



Northwind Data Analysis

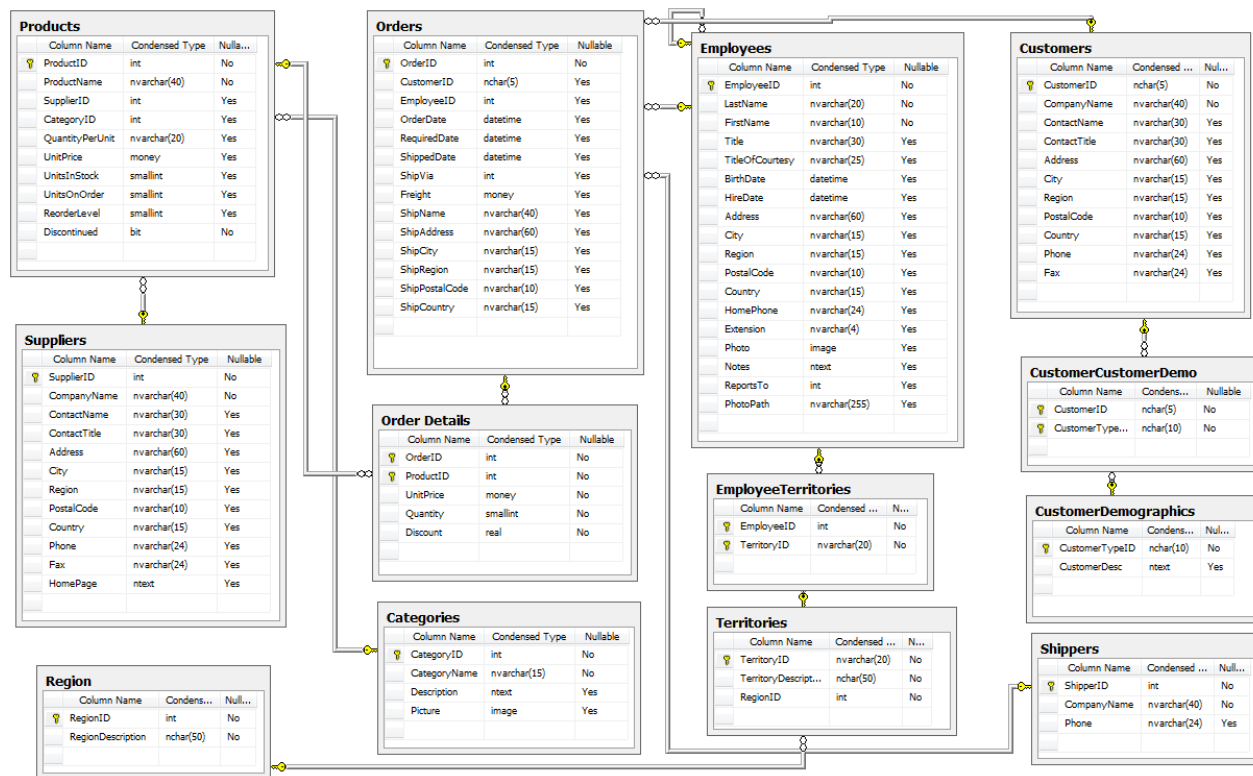
By Jason Richards





What we will cover:

- Questions to be answered
- Results
- Recommendations



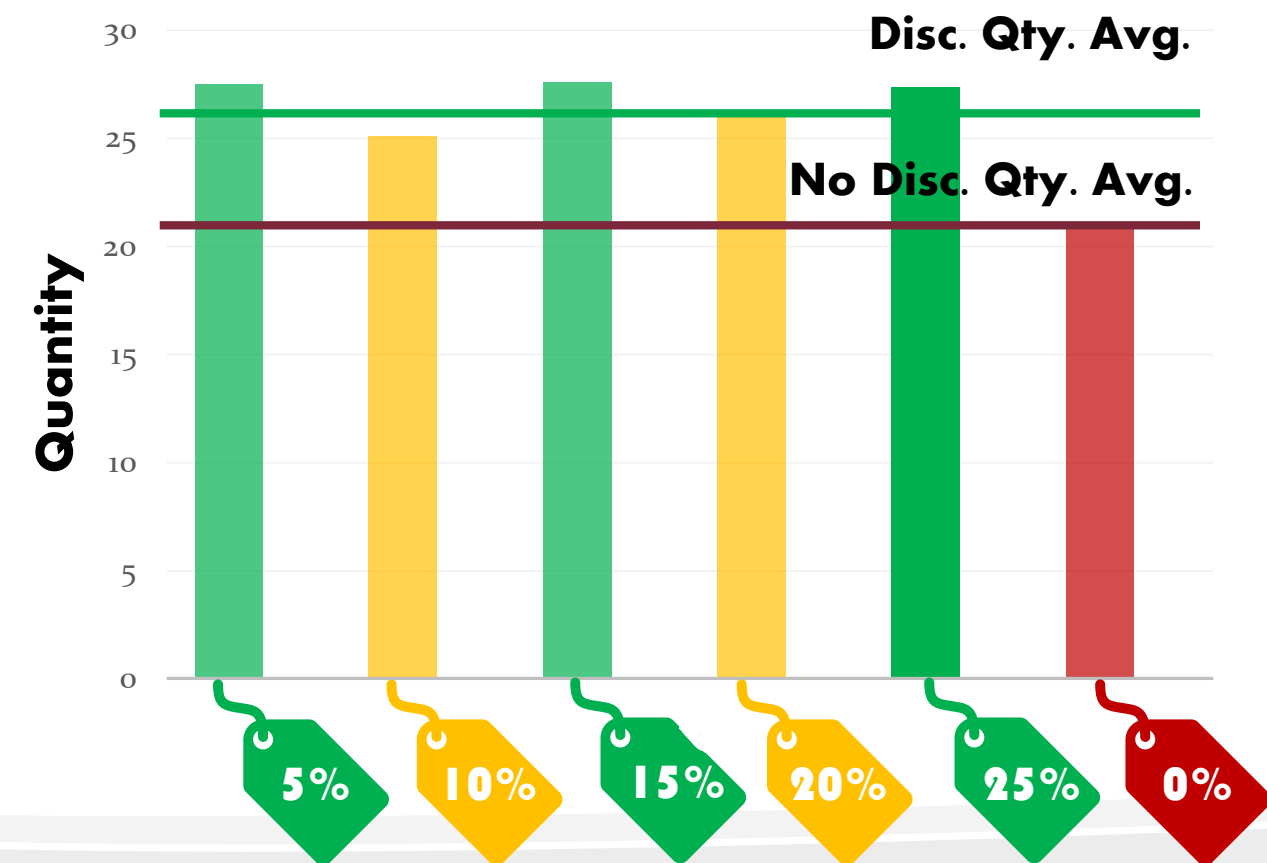


Questions to be answered:

- **Question 1: Do discounts have a statistically significant effect on the number of products customers order? If so, at what level(s) of discount?**
- **Question 2: Were any discontinued products significant enough to justify replacement?**
- **Question 3: Is there a region that expansion should be focused?**
- **Question 4: Do any categories significantly underperform/outperform?**

Results

Question 1: Do discounts have a statistically significant effect on the number of products customers order? If so, at what level(s) of discount?

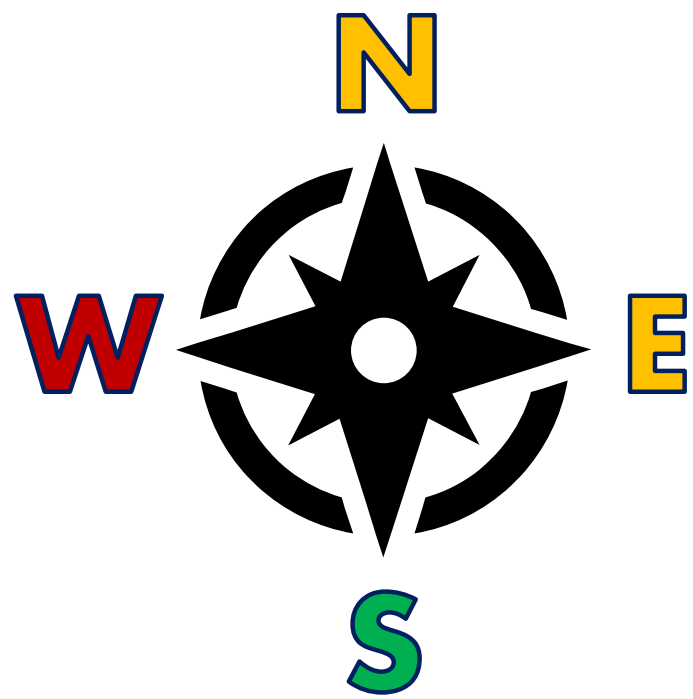


Question 2: Were any discontinued products significant enough to justify replacement?

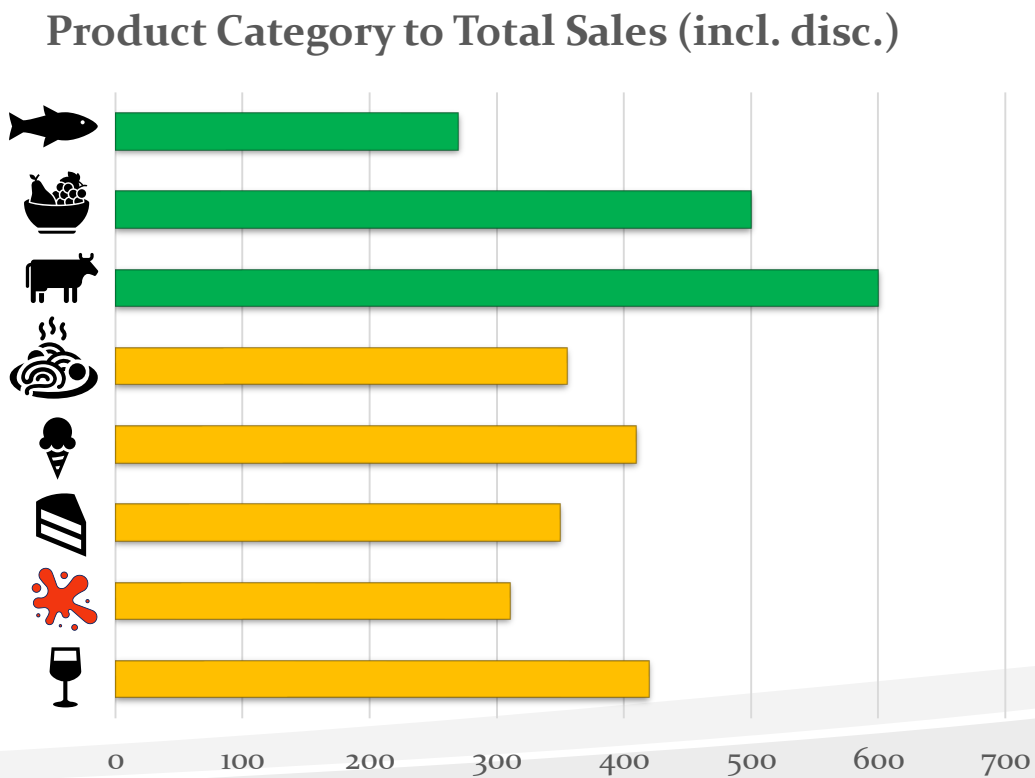
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Results

Question 3: Is there a region that expansion should be focused?

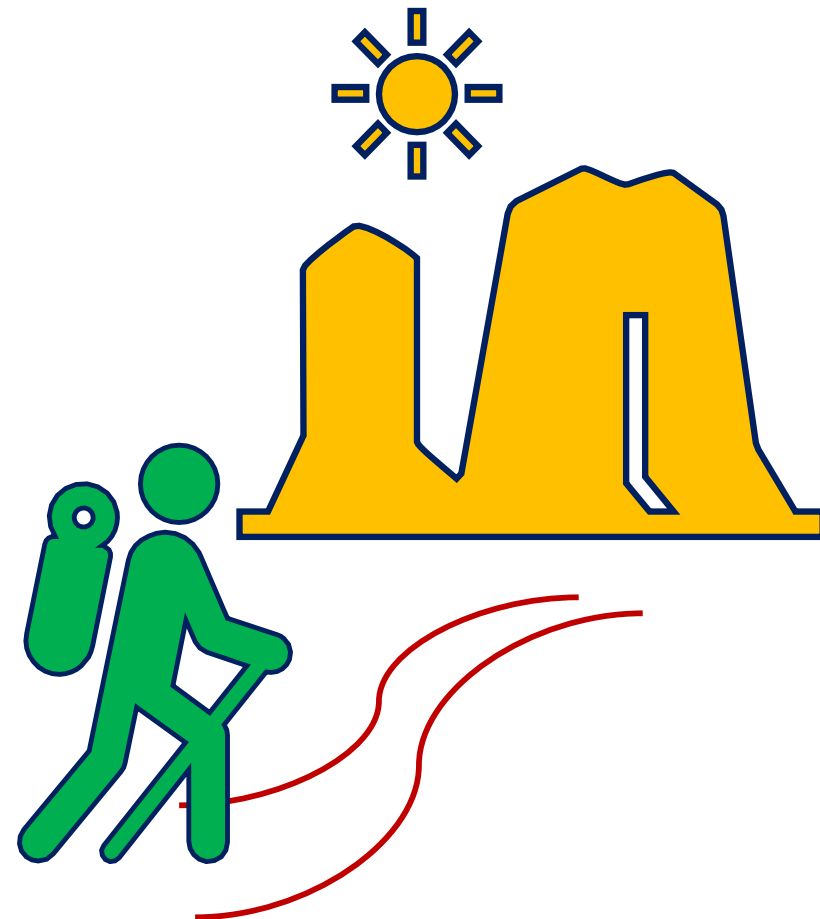


Question 4: Do any categories significantly underperform/outperform?



Recommendations

- Further Exploration
 - Significance of discounts to certain products
 - The 'why' of region performance
 - Deeper dive into seafood category





Thank You