
Northwind Trading Company: Business Recommendations

— Module 2 Project by Tiara Hlaing —

Company Growth



Observing Impact of Discounts

WHEN A DISCOUNT IS PRESENT | INCREASE IN THE AVERAGE...

- Quantity Ordered of the Same Product:

22 → 27 (+5)

- Order Volume:

52 → 73 (+21)

- Net Revenue Per Order:

\$1385 → \$1695 (+\$310)



Recommendation #1: Highlight Discounts

1. Maximize Profit with Minimal Discounts
2. Rotate Discounts
3. Require a Purchase Minimum for Discounts

E.g. 5% off total order with 85 full-priced products

E.g. 10% off total order when \$1,500 spent

Recommendation #2: Focus on Location

REGION	# OF ORDERS	AVG NET REVENUE
British Isles	75	\$1452.68
Central America	28	\$842.22
Eastern Europe	7	\$504.56
North America	152	\$1945.93
Northern Europe	55	\$1584.66
Scandinavia	28	\$876.61
South America	145	\$1185.21
Southern Europe	64	\$706.65
Western Europe	276	\$1830.31

Keep Marketing in Western Europe!

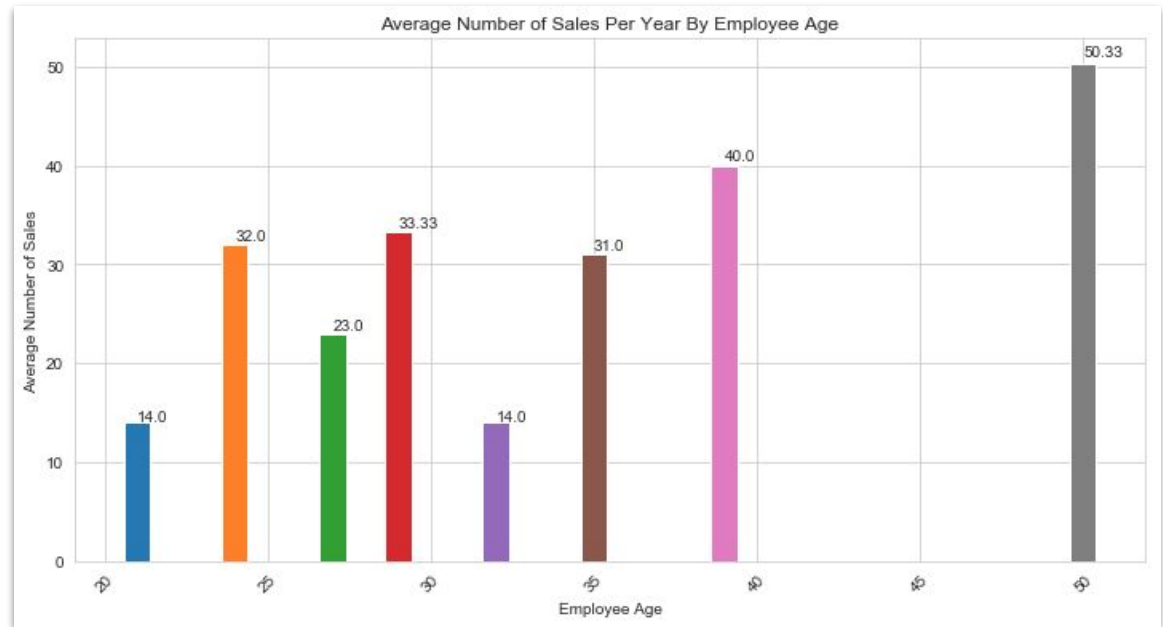
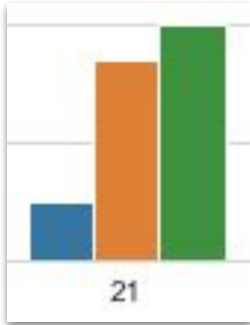
Expand Business:

- North America
- Northern Europe

Recommendation #3: Regarding Your Employees

- Reward milestones
- Invest in the young

2012 -> 2013 -> 2014



Future Research

- Product preferences by location
- Research popular demand
- 2013 - components of success?

Questions?

Thank you for your time!

Additional questions?

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