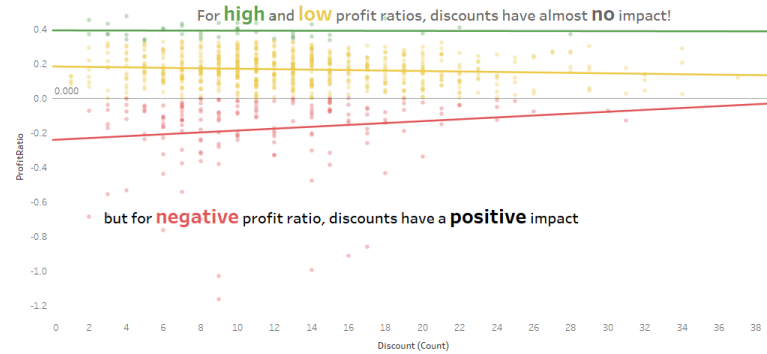


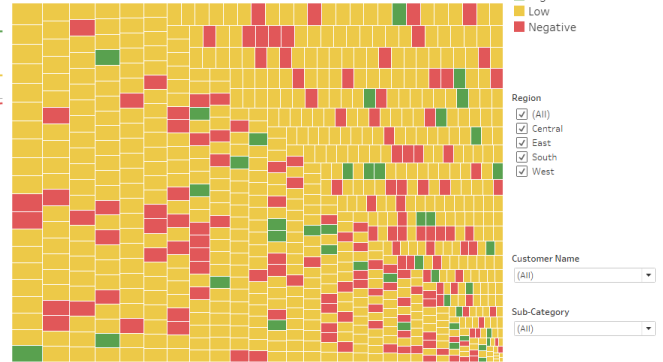
PRESENTATION KEY POINTS

Discount Counts vs. Profit

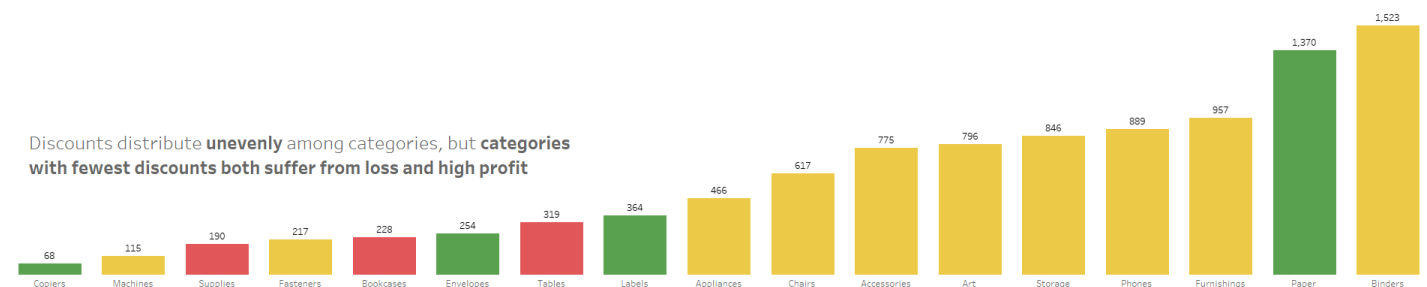
Discount Counts vs. Profit Ratio



Customers with **most** discounts are **not** the **most** profitable

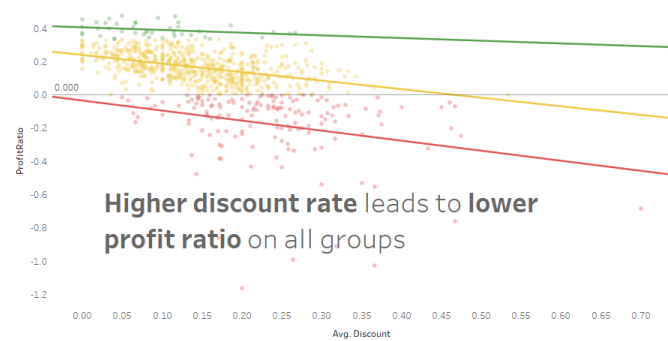


Discount Counts by Category

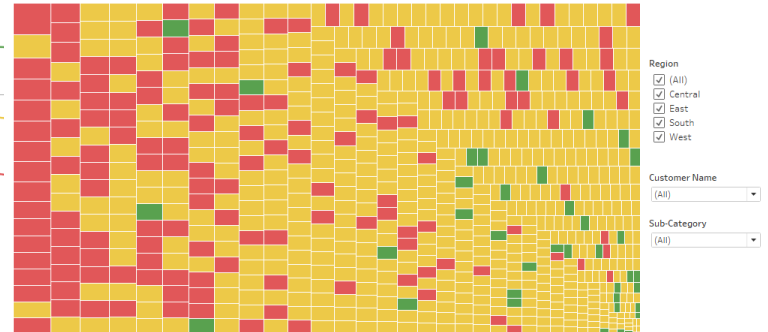


Average Discounts vs. Profit

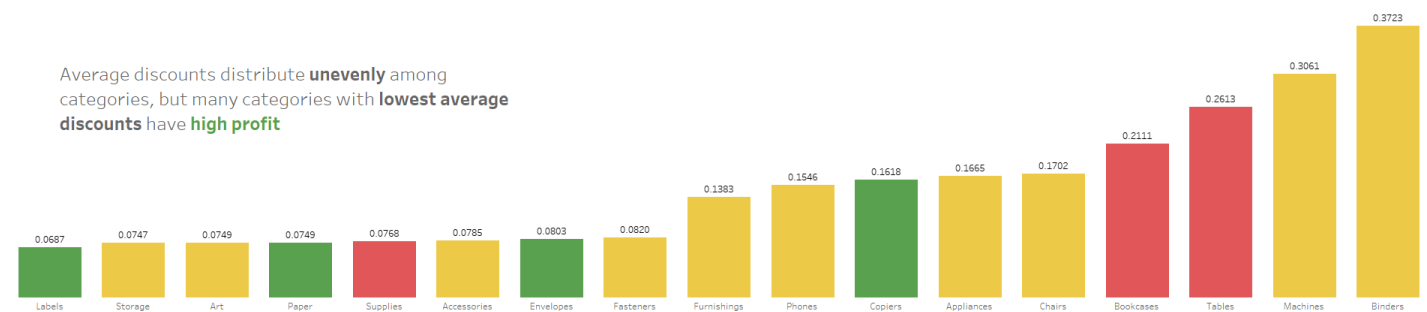
Average Discount vs. Profit Ratio



Customers with **highest** average discounts are the **least** profitable



Average Discounts by Category



Suggestions

- 1 Reduce discount rates on all customers
- 2 give customers having negative profit ratio **more** discount coupons (with lower discount rates)