



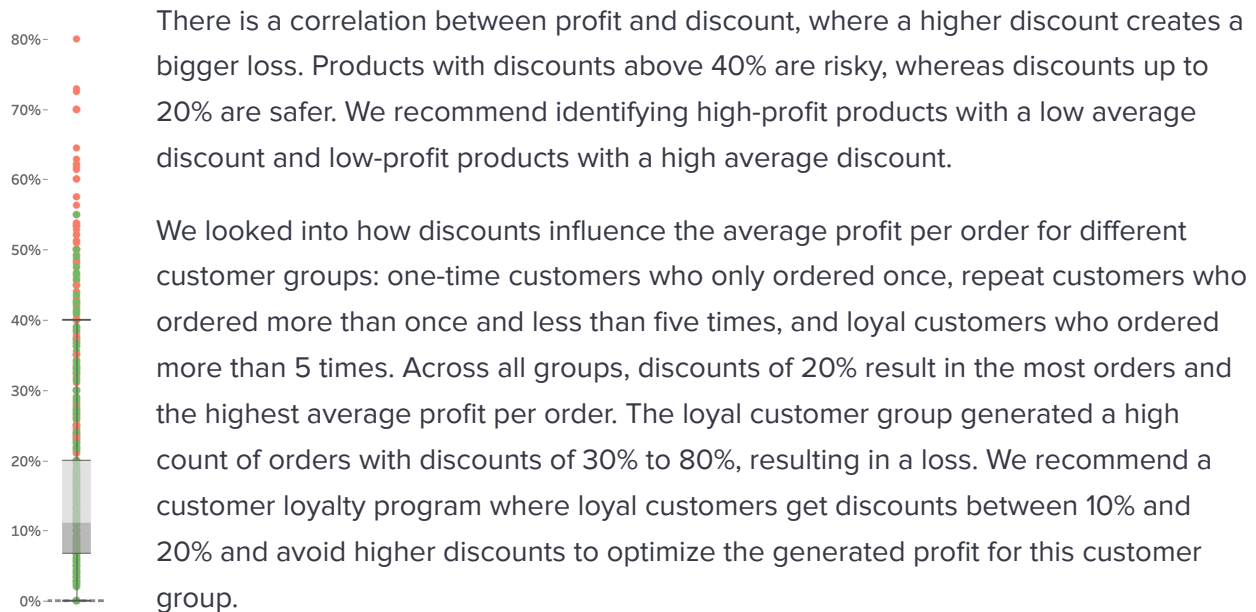
PROJECT UNICORN

Driving Business Growth: The impact of discounts on profitability

Introduction

Our data analytics team conducted an exploratory data analysis on the dataset. We explored the data with SQL and Google Sheets and continued in Tableau. We created additional columns, including *profit per order and order frequency per customer*, and we selected metric values with parameters for sales, profit, and quantity.

Discount vs Profit Insights



The top 10 products by quantity show the highest customer demand. We compared these products with their average discount and total profit. Some high-demand products create a loss due to higher discounts. Office Supplies are the category with the most customer demand. To optimize the profit for this category, we recommend a different discount strategy, like a bundling system where orders of larger quantities get a discount.

Key Insights

- Discounts up to 20% are safer, whereas discounts above 40% are risky
- Identify high-profit products with low discounts and low-profit products with big discounts
- Consider bundle deals for high-demand products and discounts for loyal customers up to 20%

