

# Eniac

Discount policy recommendations

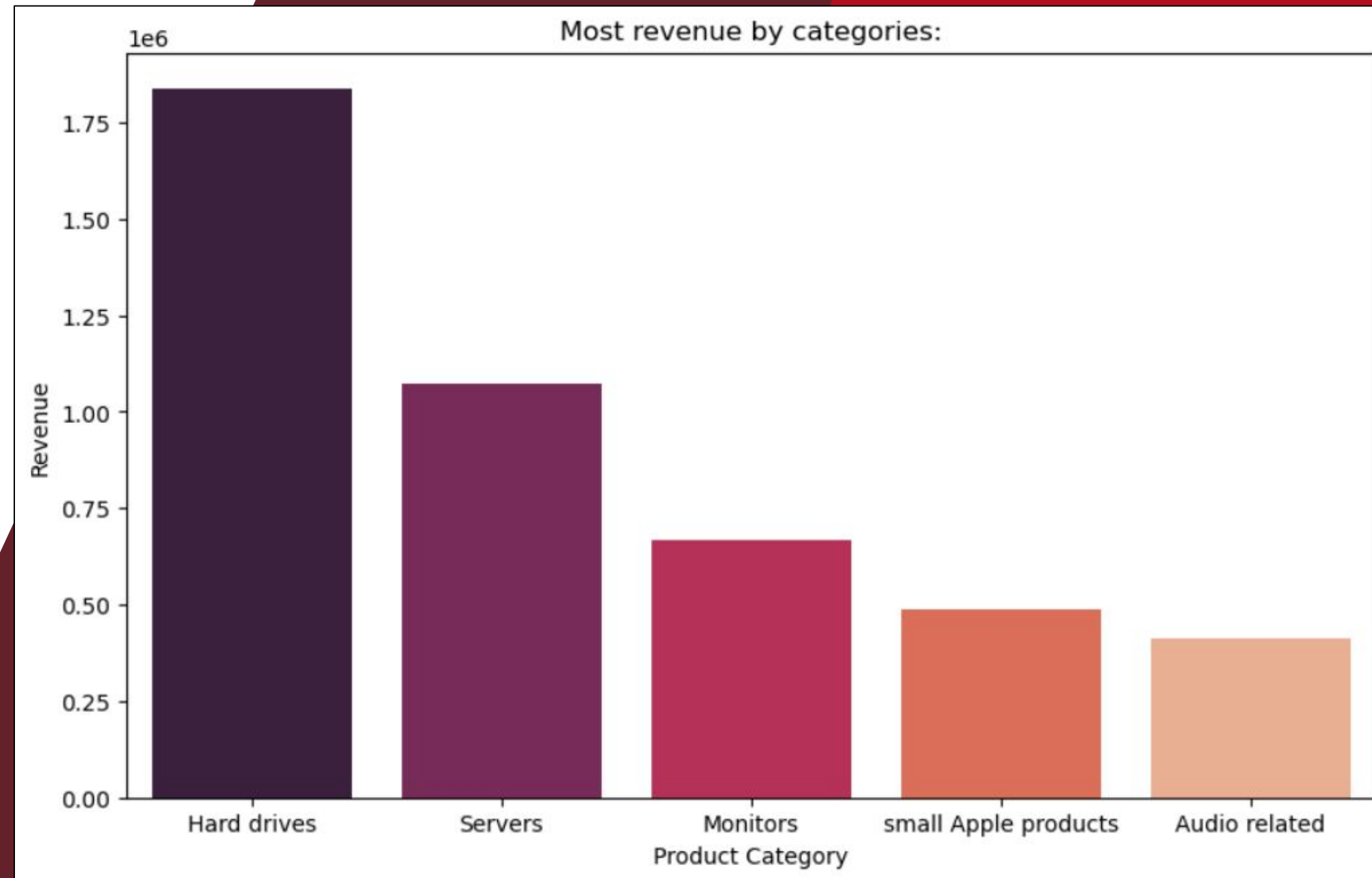
Alex

Iuri

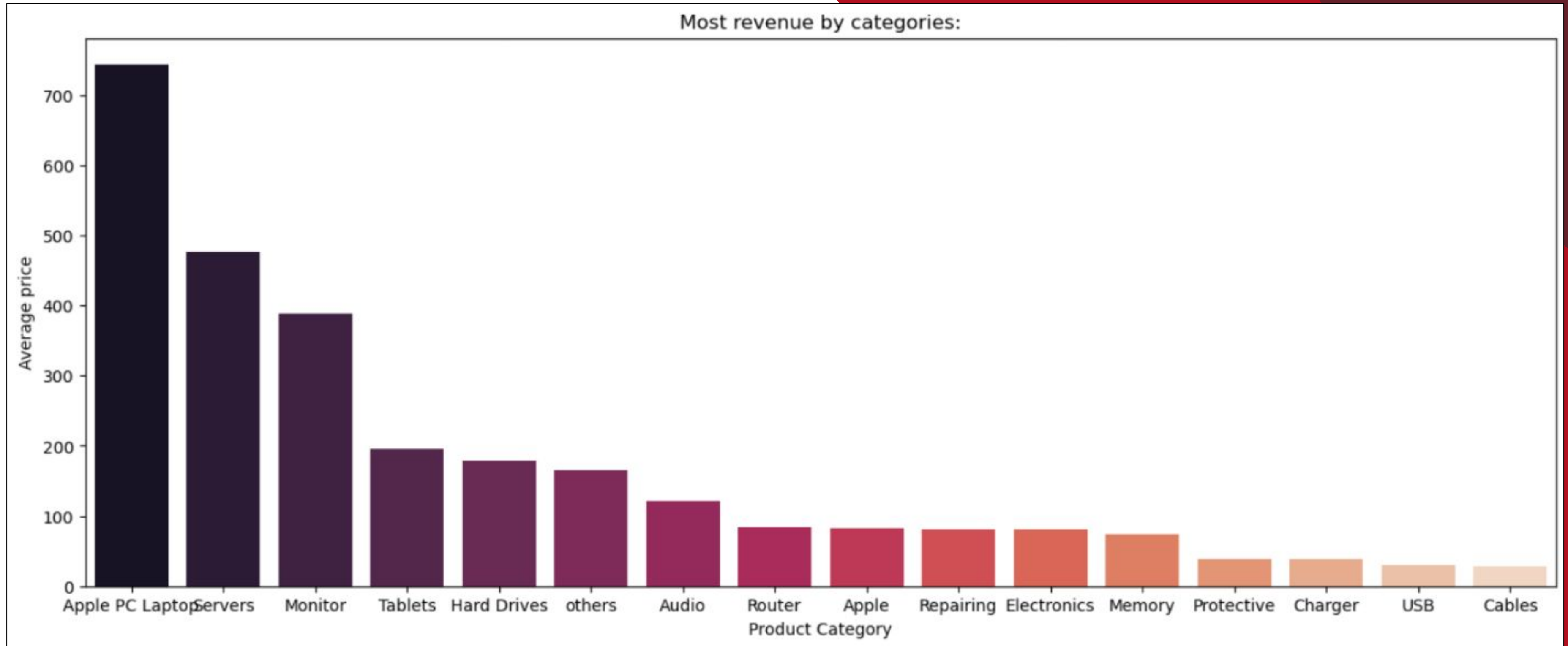
Levent

# Money Makers

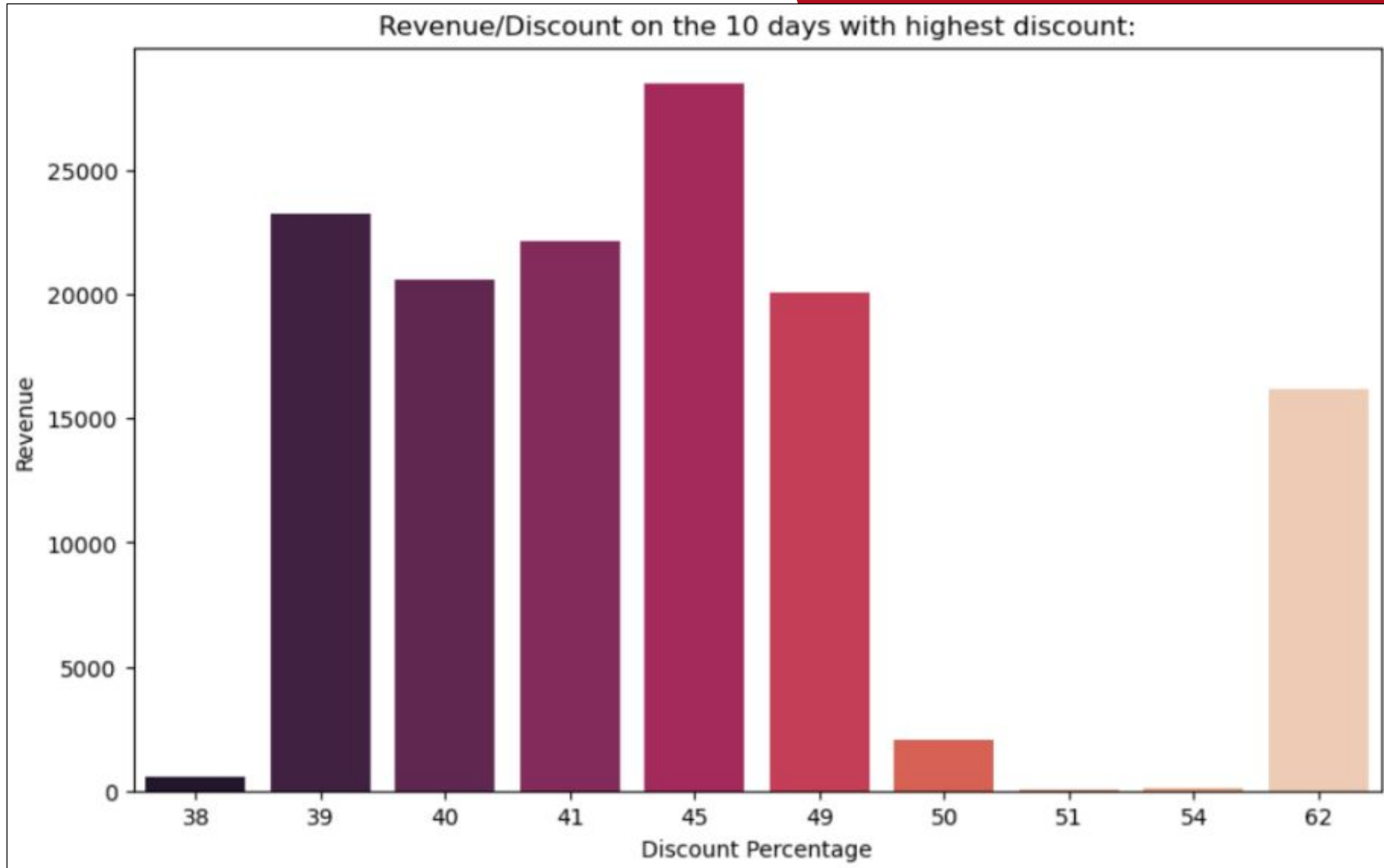
Top Categories  
generate the Most  
Revenue



# Distribution of product prices



# Discount effectiveness



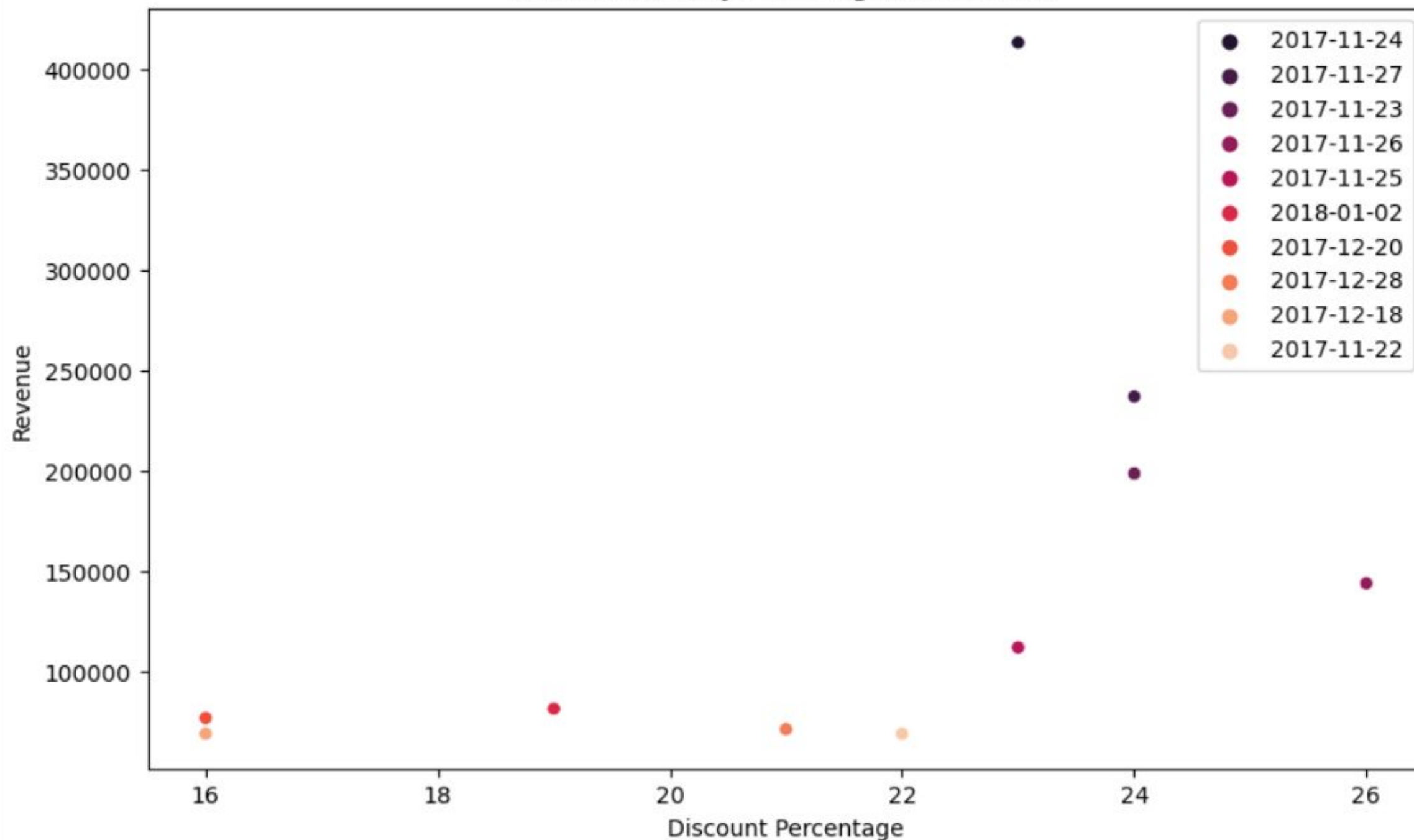
**High  
discounts  
NOT  
necessarily  
brings more  
Revenue**

# Special Sales Events

Black Friday – Christmas - New Years

**Highest revenue dates are at special events like black Friday with a "mediocre" discount, so it is strongly advised to keep those dates discounted**

Discount on days with highest revenue:



# Data quality

- **Embedded SKUs to better identify categories and powerful marketing**
- **Capturing detailed and more realistic data related to cost**

# Recommendations

- Tag the special sales promotions with **UNIQUE SKUs** to track and separate them from regular sales.
- Apply Targeted Marketing/Discounts to optimize revenue

**Thank you  
for your  
attention**