



Eniac: discounts and revenue

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Data Science Boot Camp - WBS CODING SCHOOL

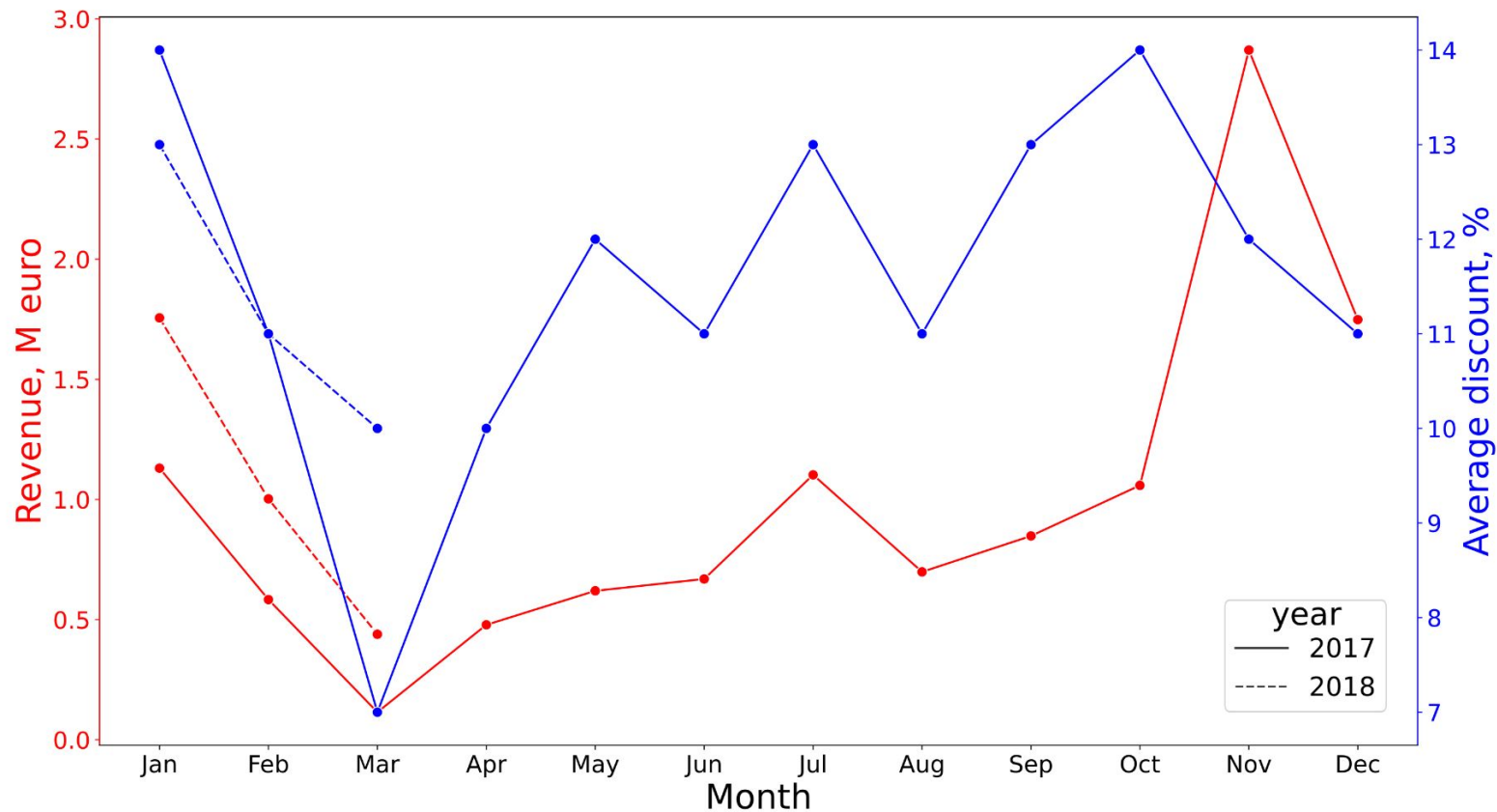


Main question

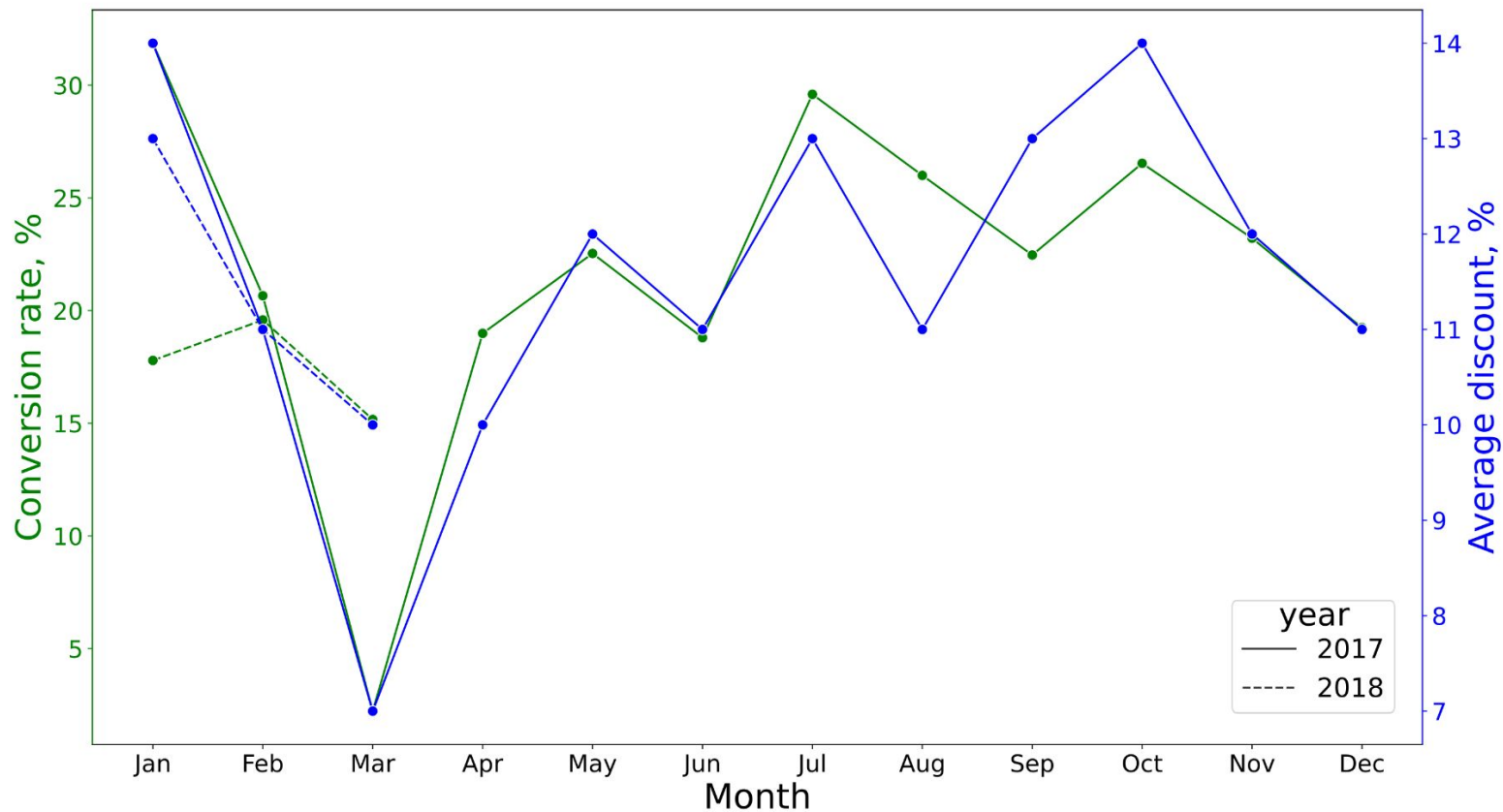


Whether or not it's beneficial to discount products?

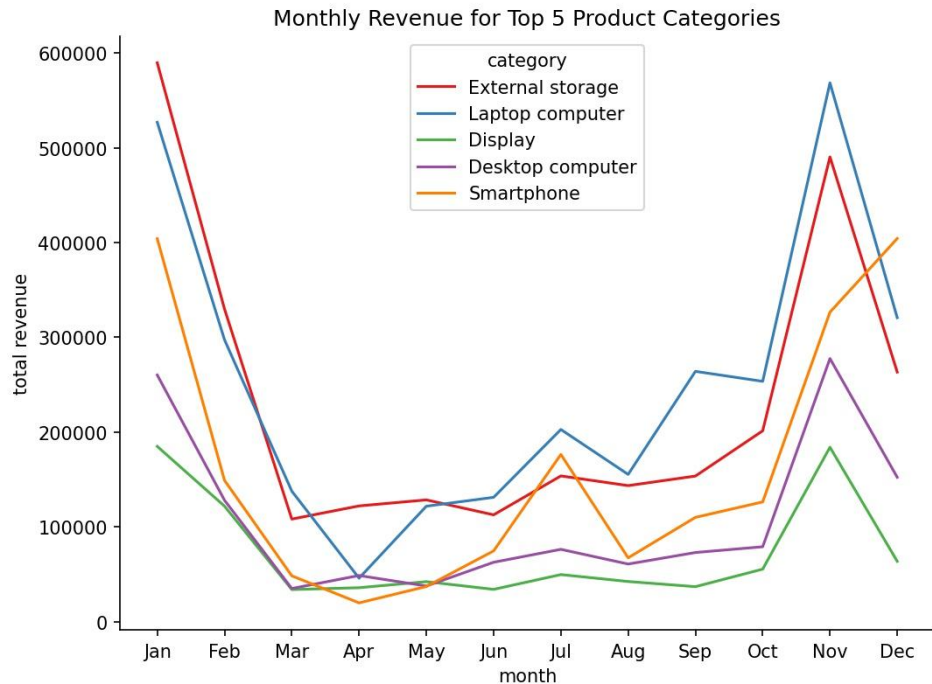
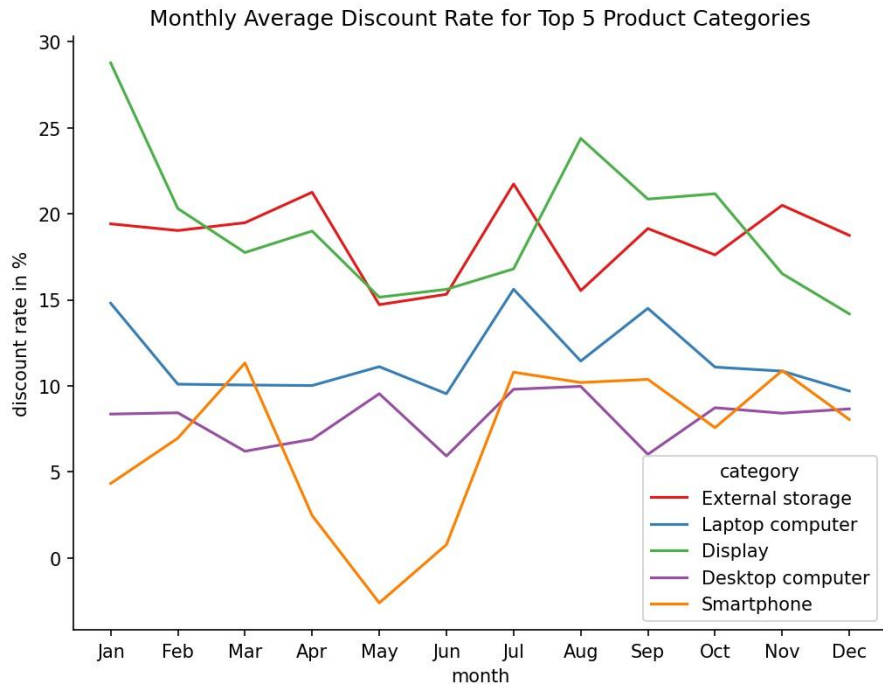
Revenue and discounts per month



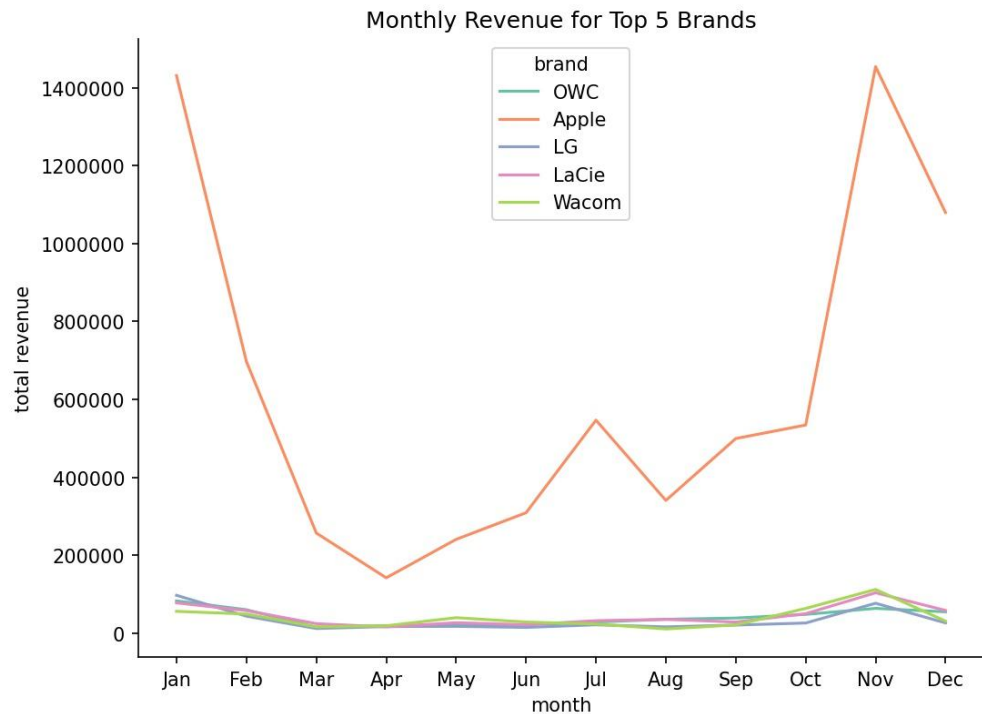
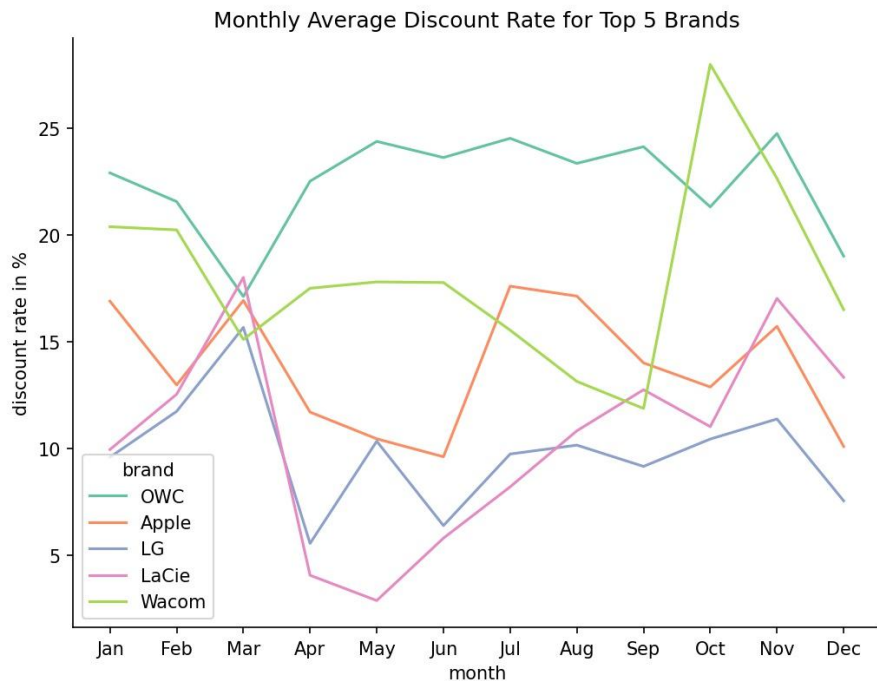
Order conversion rate and discounts per month



Discount rate vs revenue by product category

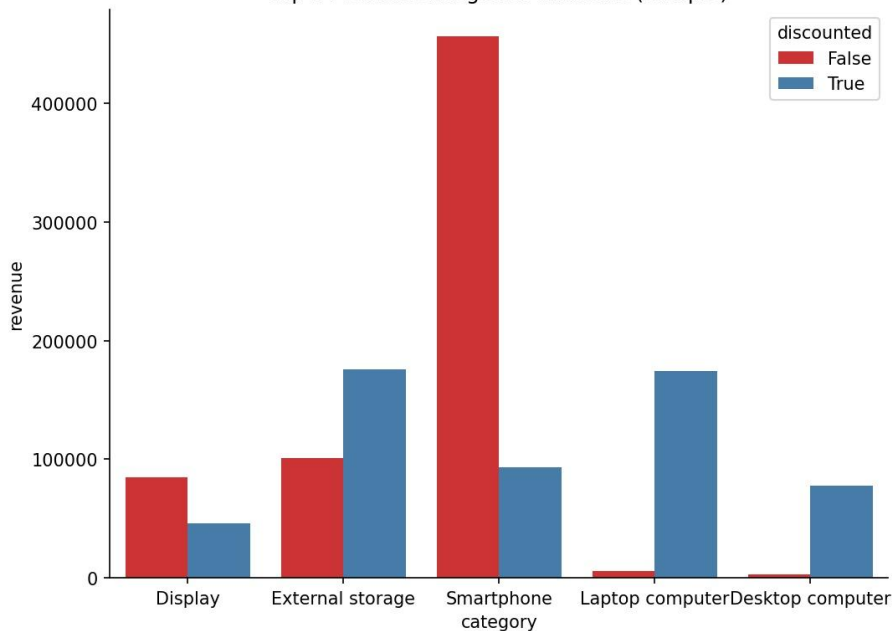


Discount rate vs revenue by brand



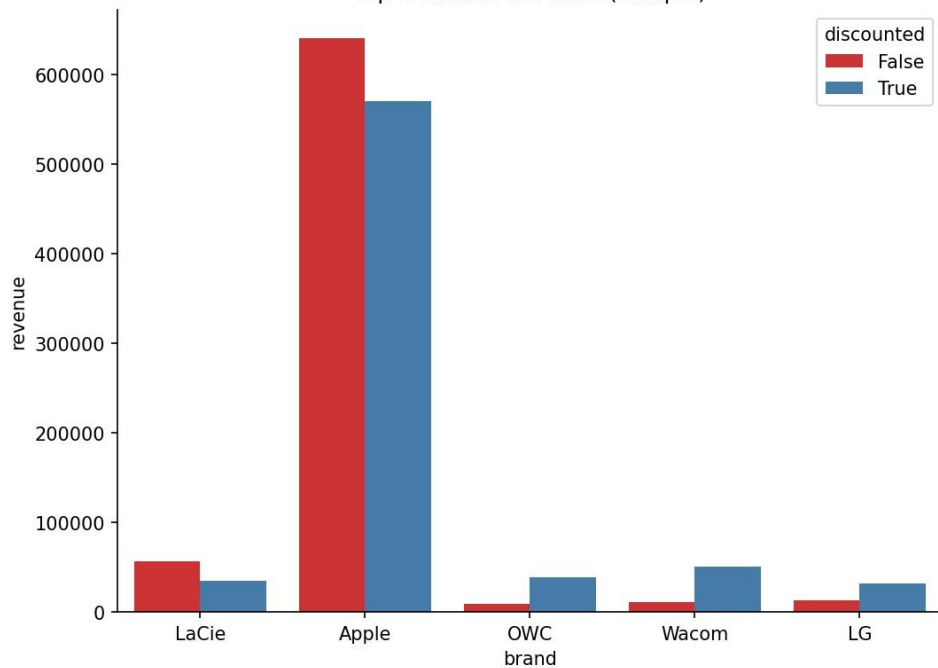
Revenue for discounted and non-discounted products

Top 5 Product Categories Revenue (sample)



n = 1229


Top 5 Brands Revenue (sample)



n = 1722

No. of discounted and non-discounted products are the same

Conclusions

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- There is a general positive correlation between discounts and revenue
 - There doesn't seem to be a correlation during the end of the year regardless of categories or brand
 - Effect of discounts differs depending on brand and category
 - Discount laptop computers between June and August
 - No need to discount smartphones or Apple products



Thank you !



General data description



The dataset time period: Jan 2017 - Mar 2018

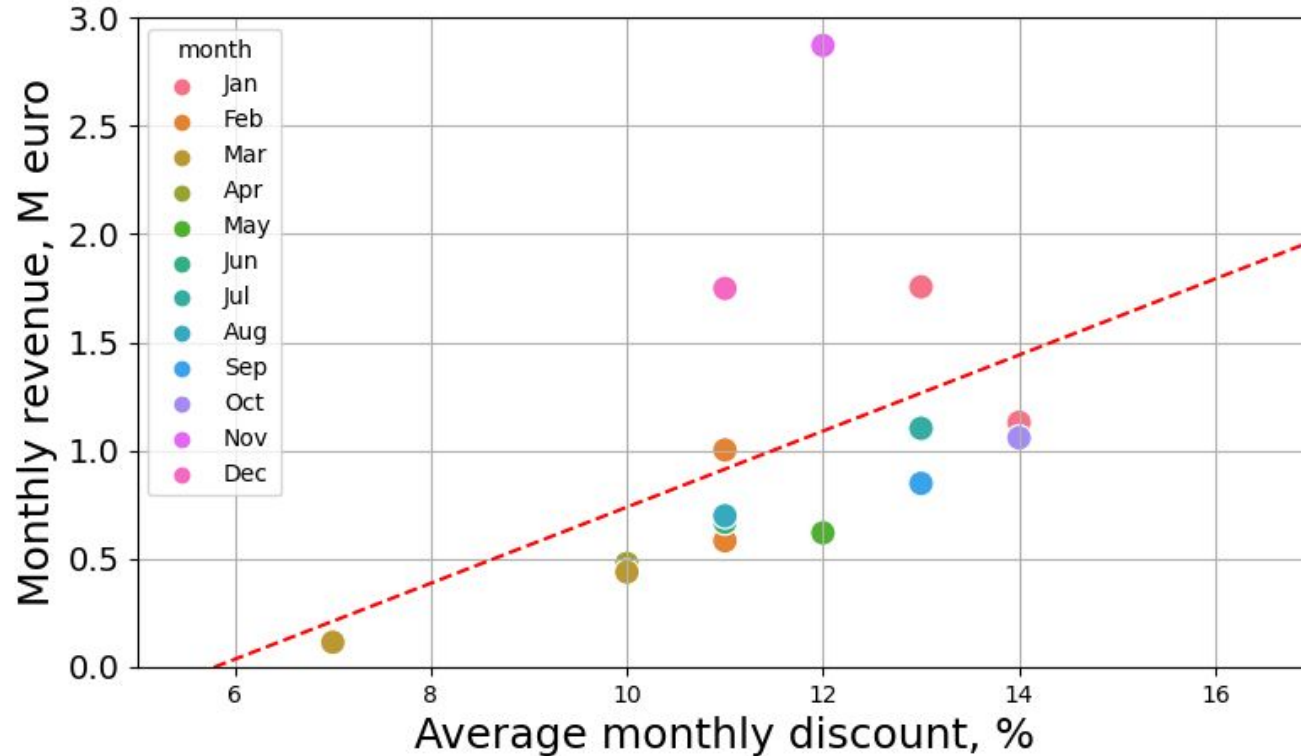
Overall revenue: 15 373 601 Euro

Number of items sold: 68861

Amount of discounted products: 90%

Original data was strongly corrupted: extensive data cleaning was performed

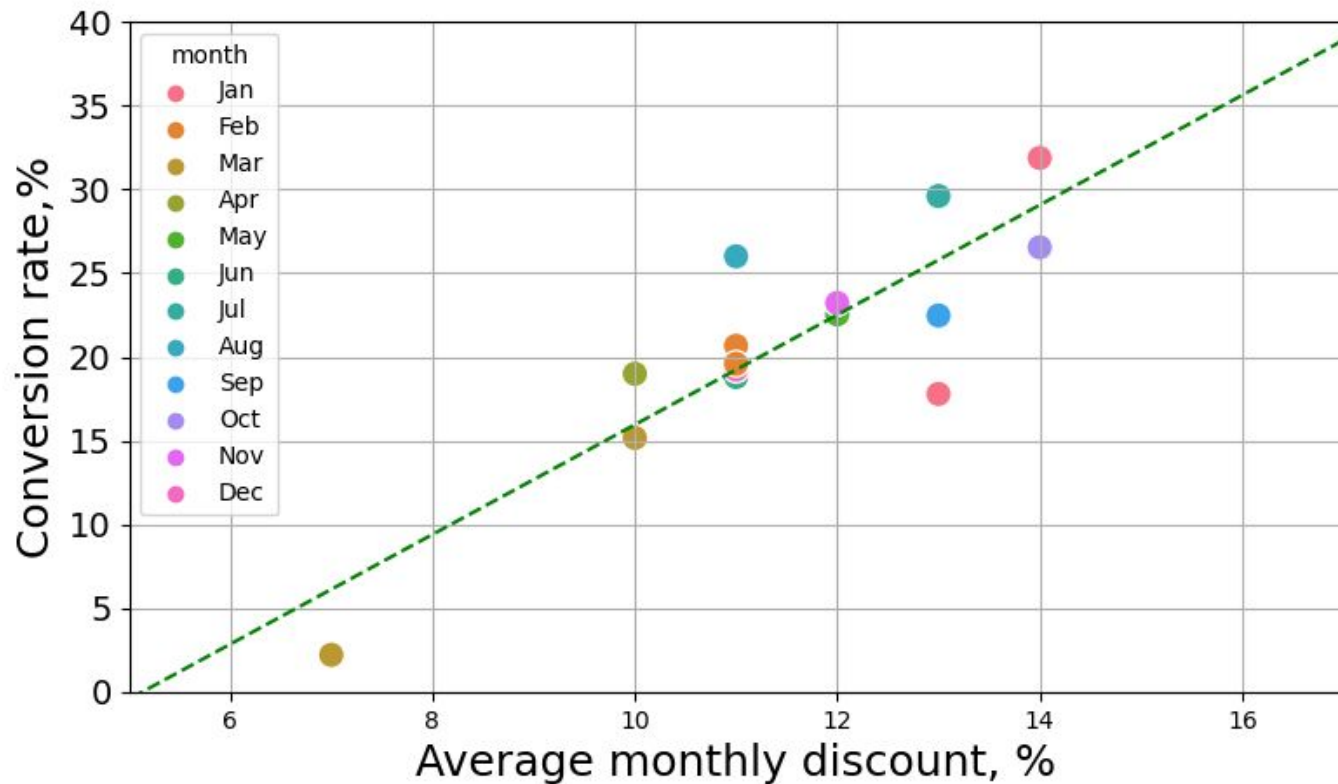
Monthly revenue vs average monthly discounts



General trend:

The higher discount
the higher revenue

Conversion rate vs average monthly discounts



General trend:

The higher discount
the higher conversion
rate