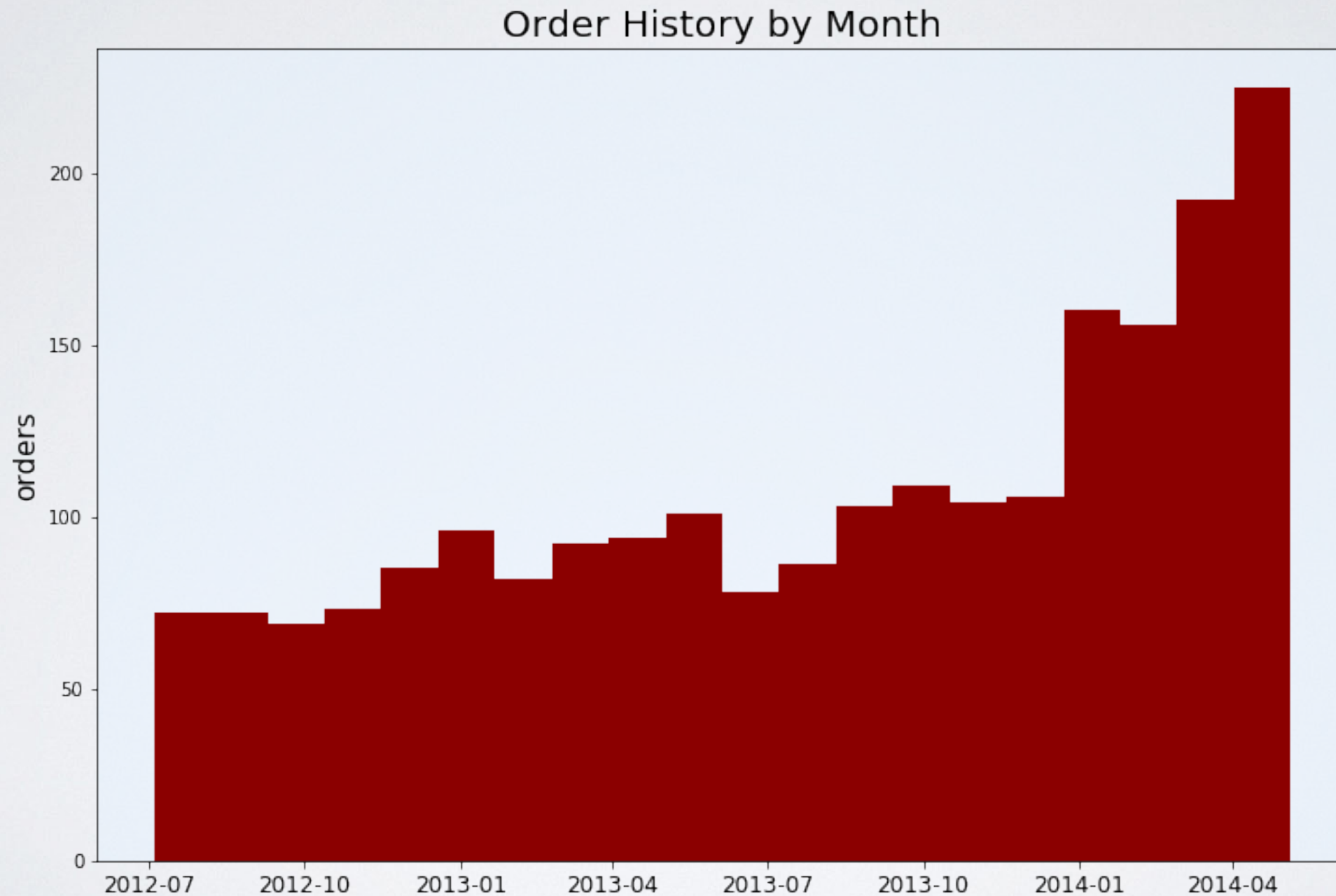


NORTHWIND

Figures, Findings, and Firings

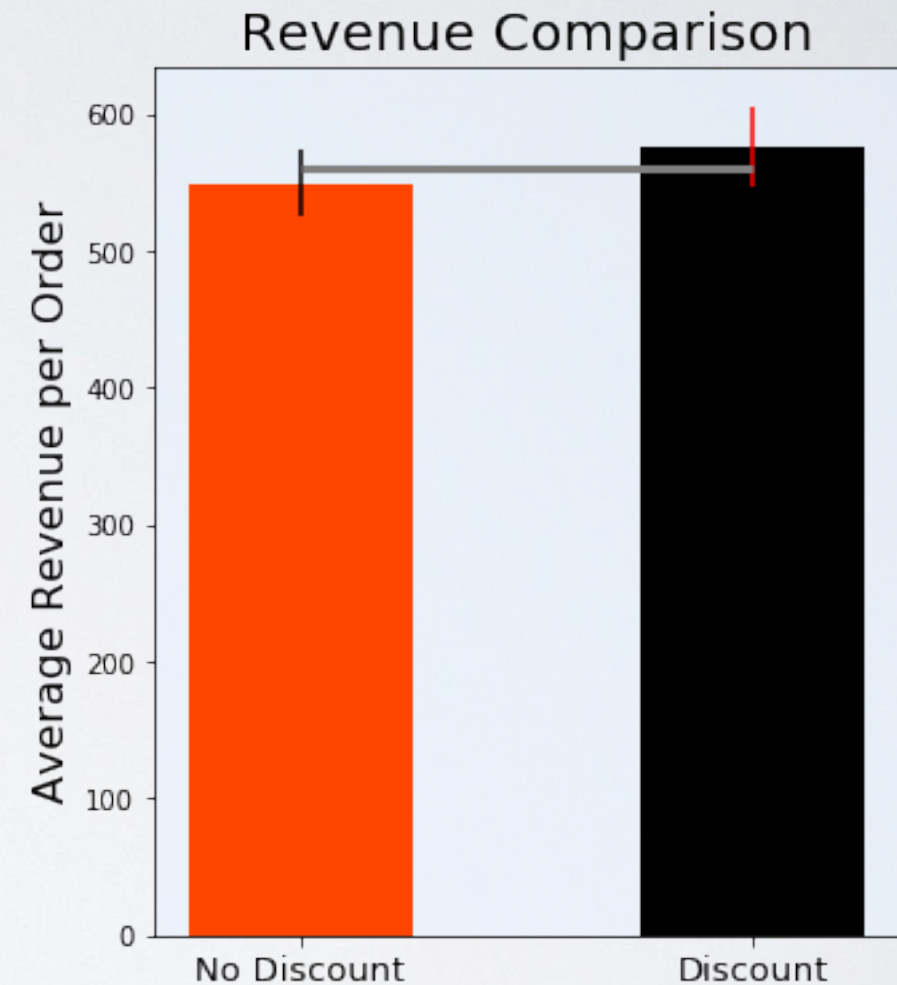
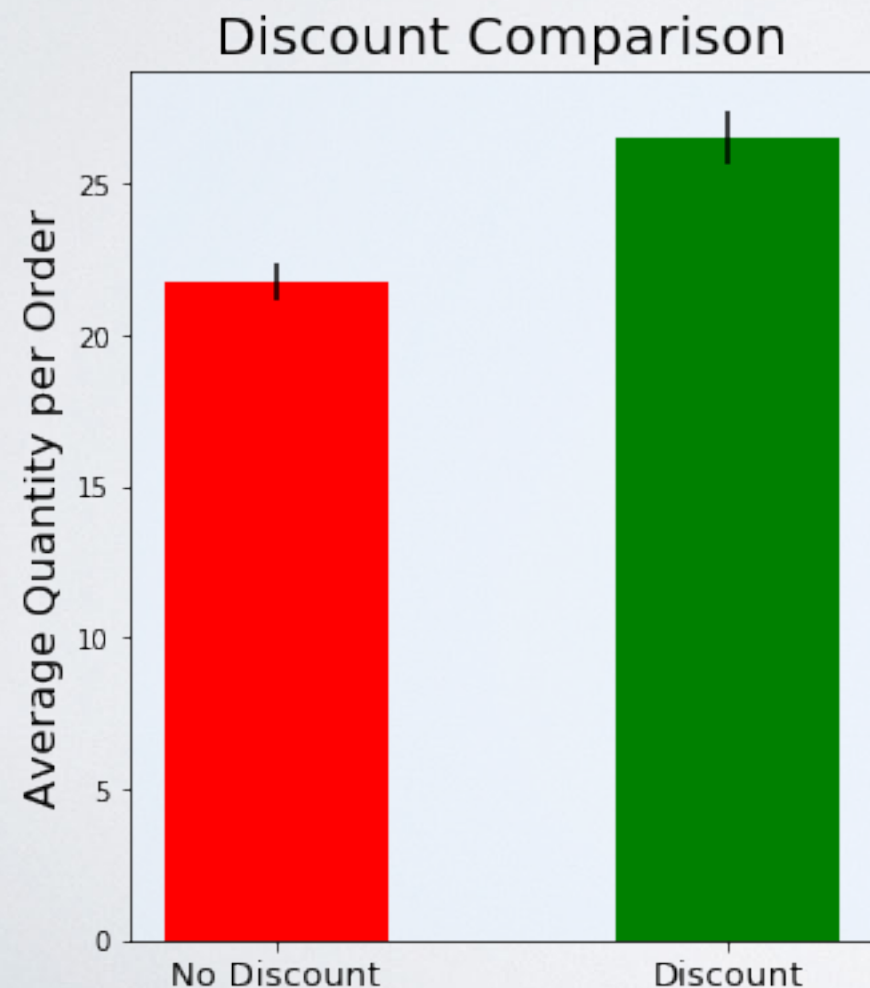
SALES DATA

July 2012 through April 2014



DO DISCOUNTS HELP SALES?

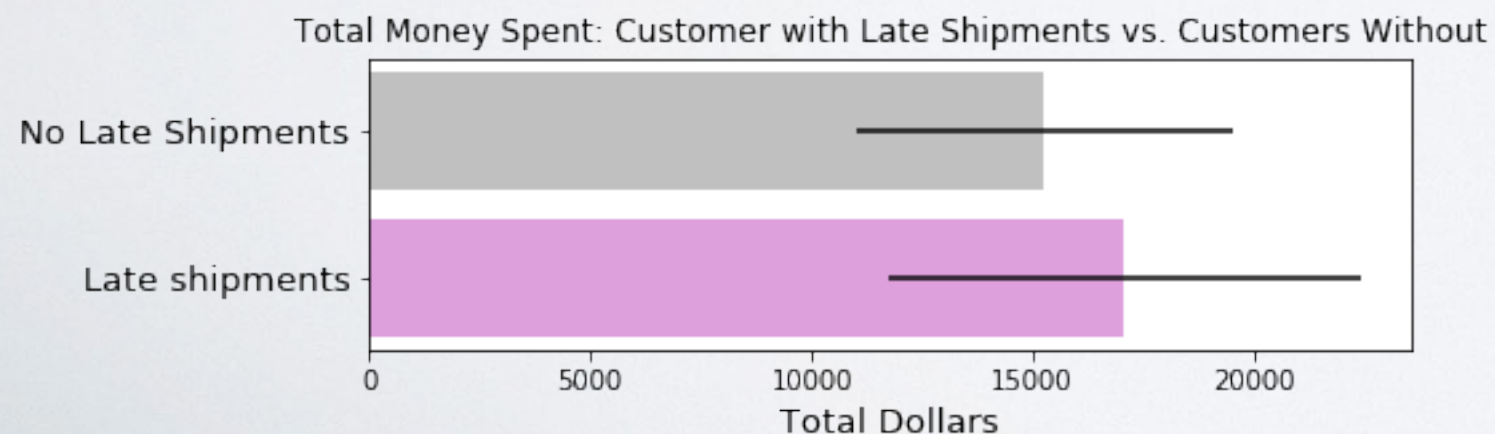
Quantity per order
shows
statistical significance



Revenue per order
does not show
statistical significance

DO LATE SHIPMENTS HURT BUSINESS?

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

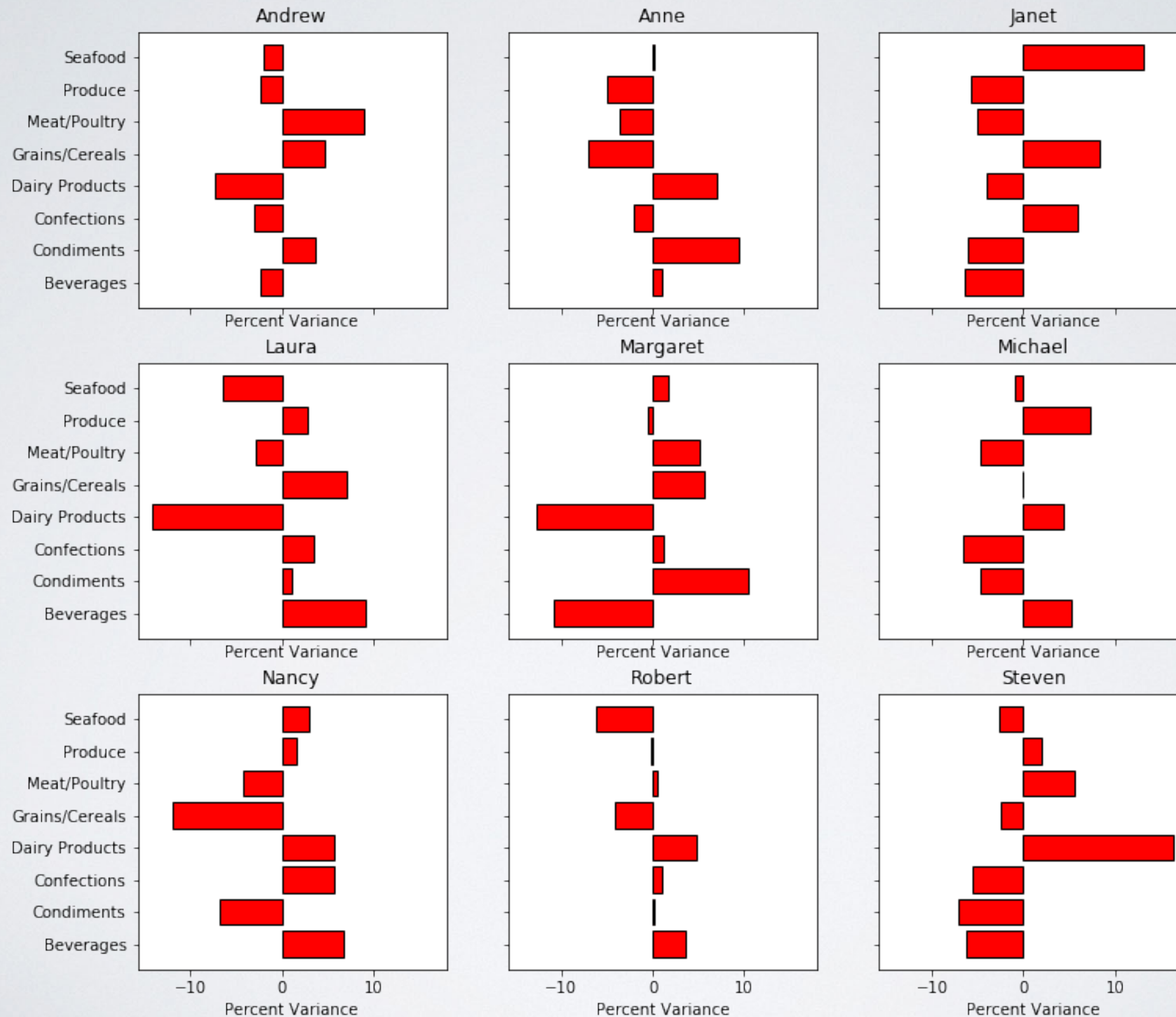


... they really don't seem to.

EMPLOYEE CATEGORY BREAKDOWN

- Cross-analyzed all 9 sales people against 8 categories.
- Categories vary up to 15%, but low statistical significance.
- Only a few, minor, *statistically significant* deficiencies:
 - **Ann**: grains and produce.
 - **Laura**: grains.
 - **Stephen**: condiments.

EMPLOYEE SALES BY CATEGORY



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.....)