

# ONLINE DATA SCIENCE

## Module 3 Final Project

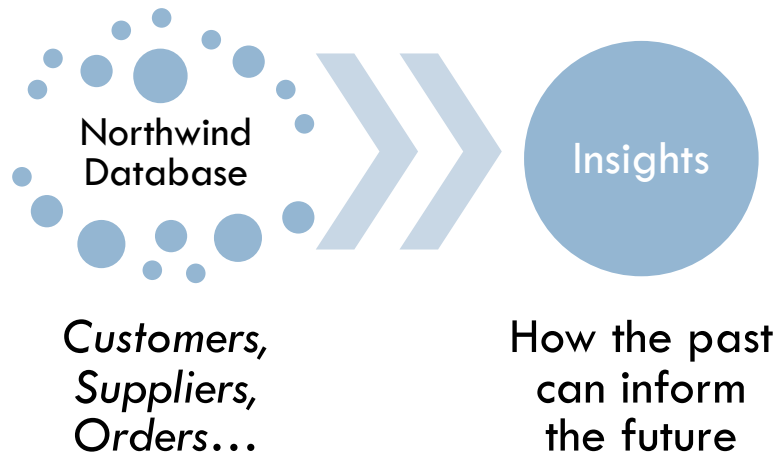
1

### Questions

- Discount's effect on order quantity
- Customer region's effect on revenue
- Supplier region's effect on revenue
- Seasonal tendencies of North American market

2

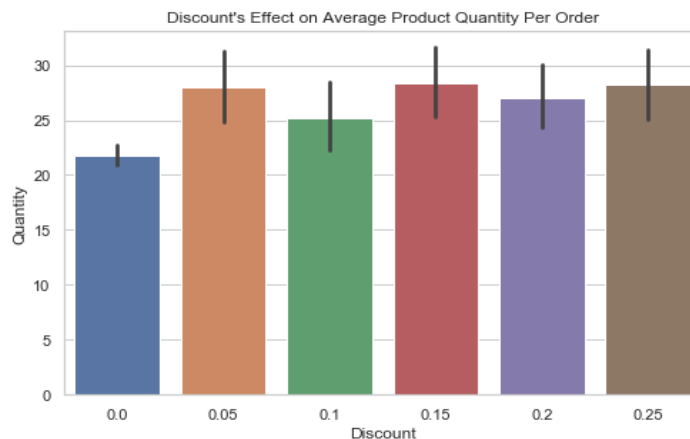
## Methodology



3

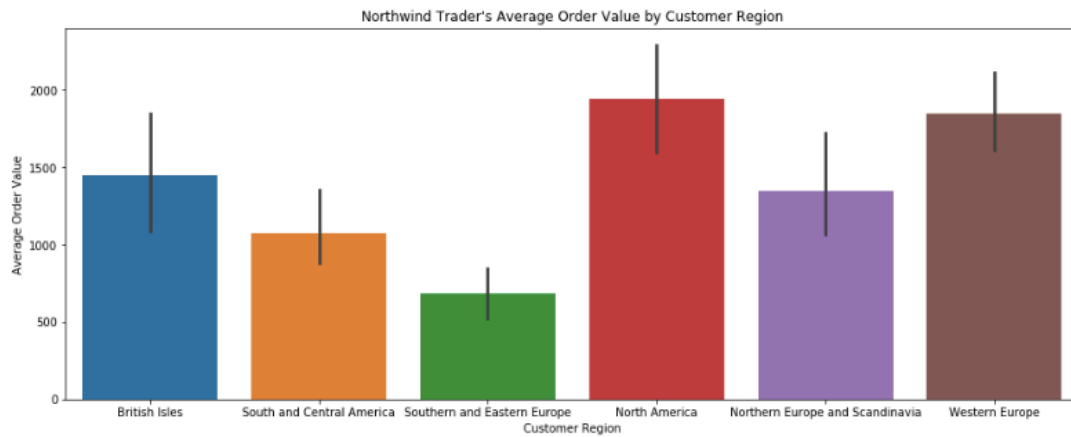
## 1. The effect of discounts on quantity

2 out of 5  
26% increase in  
quantity  
(Most) discounts  
make a difference



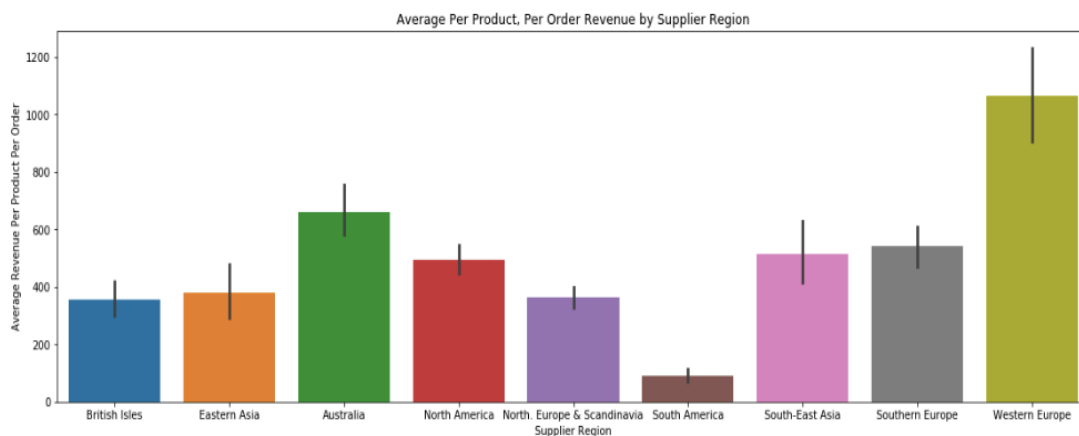
4

## 2. Customer region and average order revenue



5

## 3. Supplier region and average product revenue

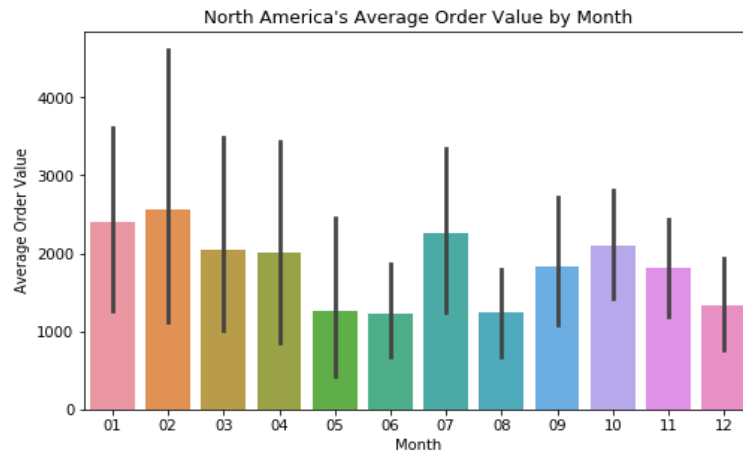


6

## 4. North American market by month

\$300 more per order in Q1/Q4

Don't be misled—it could have been by chance



7

## Recommendations

Discounts in less active customer regions

No or low discounts in highly active regions

Explore discontinuing South American products

8

## Unexplored areas of interest

Are the discounts making money for company?

Direct comparisons of customer regions

What accounts for Australia's high revenues?

N.A. per-order revenue by quarter

9

Thank You!

10