



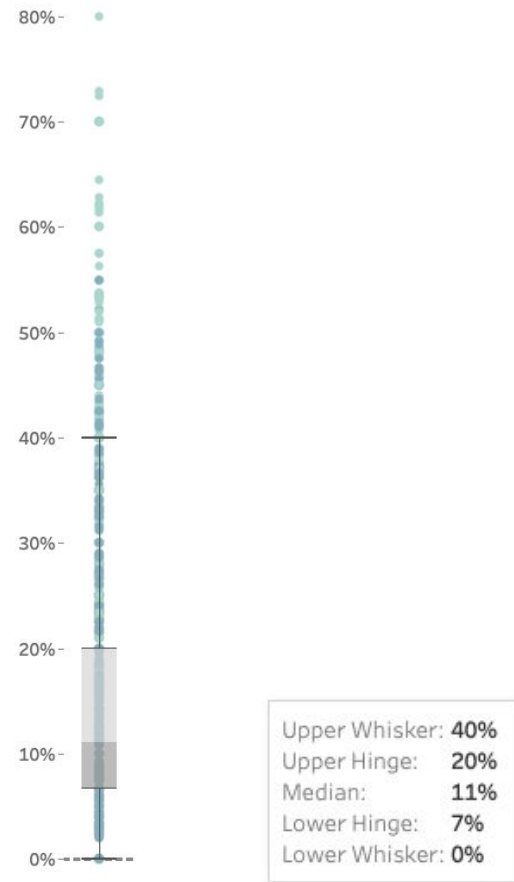
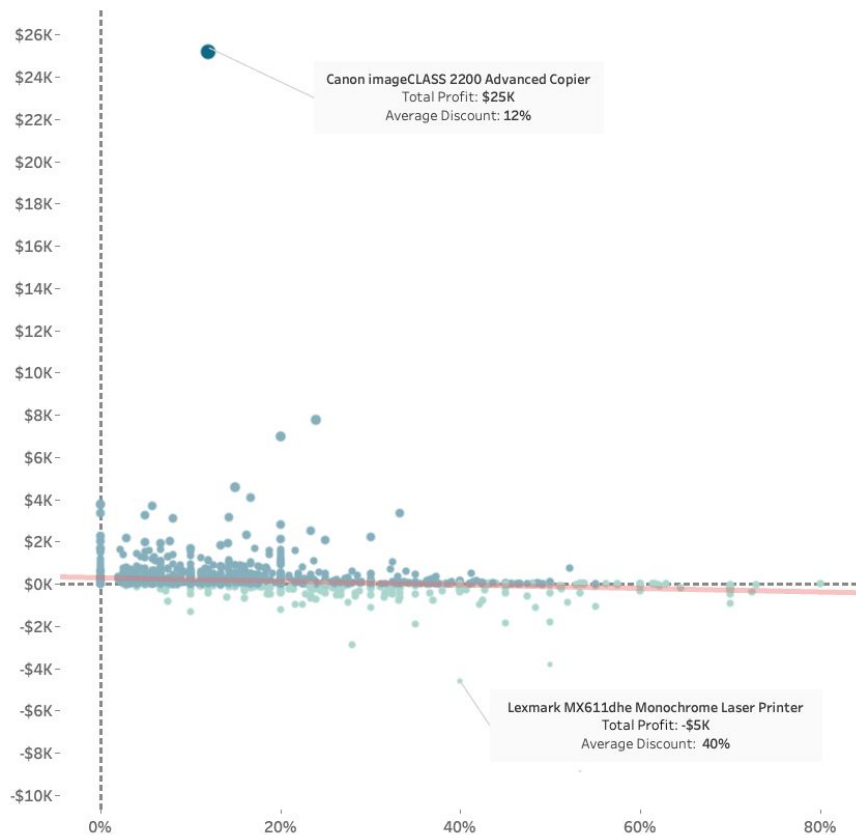
UNICORN PROJECT

Driving Business Growth

INTRODUCTION

The Impact of Discounts on Profitability

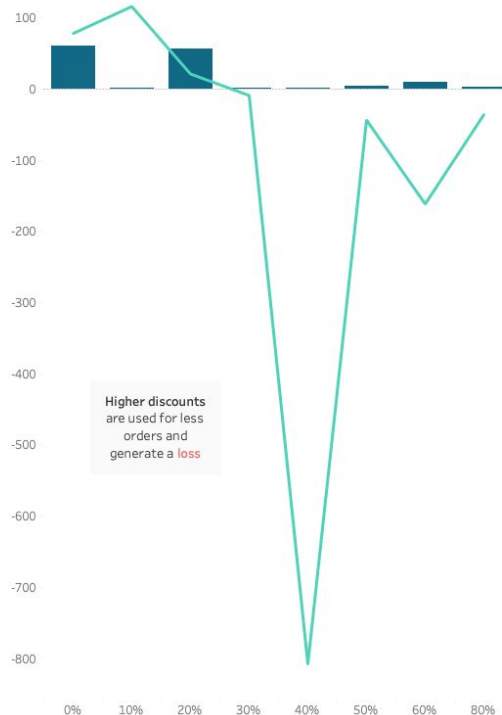
PROFITABILITY VS AVERAGE DISCOUNT



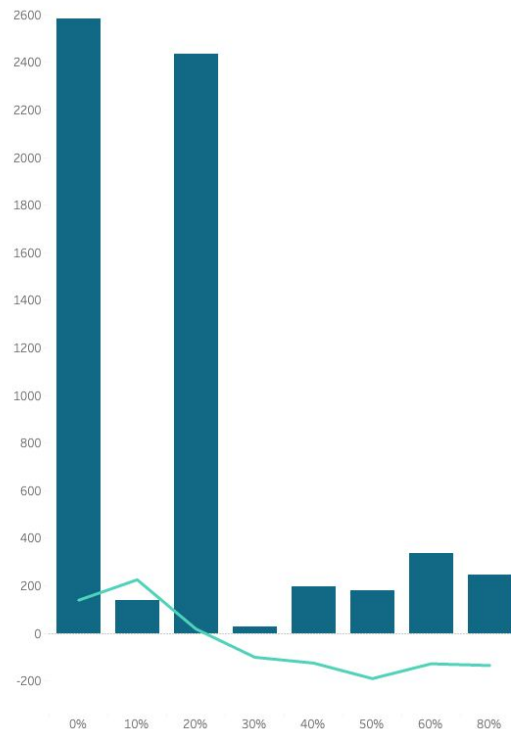
DISCOUNT AND AVERAGE PROFIT PER ORDER CUSTOMER FREQUENCY

Avg. Profit Per Order
Order Count

Repeat Customer (Ordered more than 1 time and less than 5 times)



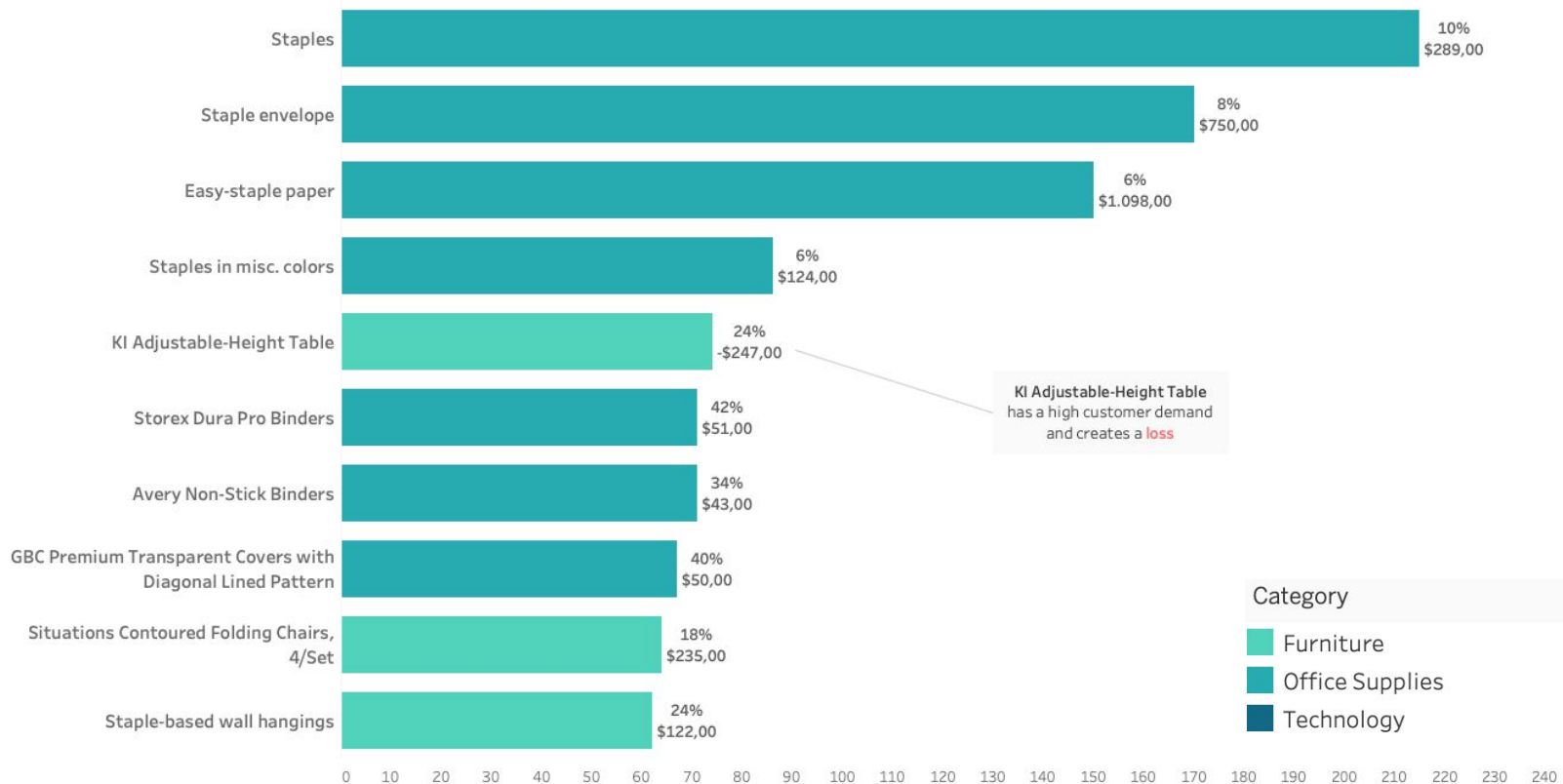
Loyal Customer (Ordered 5 or more times)



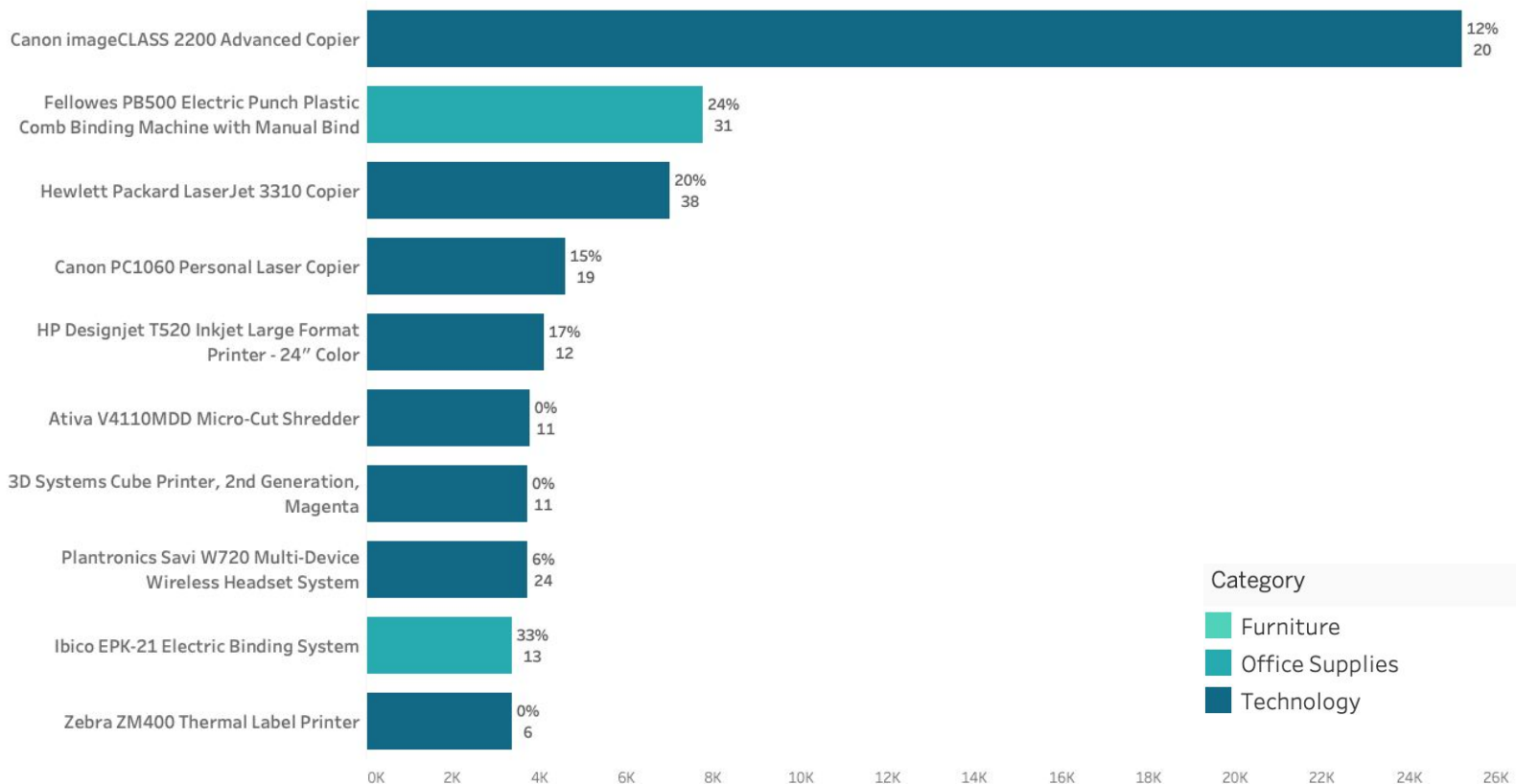
One-Time Customers



AVERAGE DISCOUNT TOP 10 PRODUCTS BY QUANTITY



AVERAGE DISCOUNT TOP 10 PRODUCTS BY PROFIT



RECOMMENDATION



- Discounts up to 20% are safer, whereas discounts above 40% are risky
- Identify products with a high profitability and low discounts and products with a low profitability and big discounts
- Offer a premium service with bundle deals and a customer loyalty program with extra discounts up to 10%