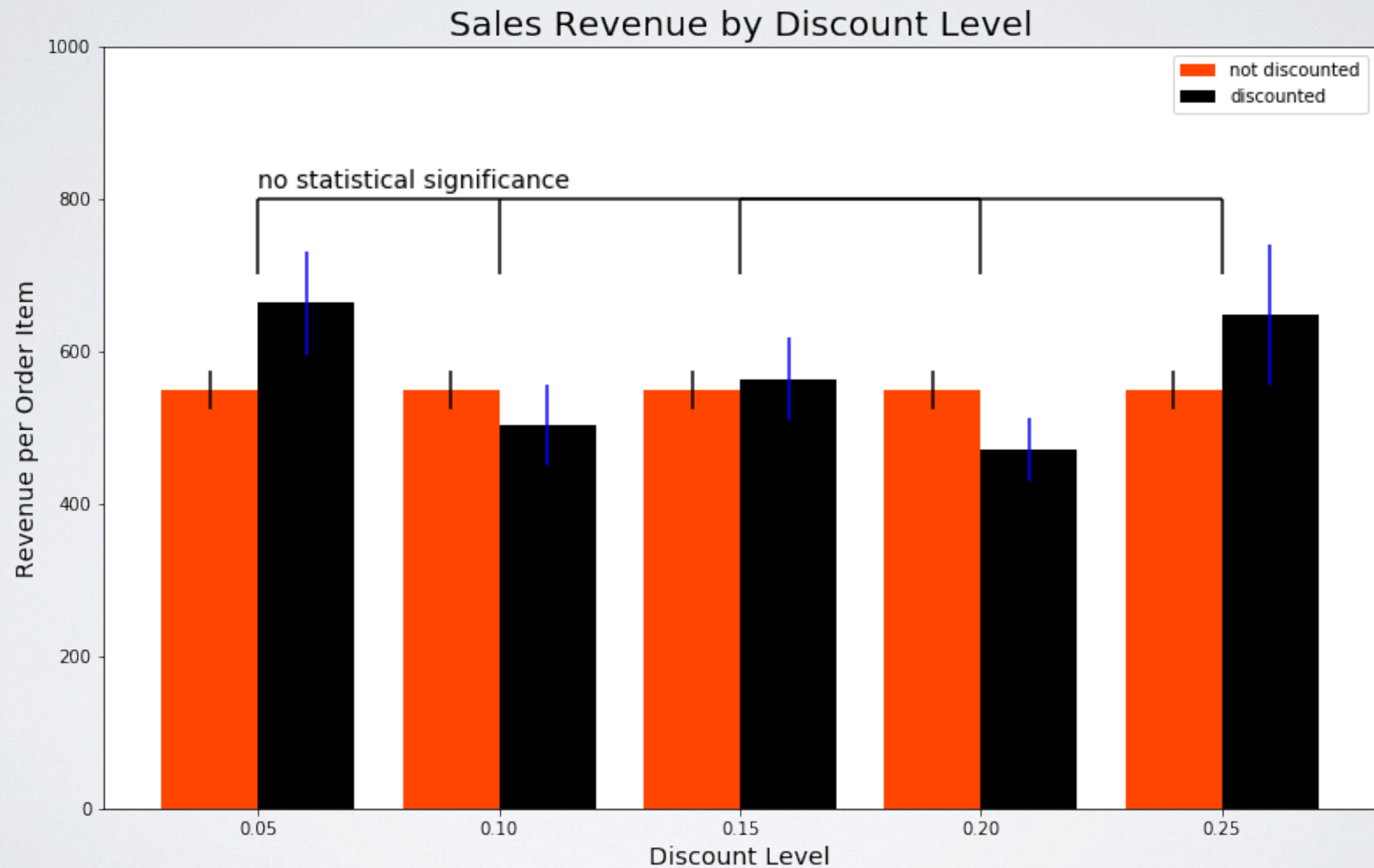
Revenue per order  
**does not show**  
statistical significance



# MIXED RESULTS BETWEEN DISCOUNT LEVELS BY QUANTITY



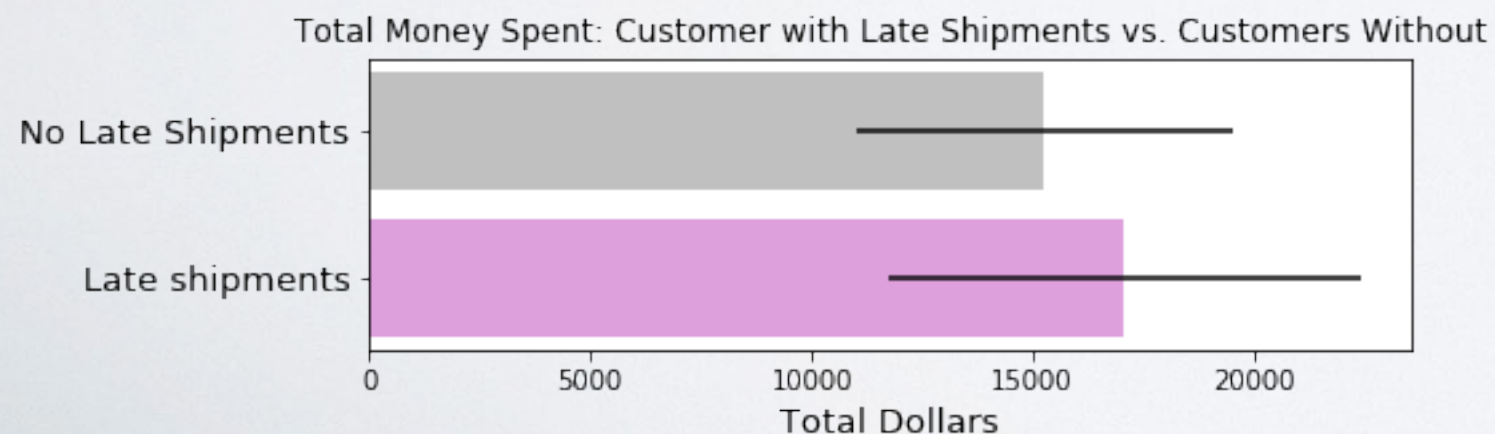
# NO SIGNIFICANT REVENUE GAIN





# DO LATE SHIPMENTS HURT BUSINESS?

After exhaustive, meticulous research creating sample sets of similar numbers of orders, we determined....

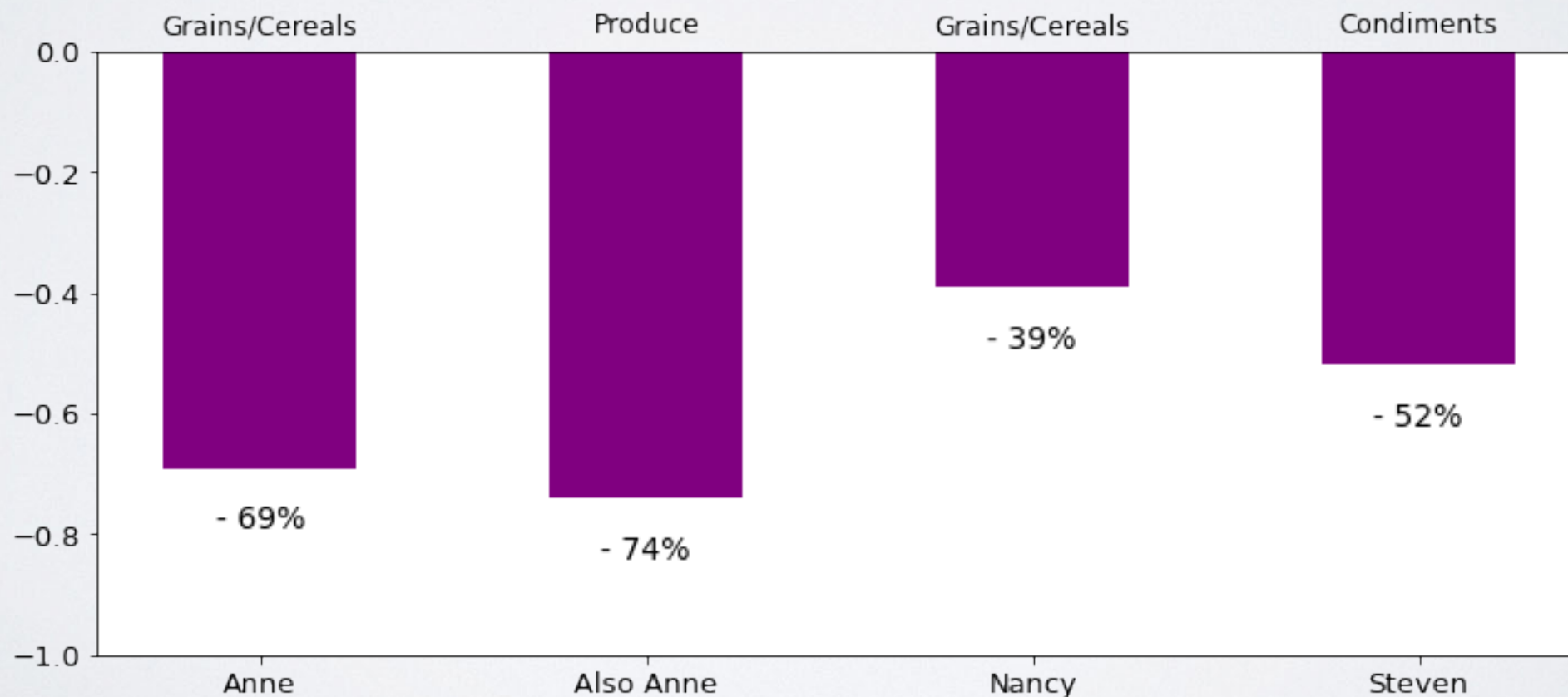


... they really don't seem to.



# EMPLOYEE CATEGORY BREAKDOWN

- Cross-analyzed all 9 sales people against 8 product categories.
- Categories vary up to 74%, but low statistical significance.
- Four *statistically significant* deficiencies:



# FOR FURTHER INVESTIGATION

- Analyze the relative lateness of shipments.
- Analyze sales revenue pre-price change vs. post-price change.
- Analyze seasonality of customer buying habits.



THANKS FOR JOINING OUR ADVENTURES IN  
BUSINESS ANALYTICS!

(No employees were fired as a result of this presentation.)

(this time.....)