

Eniac Discount Strategies

Presented by Aidar, Elaheh , Payal

Project vision and mission

Whether or not it's
beneficial to discount
products.

01.

To study dataset
and check sesional
reveneu generated

02.

Study the sesional
discounts

03.

To analyse if discount
really affects sales and
reveneu

Dataset analysis & cleaning

1. **Orders** (All the information about orders, date, **status**, total paid)
2. **Orderlines** (Information about individual product for the orders in the orders table)
3. **Products** (Information about all the products offered by Eniac)
4. **Brands**(Information about brands of the products)

Creating Custom Categories

Main challenge with the current data set:

- Difficult to analyse big data set (Appr. 50K rows) for individual product.
- **No Categories to group the products.**
- **Solution:** Create custom categories

Studied **Type** for the products from products datatable

Analysed the data for most revenue contributing types.

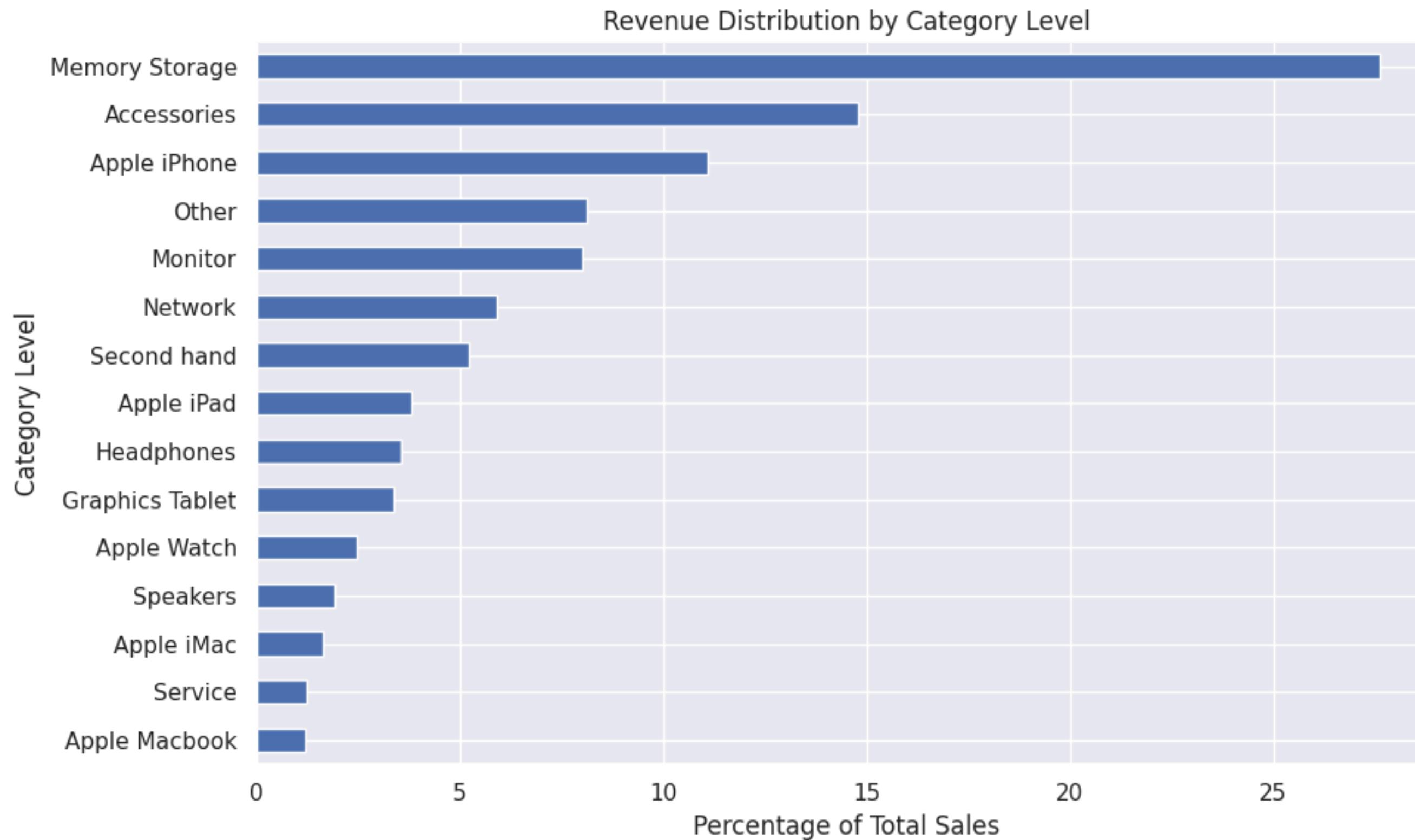
Used the **Name** and **description** for each **type** and find most relevant custom category Name

Used this custom categories for further analysis of Revenue , Discounts and sales

Result: This total custom categories covers almost **95% of revenue generating products.**

78% of total products from the total Products information & **22%** Product comes under category named **Other**

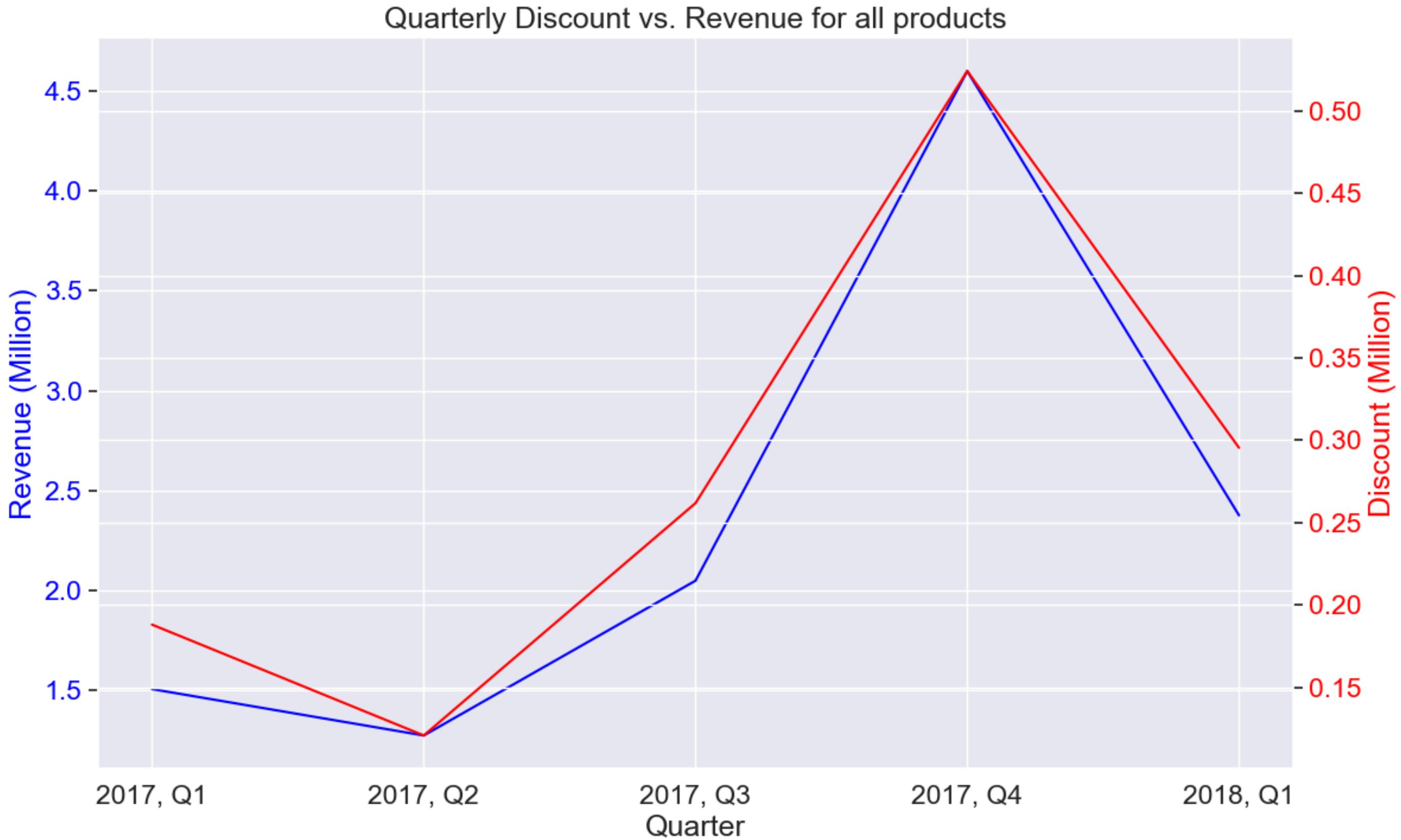
Overall sales by category



Total time period for the dataset is 437 days

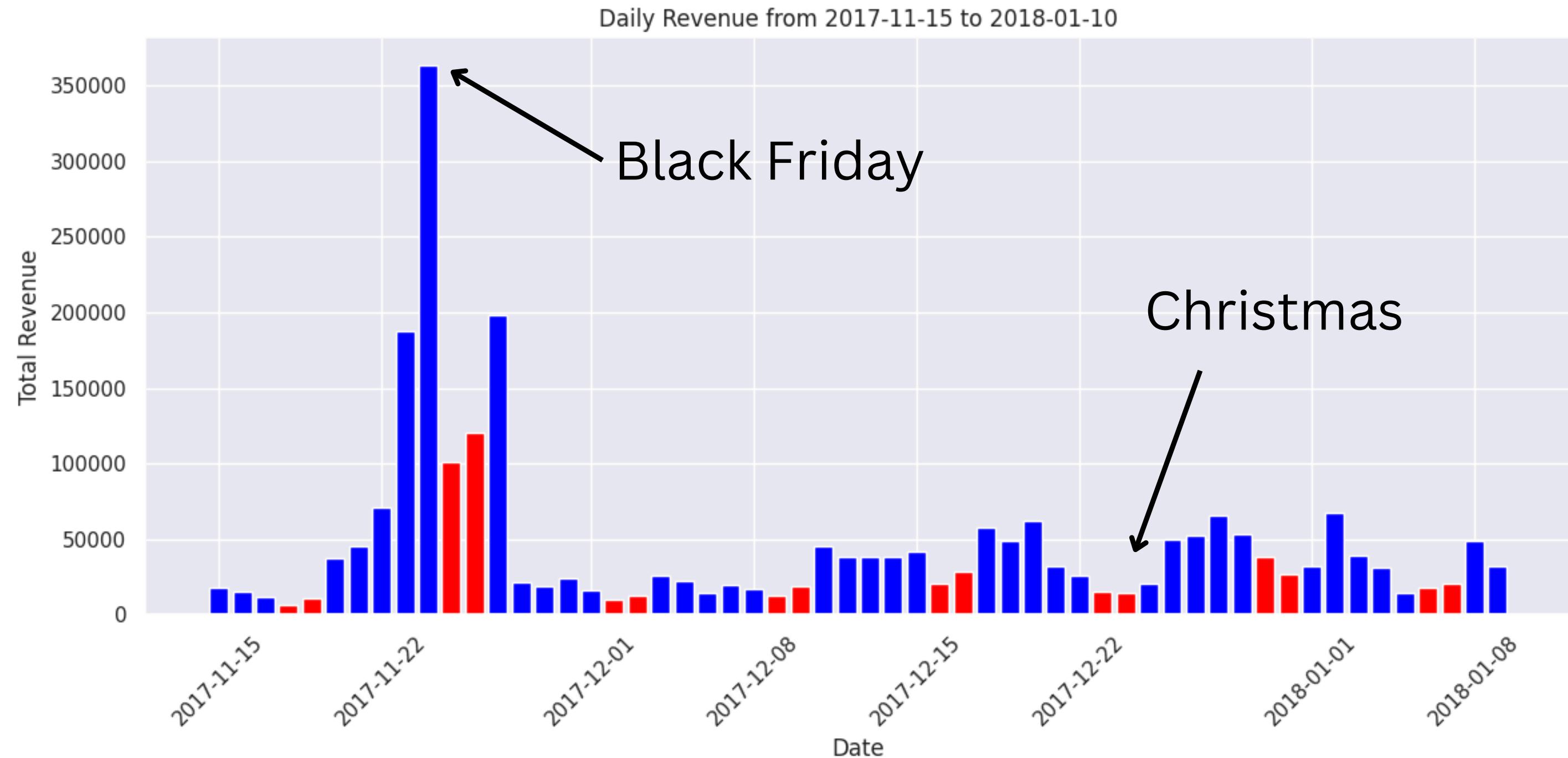
Quarterly discount vs. revenue for all products

- Similar trend:
Discounts & Revenue
- Highest revenue: Q4,
with highest discounts
- Lowest revenue: Q2,
with lowest discounts
- Possible discount impact;
other factors likely

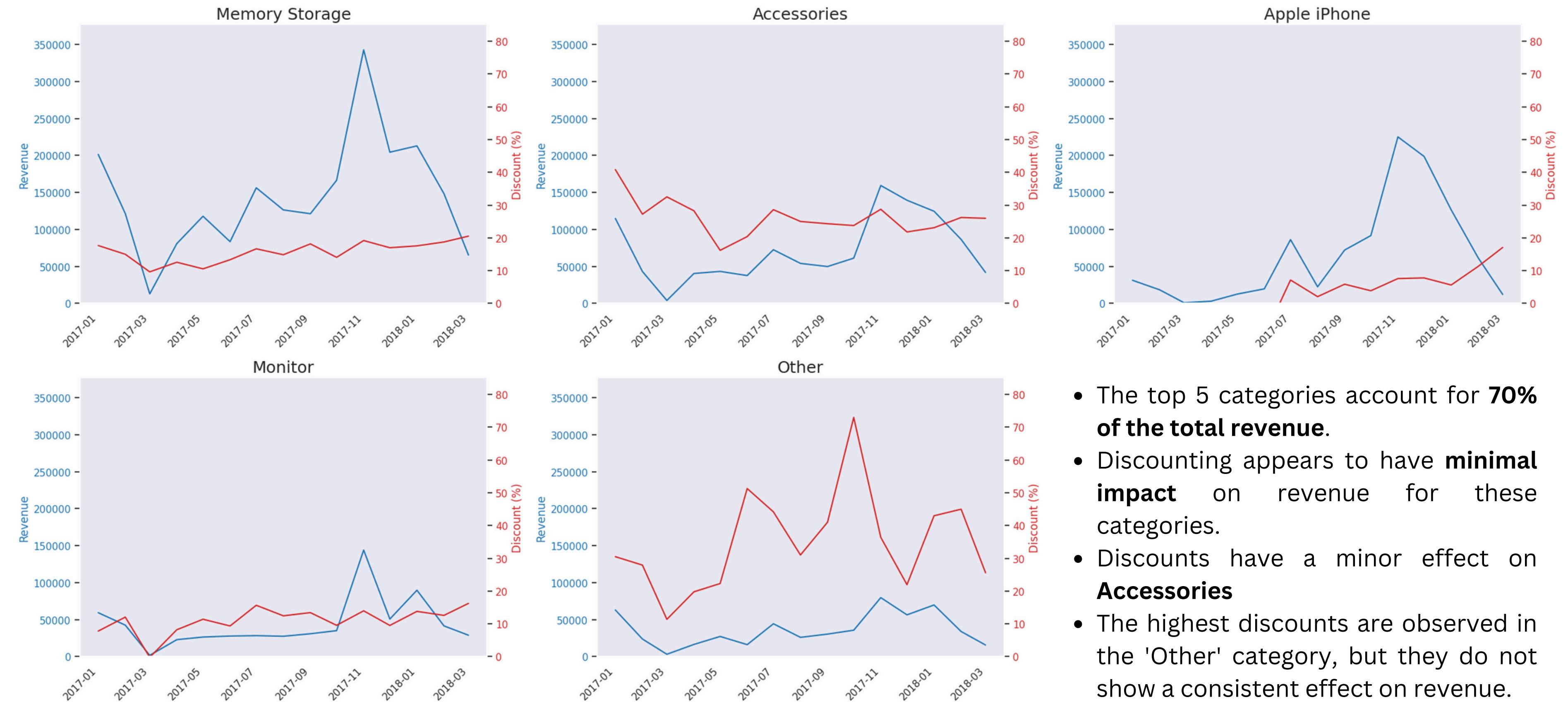


Black Friday and Christmas daily revenue

- Seasonal sales effects on revenue
- Higher revenue: special dates (Black Friday)
- Weekend revenue indicator
- Weekend sales impact: lower revenue on Saturday and Sunday

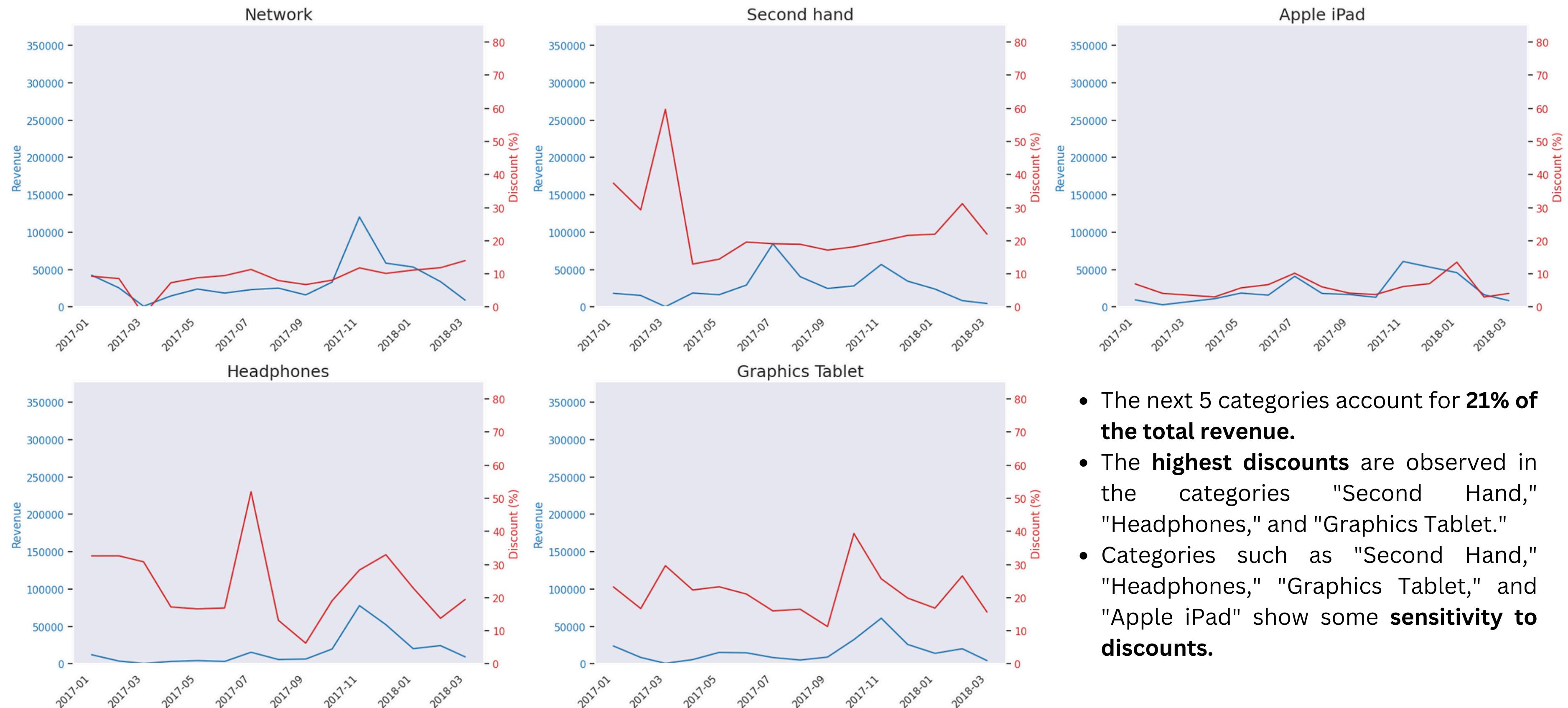


Impact of Discounts on Revenue



- The top 5 categories account for **70% of the total revenue**.
- Discounting appears to have **minimal impact** on revenue for these categories.
- Discounts have a minor effect on **Accessories**
- The highest discounts are observed in the 'Other' category, but they do not show a consistent effect on revenue.

Impact of Discounts on Revenue



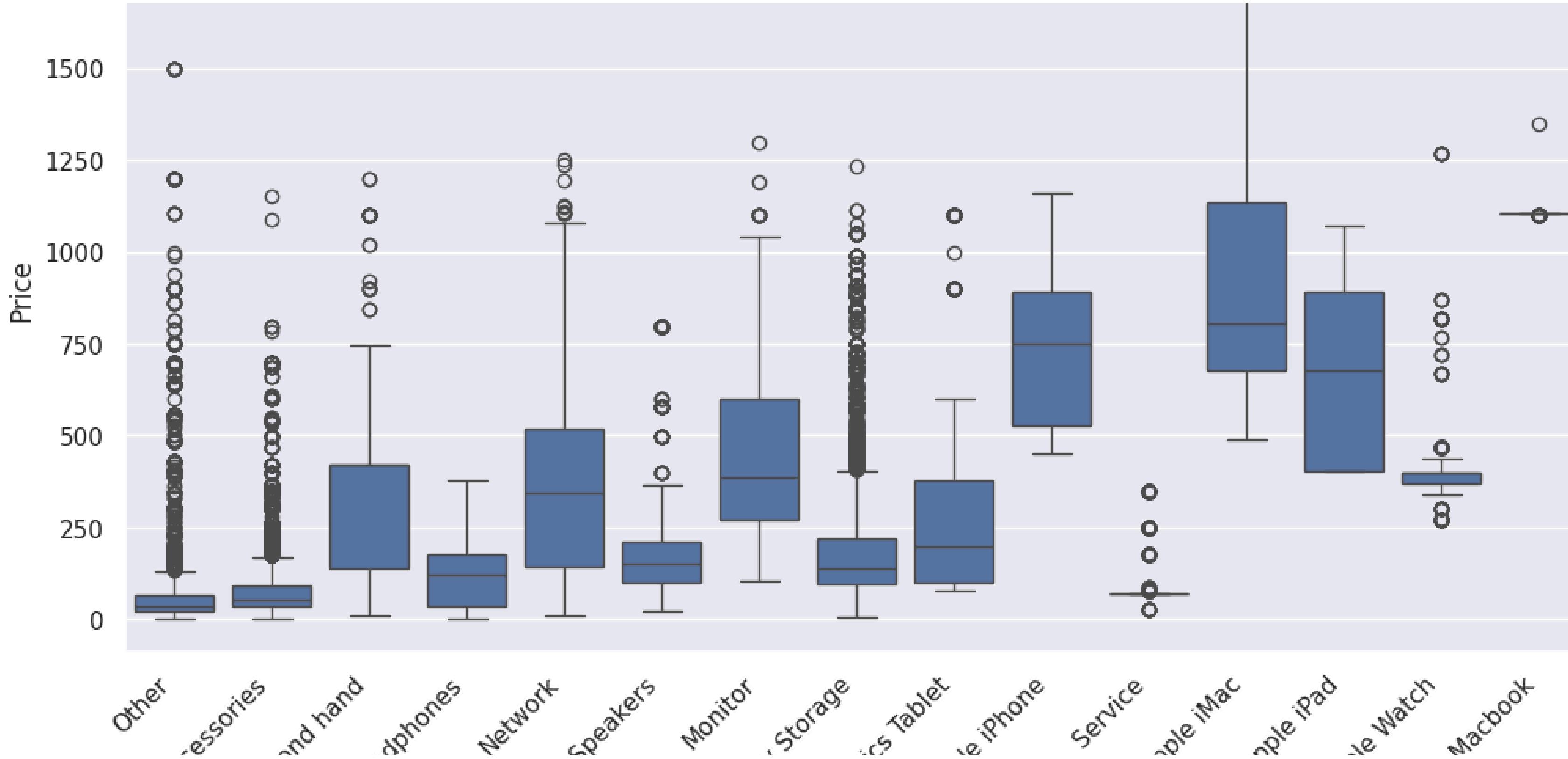
- The next 5 categories account for **21% of the total revenue.**
- The **highest discounts** are observed in the categories "Second Hand," "Headphones," and "Graphics Tablet."
- Categories such as "Second Hand," "Headphones," "Graphics Tablet," and "Apple iPad" show some **sensitivity to discounts**.

Recommendations

- **Limit Heavy Discounts:** Avoid offering significant discounts during high-demand periods, as revenue spikes appear to be driven by other factors.
- **Focus Midseason Discounts:** Use discounts strategically during midseason periods to boost sales in low-demand times.
- **Target Sensitive Categories:** Apply discounts selectively for short-term sales boosts in discount-sensitive categories.
- **Improve Data Collection:** Capture more detailed insights to better analyze the impact of discounts.

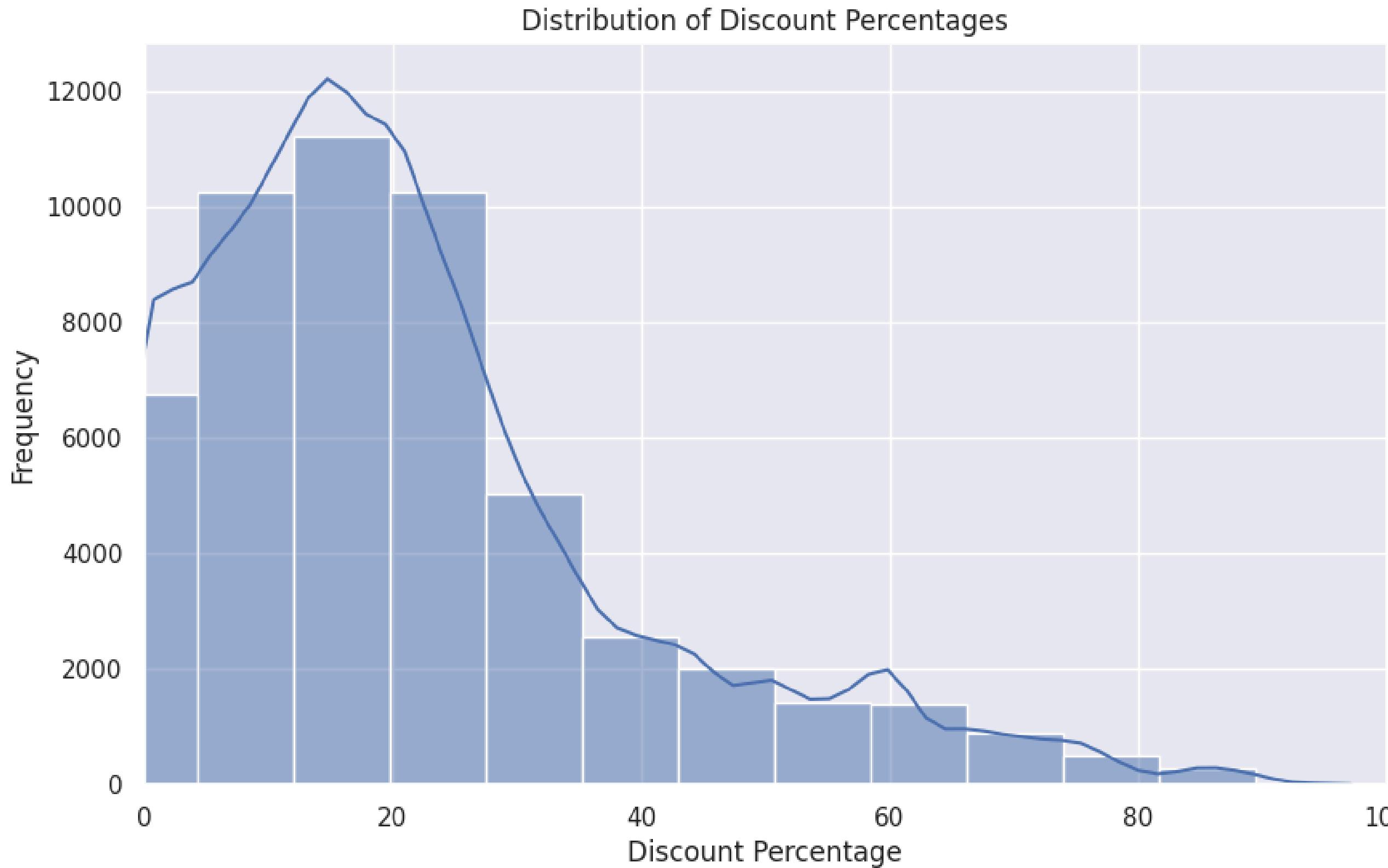
Thank you!

Distribution of prices by category

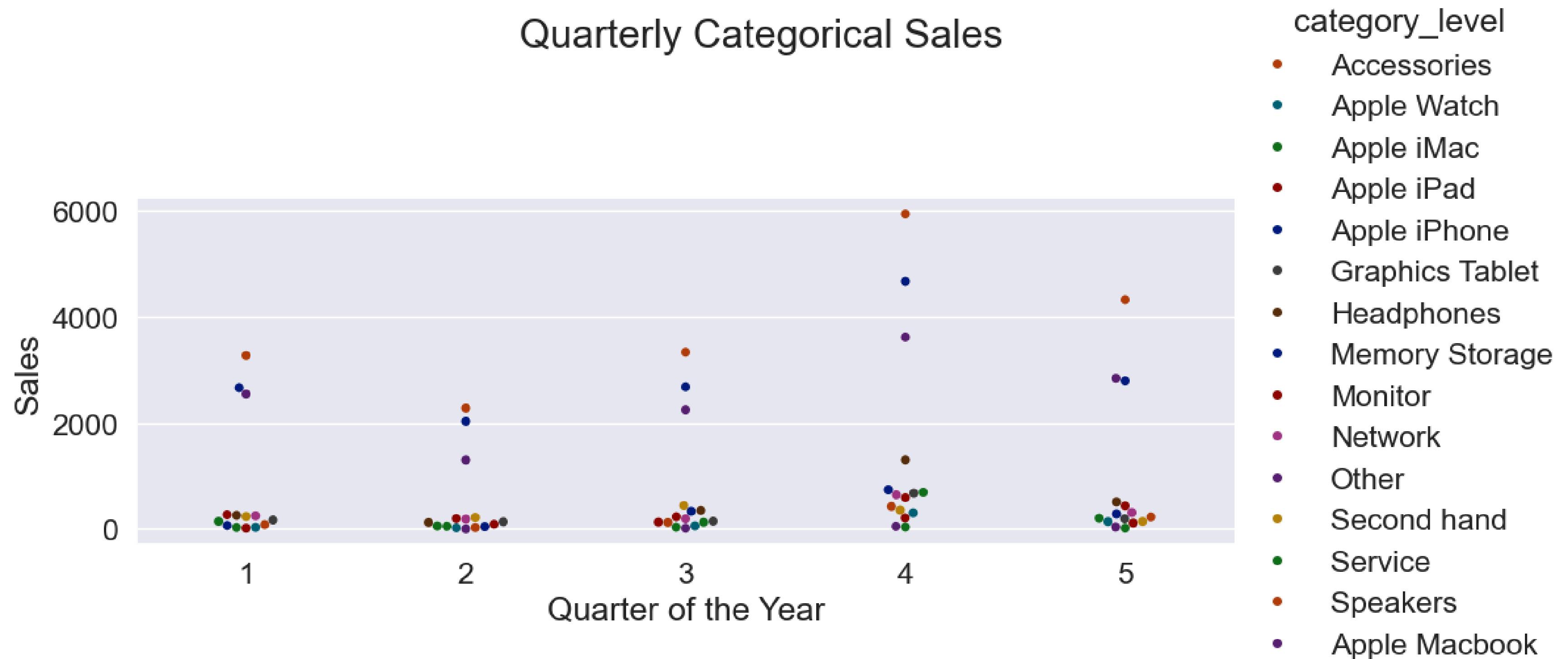


There is scope to improve the dataset by providing category information or more precise info for the type of product

Distribution of discounts



Quarterly Categorical Sales



Quarterly Categorical revenue

