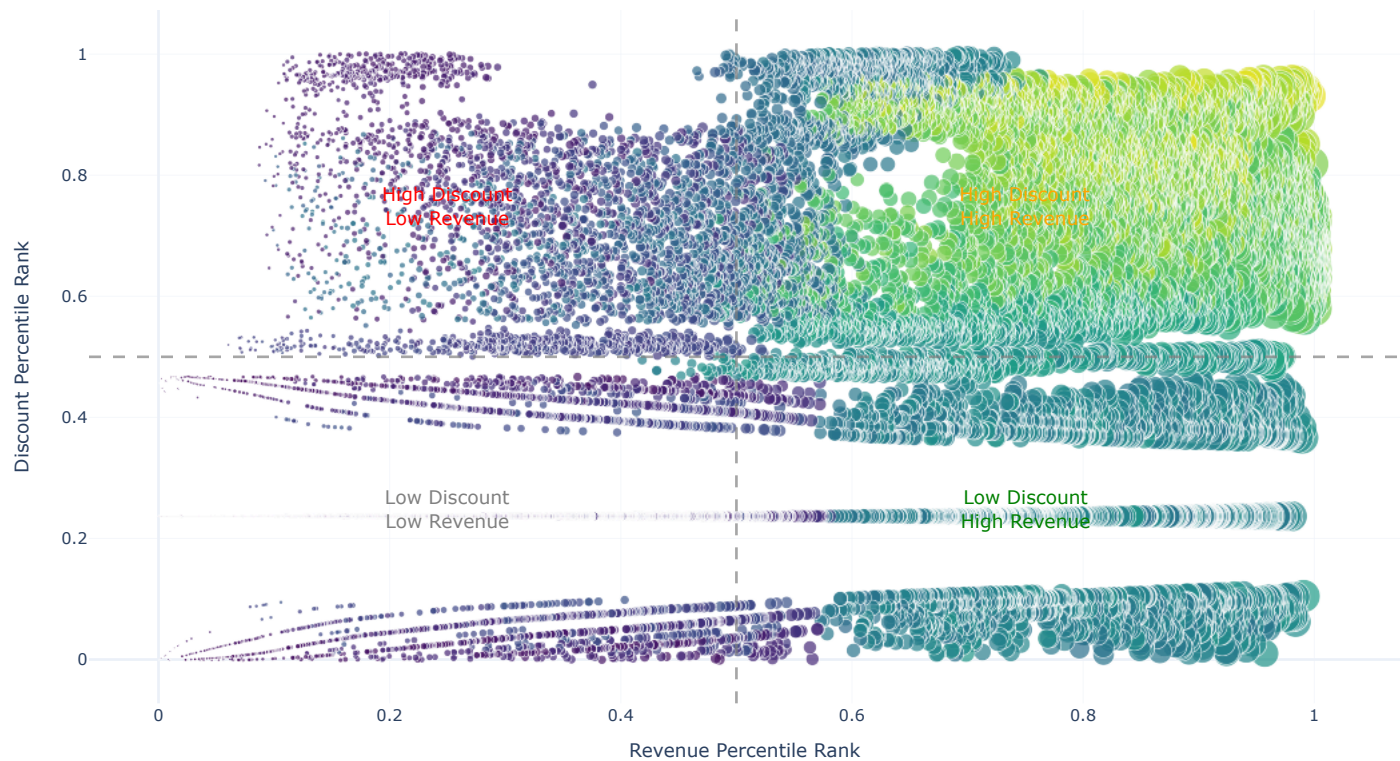


Pricing and Discount Strategy Optimization

- Key Insights:**
- **Product Performance Matrix:** Shows relationship between discount levels and revenue performance
 - **Price Elasticity:** Analyzes how price changes affect quantity sold
 - **Discount Effectiveness:** Measures ROI of discount strategies across categories
 - **Optimal Pricing:** Identifies sweet spots for maximum profitability

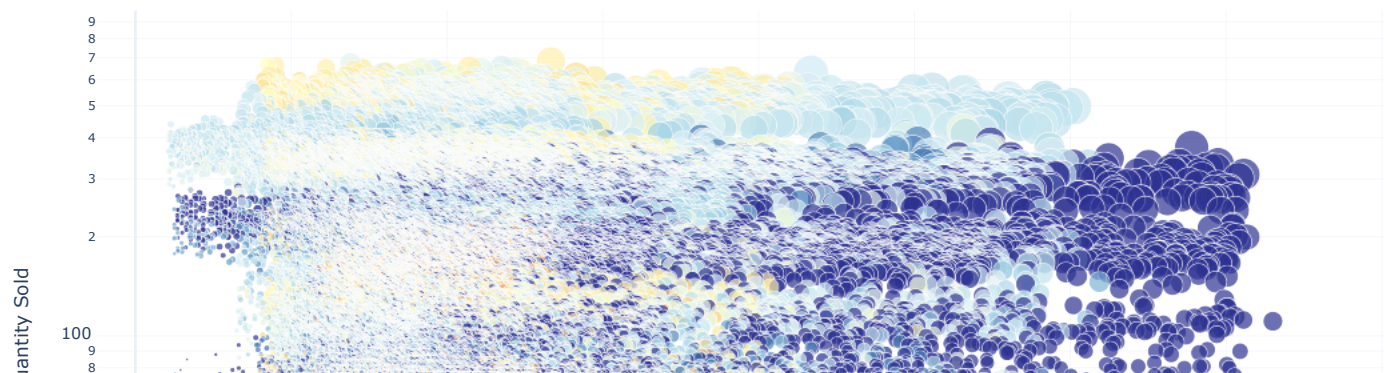
Product Performance Matrix: Revenue vs Discount Strategy

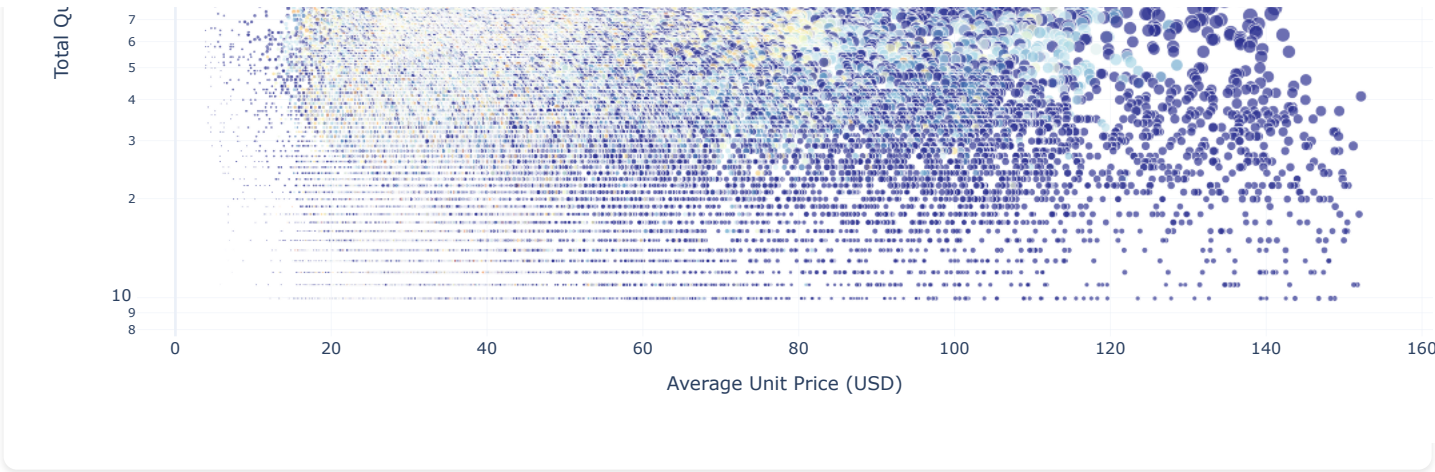
Product Performance Matrix: Revenue vs Discount Strategy



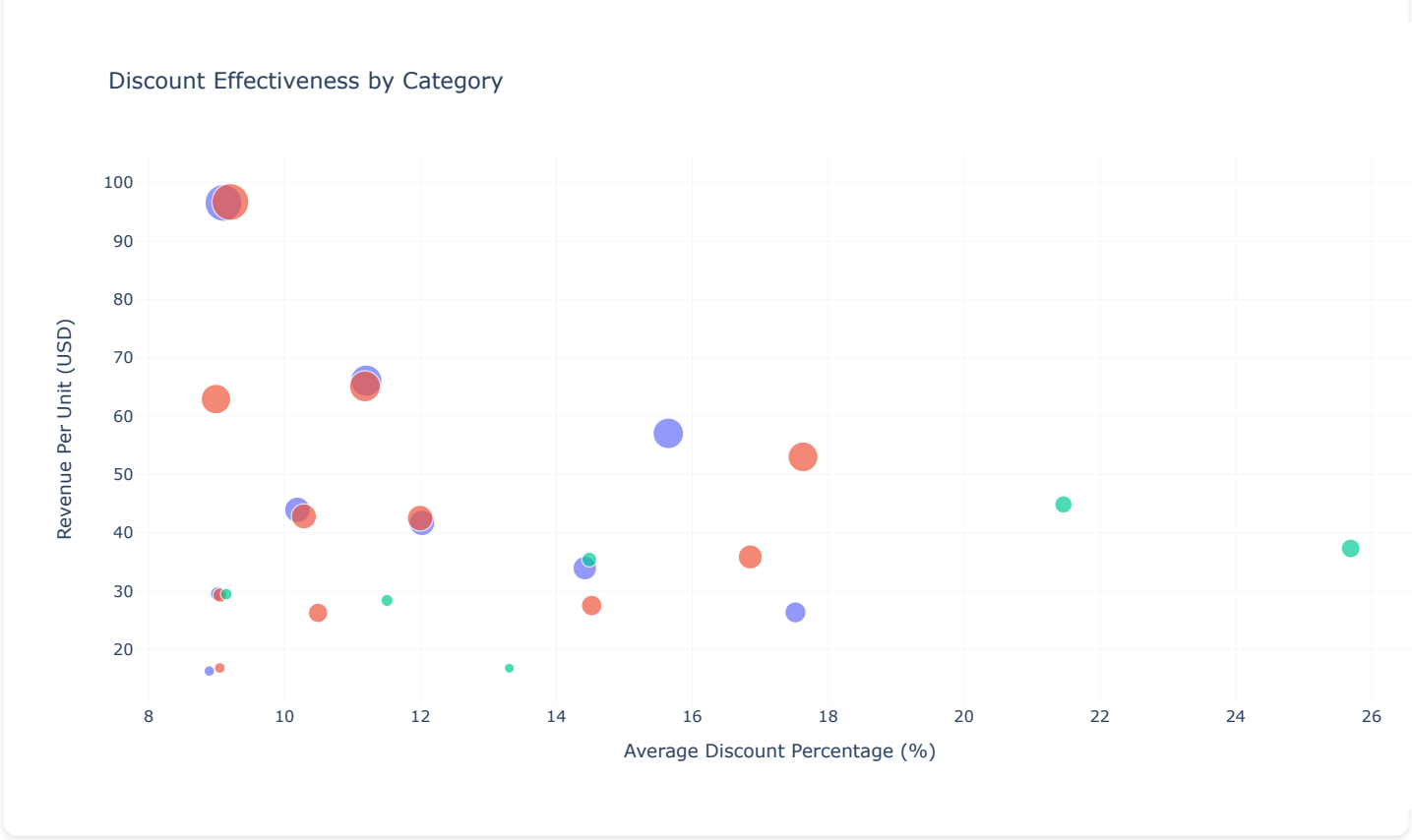
Product Price Elasticity Analysis

Product Price Elasticity Analysis

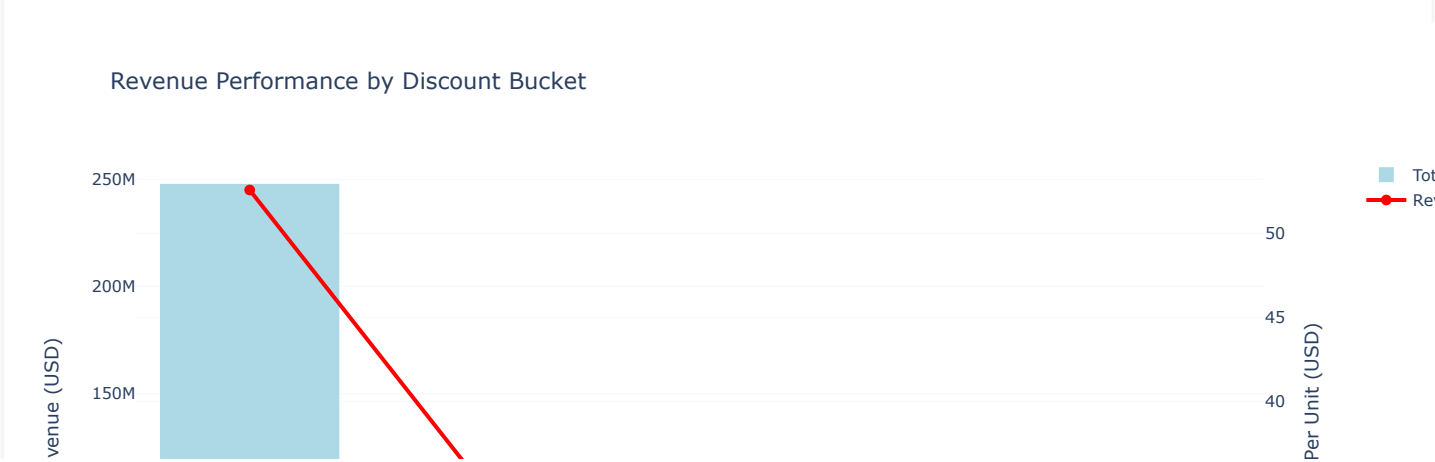


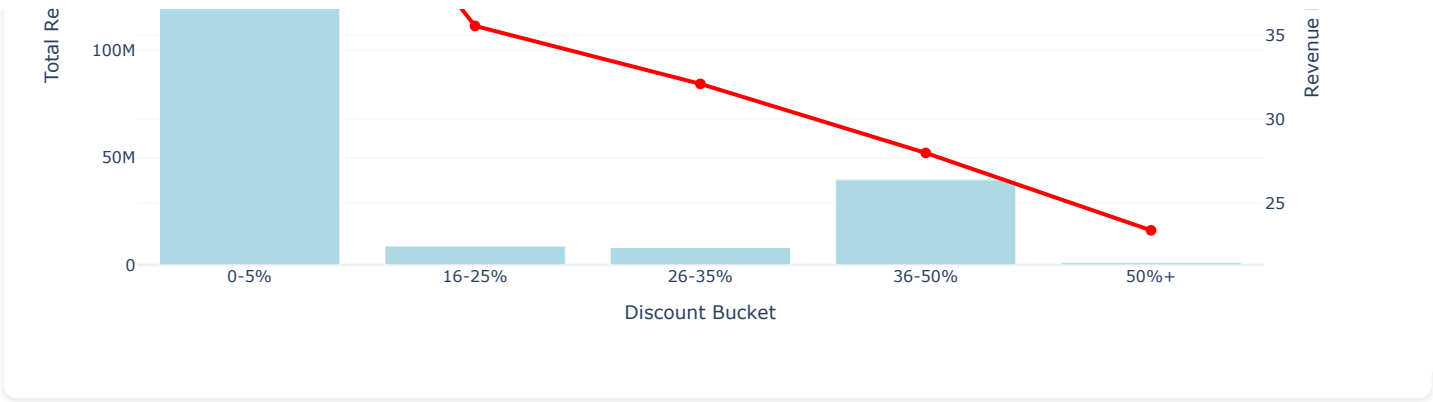


Discount Effectiveness by Category

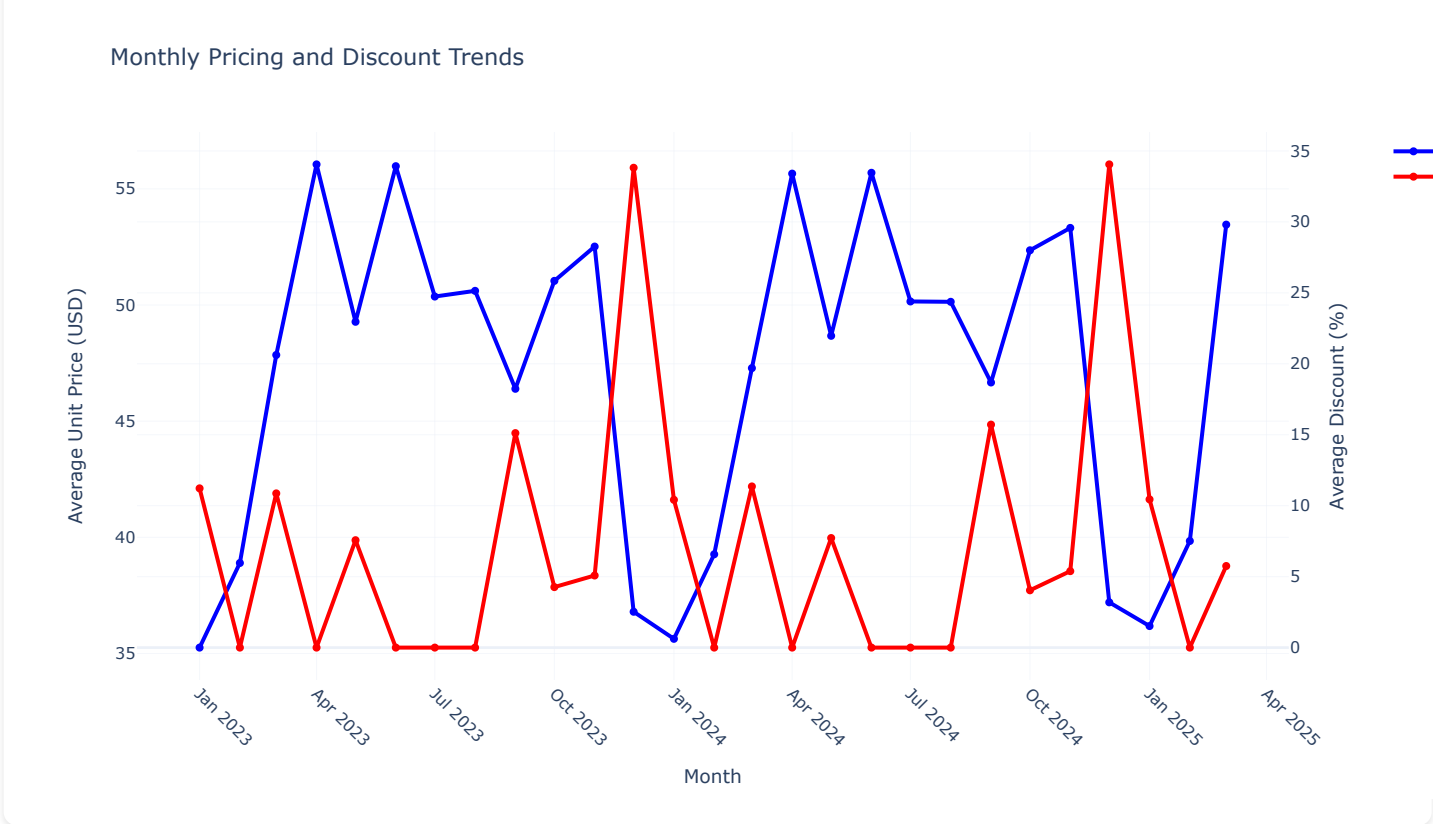


Revenue Performance by Discount Bucket

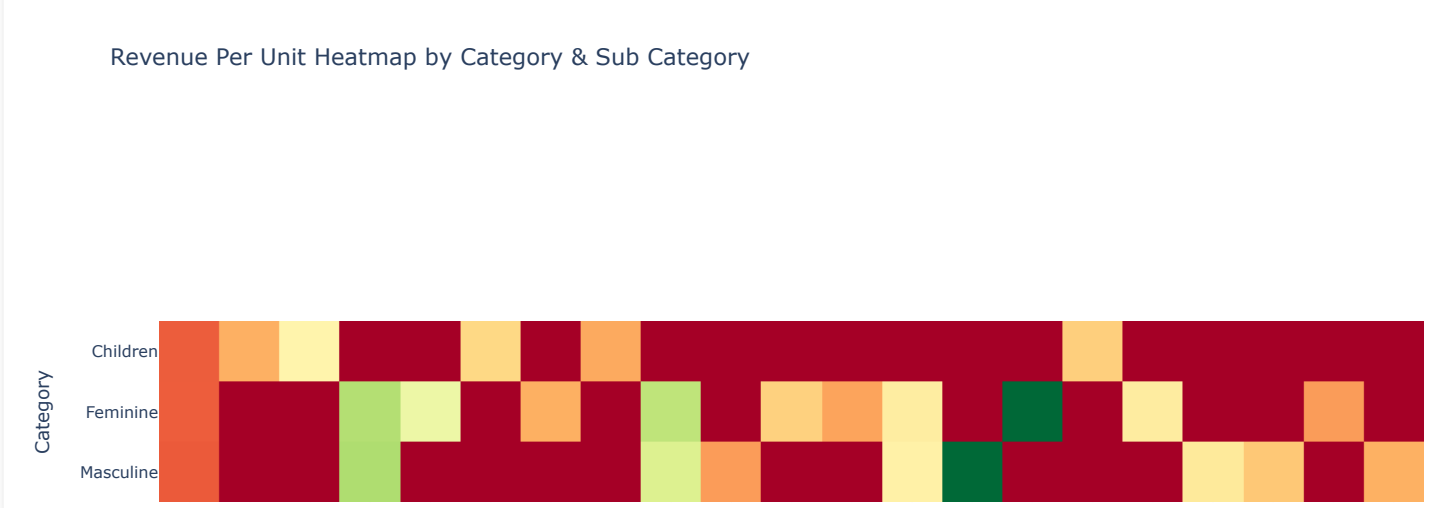




Monthly Pricing and Discount Trends

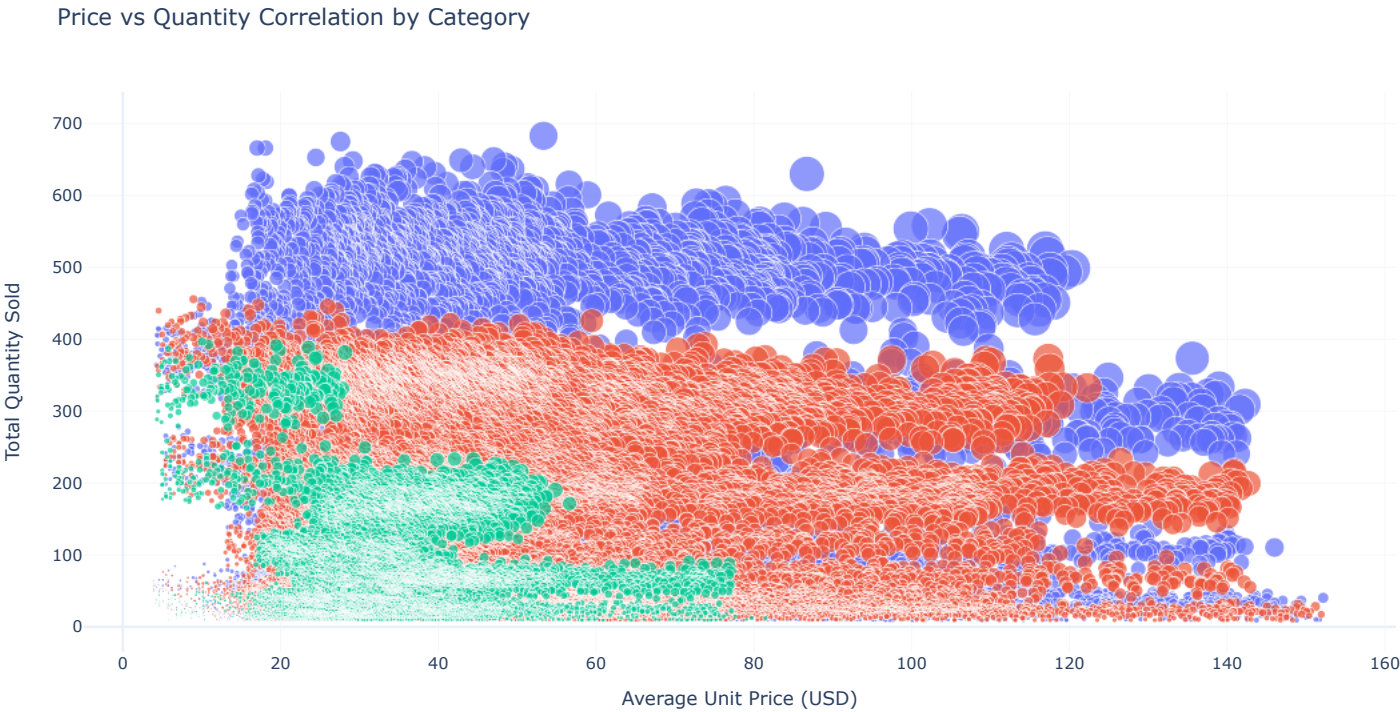


Revenue Per Unit Heatmap by Category & Sub Category



- Pricing and Discount Strategy Optimization Dashboard
- Sub Category
- Underwear
- T-shirts and Tops
- T-shirts and Polos
- Sweaters and Knitwear
- Sweaters
- Suits and Sets
- Suits and Blazers
- Sportswear
- Skirts and Shorts
- Skirts and Blouses
- Shirts
- Pants and Jeans
- Pajamas
- Lingerie and Pajamas
- Girl and Boy (1-5 years, 6-14 years)
- Dresses and Jumpsuits
- Coats and Blazers
- Coats
- Baby (0-12 months)
- Accessories

Price vs Quantity Correlation by Category



Key Performance Metrics:

Total Revenue: \$305,884,837

Average Discount: 8.9%

Best Performing Category: Feminine

Optimal Discount Range: 0-5%