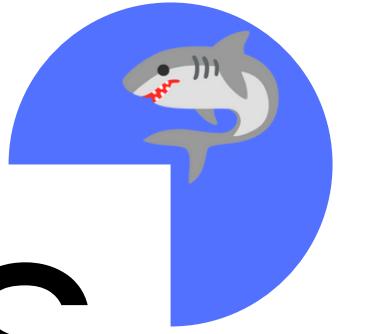


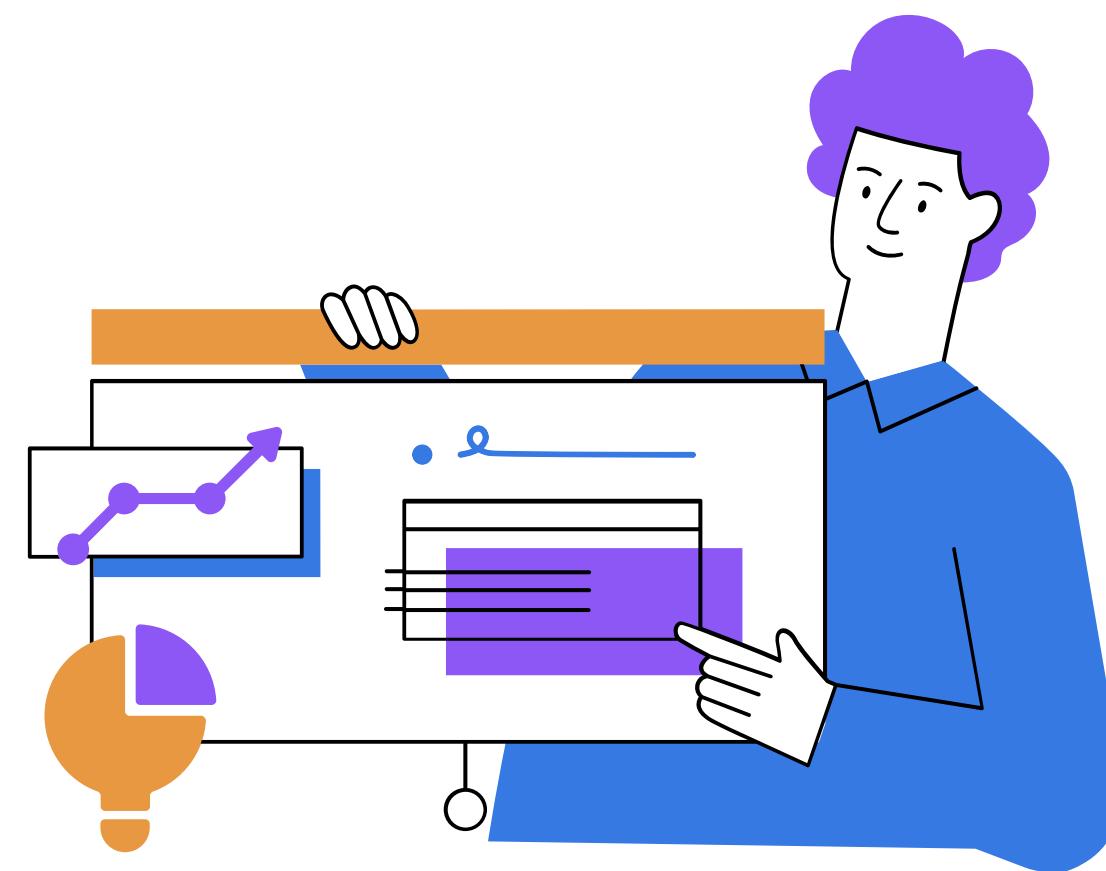
# Discounts Analysis



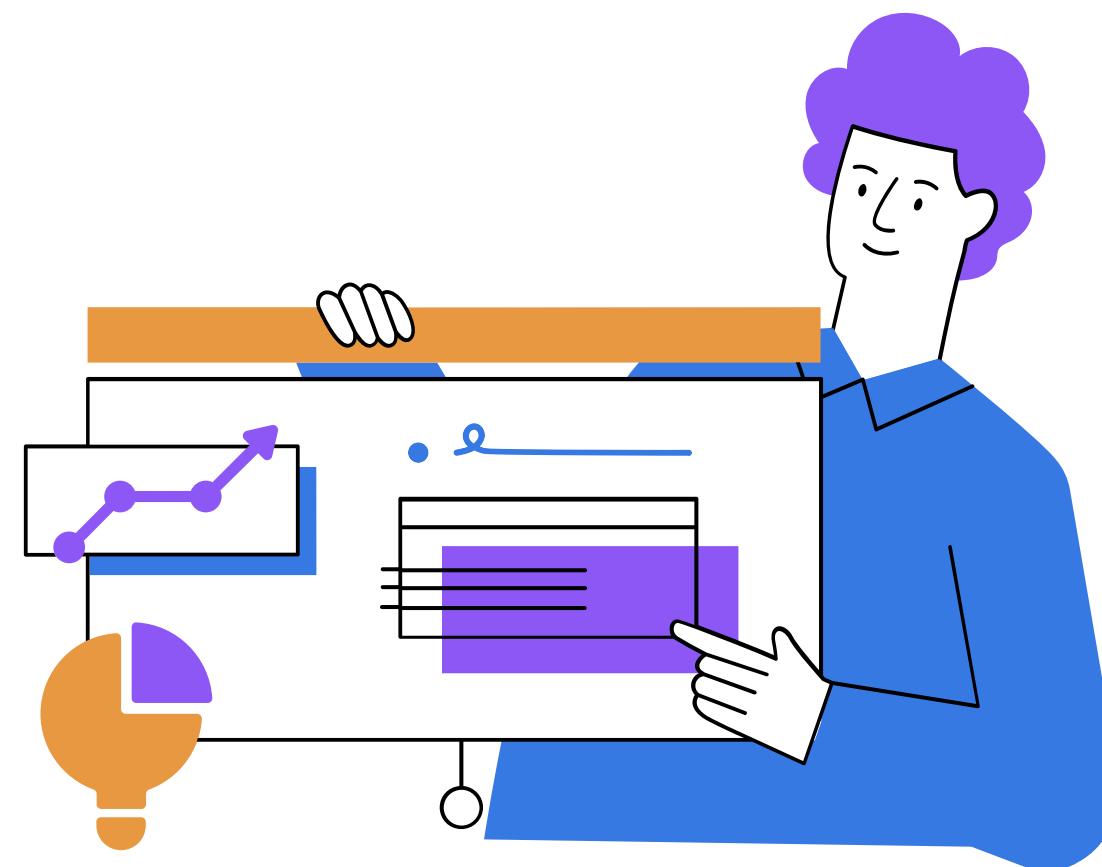
- ★ Aguilera, Pedro
- ★ Awolope, Racheal
- ★ Wulkow, Jens



# Are Discounts on Products Beneficial for Eniac?



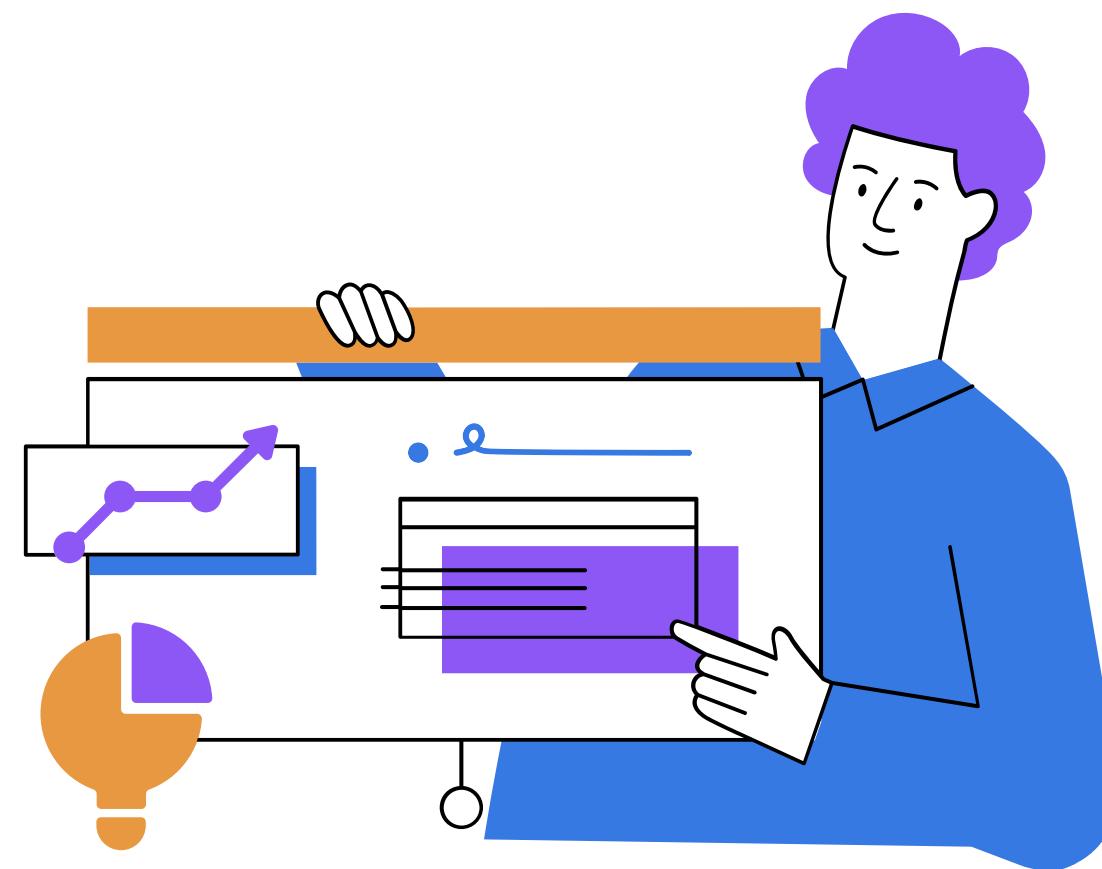
# Are Discounts on Products Beneficial for Eniac?



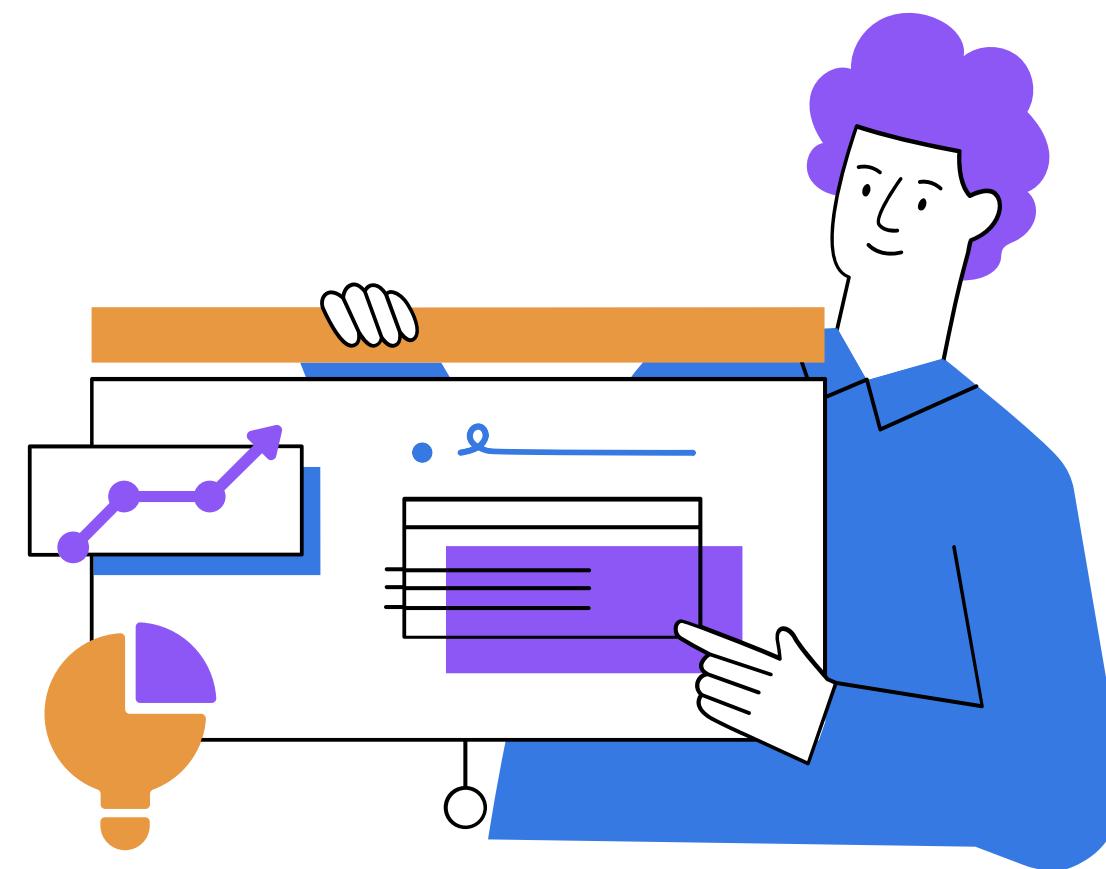
Yes, at the right time and  
at reasonable range

# Are Discounts on Products Beneficial for Eniac?

- Quarterly Revenues

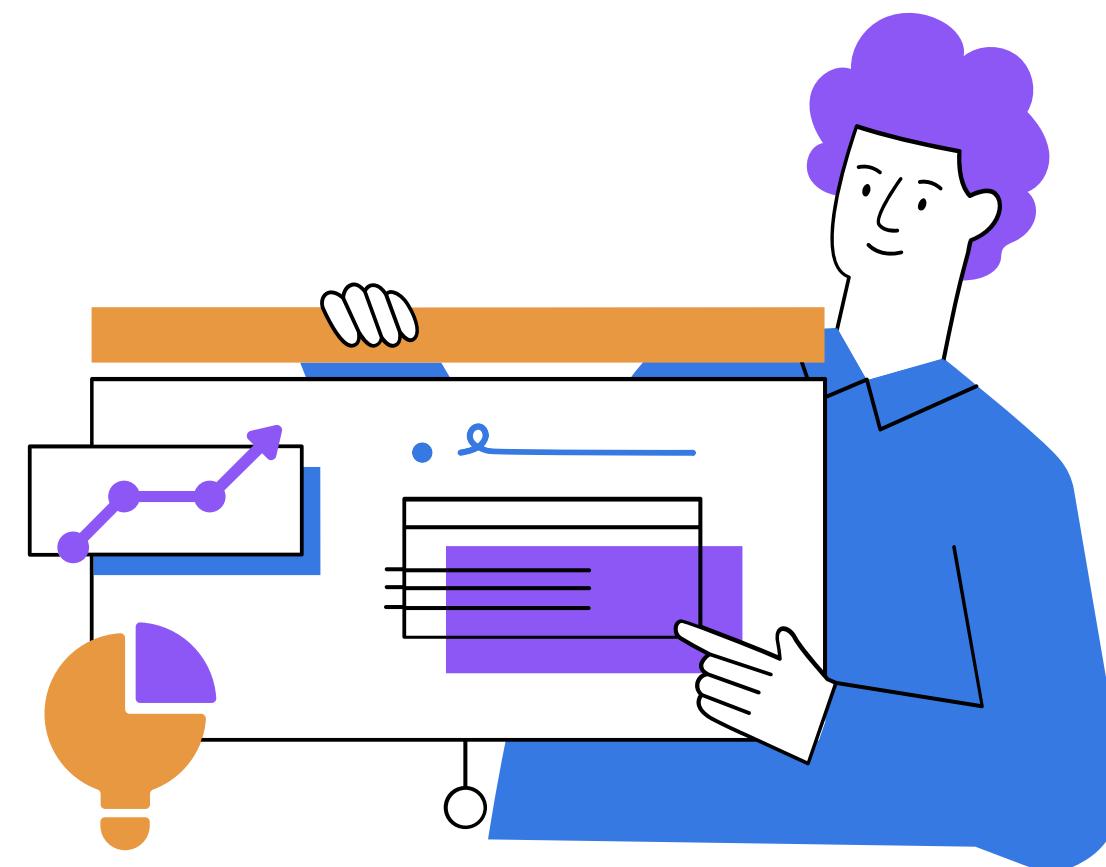


# Are Discounts on Products Beneficial for Eniac?



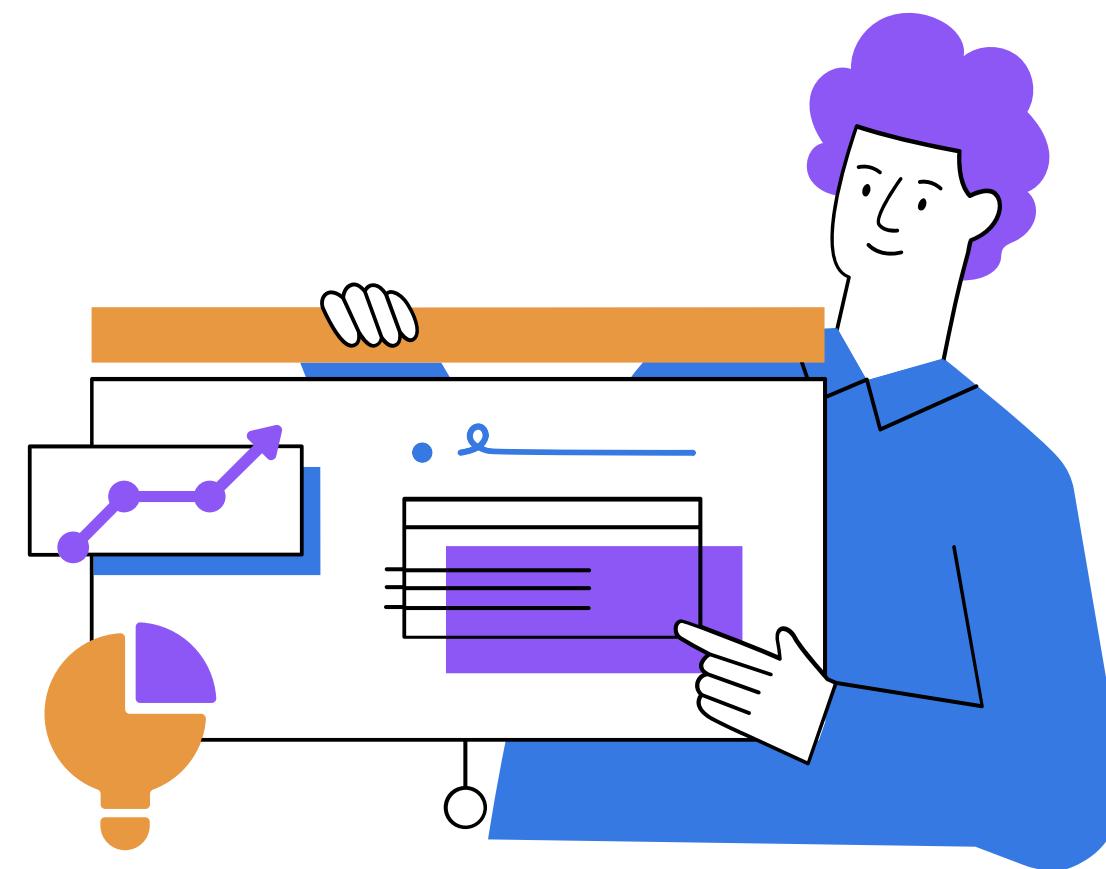
- Quarterly Revenues
- Seasonality

# Are Discounts on Products Beneficial for Eniac?



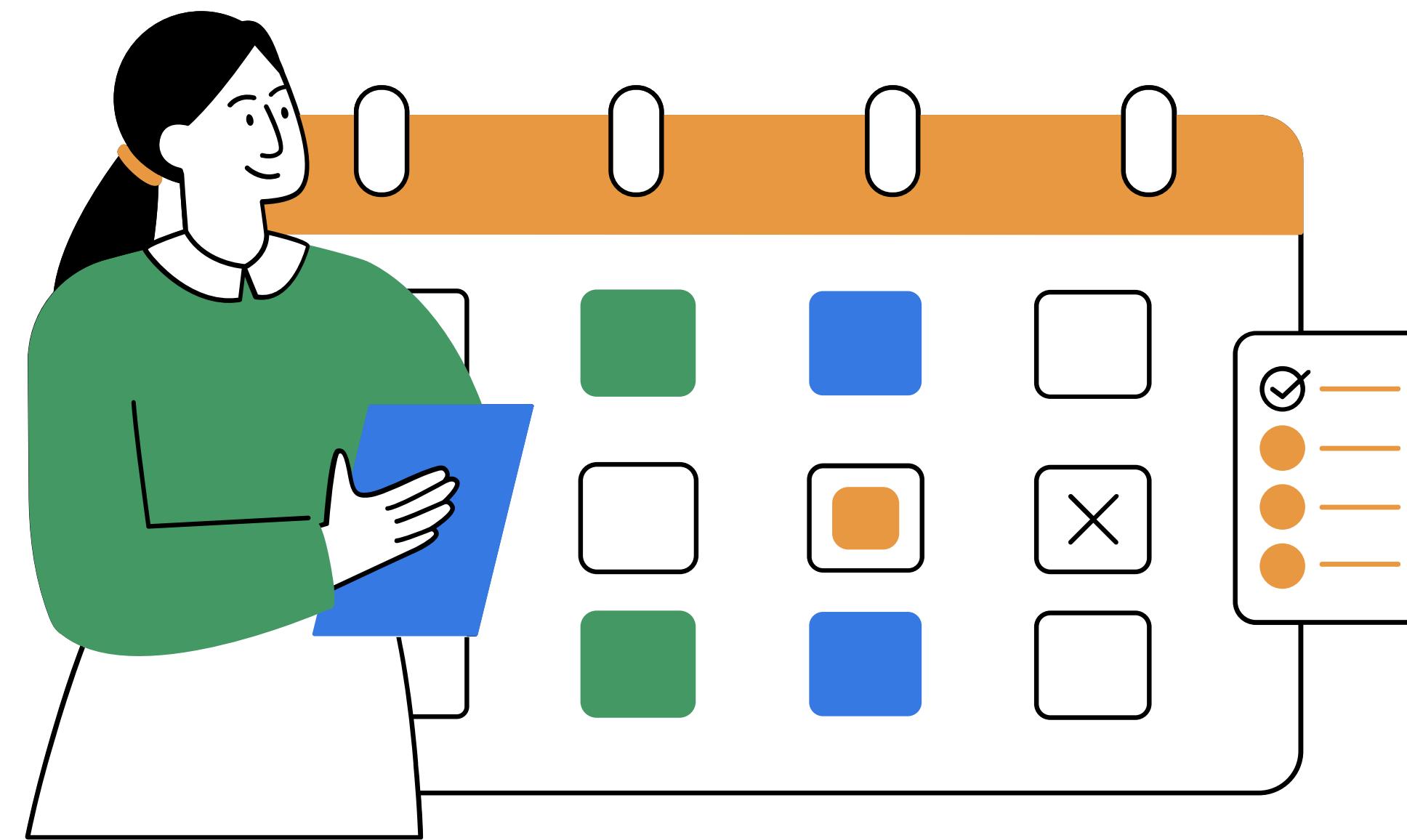
- Quarterly Revenues
- Seasonality
- Discounts Impact

# Are Discounts on Products Beneficial for Eniac?



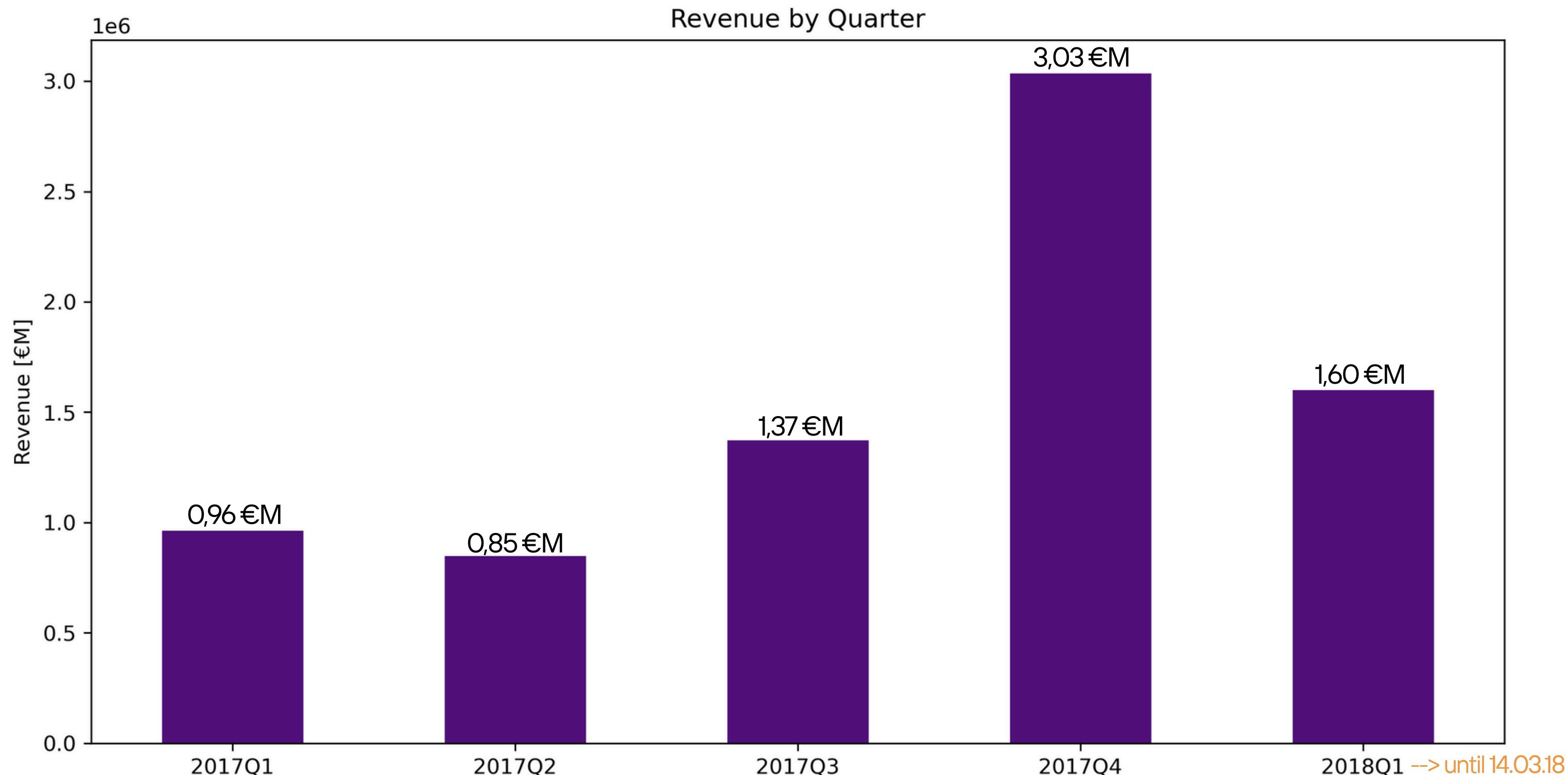
- Quarterly Revenues
- Seasonality
- Discounts Impact
- Recommendations

# Quarterly Revenues



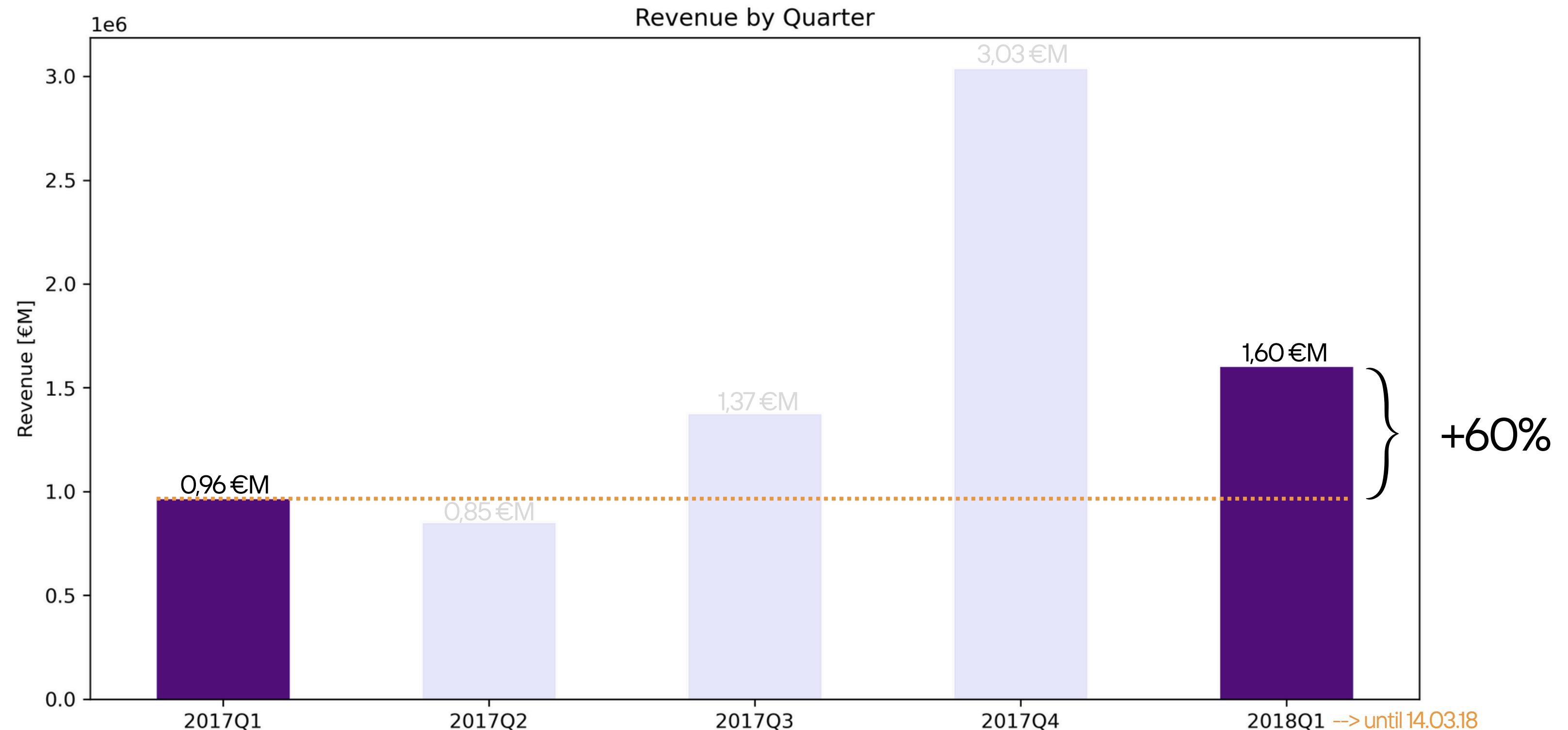


# Quarterly Revenues



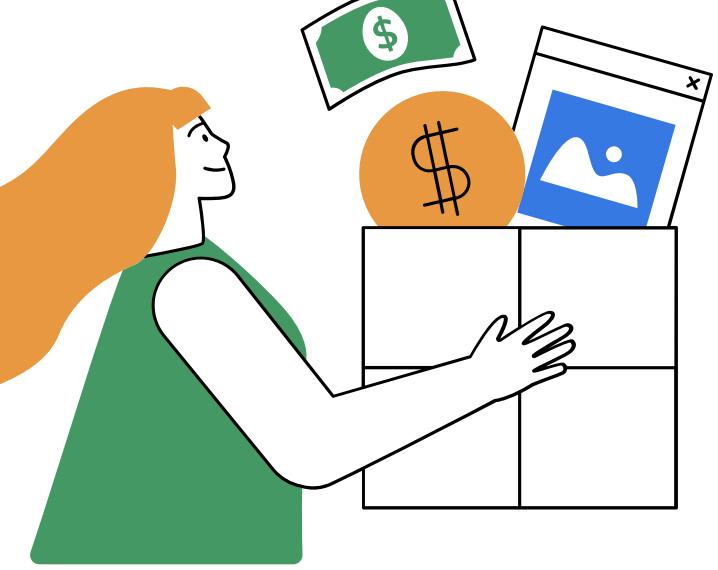


# Quarterly Revenues

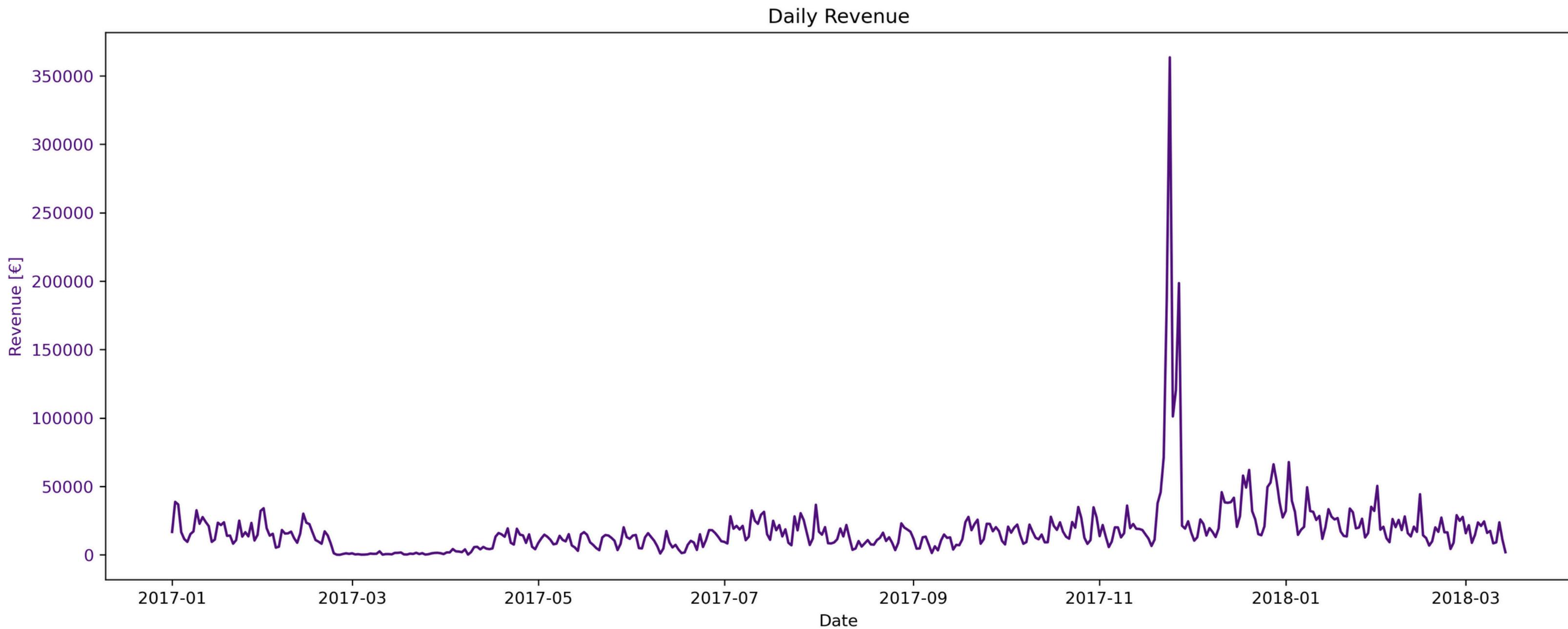


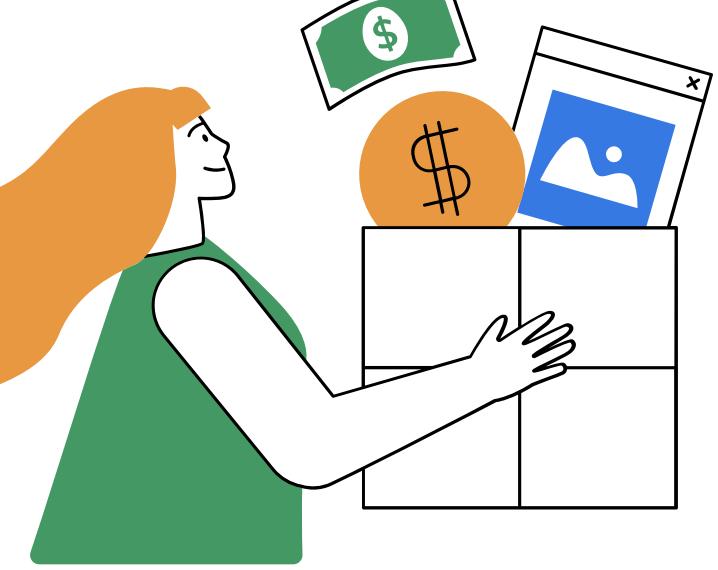
# Seasonality



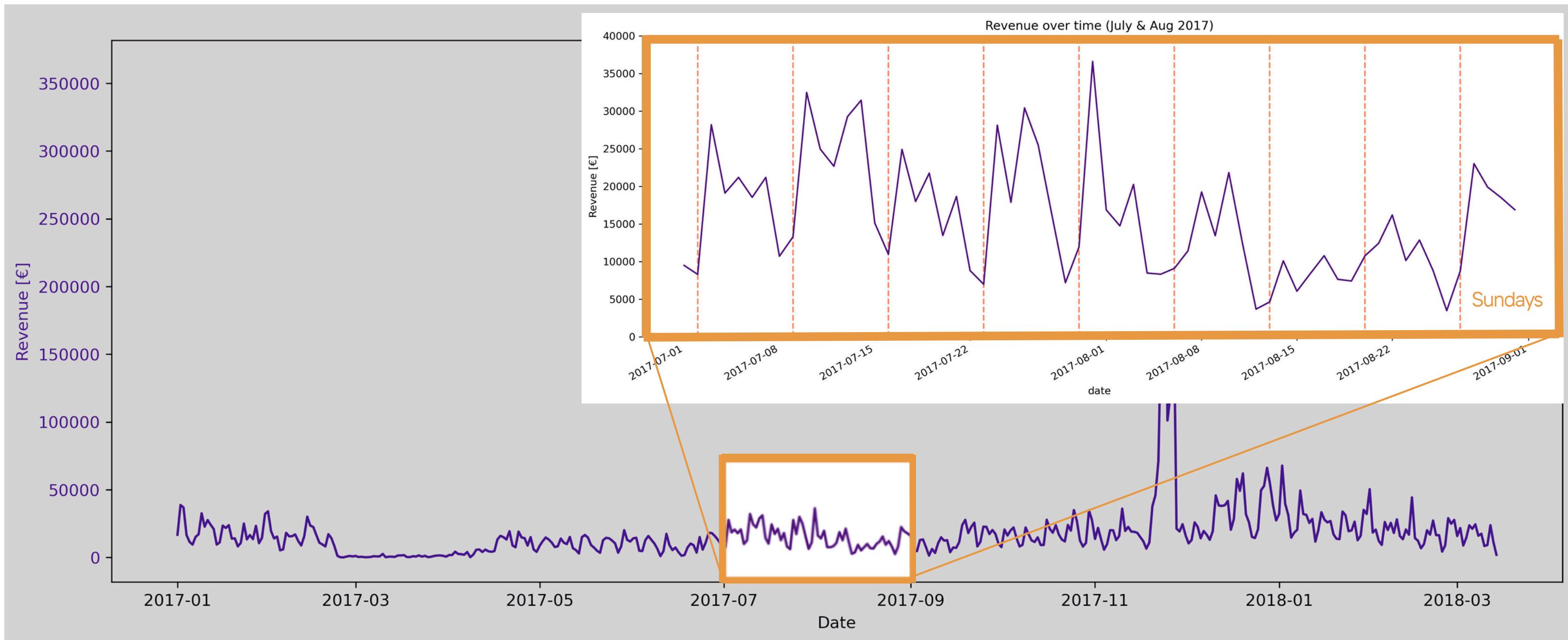


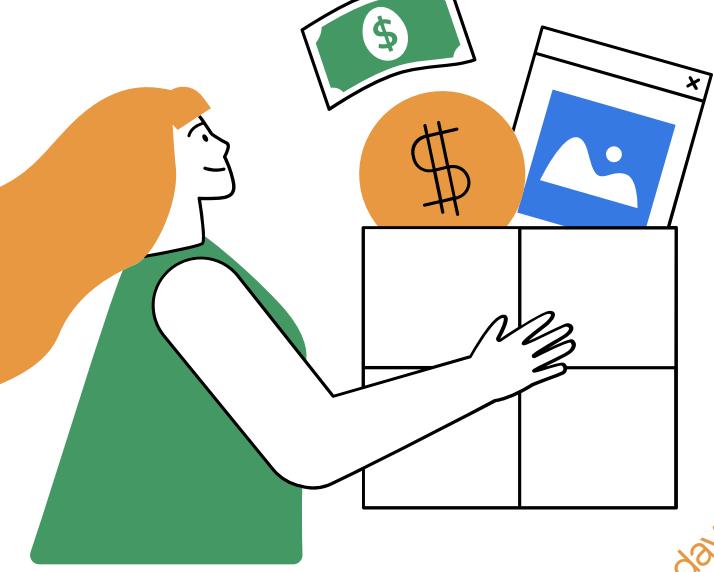
# Seasonality





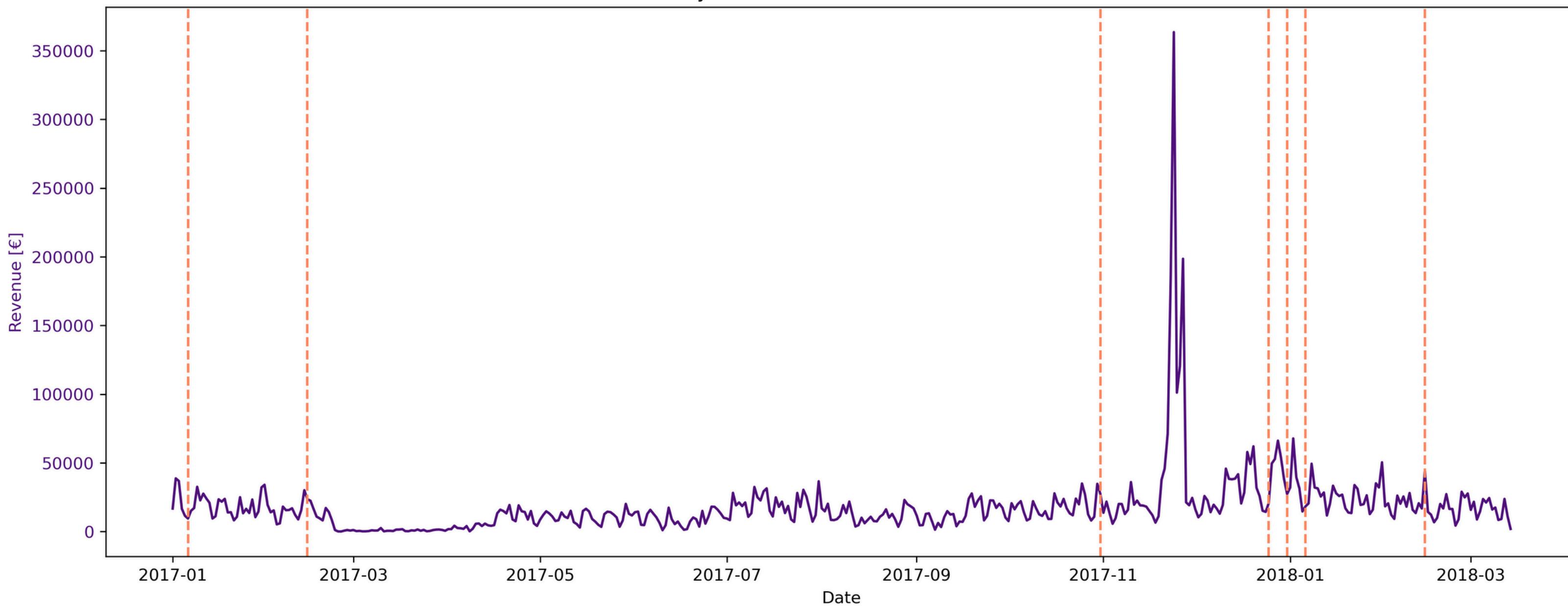
# Seasonality

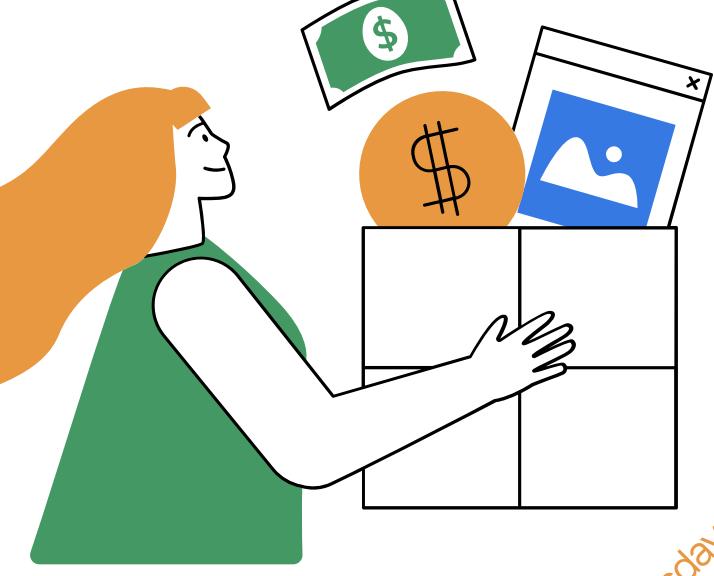




# Seasonality

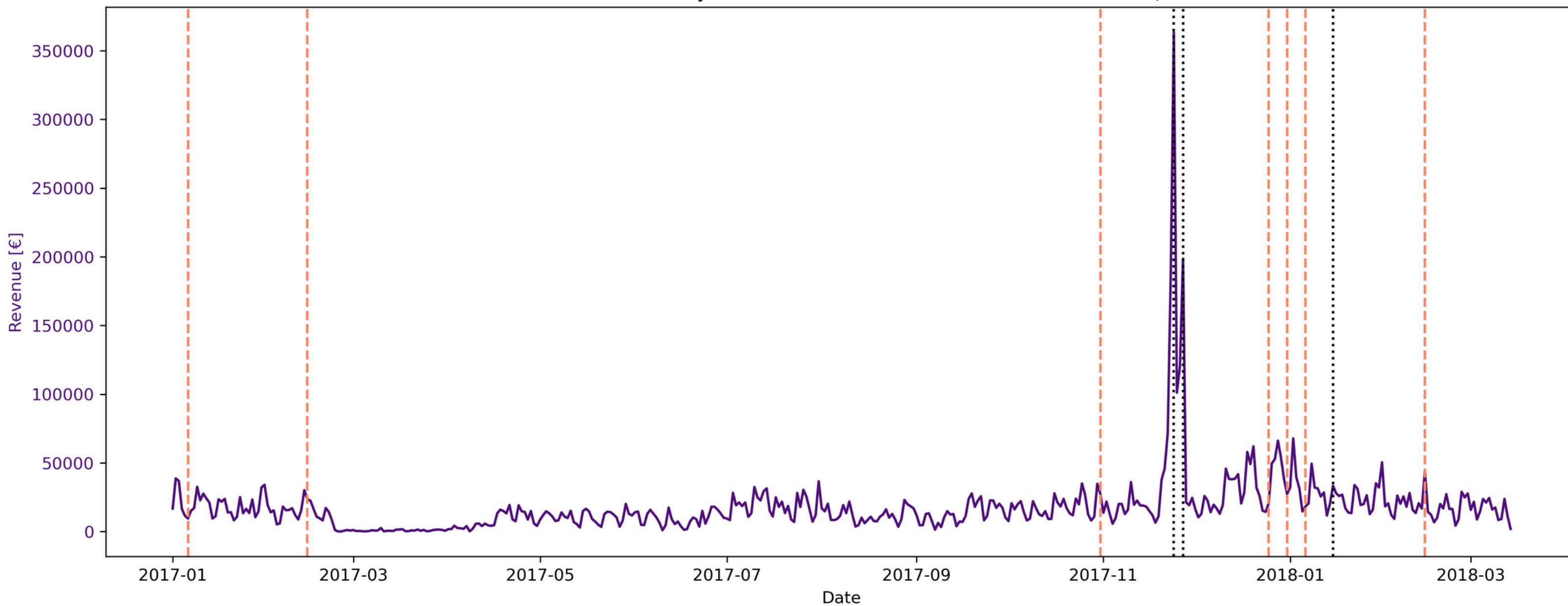
Daily Revenue and Discount Relation

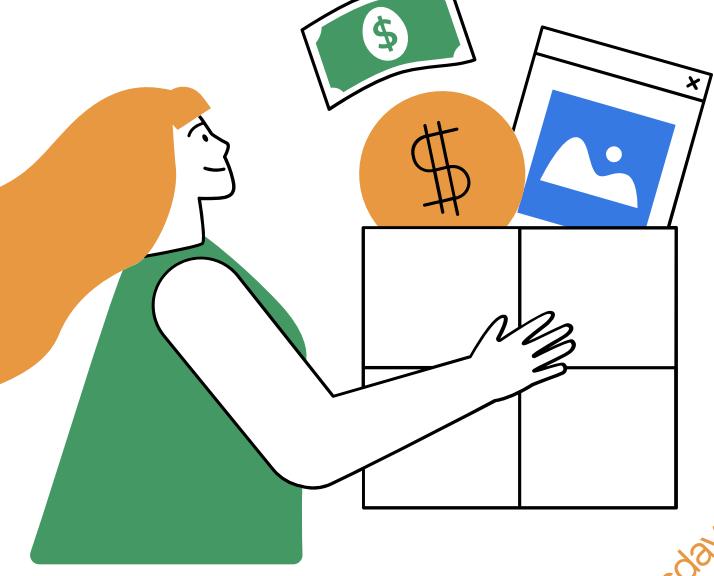




# Seasonality

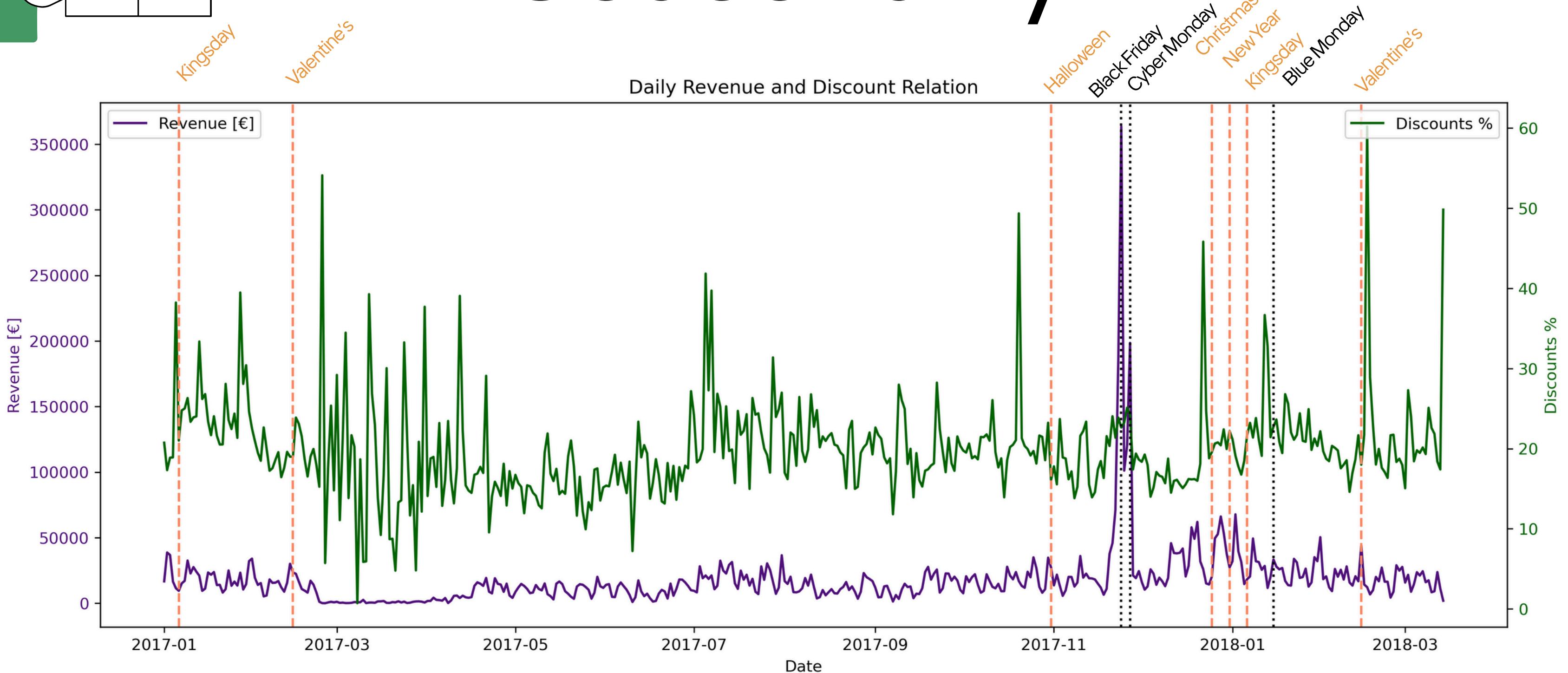
Daily Revenue and Discount Relation

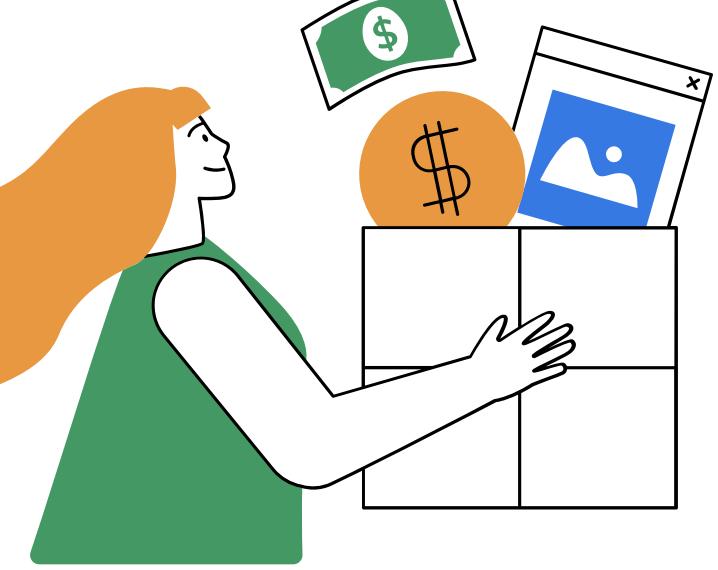




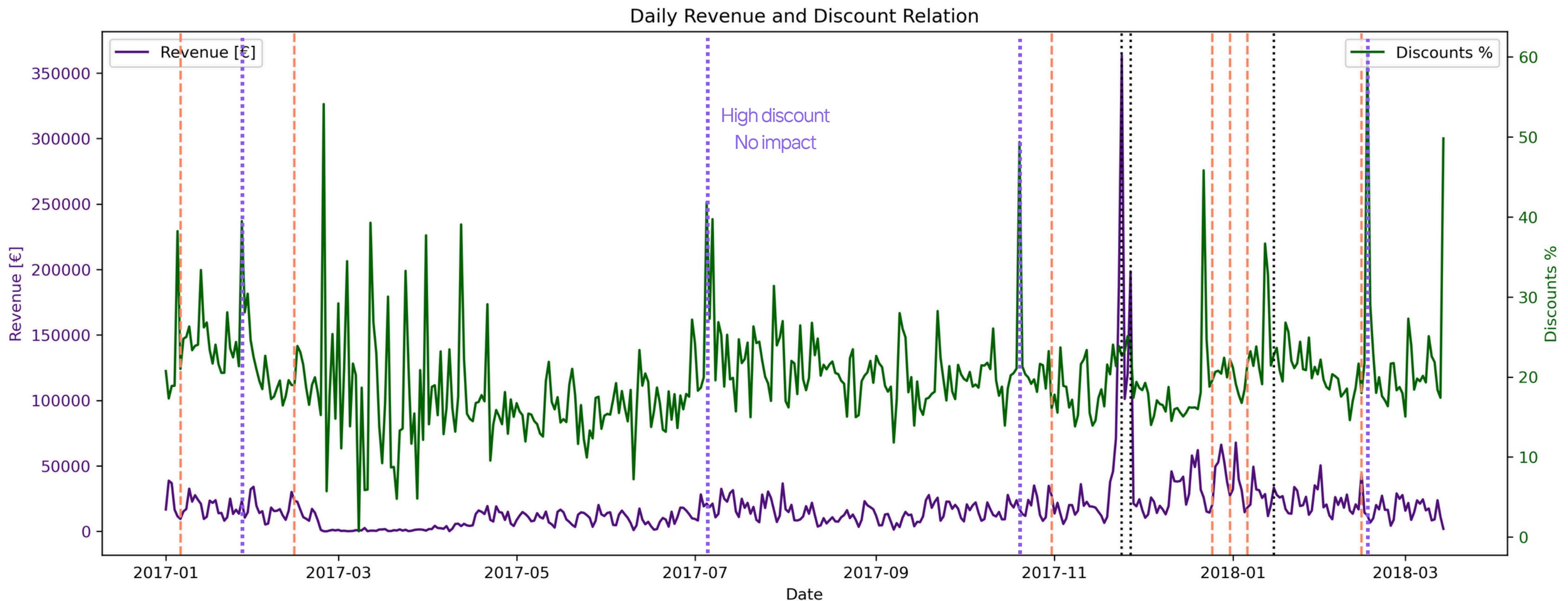
# Seasonality

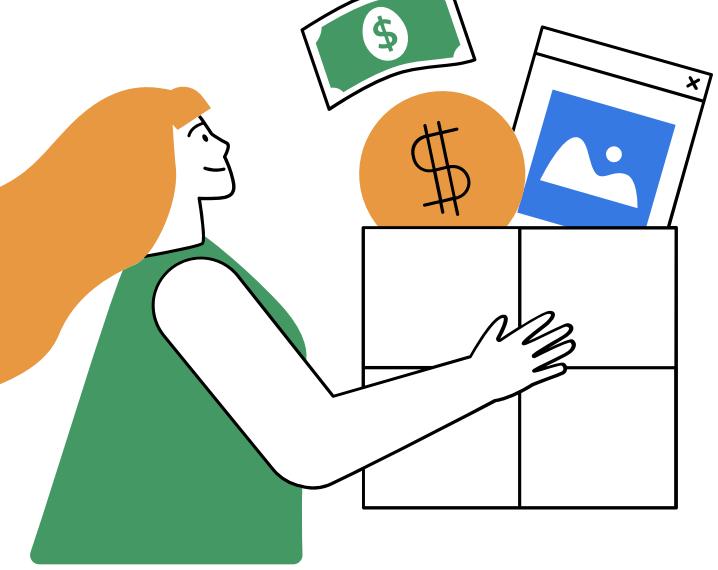
Daily Revenue and Discount Relation



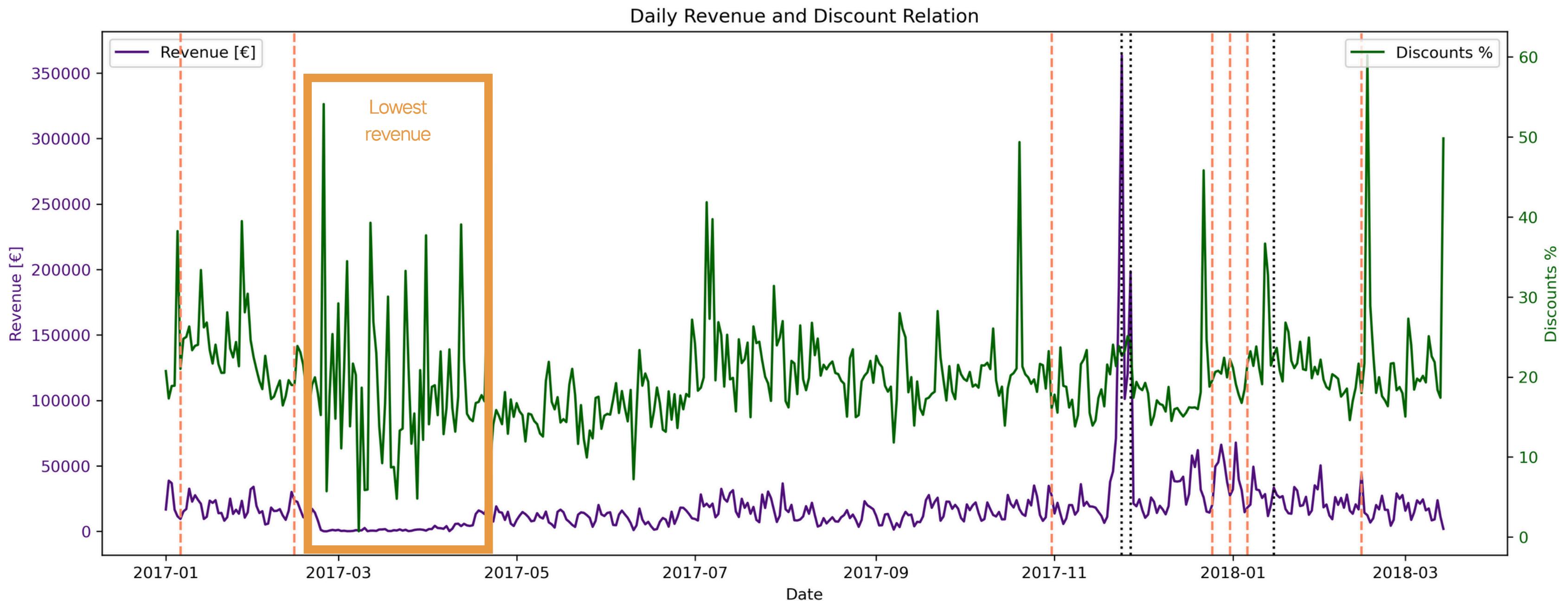


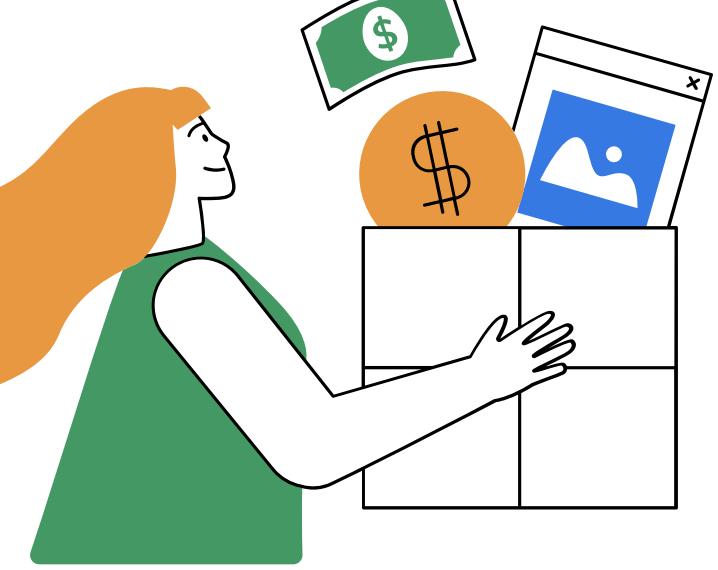
# Seasonality



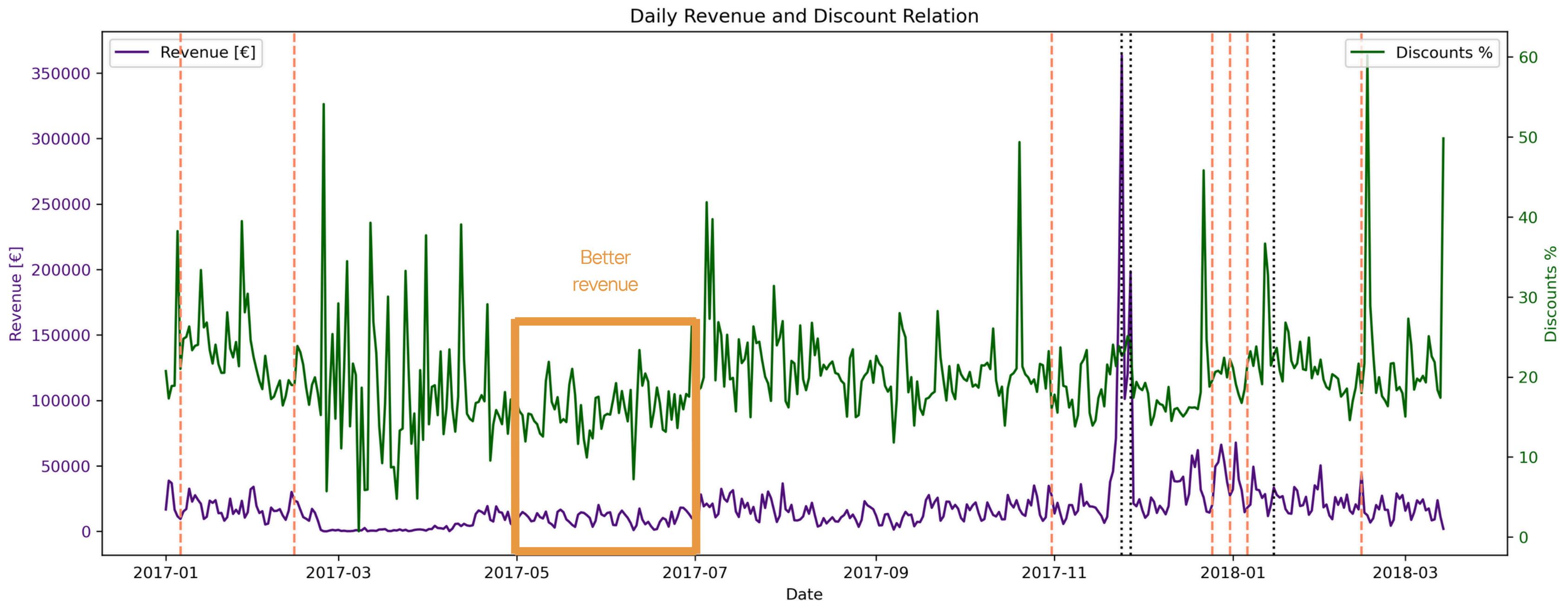


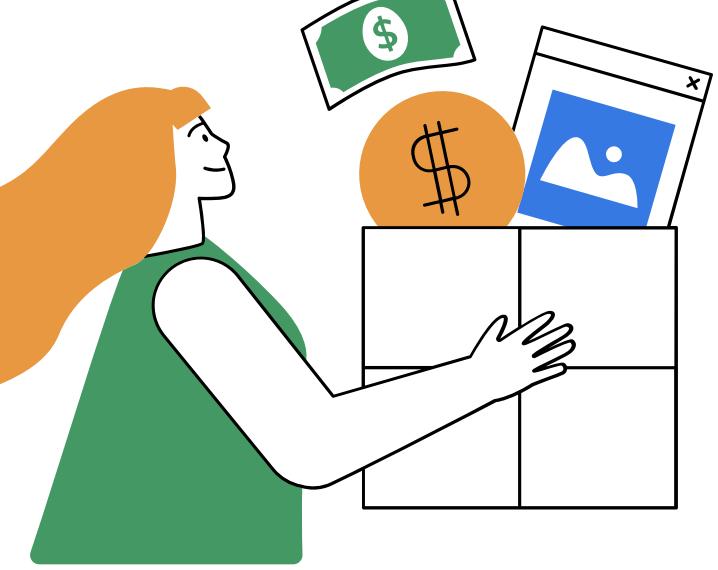
# Seasonality



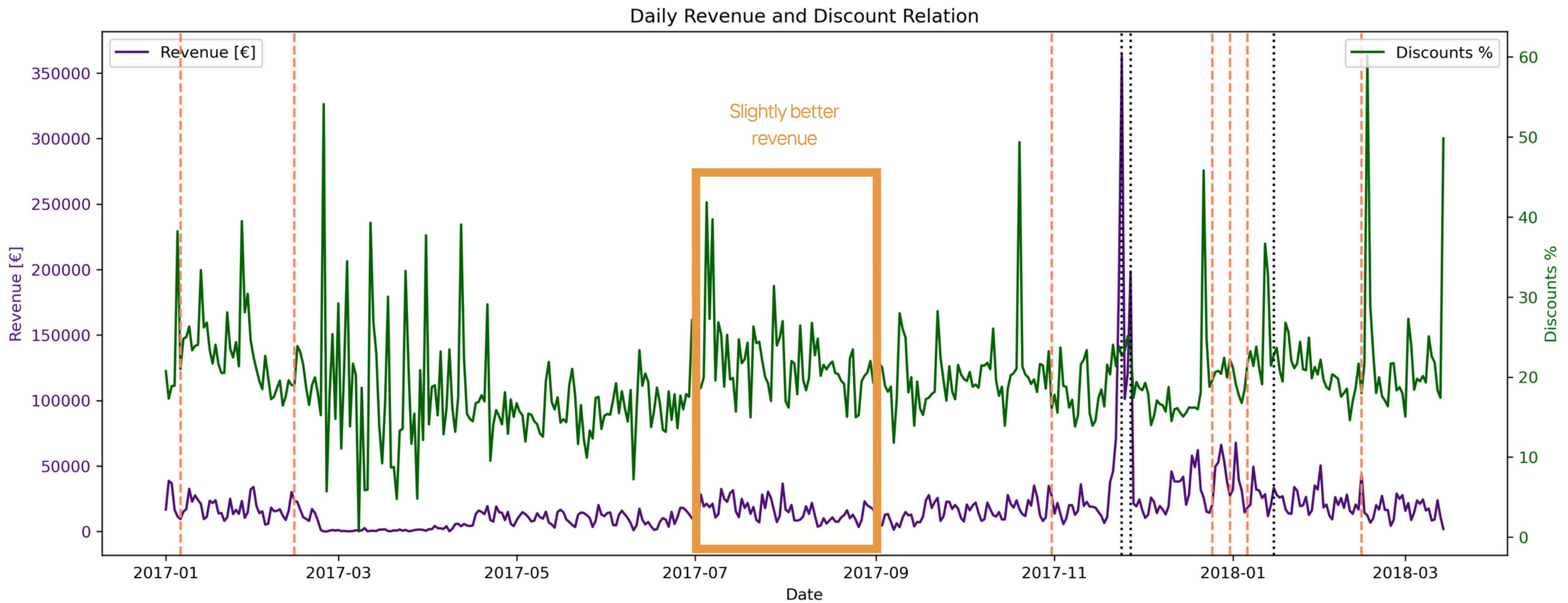


# Seasonality





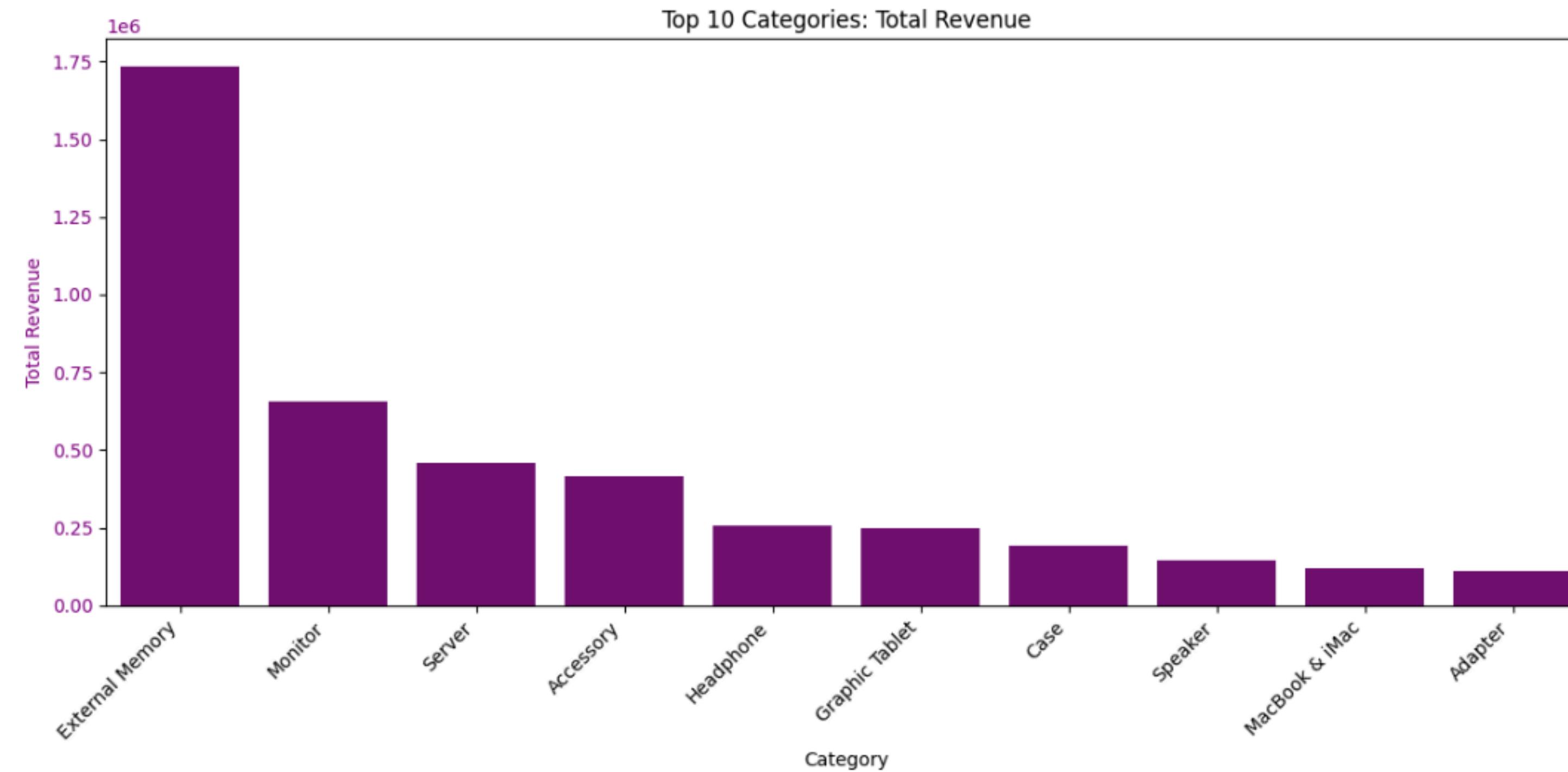
# Seasonality



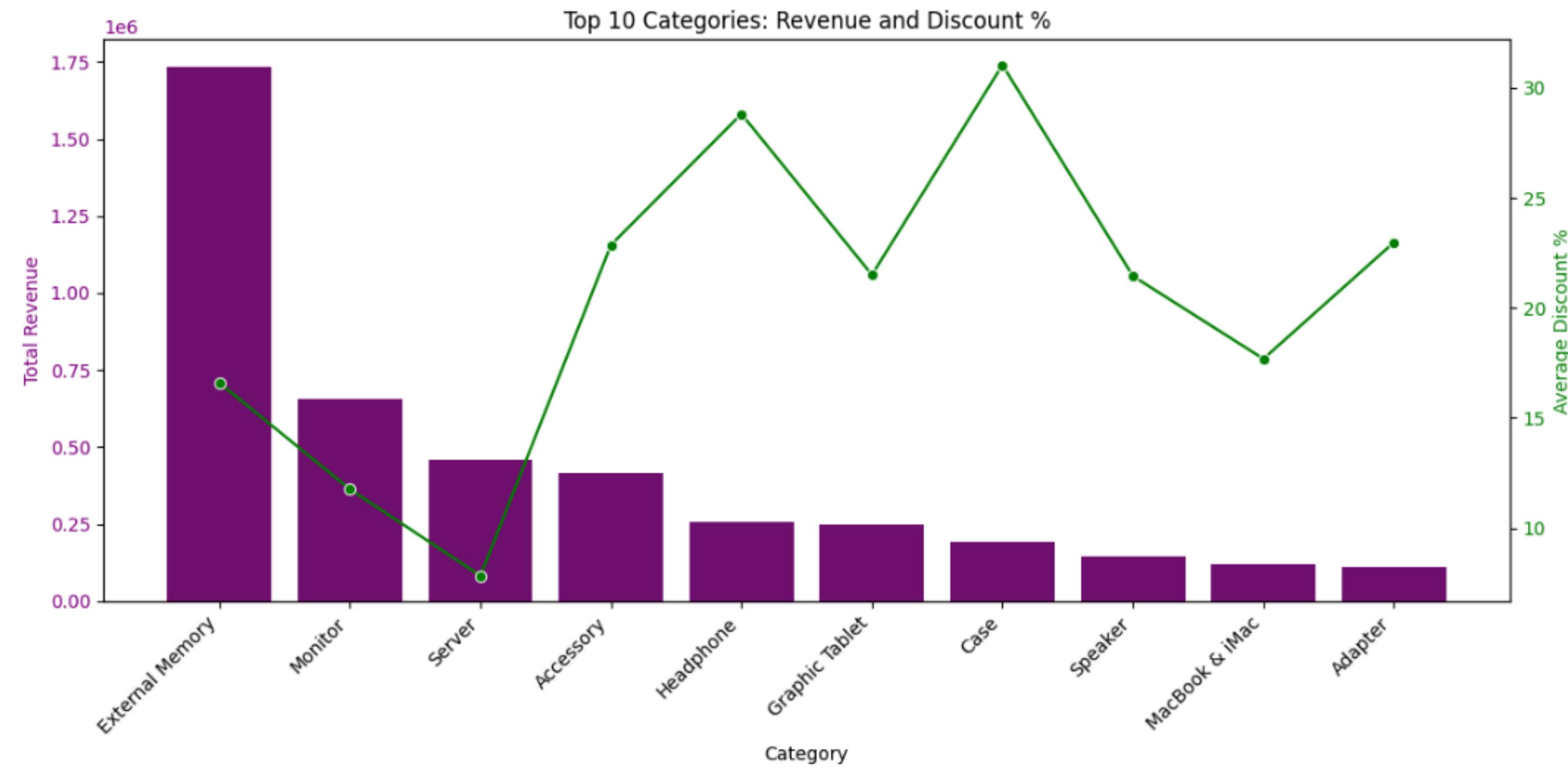
# Discounts Impact



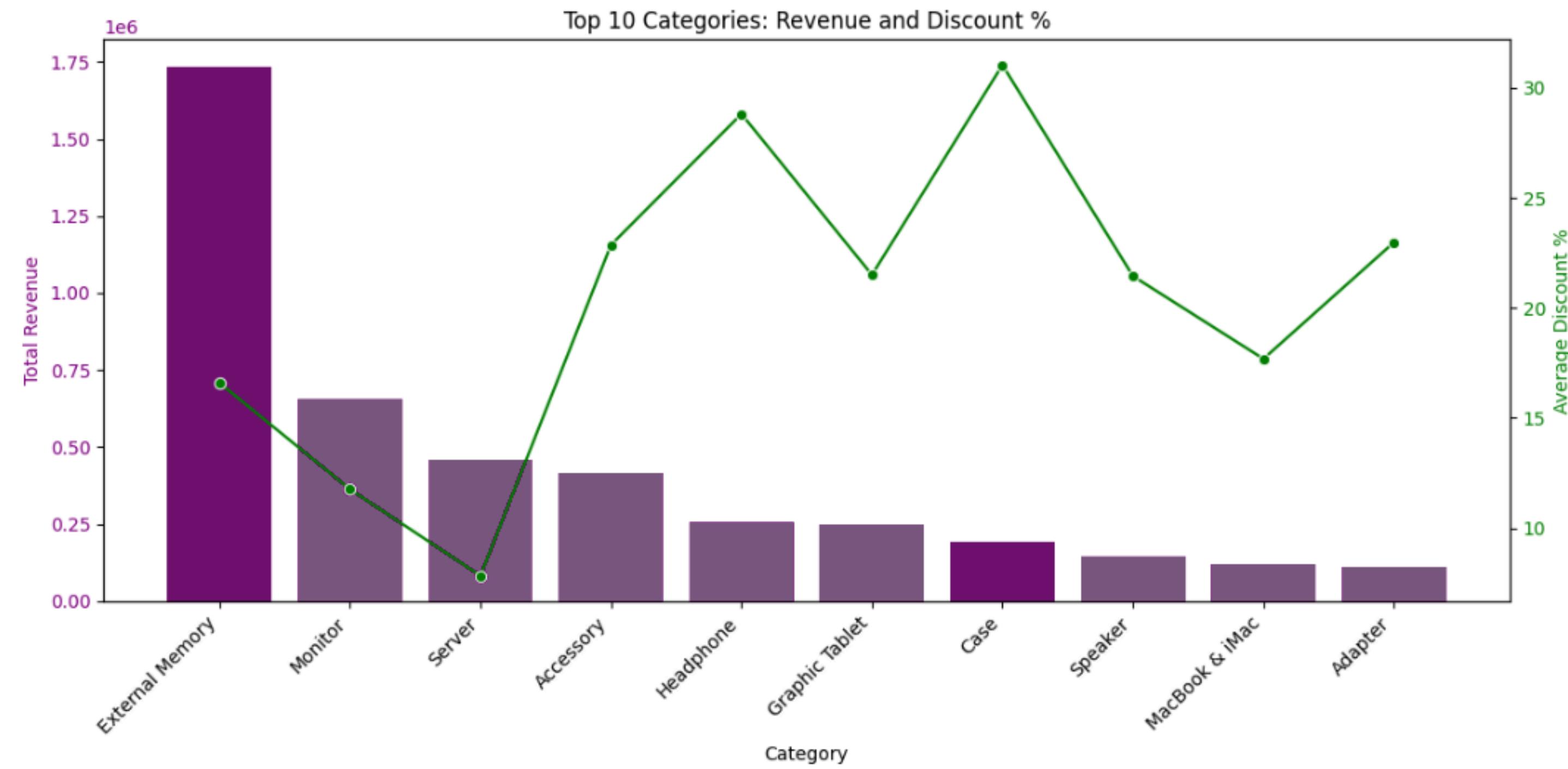
# Discounts Impact



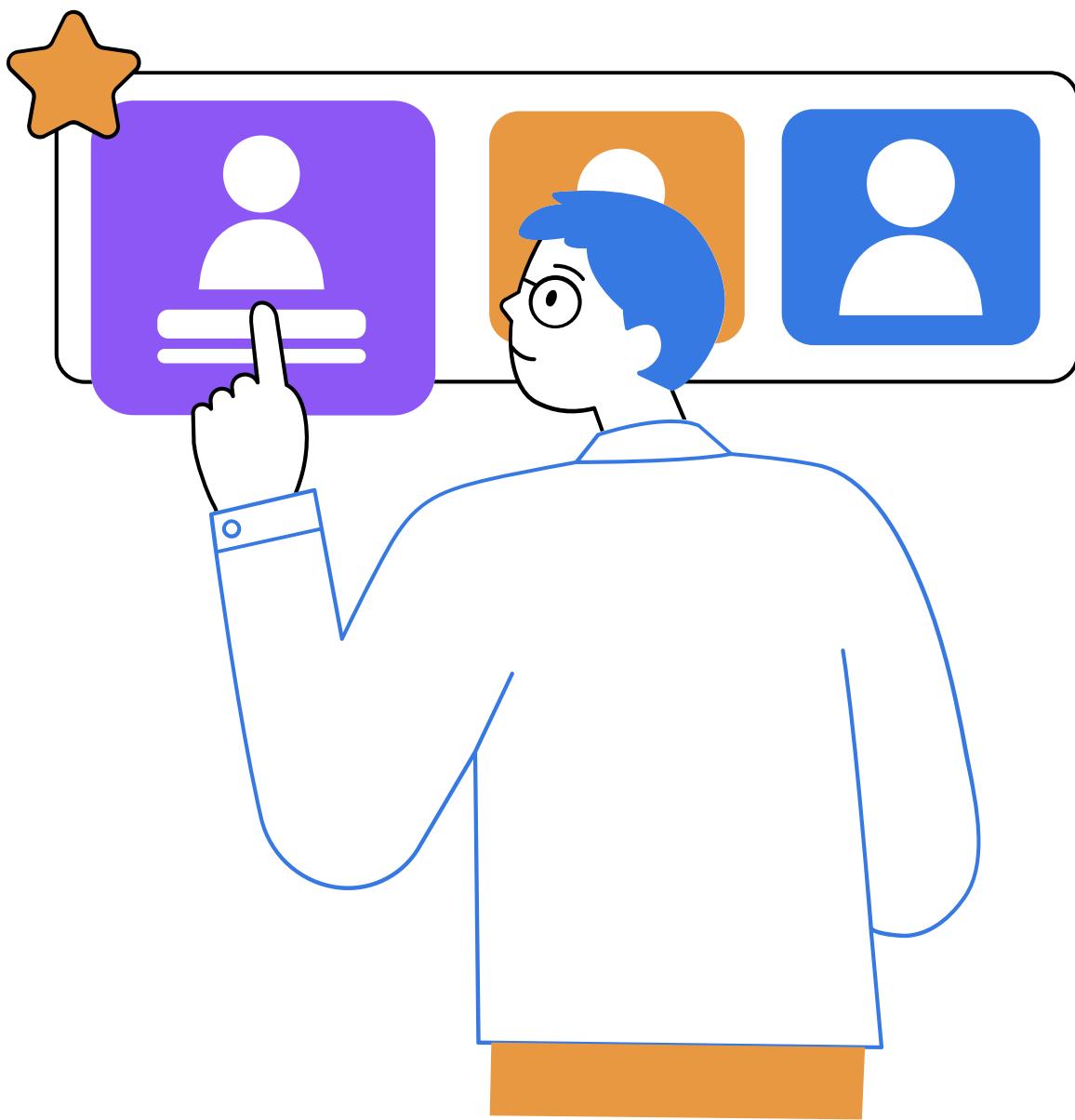
# Discounts Impact



# Discounts Impact

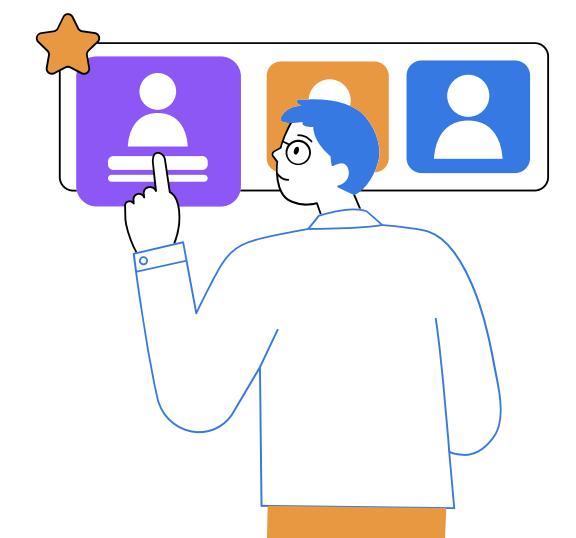


# Recommendations



# Recommendations

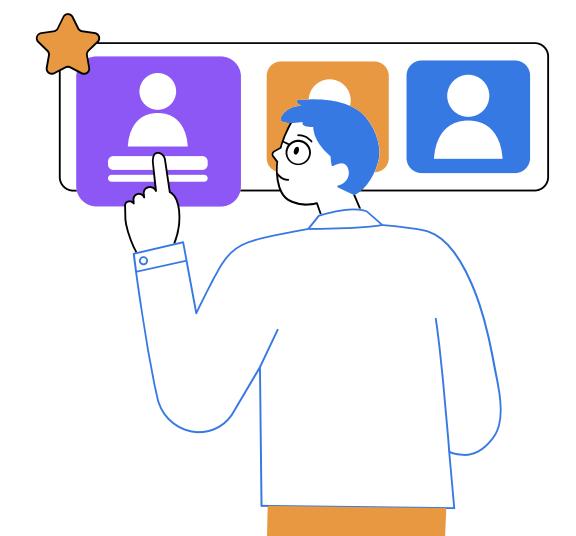
Data collection improvements



# Recommendations

## Data collection improvements

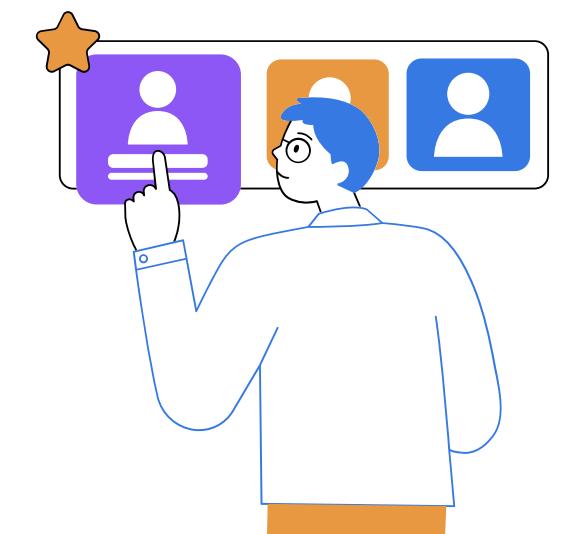
- Longer data collection



# Recommendations

## Data collection improvements

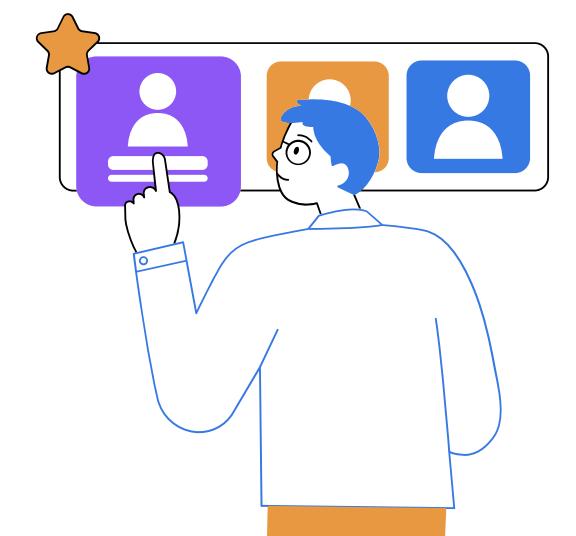
- Longer data collection
- Price tracking over time



# Recommendations

## Data collection improvements

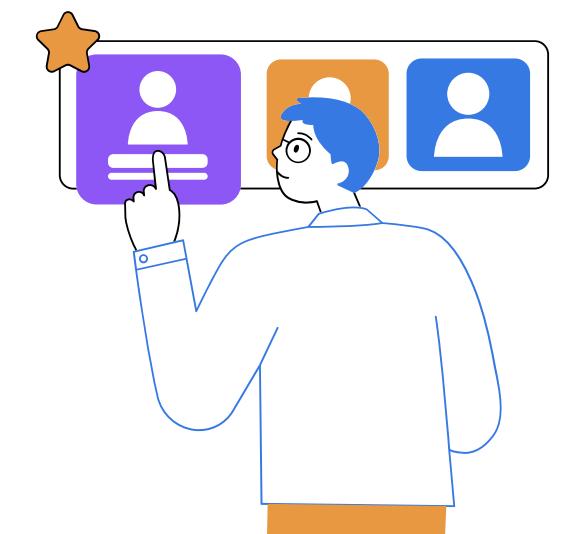
- Longer data collection
- Price tracking over time
- Standardized product categorization



# Recommendations

## Data collection improvements

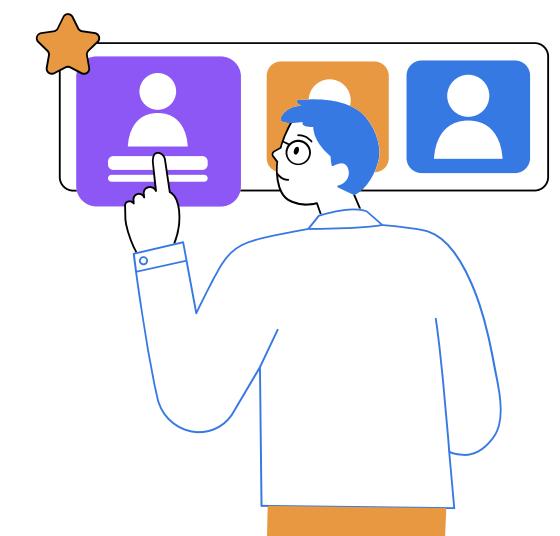
- Longer data collection
- Price tracking over time
- Standardized product categorization
- Duplicates check



# Recommendations

## Data collection improvements

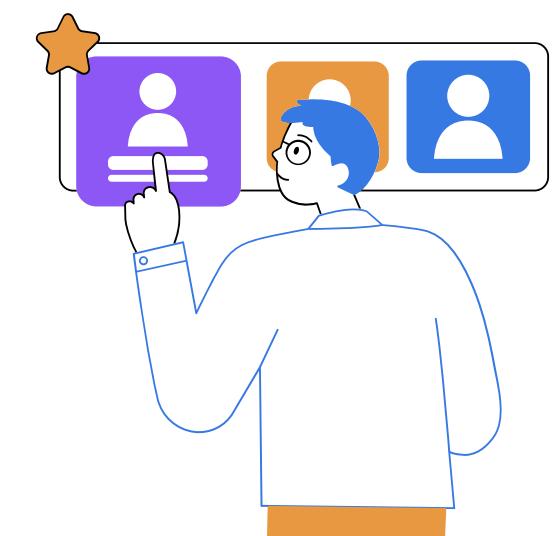
- Longer data collection
- Price tracking over time
- Standardized product categorization
- Duplicates check
- Record of purchase price



# Recommendations

## Data collection improvements

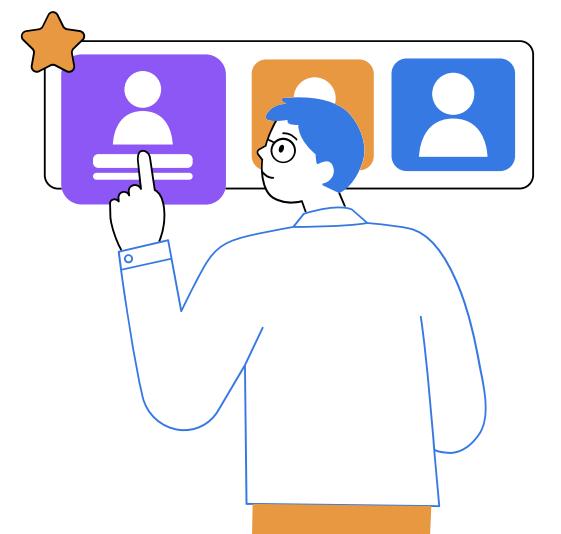
- Longer data collection
- Price tracking over time
- Standardized product categorization
- Duplicates check
- Record of purchase price
- Shipping costs tracking



# Recommendations

## Discounts recommendation

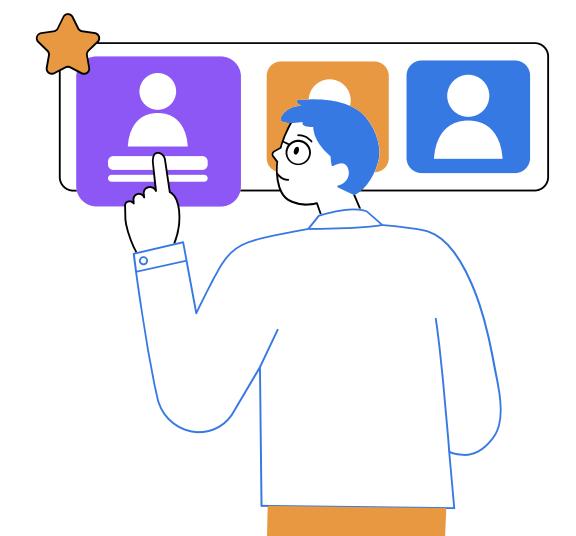
- Follow consumer behavior
  - Special dates discounts



# Recommendations

## Discounts recommendation

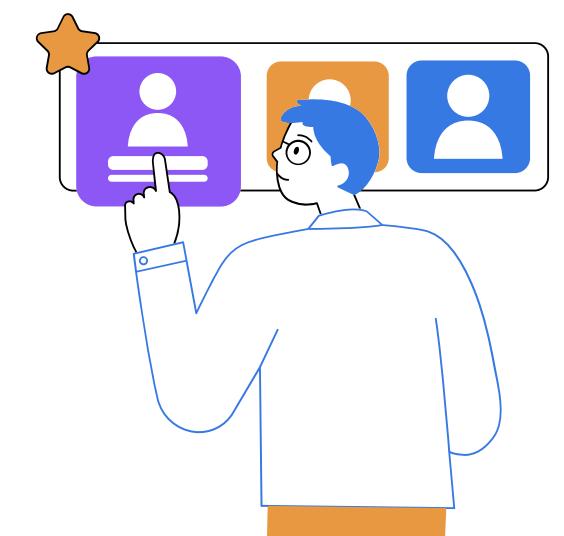
- Follow consumer behavior
  - Special dates discounts
  - Accept weekly fluctuations



# Recommendations

## Discounts recommendation

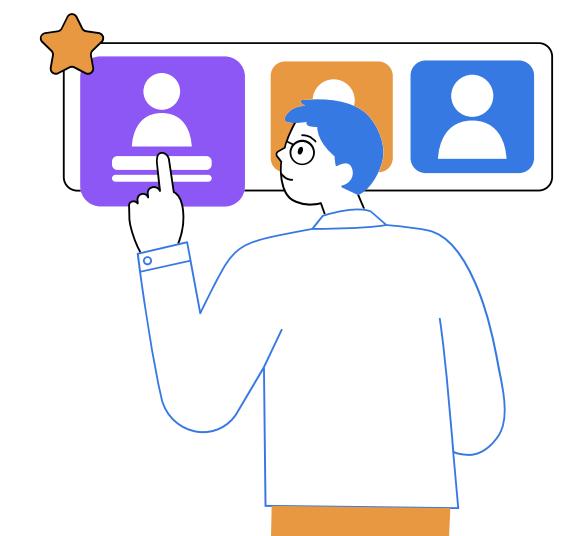
- Follow consumer behavior
  - Special dates discounts
  - Accept weekly fluctuations
- Reasonable discounts range



# Recommendations

## Discounts recommendation

- Follow consumer behavior
  - Special dates discounts
  - Accept weekly fluctuations
- Reasonable discounts range
- High discounts do not imply high revenue

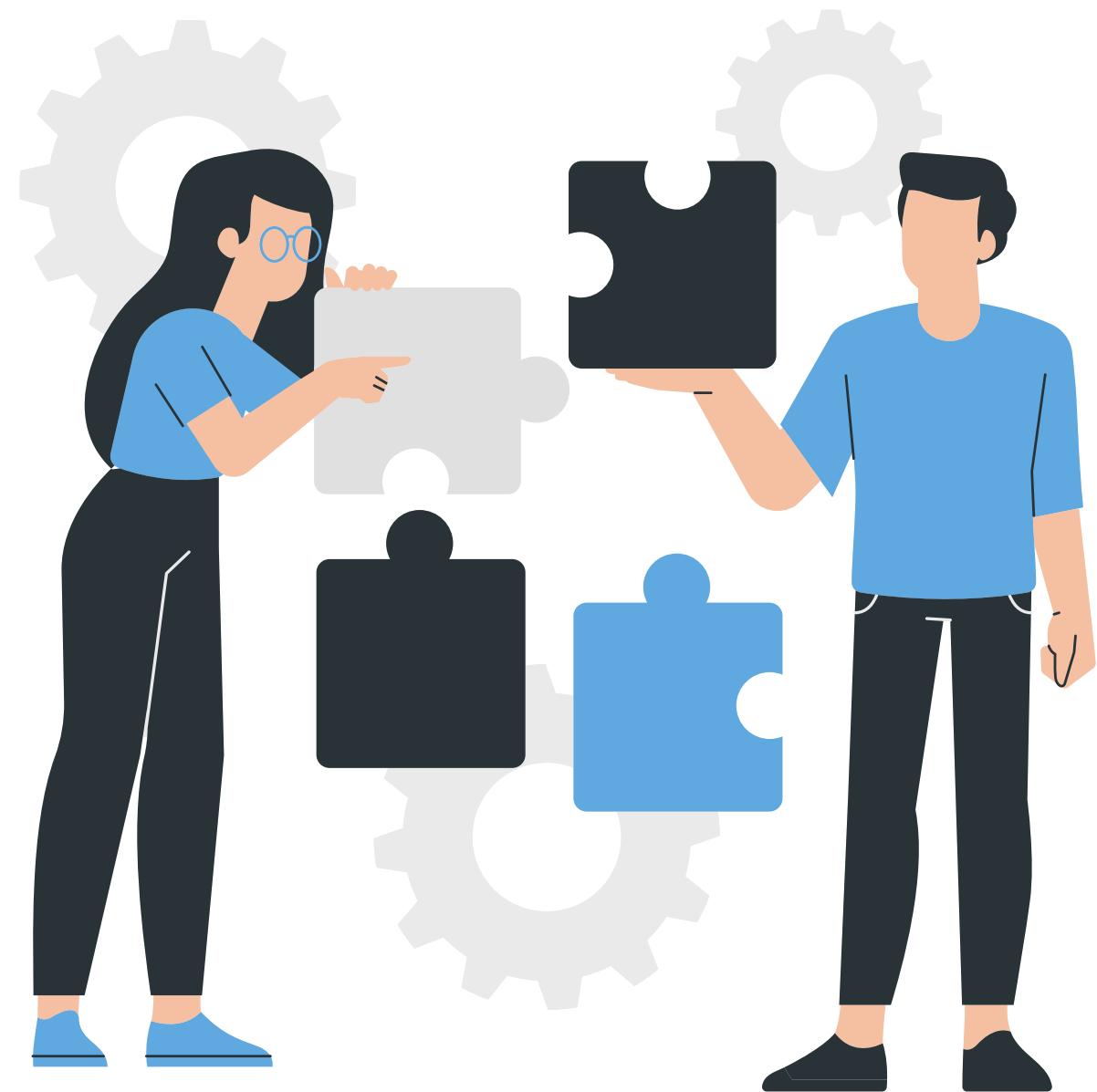


# Conclusion

High discounts are **not** recommended

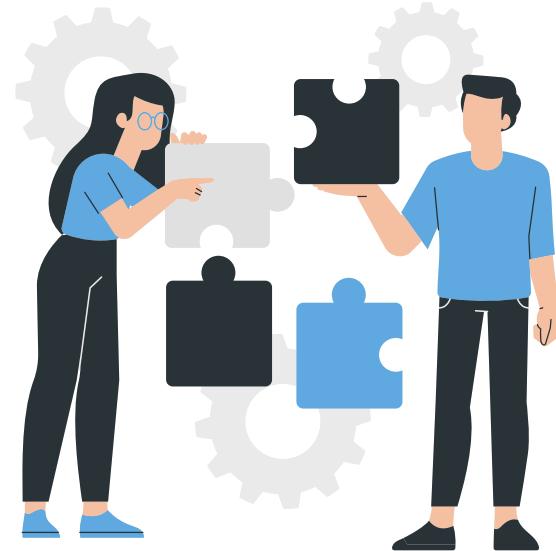
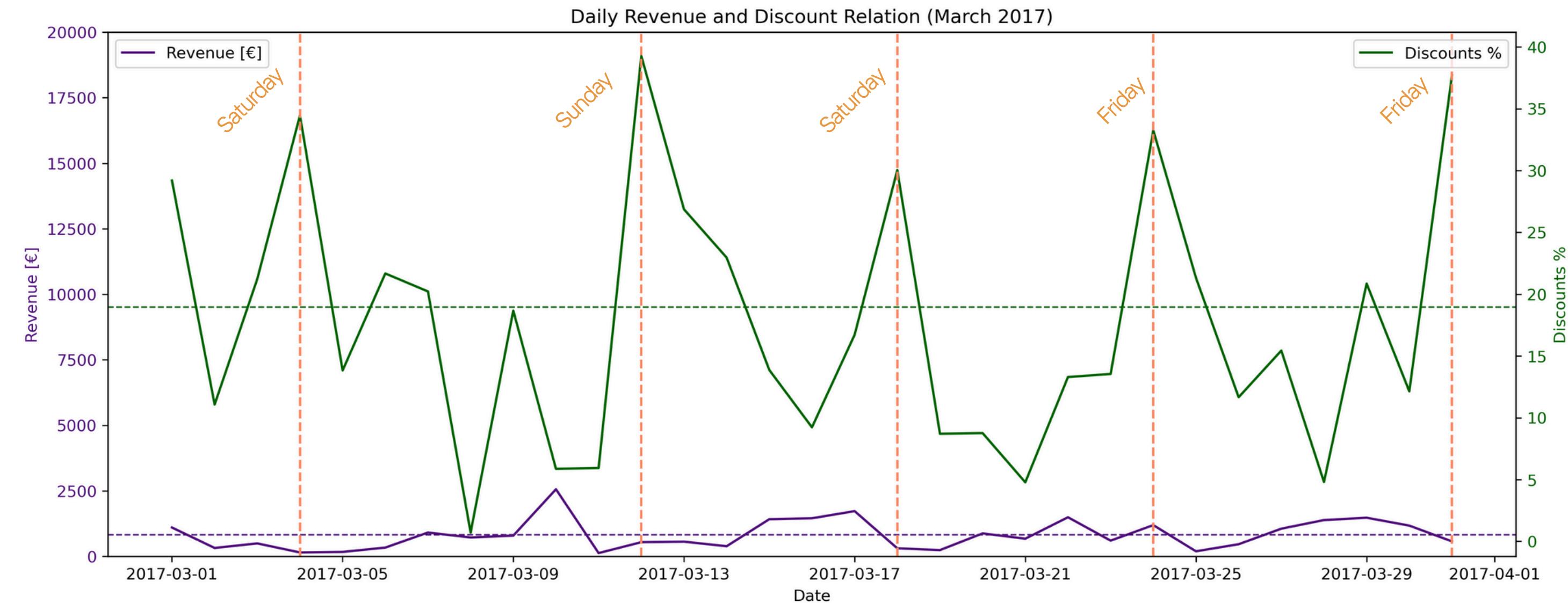


# Backup



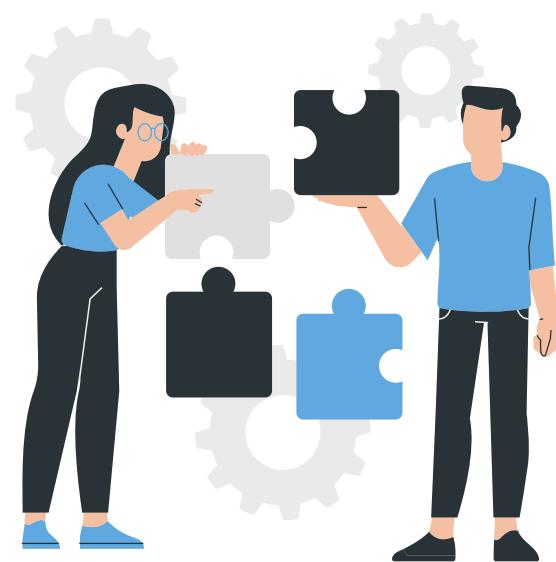
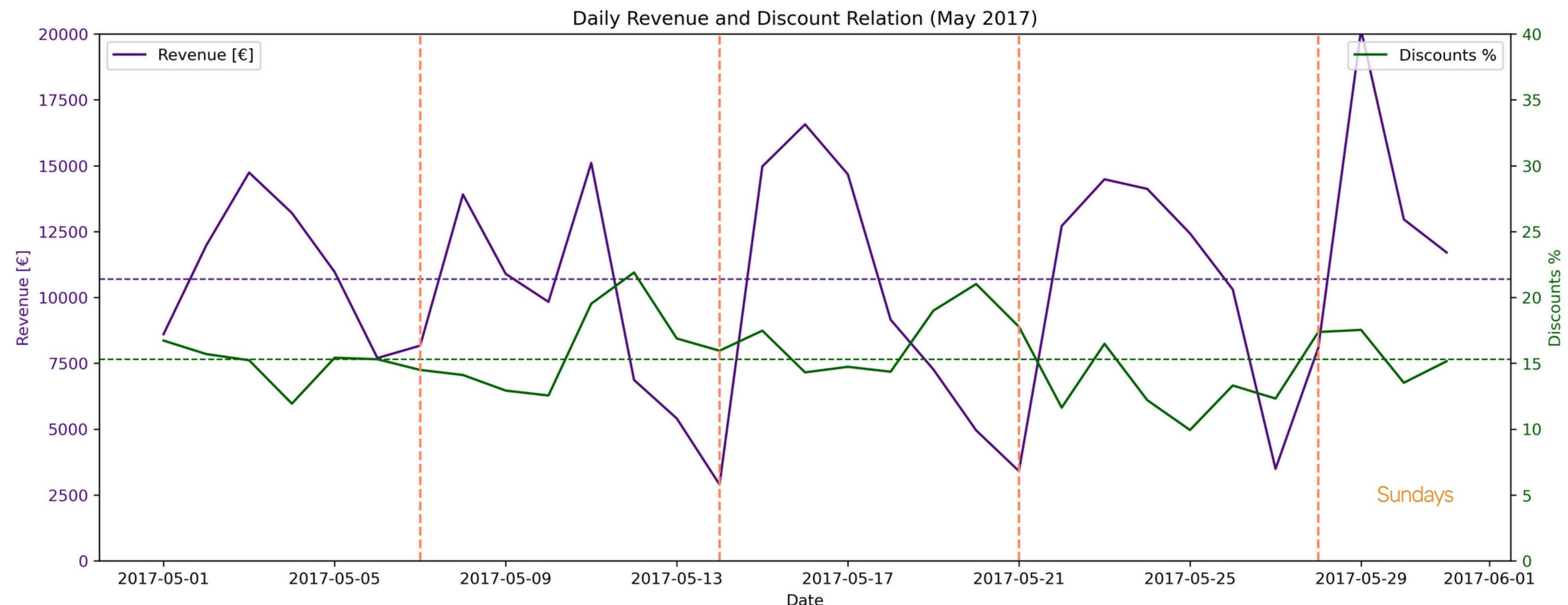
# Discount & Revenue

March 2017



# Discount & Revenue

May 2017



# Discount & Revenue

## Promotions 2017

