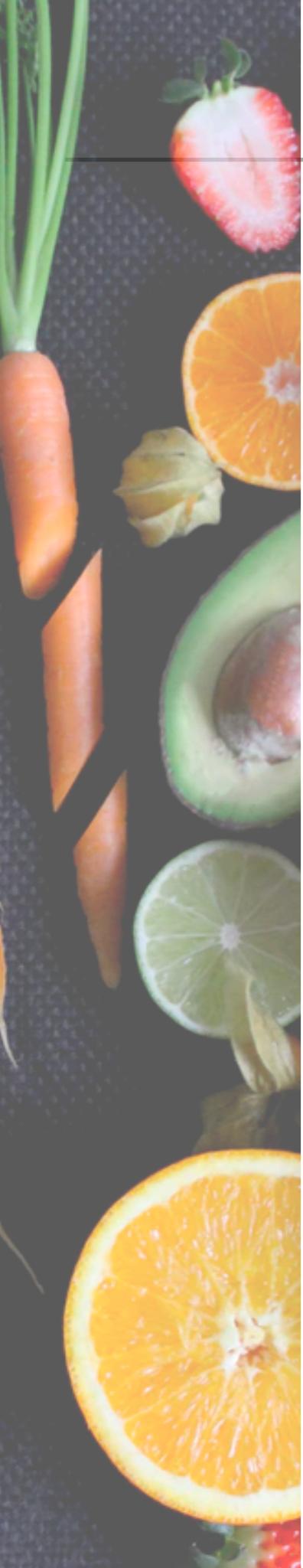
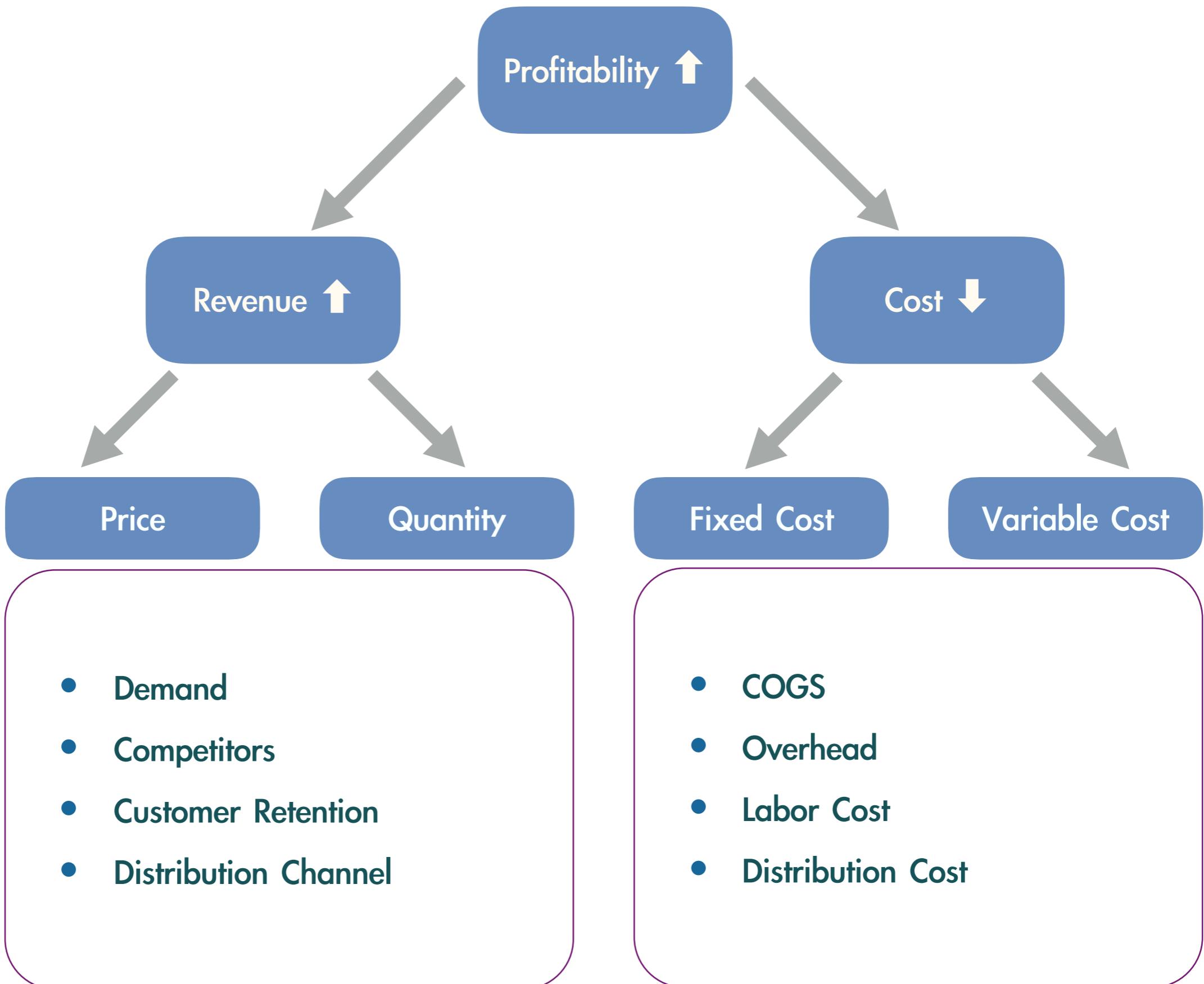


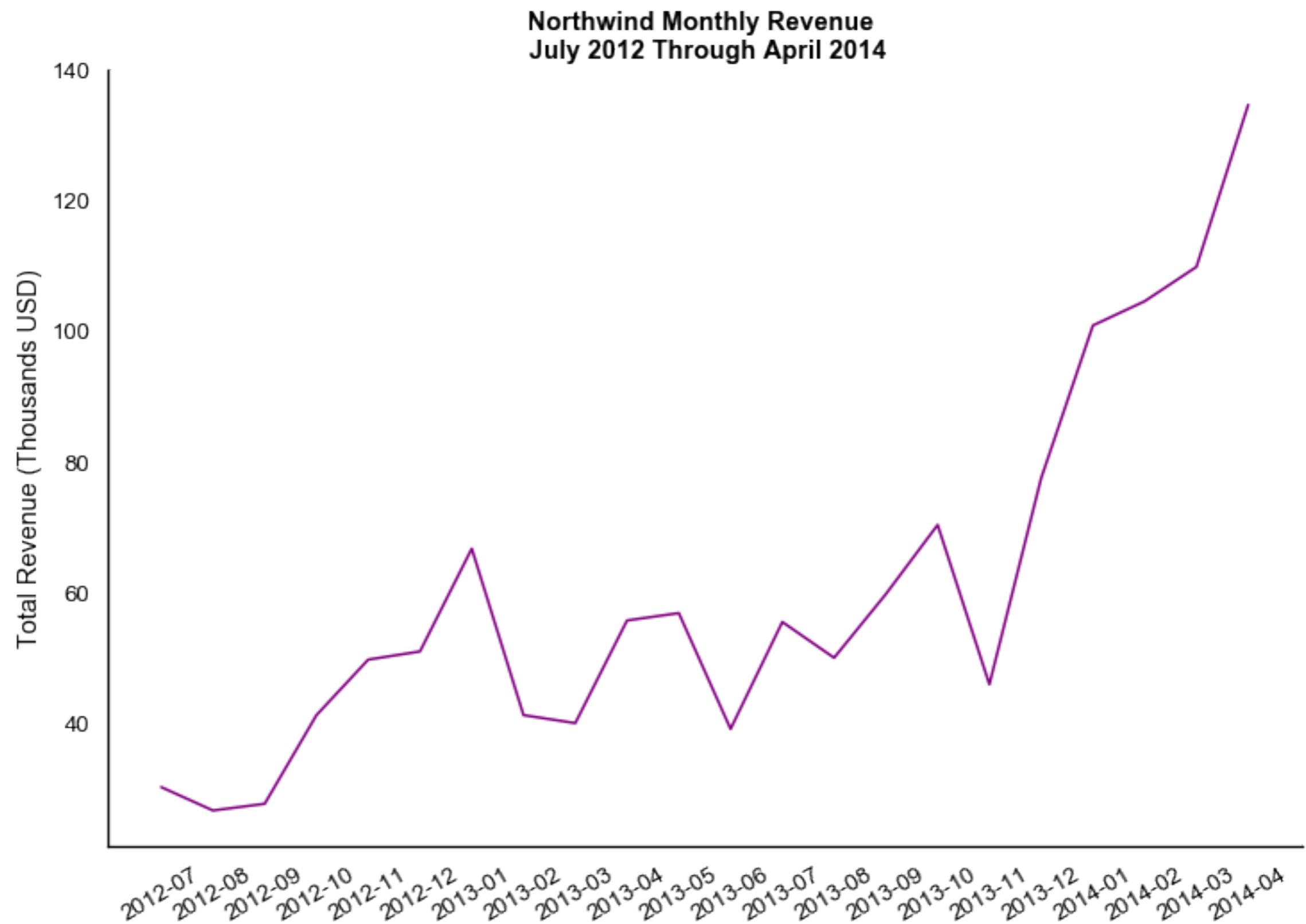


MODULE 3 PROJECT

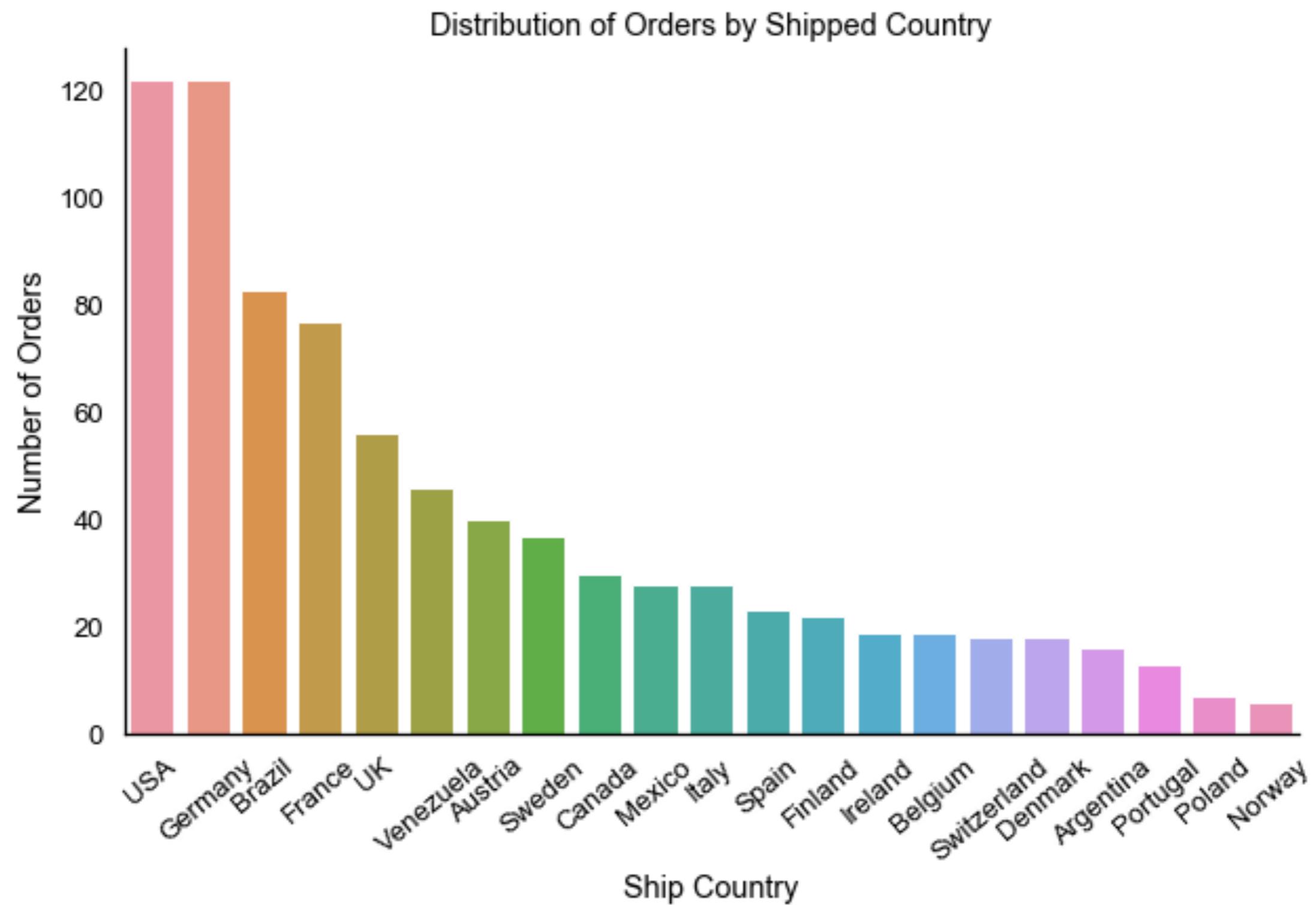
**THE NORTHWIND
DATABASE**

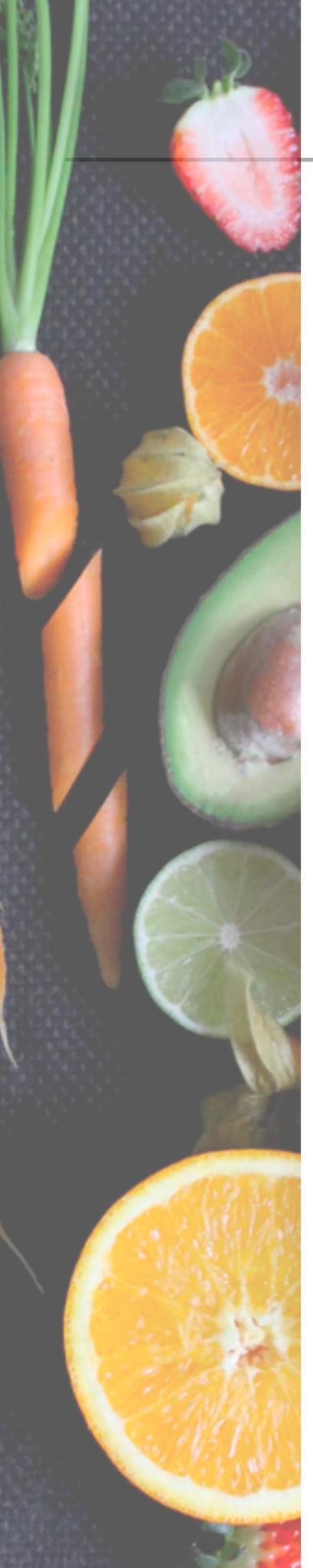
- 
- ▶ Import and export beverages and food
 - ▶ Since 2012
 - ▶ Exponential growth in monthly revenue starting October 2013



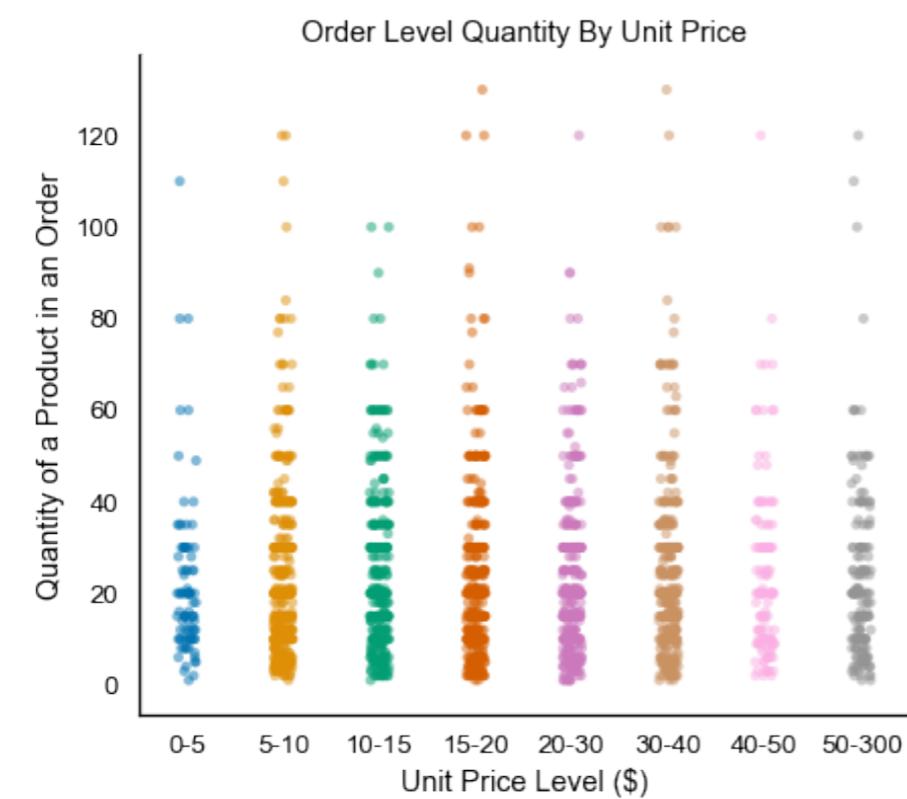
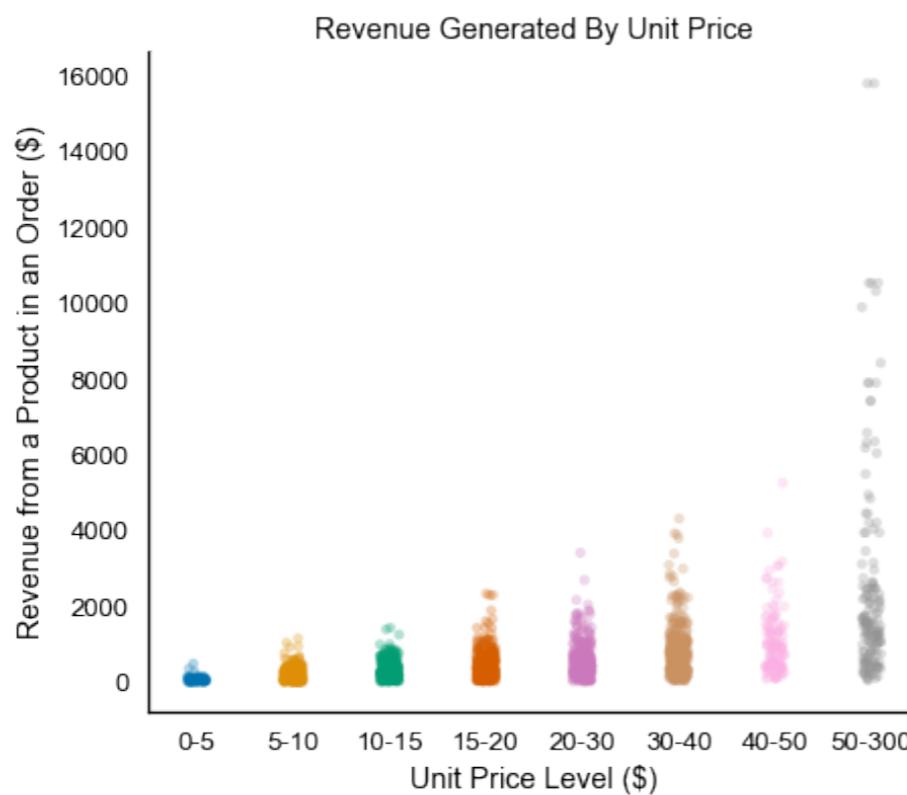




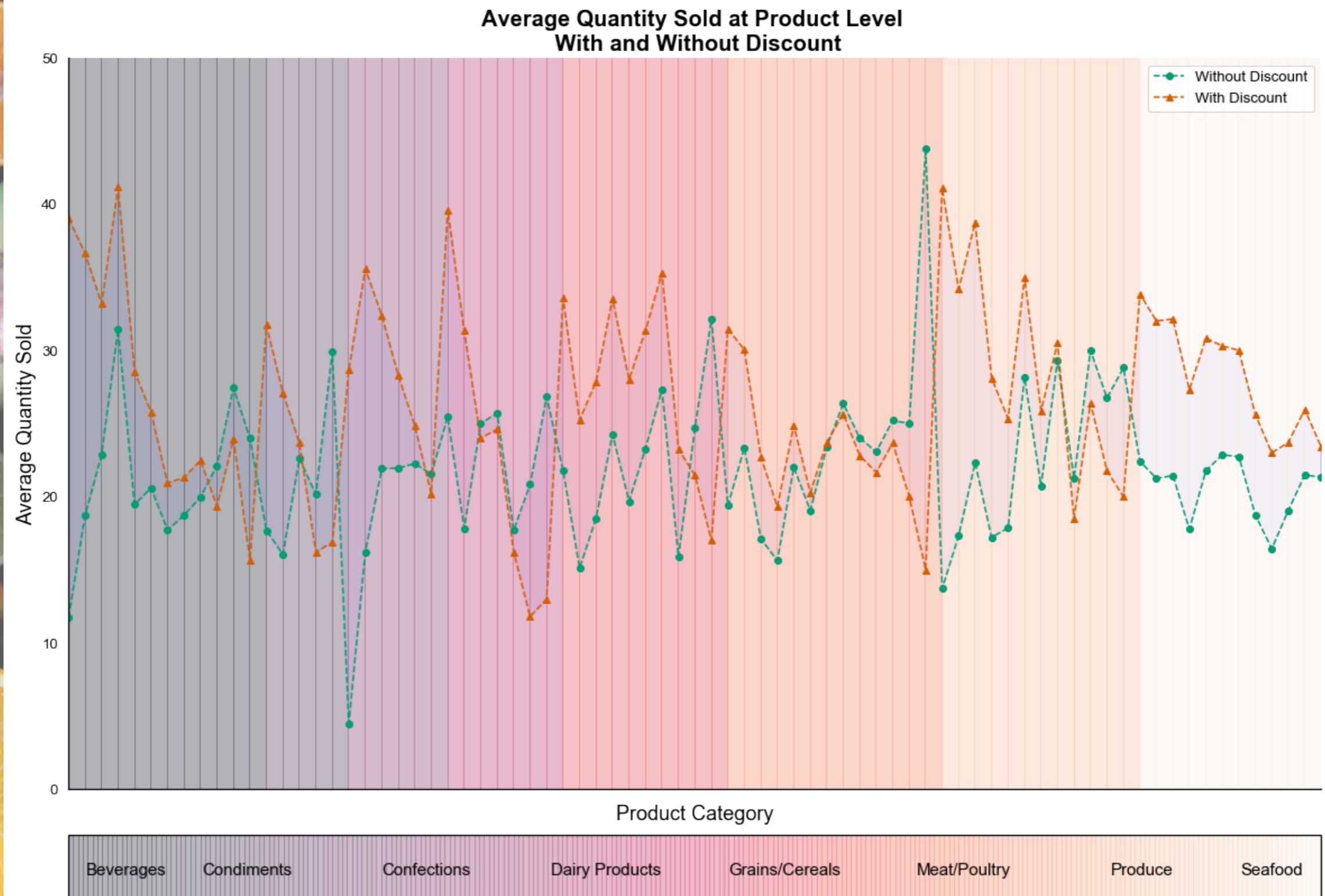


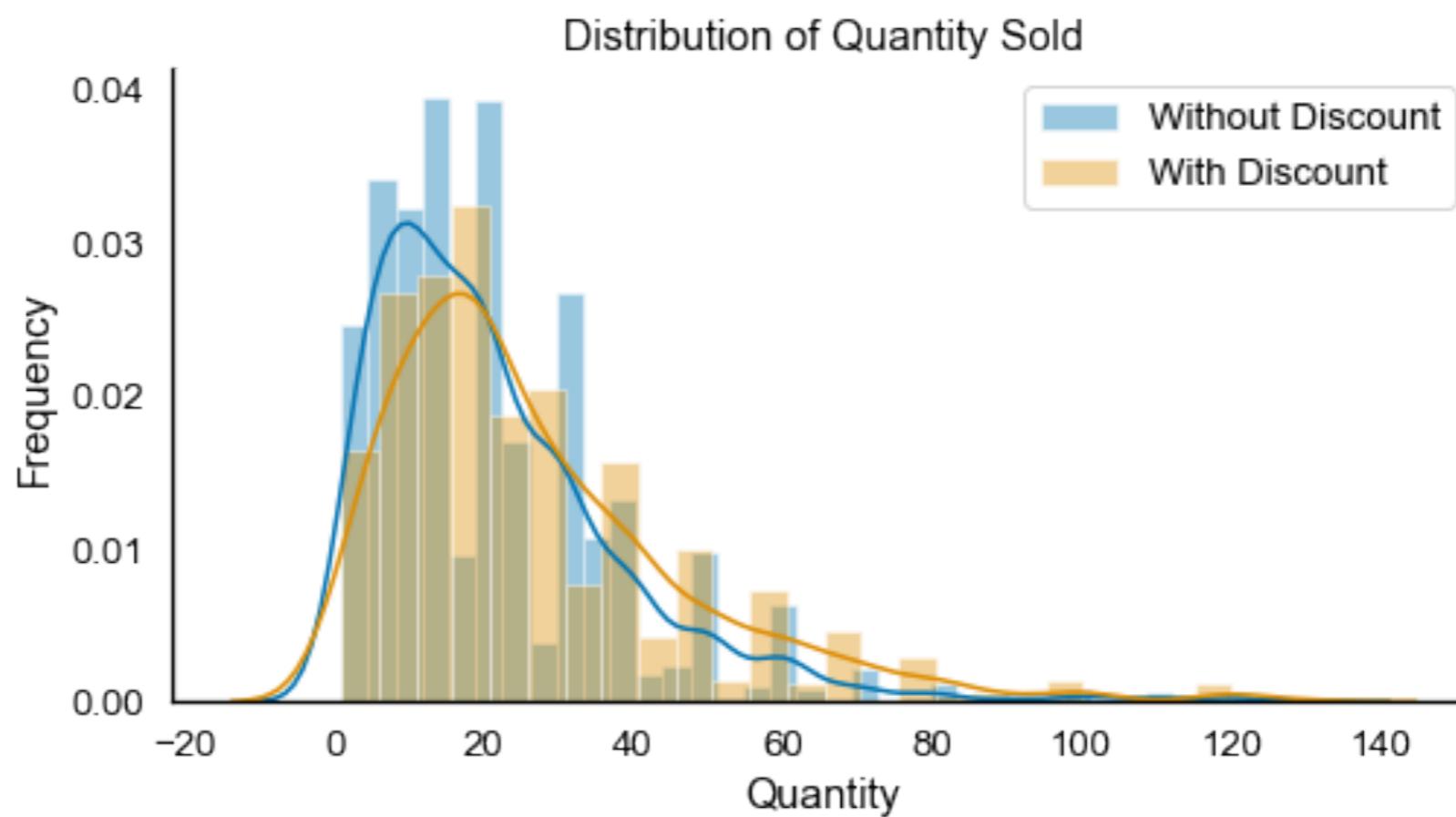


REVENUE

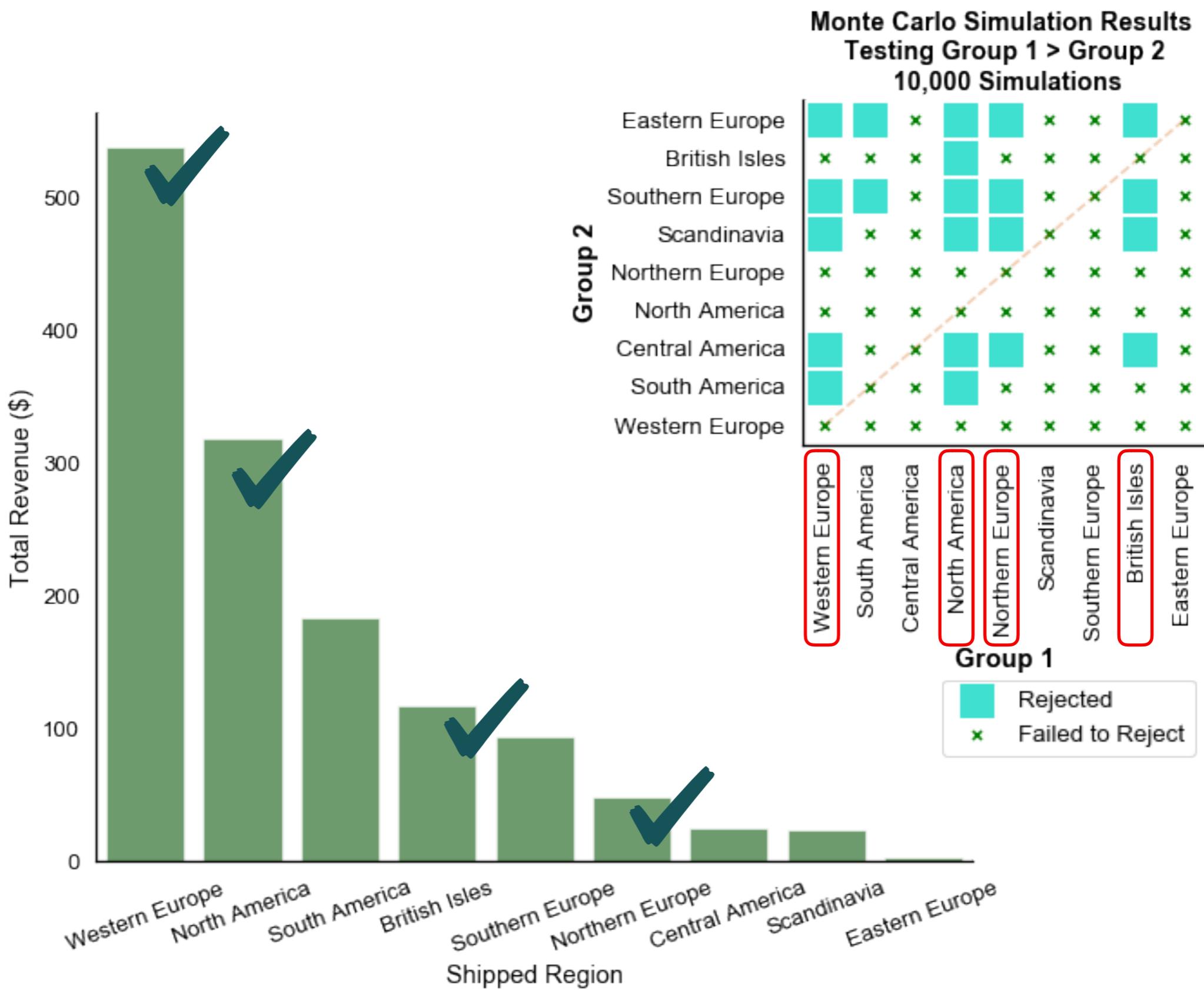


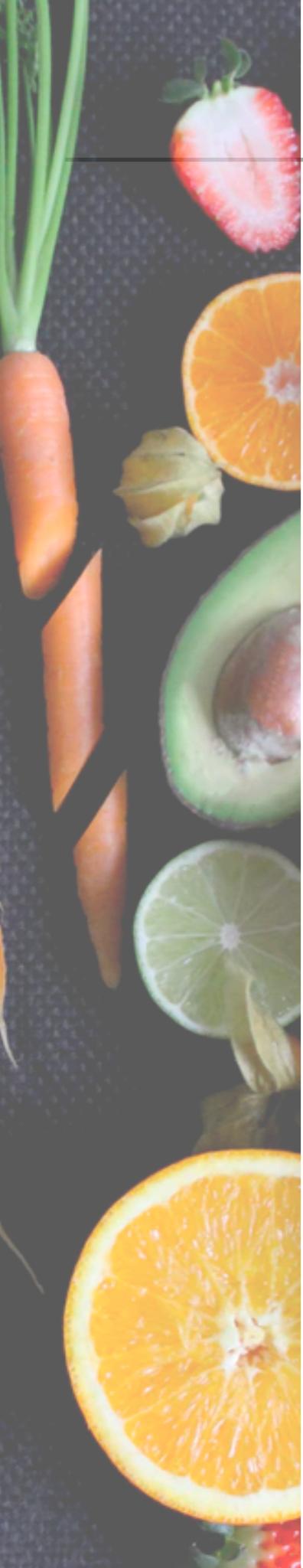
Unit Price Group 1	Unit Price Group 2	P-Value	Statistically Significant?	Effect Size
\$ 0 - 5	\$ 5 - 10	4.397698E-23	Yes	Large
\$ 0 - 5	\$10-15	6.243377E-47	Yes	Large
\$ 0 - 5	\$15-20	8.291283E-57	Yes	Large
\$ 0 - 5	\$20-30	4.743623E-54	Yes	Large
\$ 0 - 5	\$30-40	7.038339E-61	Yes	Large
\$ 0 - 5	\$40-50	1.324557E-24	Yes	Large
\$ 0 - 5	\$50-300	3.610777E-20	Yes	Large
\$ 5 - 10	\$10-15	8.843139E-15	Yes	Large
\$ 5 - 10	\$15-20	8.040523E-29	Yes	Large
\$ 5 - 10	\$20-30	8.167315E-36	Yes	Large
\$ 5 - 10	\$30-40	3.632679E-48	Yes	Large
\$ 5 - 10	\$40-50	7.319021E-21	Yes	Large
\$ 5 - 10	\$50-300	1.19294E-18	Yes	Large
\$10-15	\$15-20	6.482813E-07	Yes	Medium
\$10-15	\$20-30	1.227971E-17	Yes	Large
\$10-15	\$30-40	1.975315E-34	Yes	Large
\$10-15	\$40-50	6.064977E-17	Yes	Large
\$10-15	\$50-300	4.237008E-17	Yes	Large
\$15-20	\$20-30	2.985793E-06	Yes	Medium
\$15-20	\$30-40	2.087423E-22	Yes	Large
\$15-20	\$40-50	2.142713E-13	Yes	Large
\$15-20	\$50-300	1.032923E-15	Yes	Large
\$20-30	\$30-40	2.004193E-09	Yes	Medium
\$20-30	\$40-50	8.933282E-09	Yes	Large
\$20-30	\$50-300	7.53132E-14	Yes	Large
\$30-40	\$40-50	1.341441E-02	Yes	Small
\$30-40	\$50-300	1.629004E-10	Yes	Large
\$40-50	\$50-300	8.790006E-08	Yes	Large



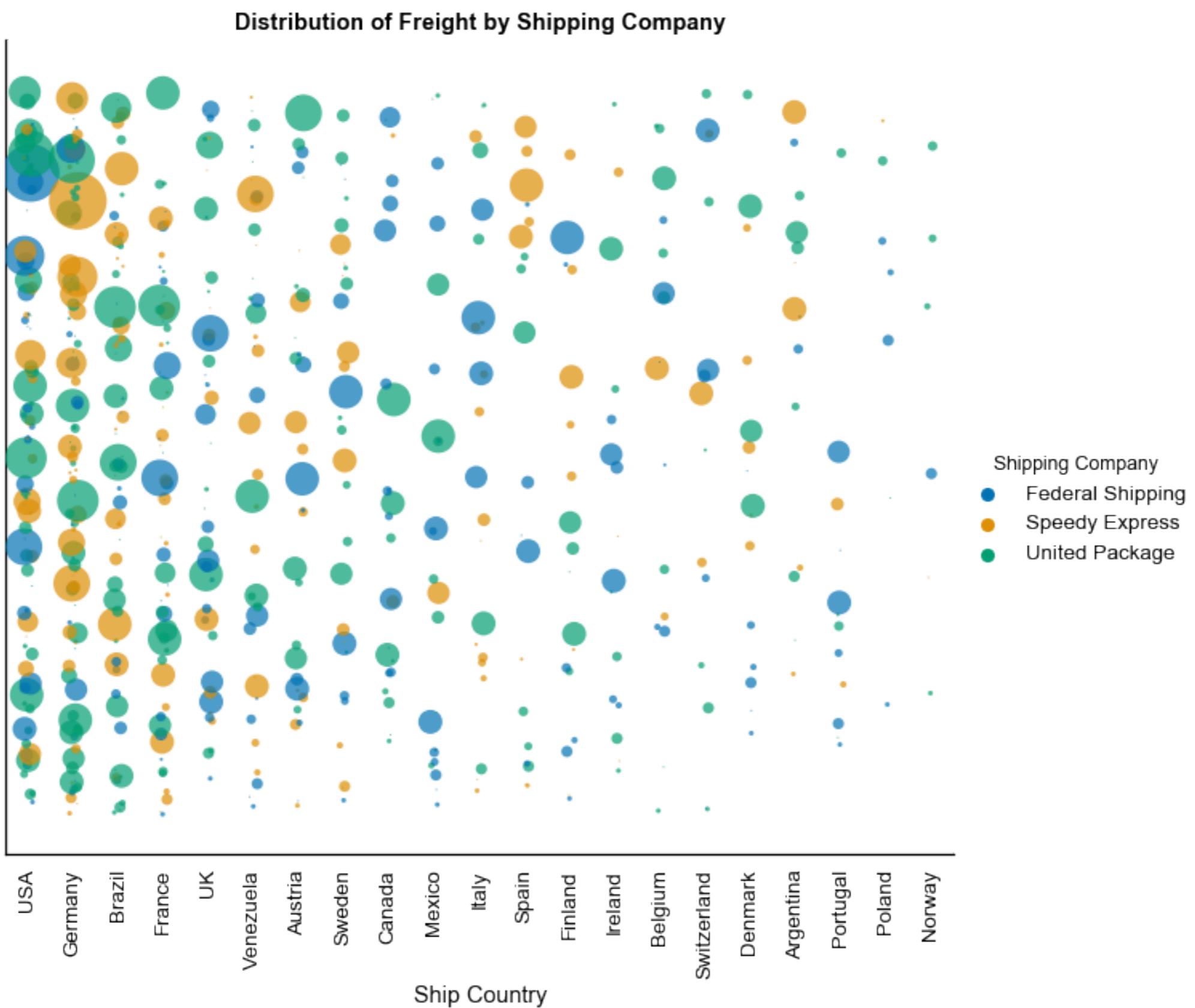


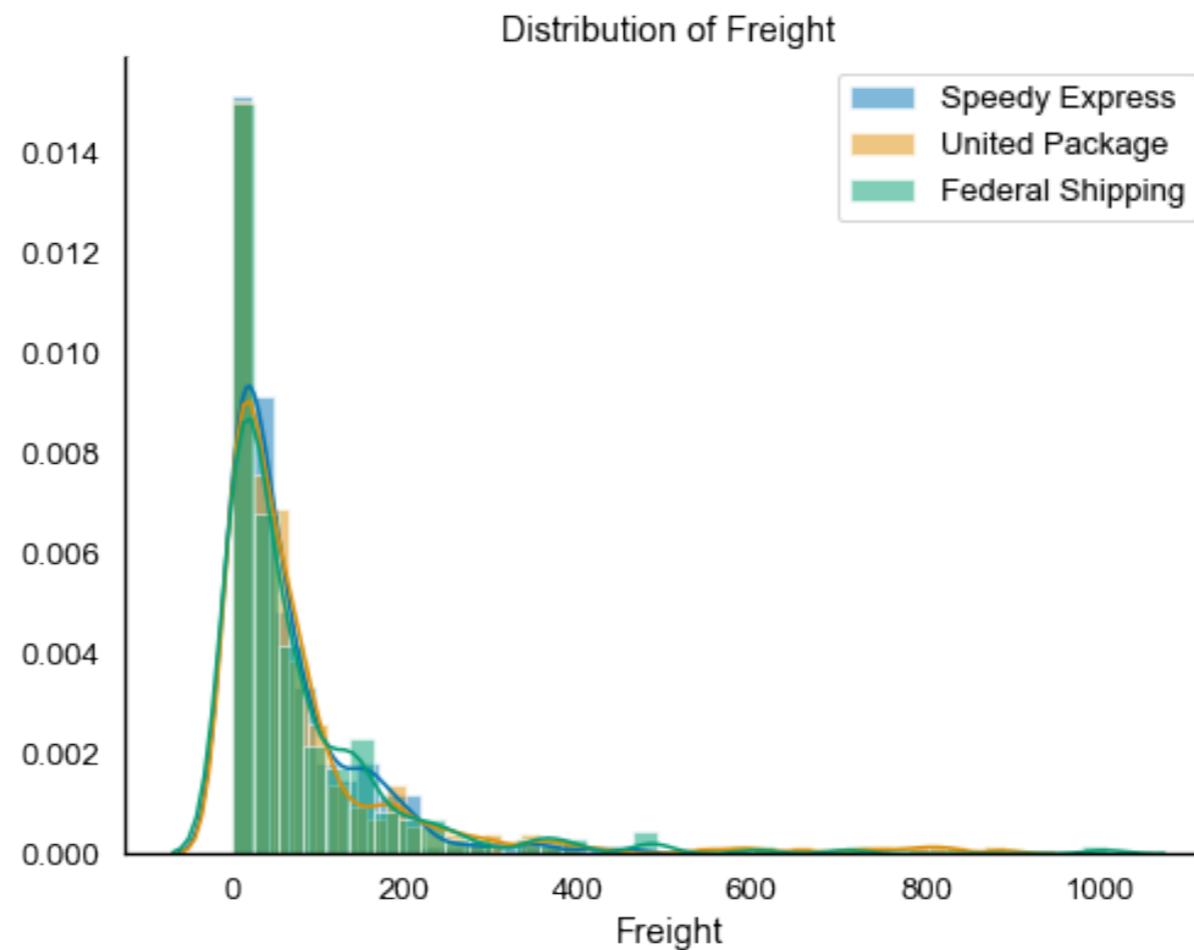
Discount Group 1	Discount Group 2	P-Value	Statistically Significant?	Effect Size
No Discount	<10%	0.0002	Yes	Small
No Discount	10%	0.0096	Yes	Small
No Discount	15%	0.0000	Yes	Medium
No Discount	20%	0.0004	Yes	Medium
No Discount	25%	0.0000	Yes	Medium



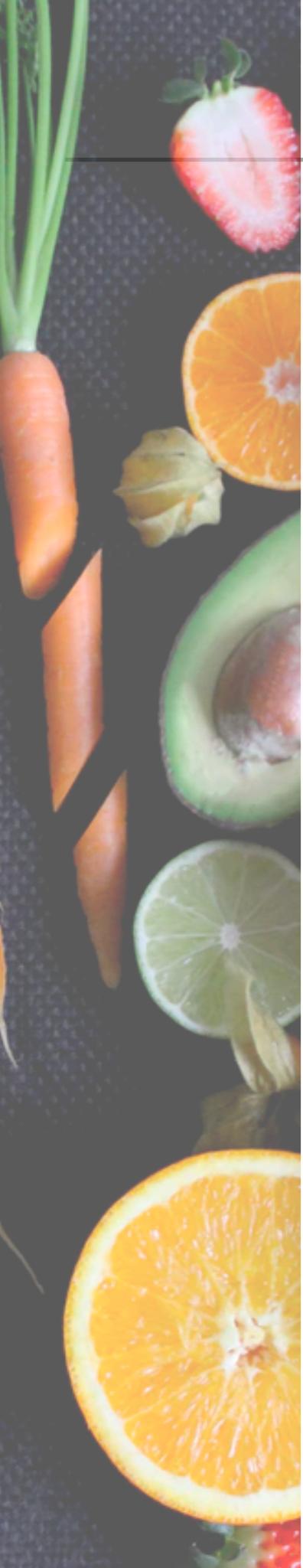


COST

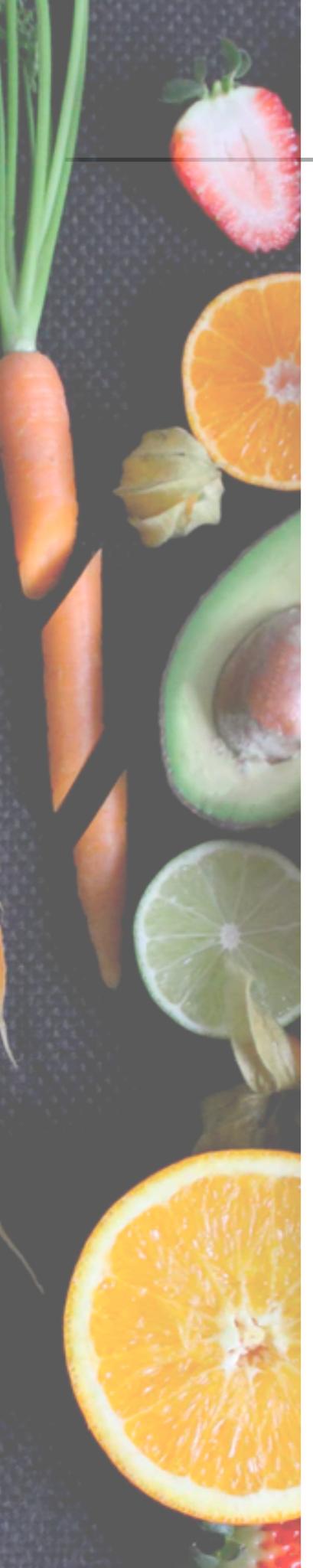


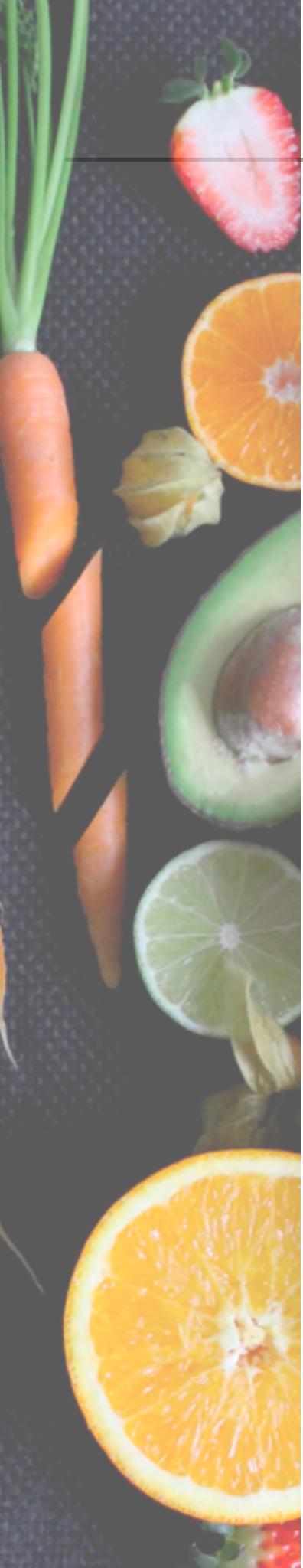


Company 1	Company 2	P-Value	Statistically Significant?	Effect Size
Federal Shipping	Speedy Express	0.0394	Yes	Small
Federal Shipping	United Package	0.7098	No	Small
Speedy Express	Federal Shipping	0.9562	No	Small
Speedy Express	United Package	0.9890	No	Small
United Package	Federal Shipping	0.2920	No	Small
United Package	Speedy Express	0.0107	Yes	Small



NEXT STEPS

- 
- ▶ **Growth**
 - ▶ British Isles
 - ▶ Northern Europe
 - ▶ **Discount**
 - ▶ 15% discount to see the change
 - ▶ **Unit Price**
 - ▶ Focus on products with high unit prices
 - ▶ **Shipping Cost**
 - ▶ Sign exclusive contract
 - ▶ Can be by region or country, decided after more granular analysis



**THANK YOU
FOR YOUR TIME**