



Business analysis of ENIAC products

Is it beneficial for the company to offer a heavy discount?



Joanna Kosinska
Sanyuja Ramesh Darandale

2024-07-26

Quarterly Income of 2017

Total revenue:

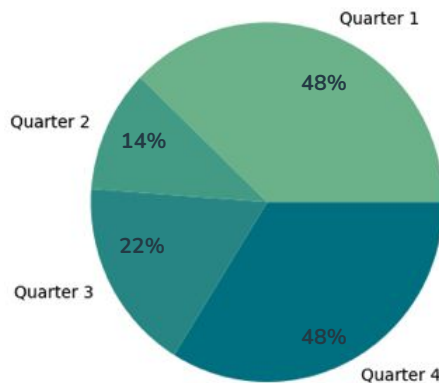
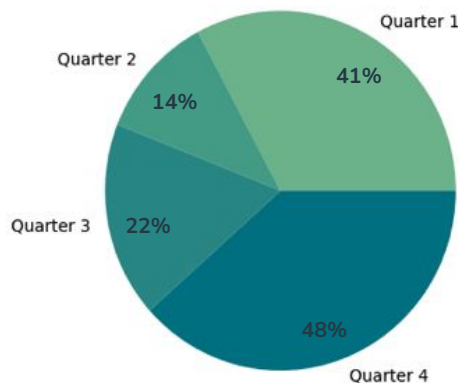
10,274,908.7 €

Total number of orders:

44857

Discounted items:

51409 - 93%

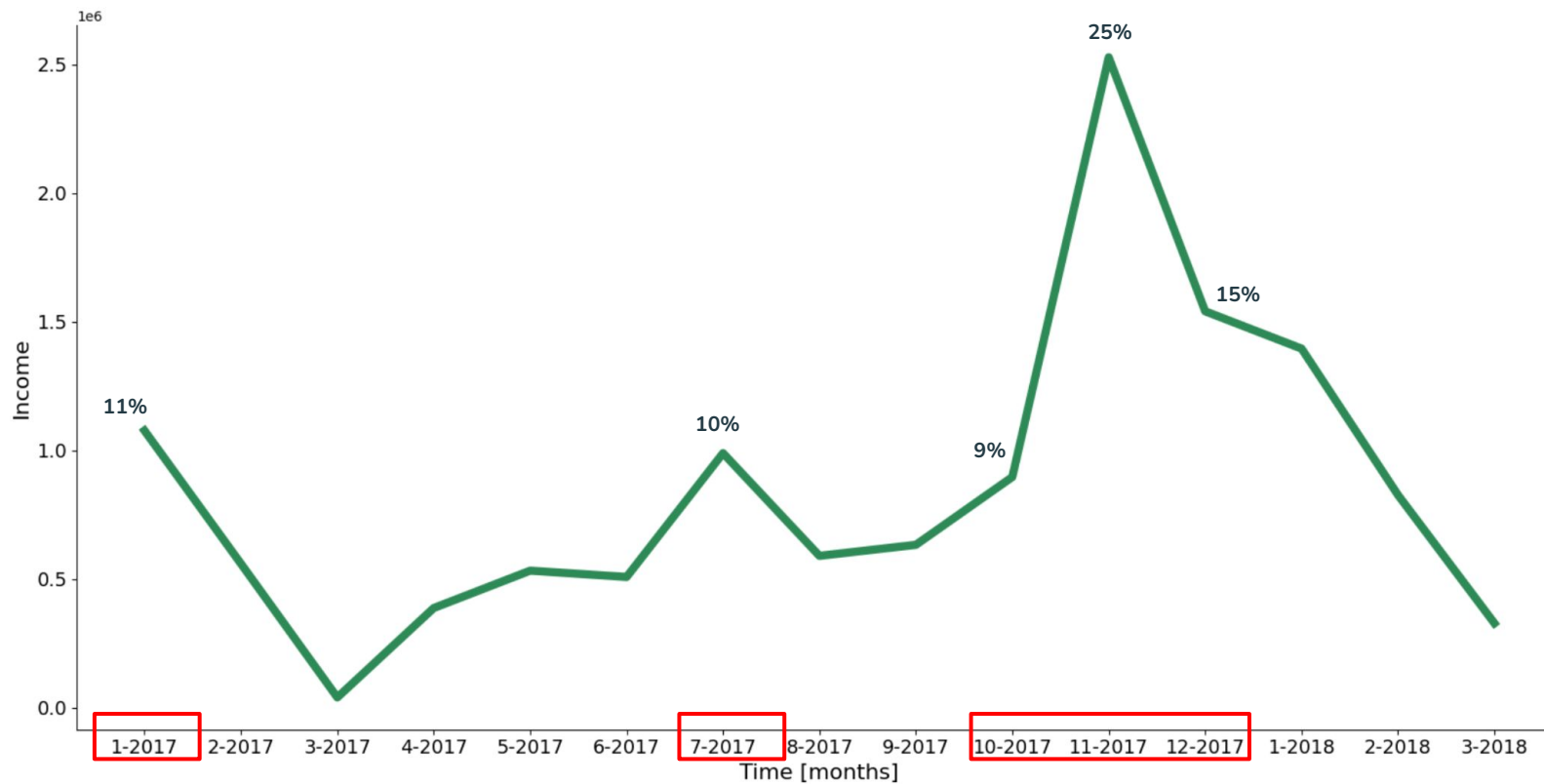


Revenue they brought:

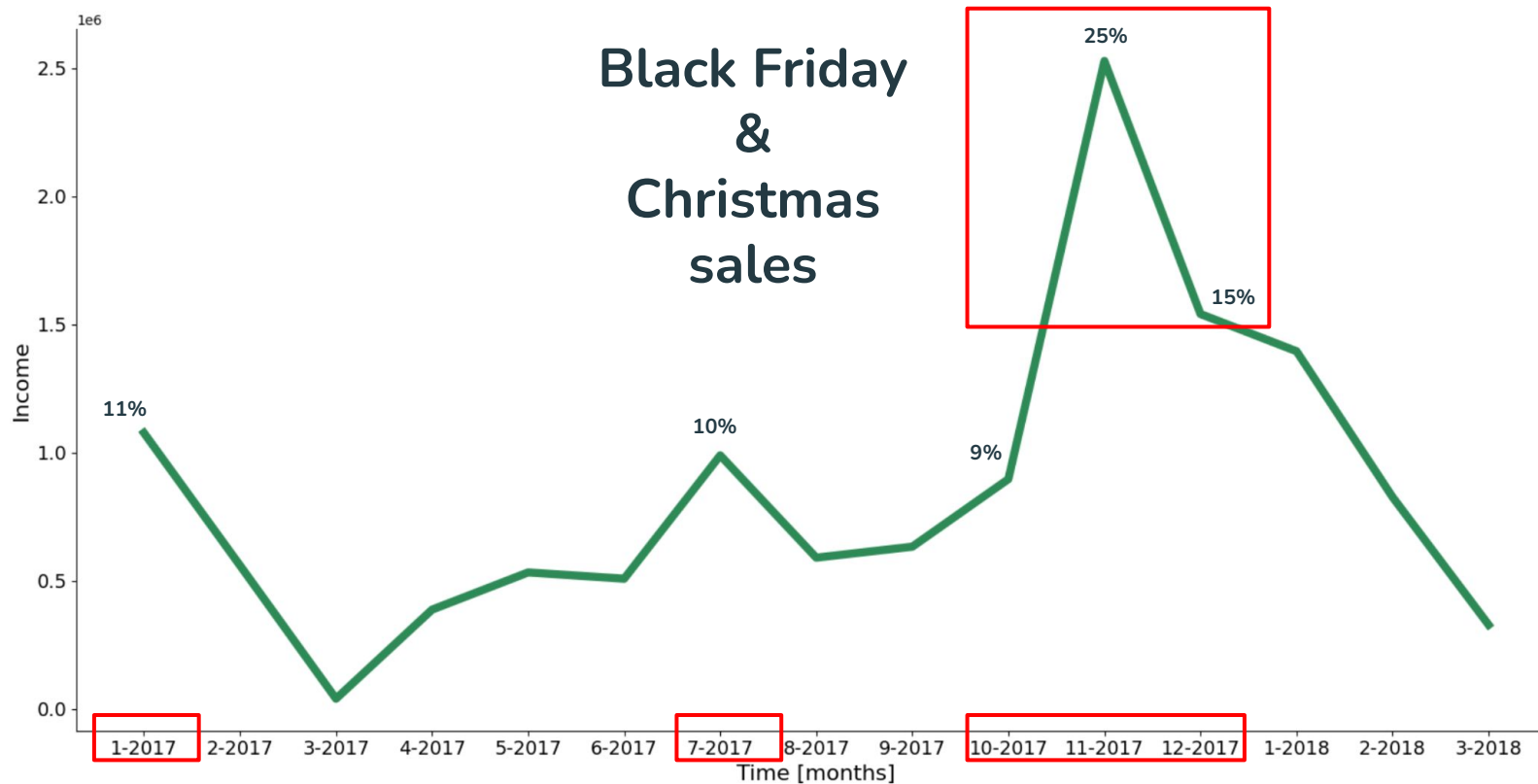
68%

of total revenue

Is there any pattern?



Is there any pattern?



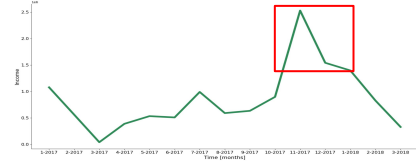
What about the discount?



Black Friday & Christmas sales

(2017-11-24)

(2017-12-10 - 2017-12-31)



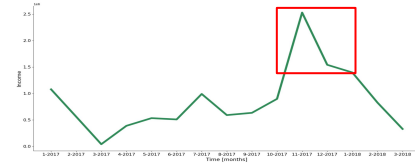
What about the discount?





Black Friday & Christmas sales

(2017-11-24)

(2017-12-10 - 2017-12-31)



		
Total sales revenue:	652,624 €	1,132,552 €
Discounted items:	1948	5164
Revenue from discounted items:	348,403 €	790,616 €

What about the discount?



Black Friday & Christmas sales

(2017-11-24)

(2017-12-10 - 2017-12-31)



			Together	
Total sales revenue:	652,624 €	1,132,552 €	17%	of total yearly revenue
Discounted items:	1948	5164	97%	of all sold products during sales
Revenue from discounted items:	348,403 €	790,616 €	11%	of total yearly revenue

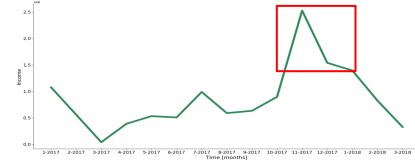
What about the discount?





Black Friday & Christmas sales

(2017-11-24)

(2017-12-10 - 2017-12-31)



			Together
Total sales revenue:	652,624 €	1,132,552 €	17%
Discounted items:	1948	5164	97%
Revenue from discounted items:	348,403 €	790,616 €	11%

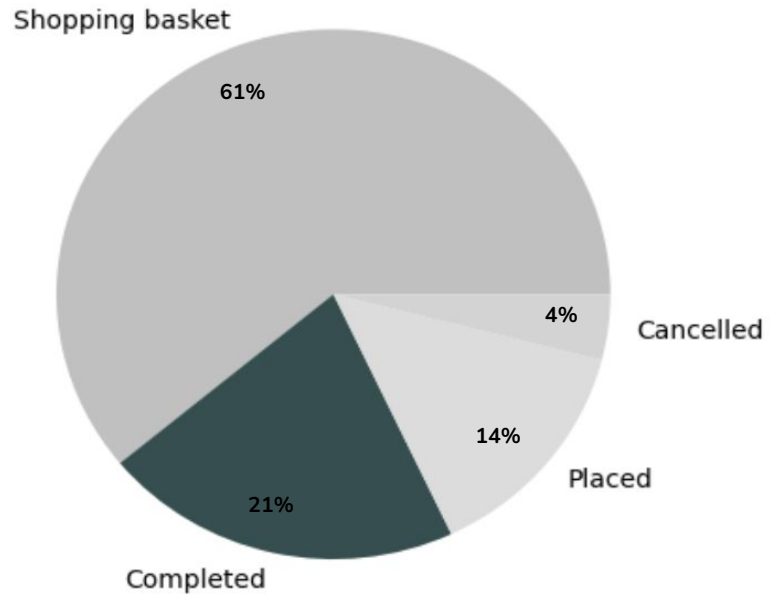
of total yearly revenue

13%

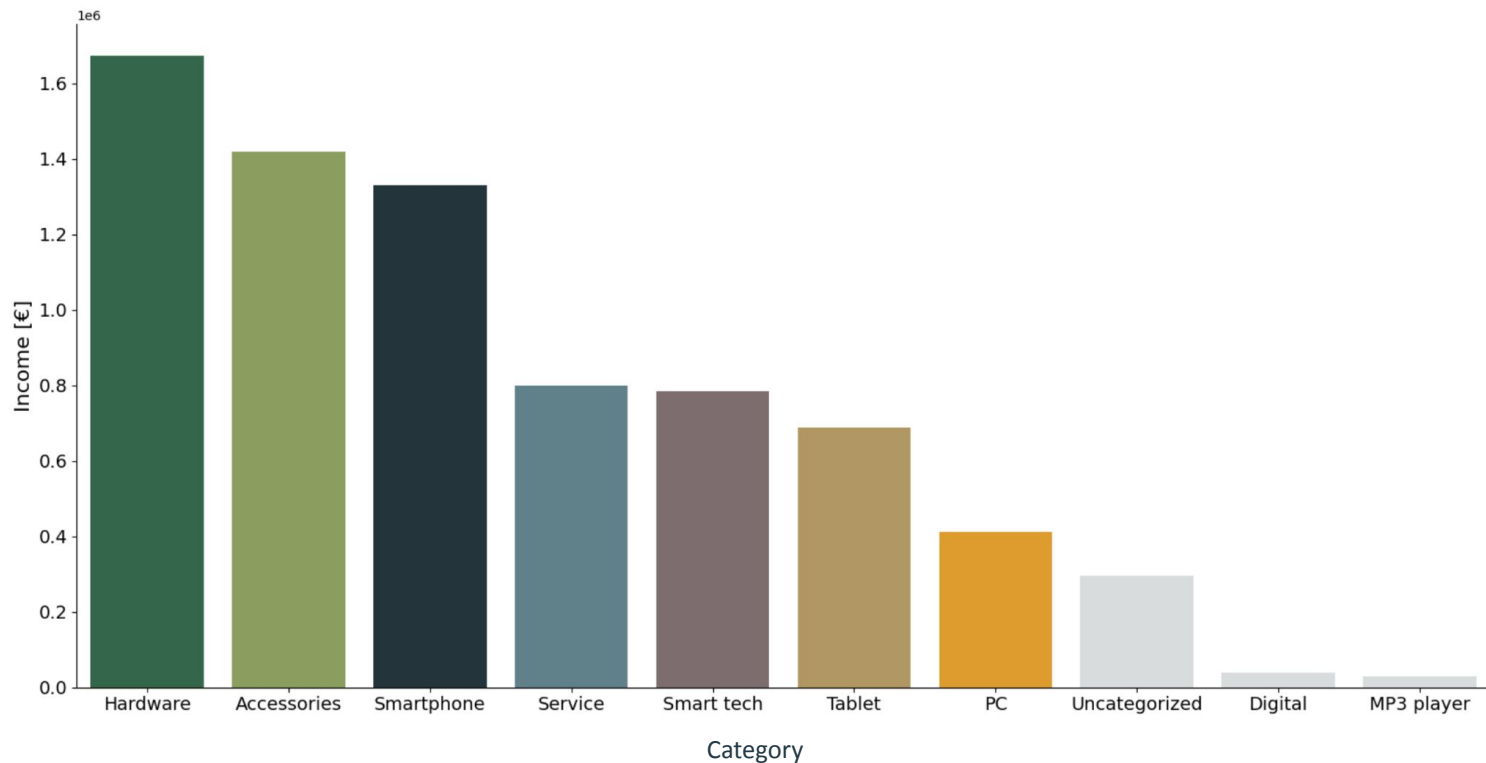
of all sold products in 2017

of total yearly revenue

The order status:

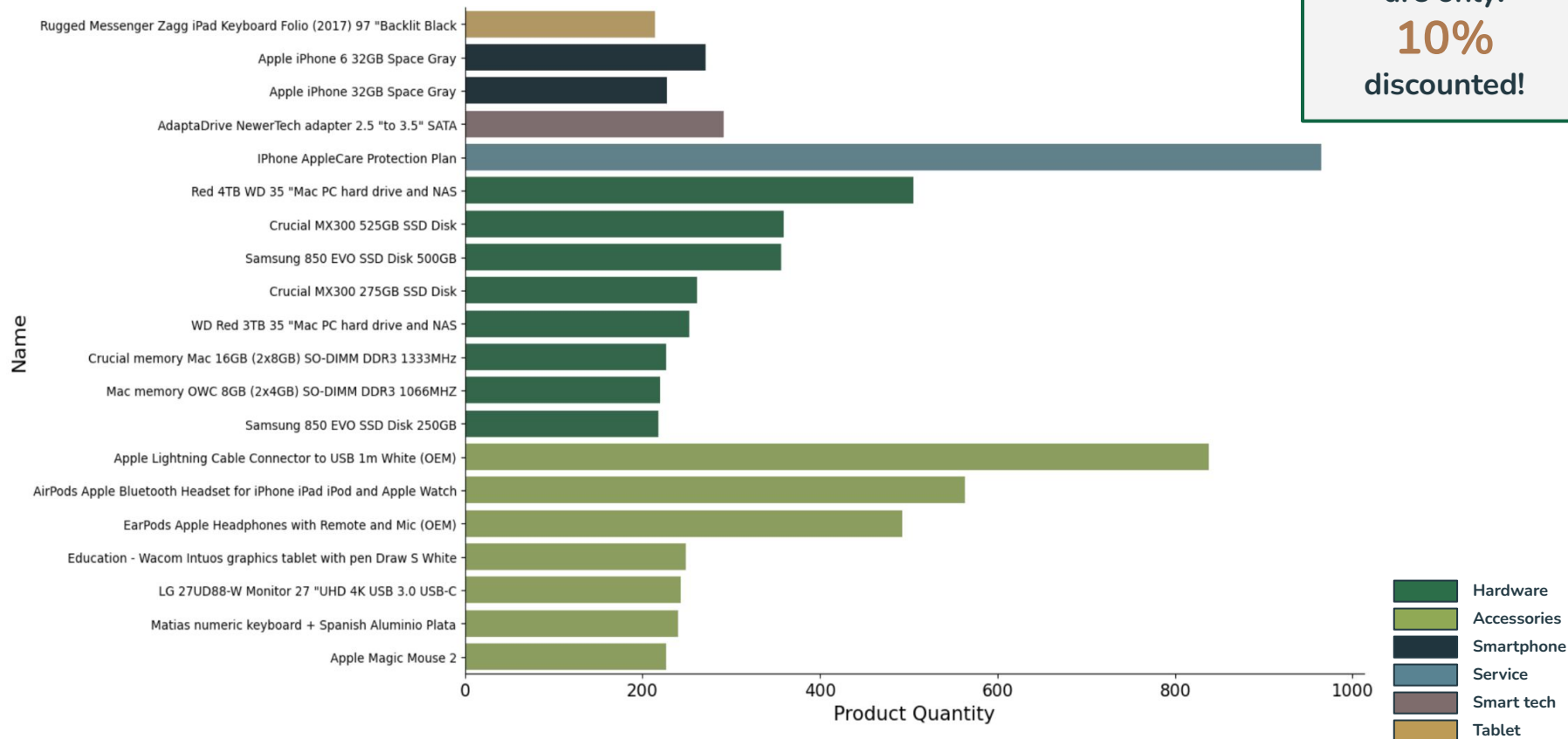


Most revenue categories in 2017

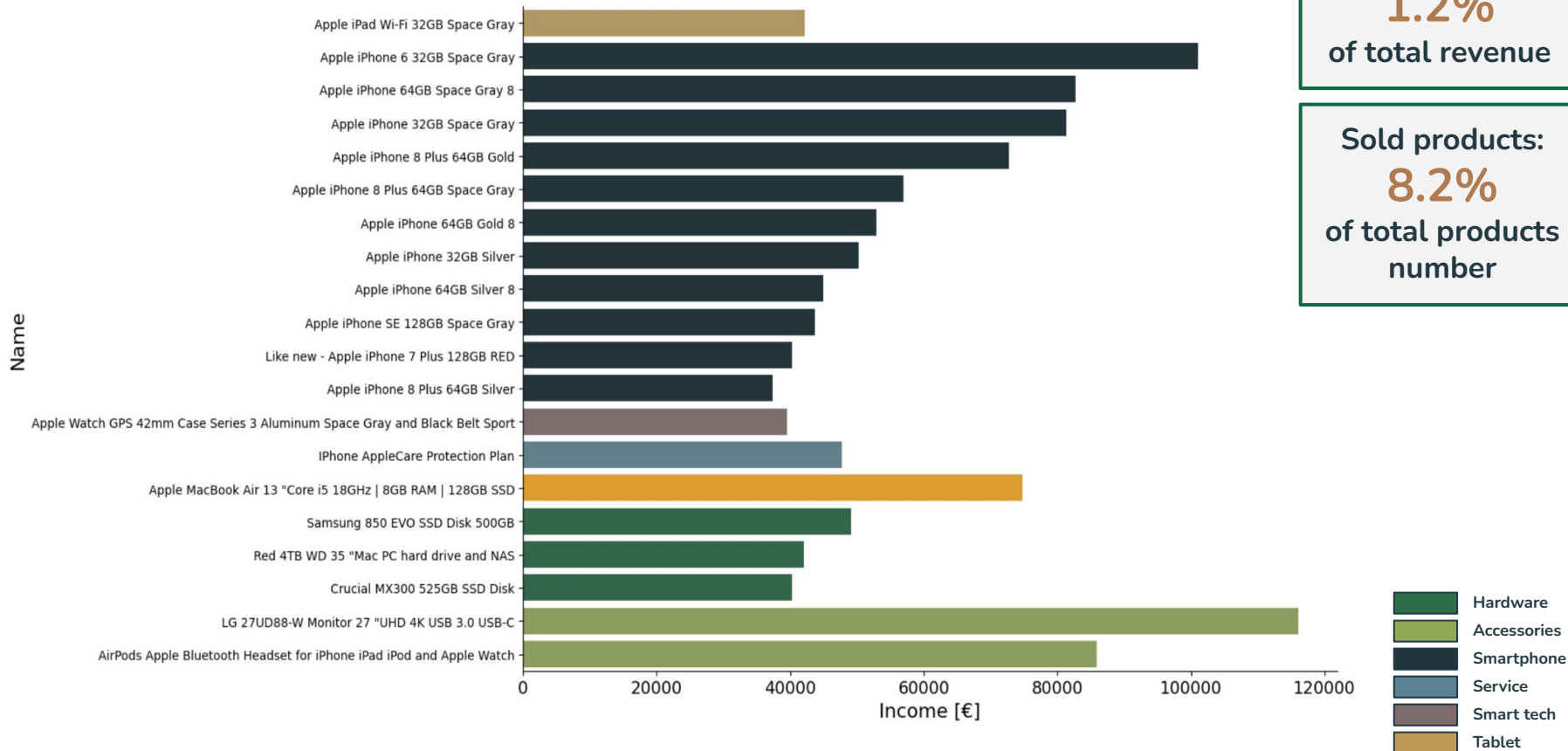


Most purchased items:

The bestsellers
are only:
10%
discounted!



The most revenue items:



Summary

- **Discounting** during **special events** drives **substantial sales** volume
- Positive, yet not as high impact on overall revenue
- The revenue generated from discounting per product is lower

What more is needed?

- Examine if discounts are attracting new customers
- Deeper analysis of the profit margin of discounted and non-discounted items
- A long-term impact of heavy discounting

THANK YOU

