Optimizing Pricing Strategies:

A Data-Driven Analysis of Discount Impact at Eniac
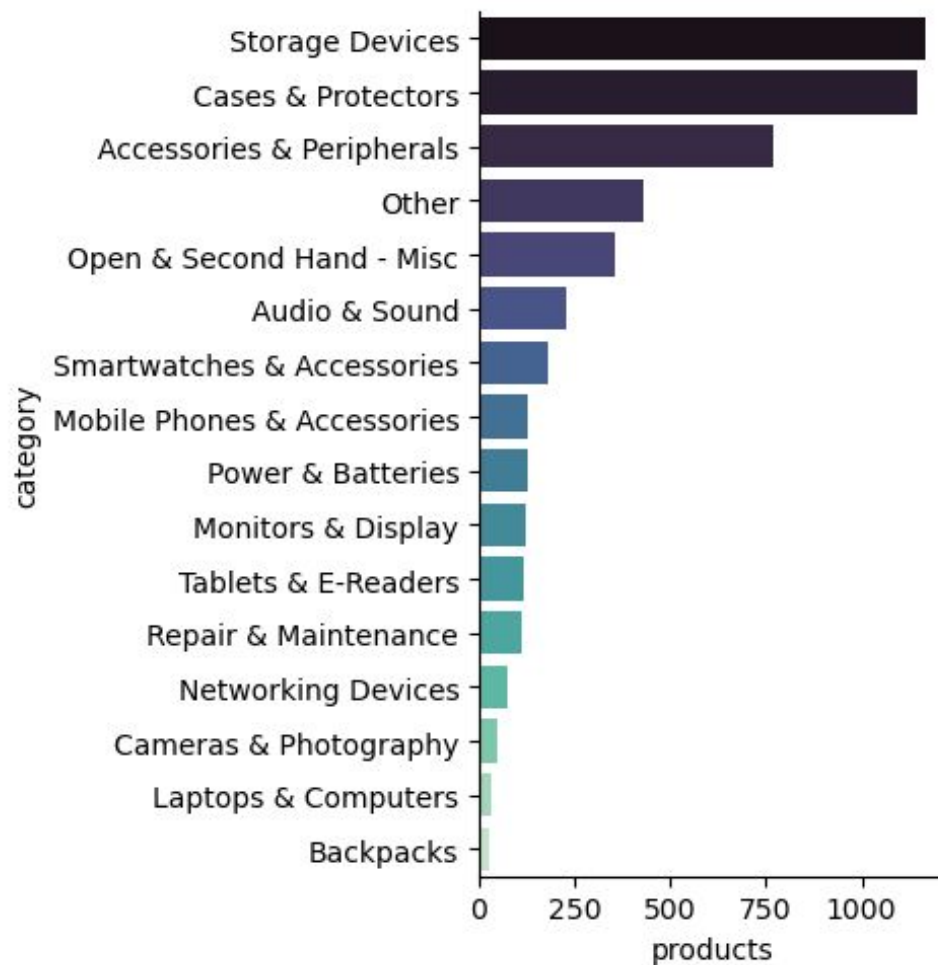
Introduction

Purpose of the Meeting: To resolve the debate on whether discounts are beneficial for Eniac's growth and profitability.
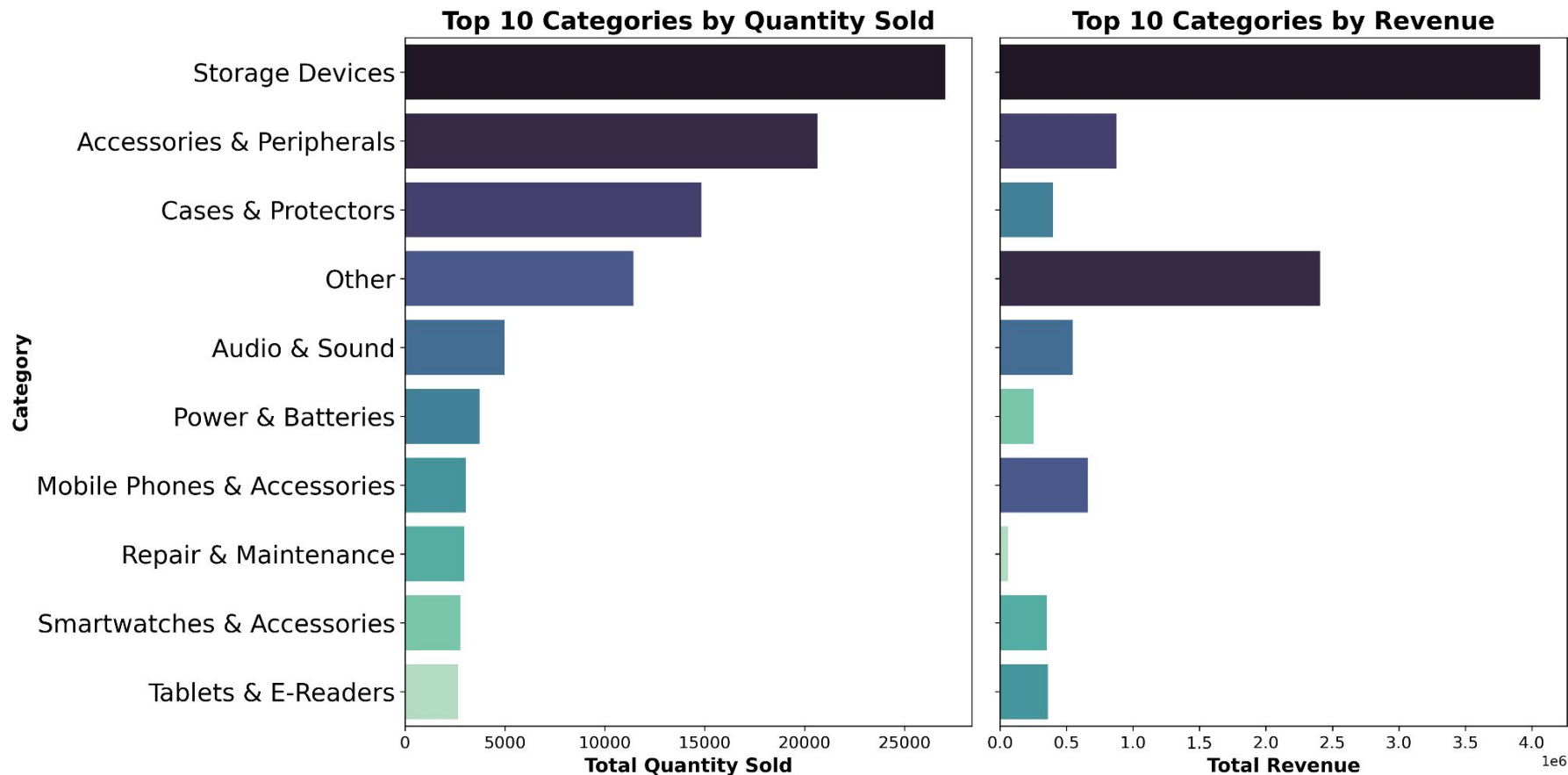
Objective of the Analysis: Evaluate the impact of discounts on sales, revenue, and customer behavior using data-driven insights.
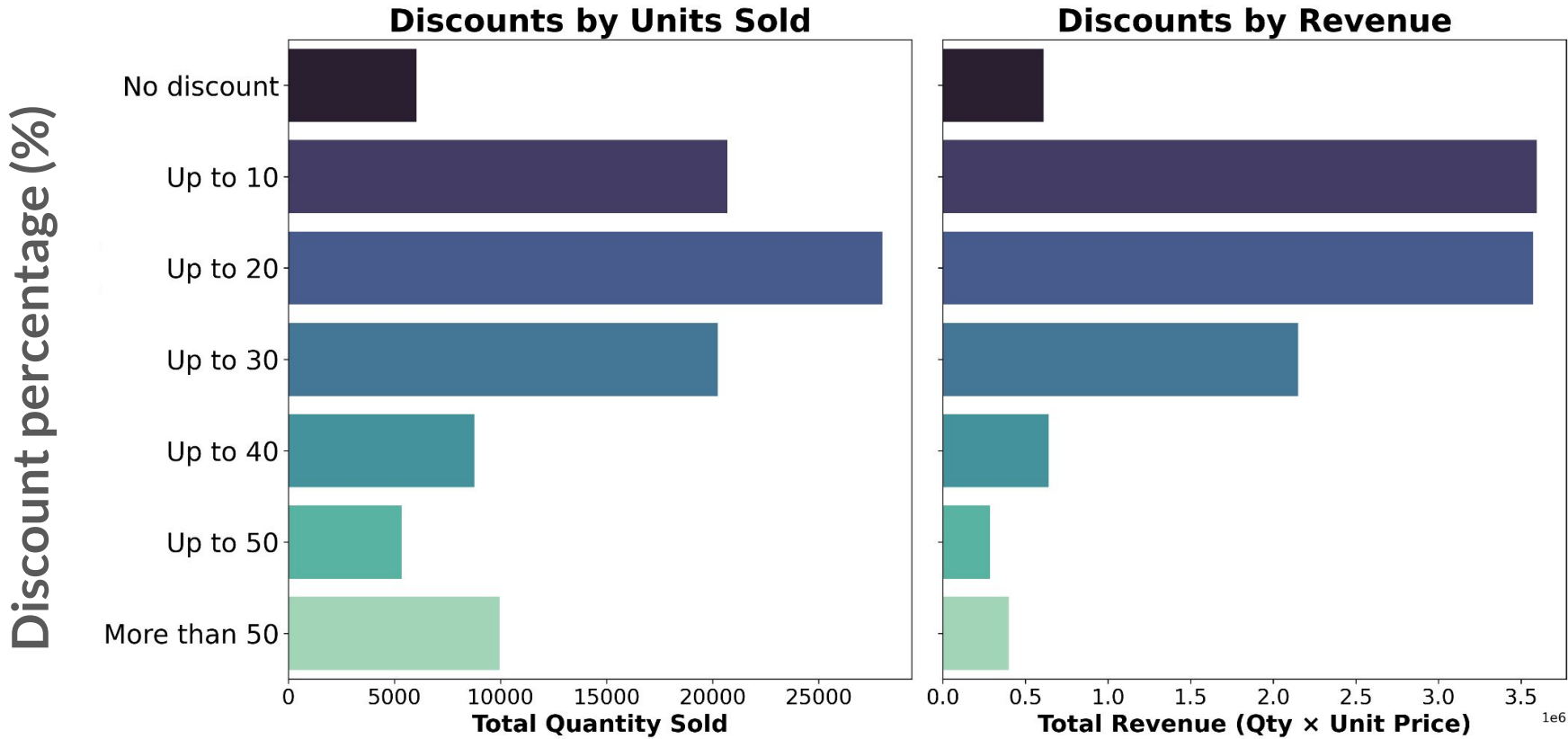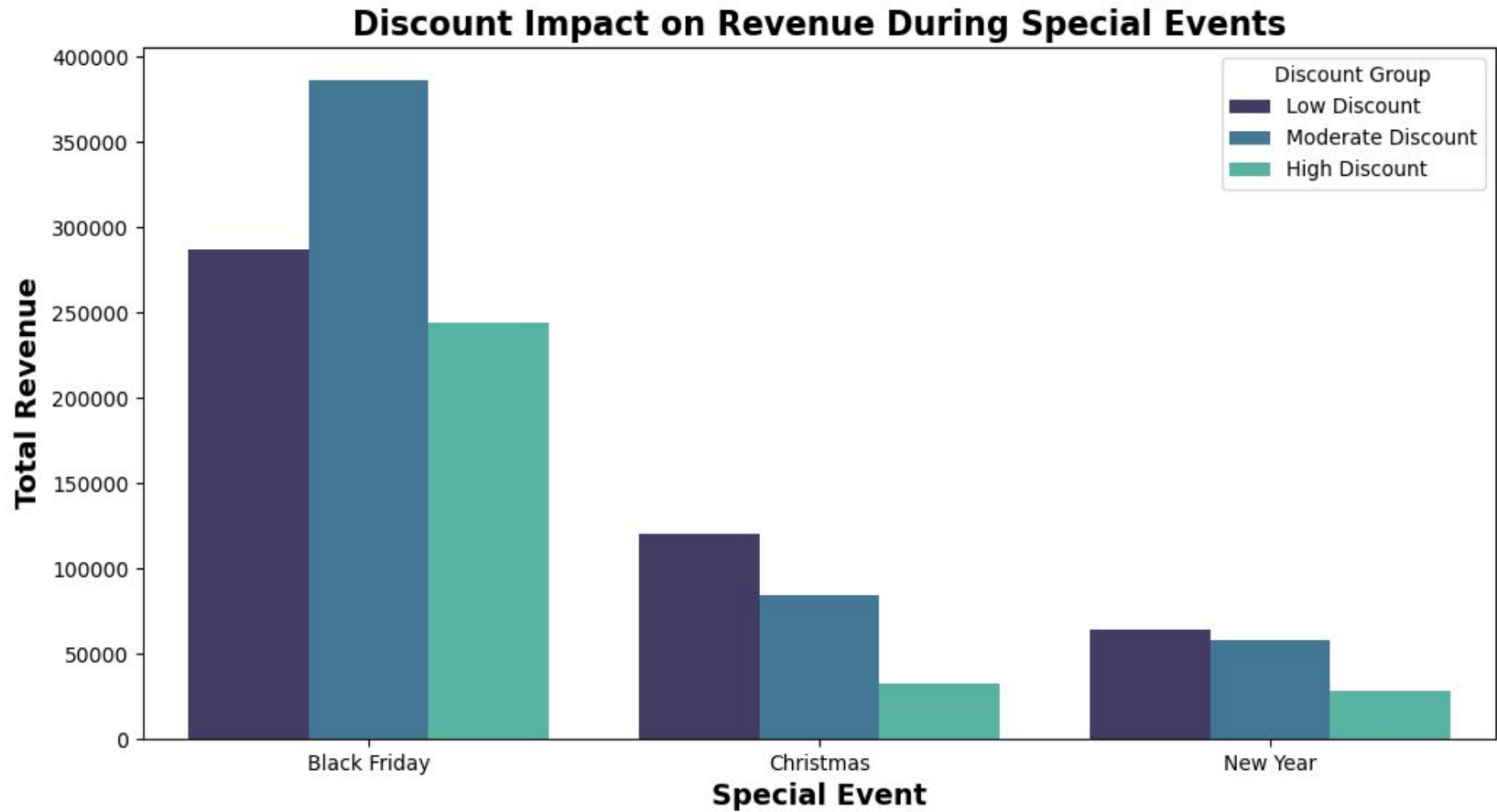
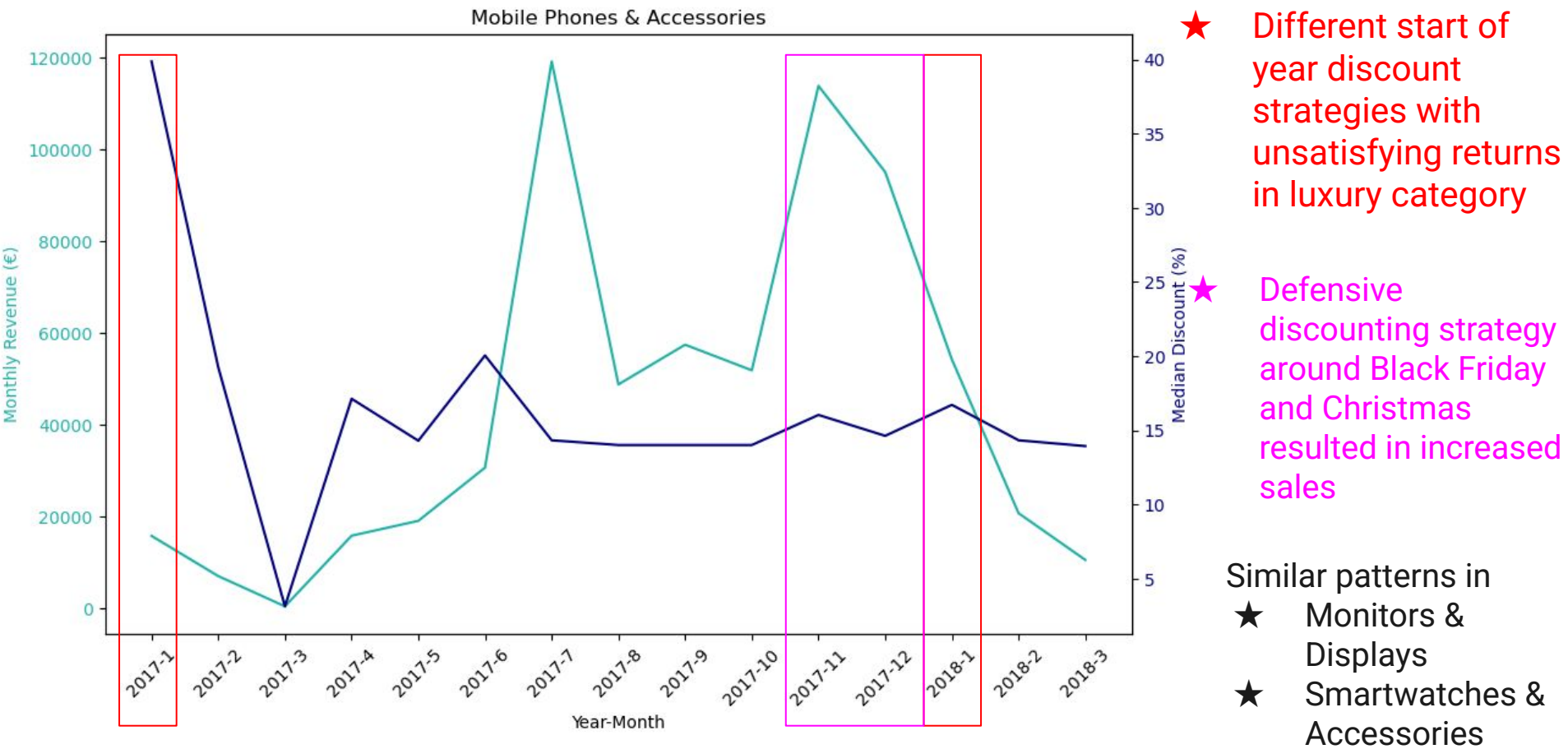# Category Forming

16 Categories

Top Categories

Top 10 Categories by Quantity Sold

Top 10 Categories by Revenue

Discount Analysis

Special Events

Discount Impact on Revenue During Special Events

Category Discount Analysis

Mobile Phones & Accessories

★ Different start of year discount strategies with unsatisfying returns in luxury category

★ Defensive discounting strategy around Black Friday and Christmas resulted in increased sales

Similar patterns in
★ Monitors & Displays
★ Smartwatches & Accessories

Category Discount Analysis

Tablets & E-Readers

★ Strong connection between discounts and sold items

★ Similar patterns in Power & Batteries
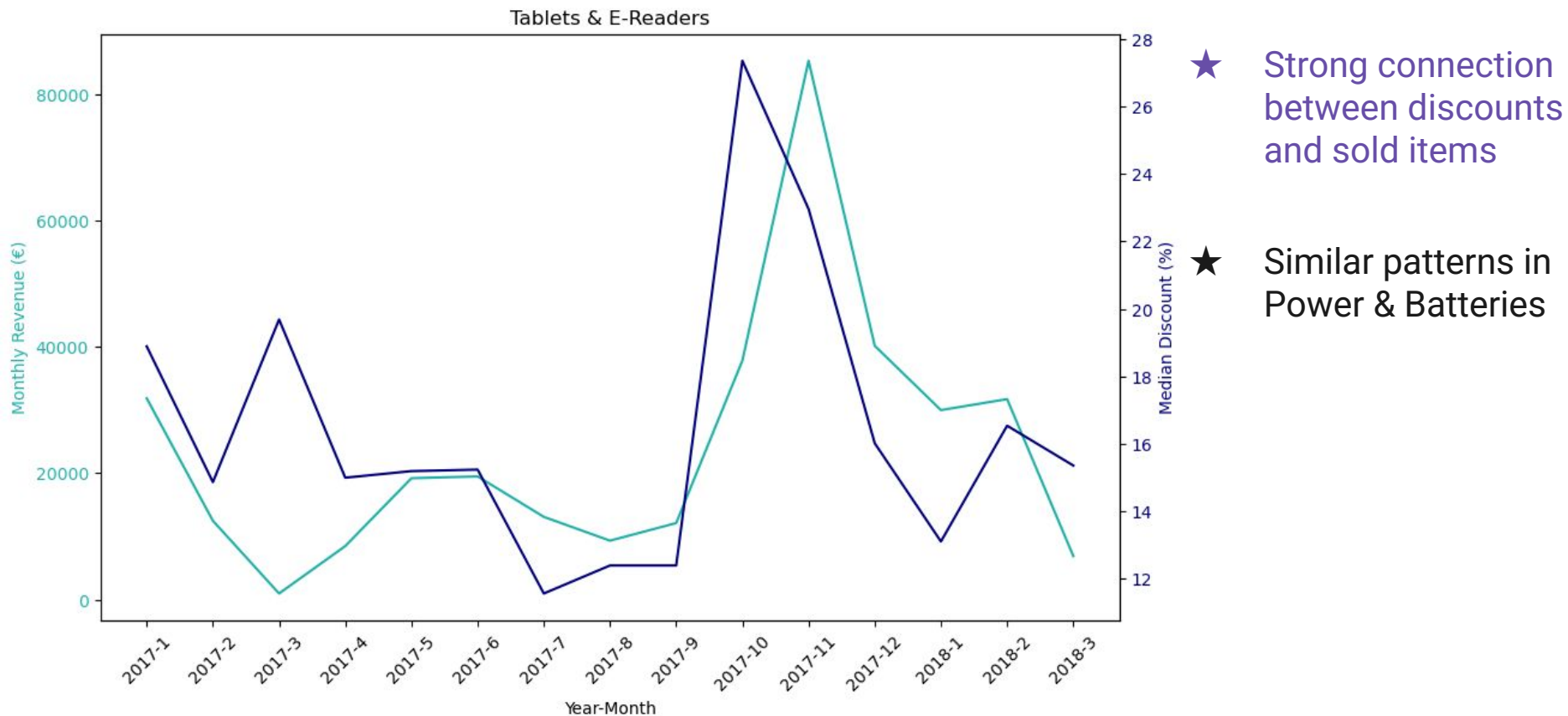
Conclusion & Recommendations

★ **Low and medium discounts drive strong sales numbers**

★ **Holidays require individual discount strategies**

★ **Luxury categories perform well without discounts**

★ **Others products are highly responsive to discounts**

Coincidence ?

★ **Data collection needs upgrades (category forming, correct prices, missing customer data, expand data coverage)**
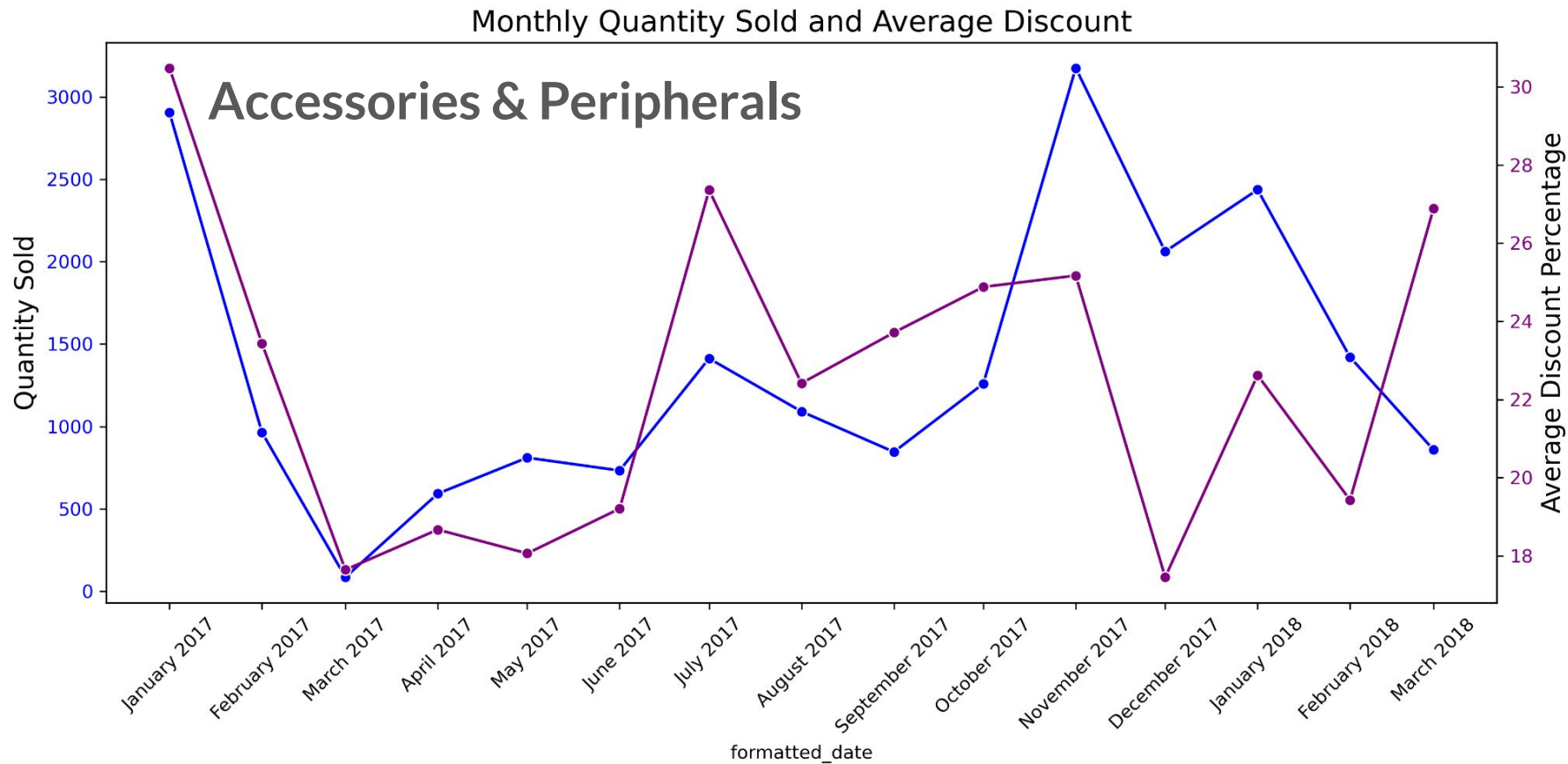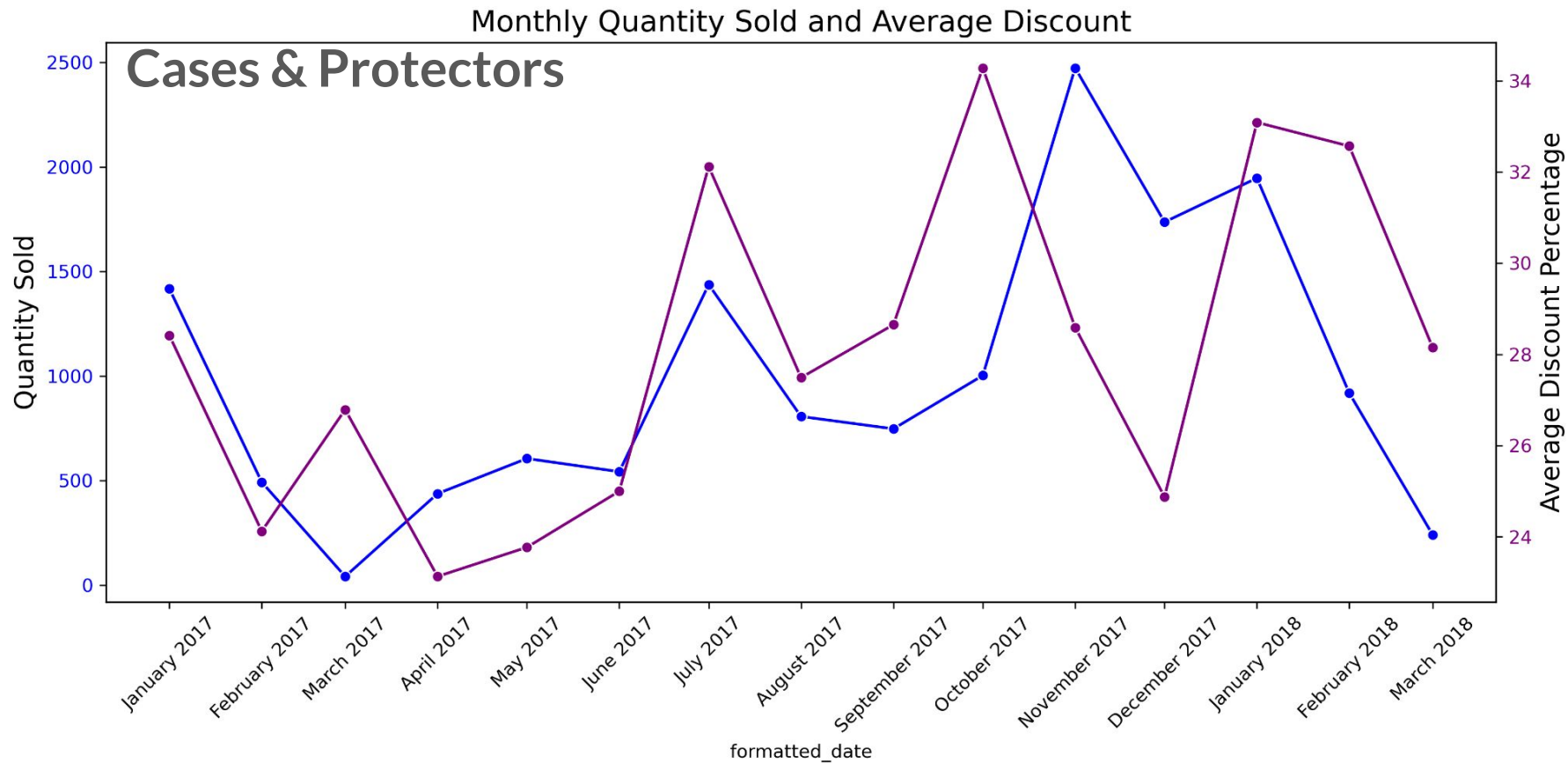
Thank you for your attention!

Any Questions

Appendix

Monthly Quantity Sold and Average Discount

Accessories & Peripherals

Appendix

Monthly Quantity Sold and Average Discount

Cases & Protectors

Appendix

Monthly Quantity Sold and Average Discount

Storage Devices

Discount Sensitive Categories & Seasonal Patterns

Monthly Discount Sensitivity by Category