

The background is a dense collage of various discount coupons and sale tags. Visible text includes "40%", "UP TO 60% OFF", "SELECTED ITEMS", "FREE", "ANY SINGLE", "MORE", "20%", "UP TO", "FINAL SALE", "60% OFF", "OR MORE", "PRODUCTS", "extra 30%", "AL S", "10% Off", "ANY PURCH", "100% Off", "AY O", "50%", "IE DAY", and "30%".

DISCOUNTS

Friend or Foe to Long-Term Success?

Eniac Data Analytics Team

FRIENDS



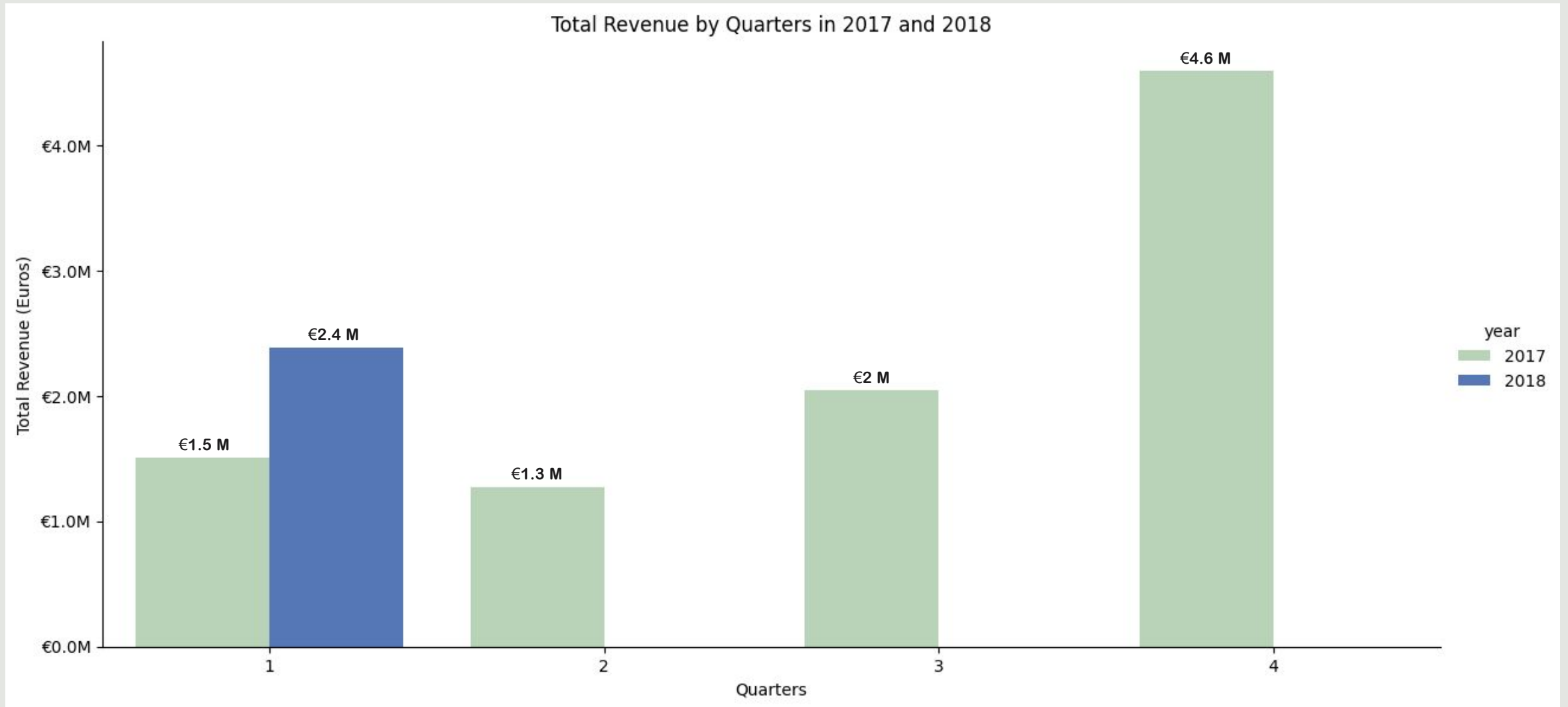
[but with greater potential]

STATUS

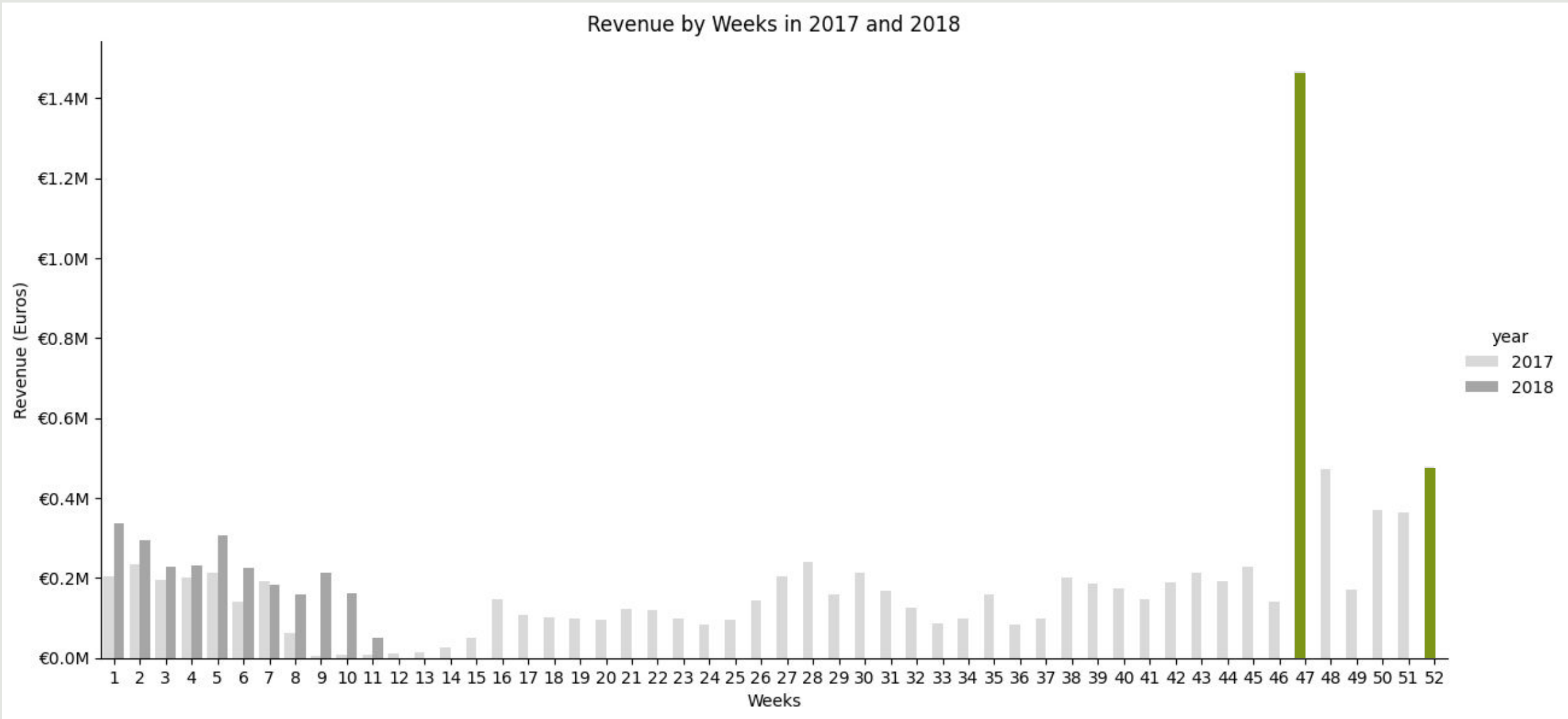
1 Jan 2017 – 14 Mar 2018

	revenue	products
time span	11.8 M€	9,992
2017	9.4 M€	4,537
2018 trend	+ 22%	-

TREND: GROWTH

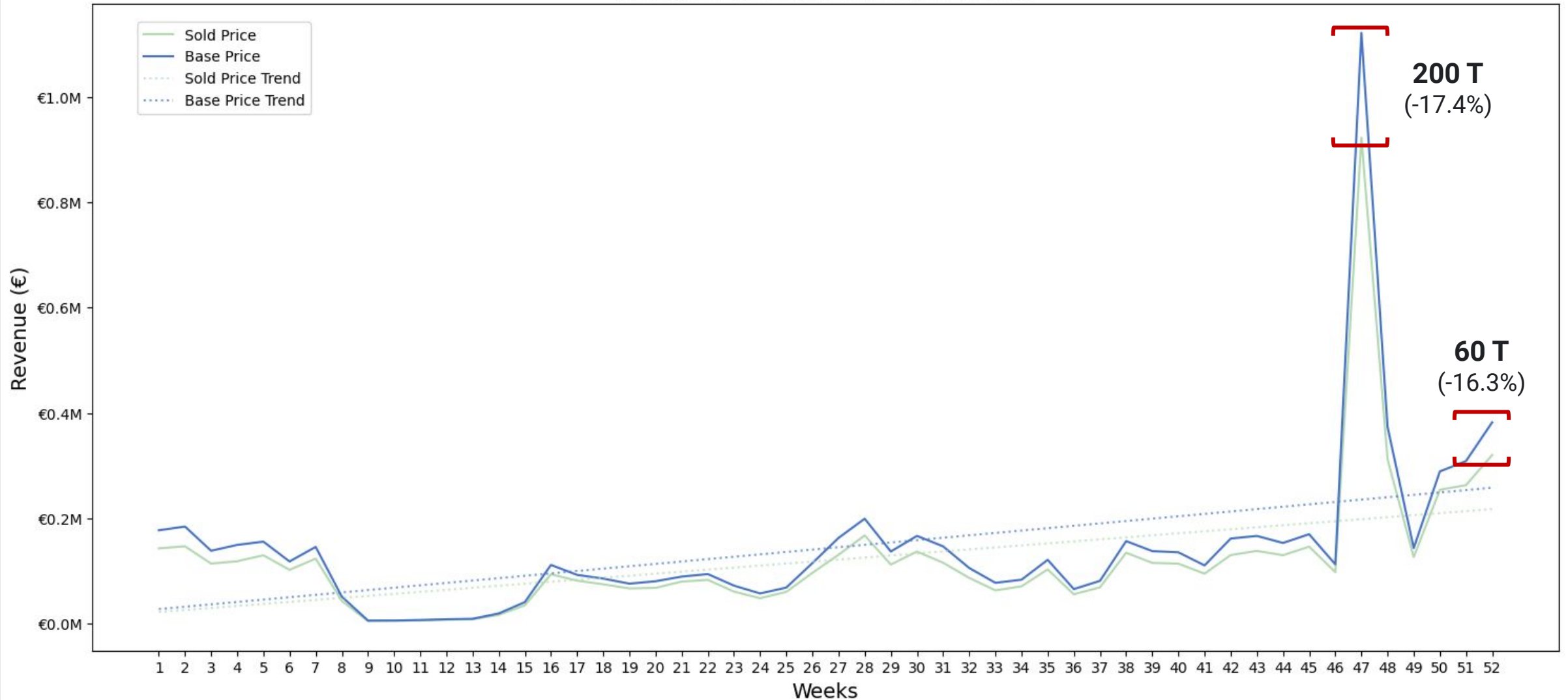


REVENUE DEVELOPMENT: PEAK SALES PERIODS



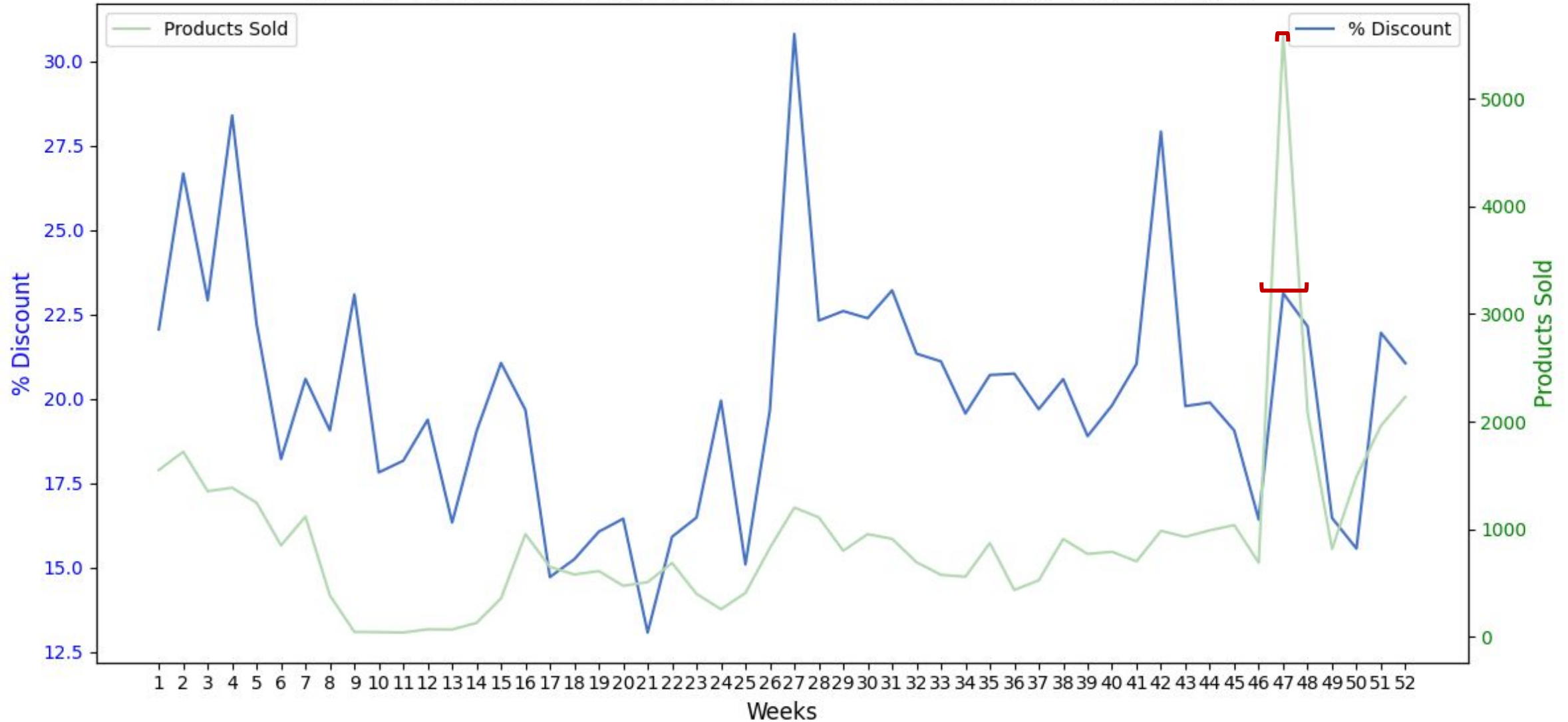
DISCOUNT EFFECT: GREATER SALES

Effects of Discounts on Sales (2017)

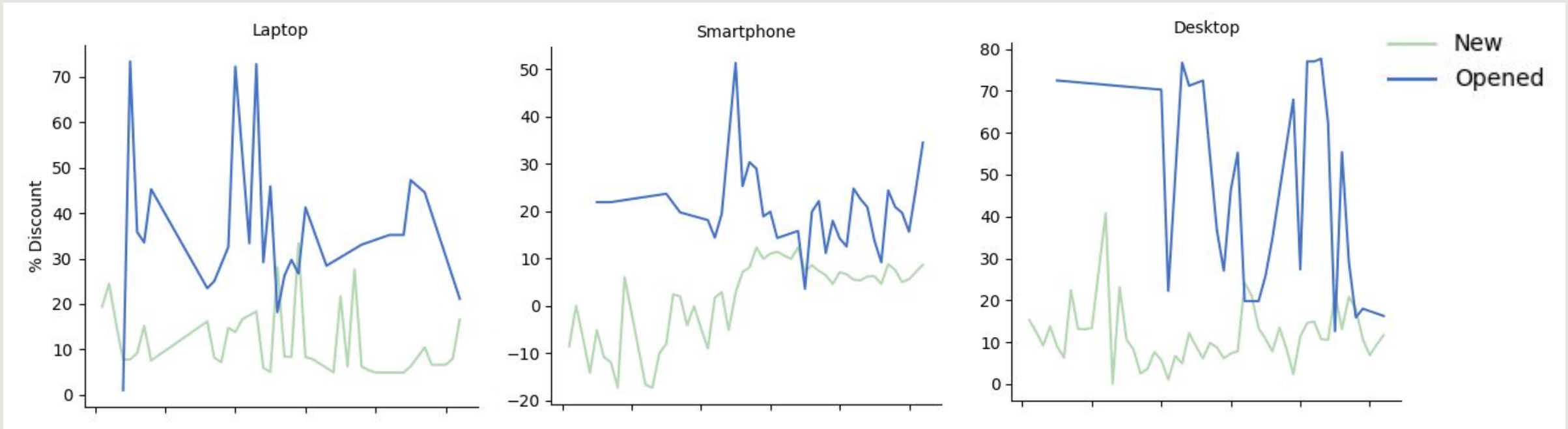


DISCOUNTS POTENTIAL: FOCUS APPLICATION

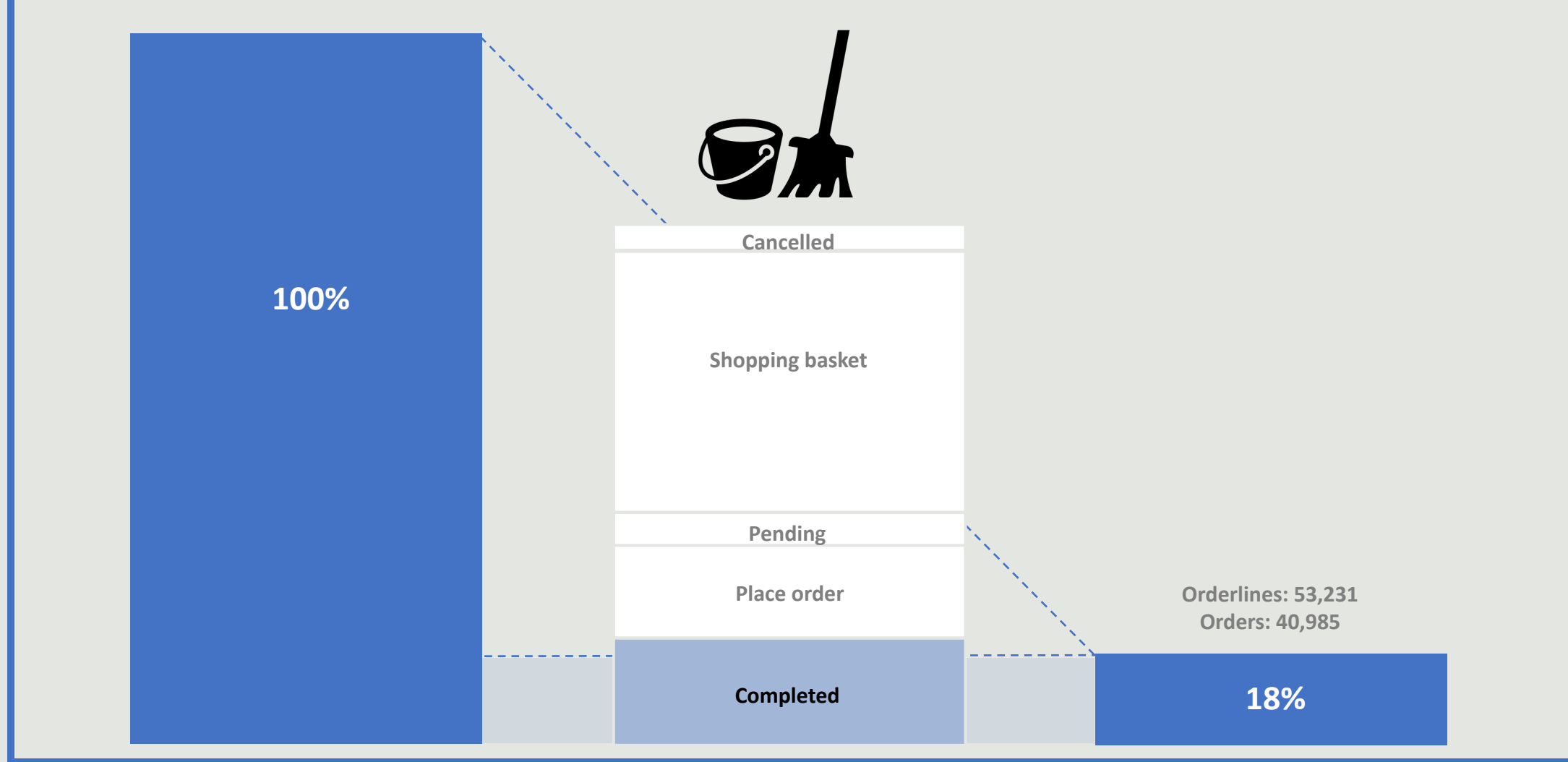
Weekly Trends in 2017: % Discounts and Products Sold (Weekly averages)



FURTHER ANALYSES POTENTIAL: CONDITIONS VIEW



INFORMATION SOURCE: FILTERING AND QUALITY



data entry quality improvements

12.06% of completed orders lost

**Start: Orderlines: 293,983, Orders: 226,909*