

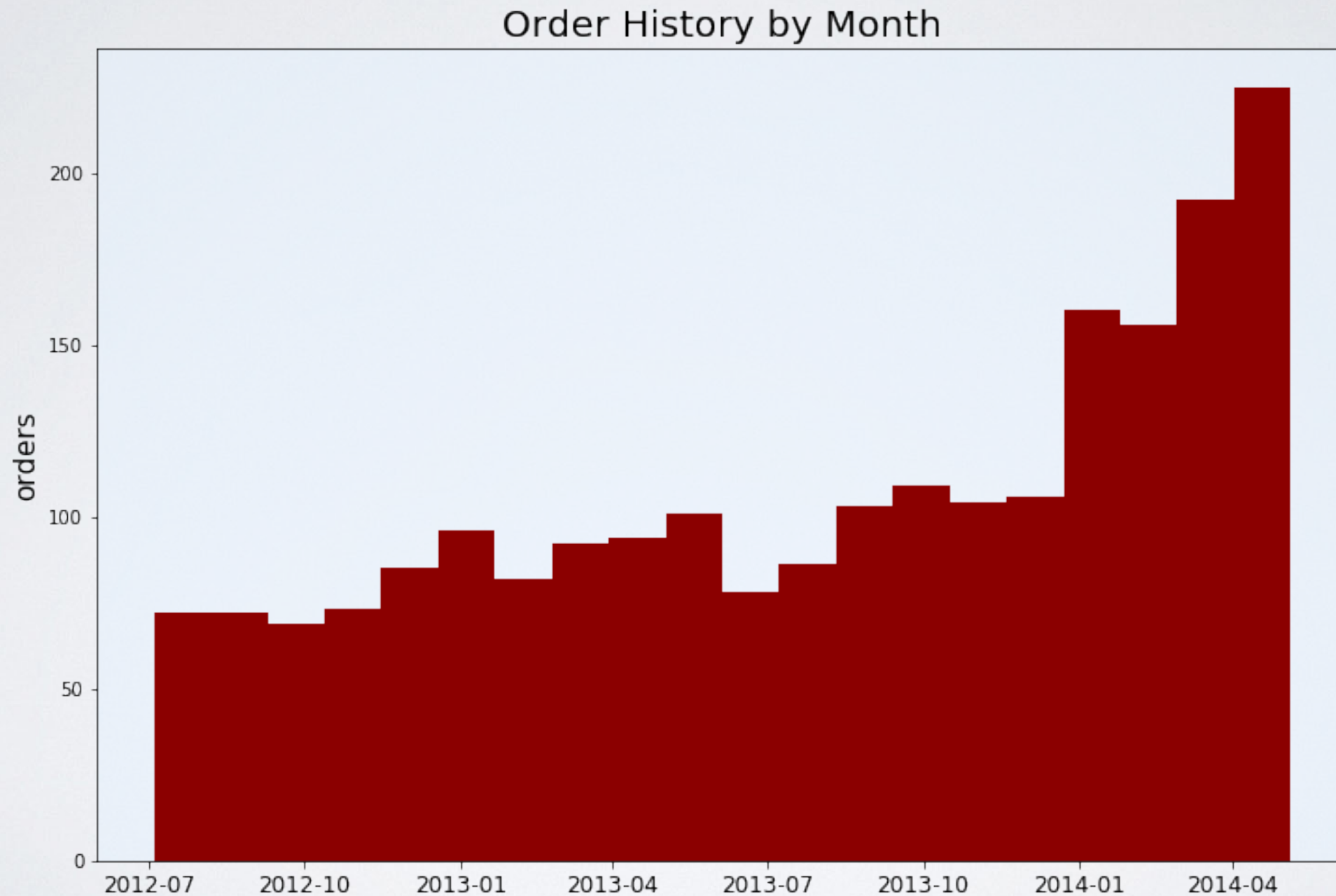
NORTHWIND

Figures, Findings, and Firings

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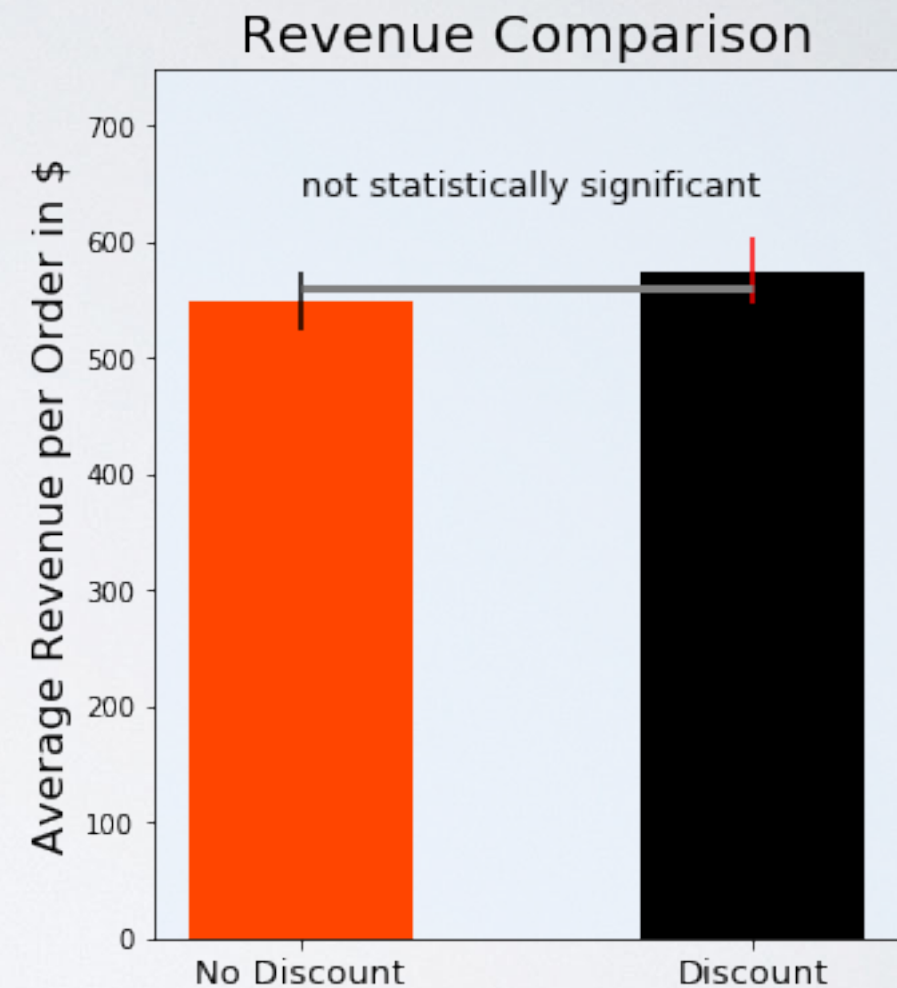
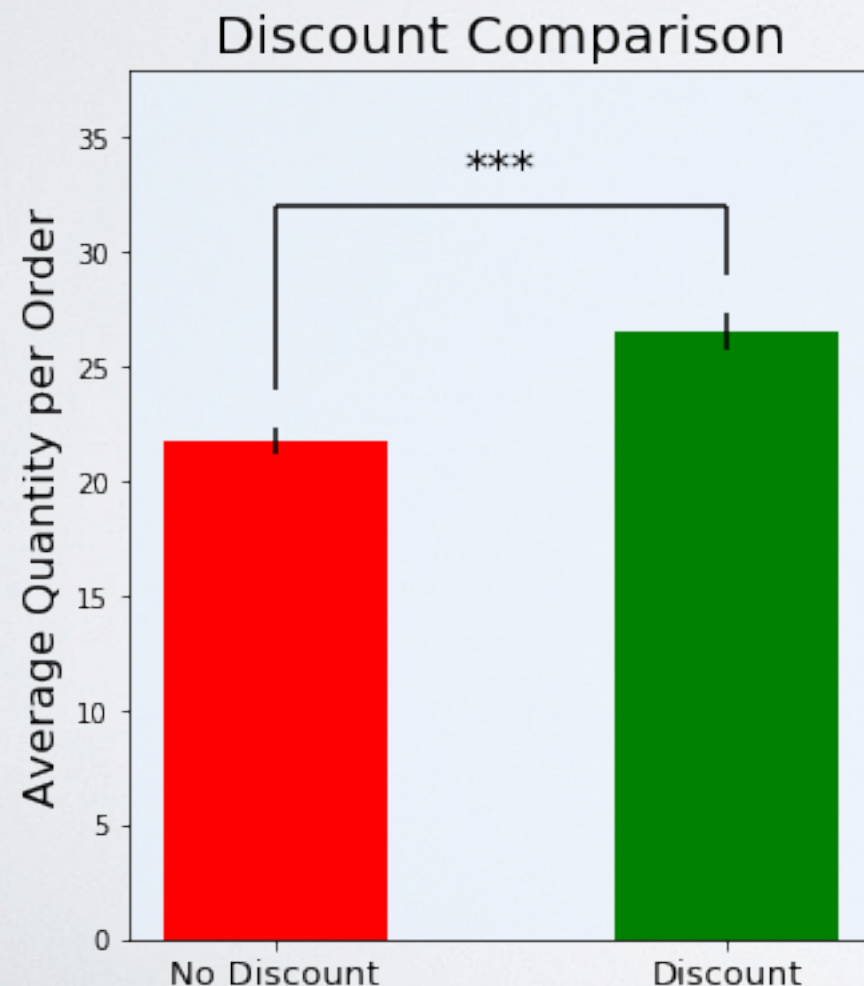
SALES DATA

July 2012 through April 2014



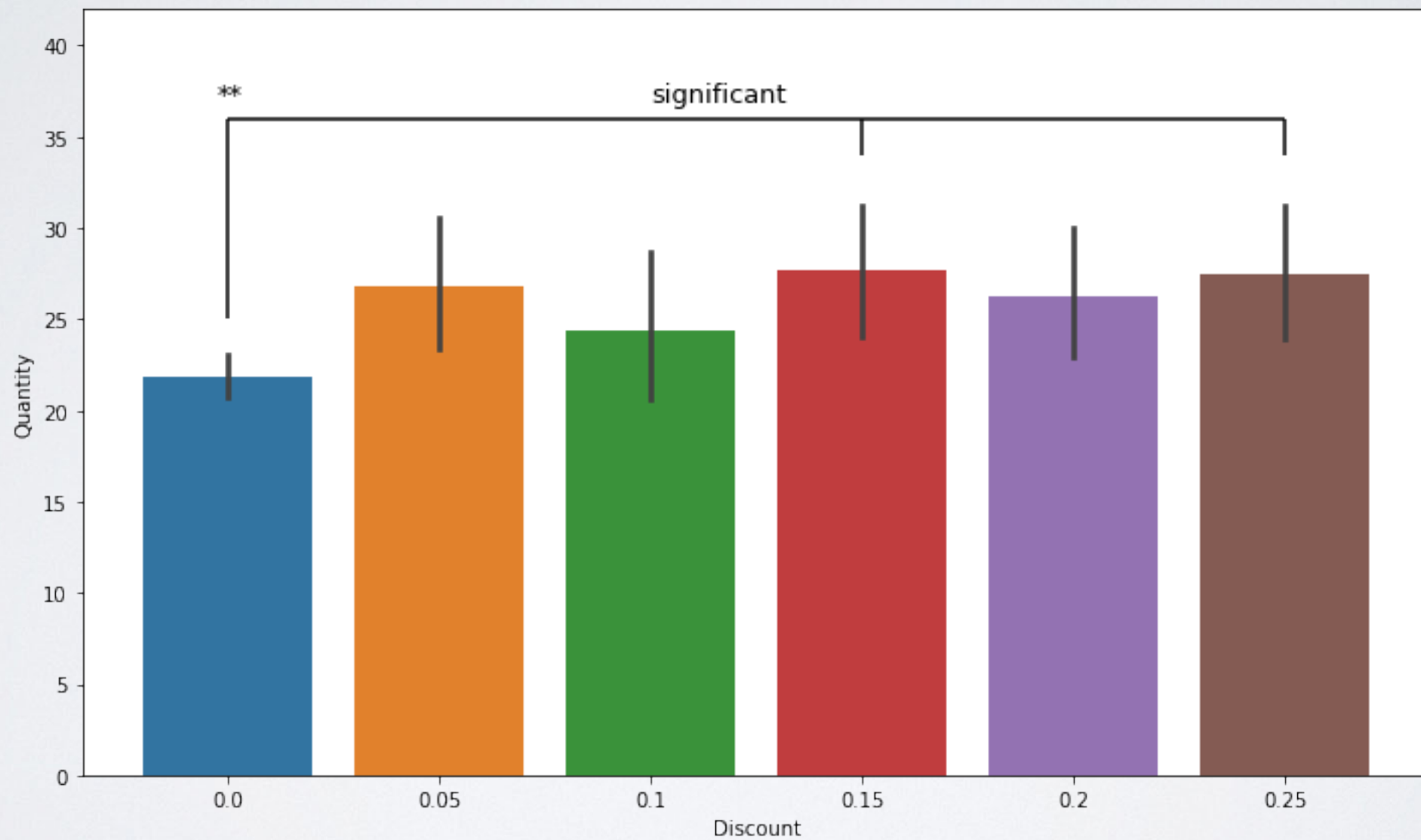
DO DISCOUNTS HELP SALES?

Quantity per order
shows
statistical significance



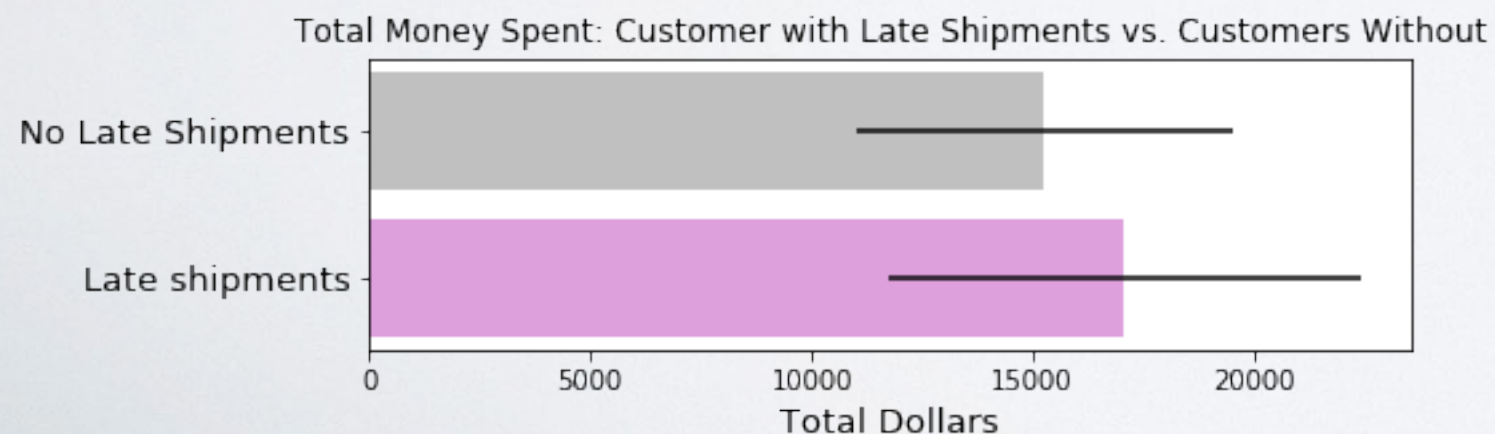
Revenue per order
does not show
statistical significance

MIXED RESULTS BETWEEN DISCOUNT LEVELS BY QUANTITY



DO LATE SHIPMENTS HURT BUSINESS?

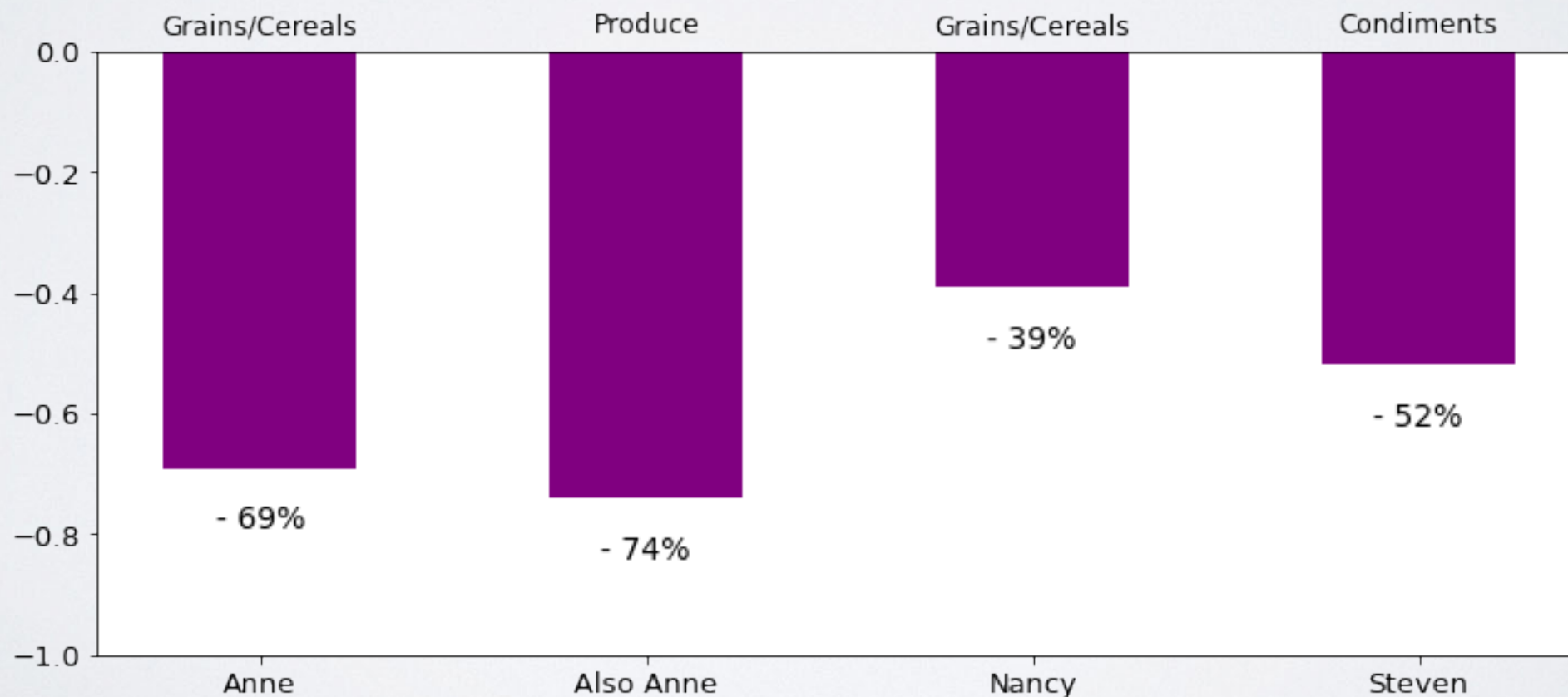
After exhaustive, meticulous research creating sample sets of similar numbers of orders, we determined....



... 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.)

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(this time.....)