



Discount Dilemma:

Are They Beneficial ?



**Elyzaveta
Ghazal
Inan
Michele**

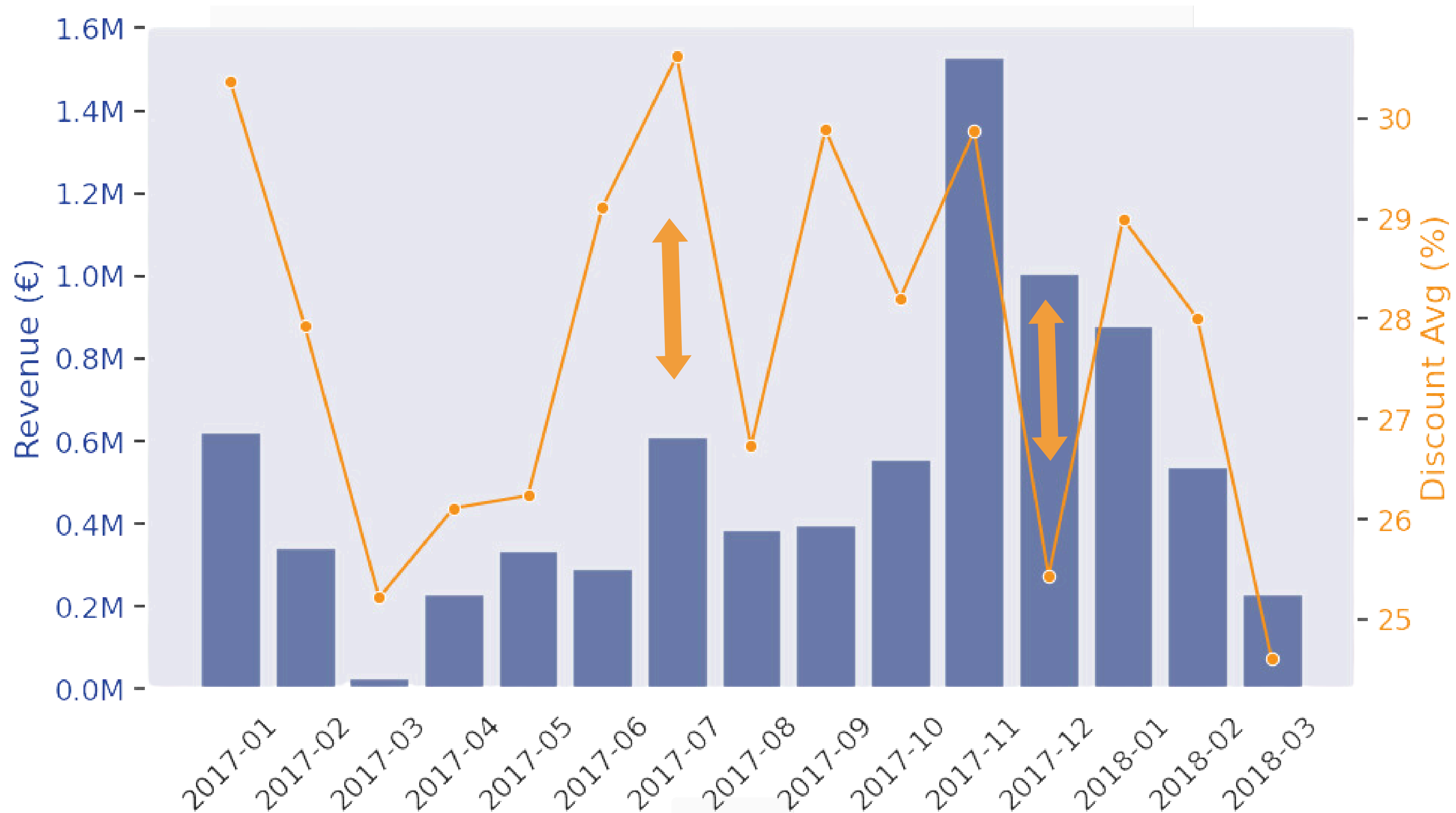
January 2025

Evaluating Discount Potential

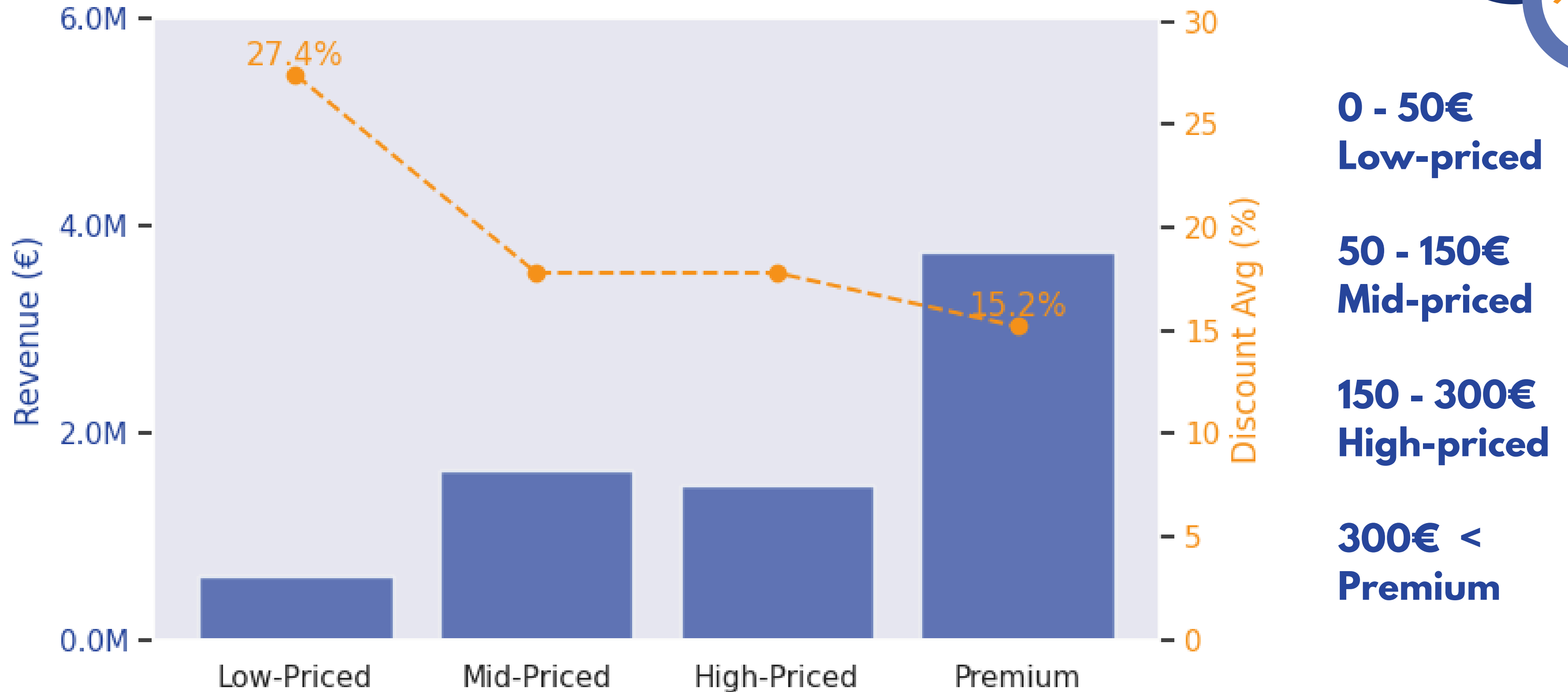
- **Impact on Total Revenue**
Discounts could lead to an increase in total revenue.
- **Discount Segmentation**
Discounts can be used effectively in the quality segment, rather than competing solely on price.



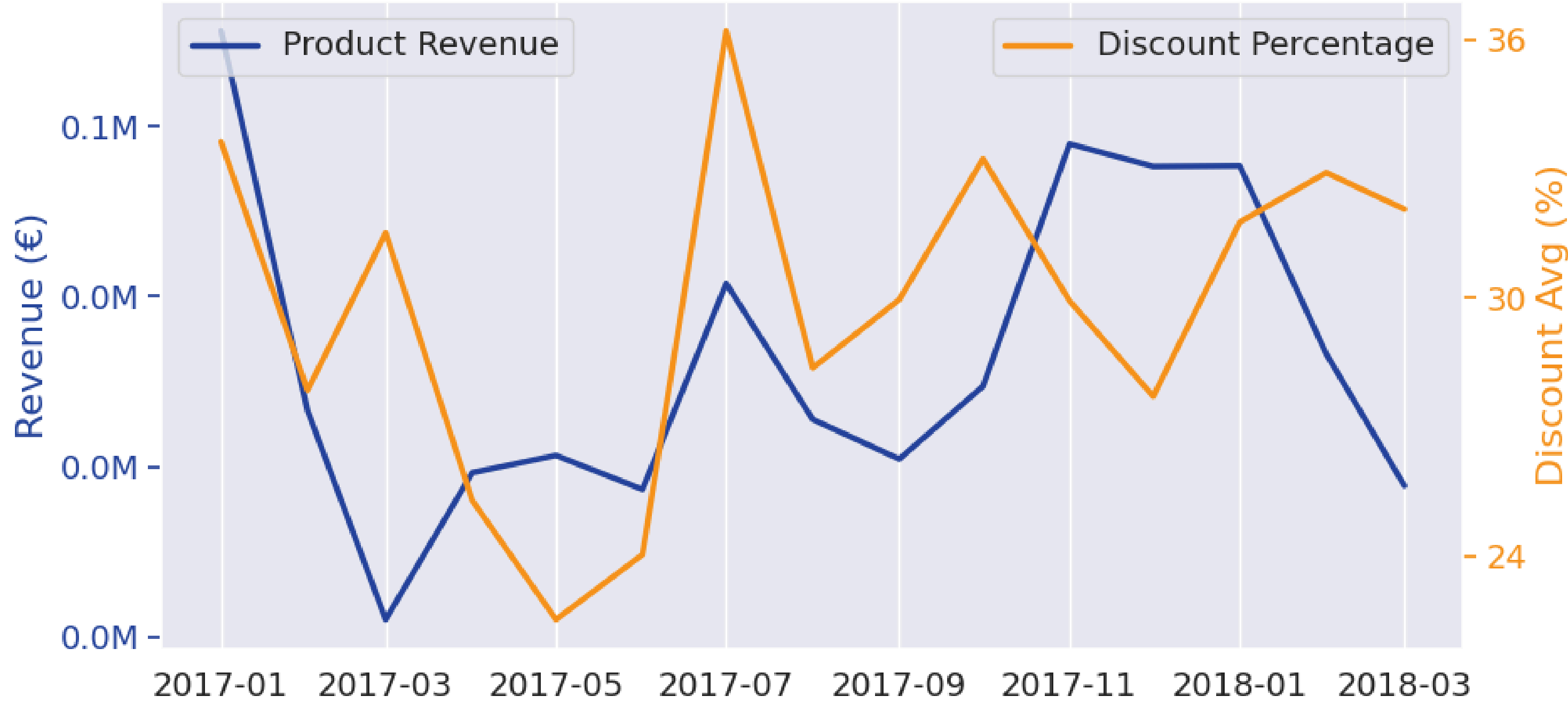
Higher Discounts Do Not Lead to Increased Revenue



Premium Products Drive Higher Revenue with Lower Discounts



Discount is not ALWAYS Revenue



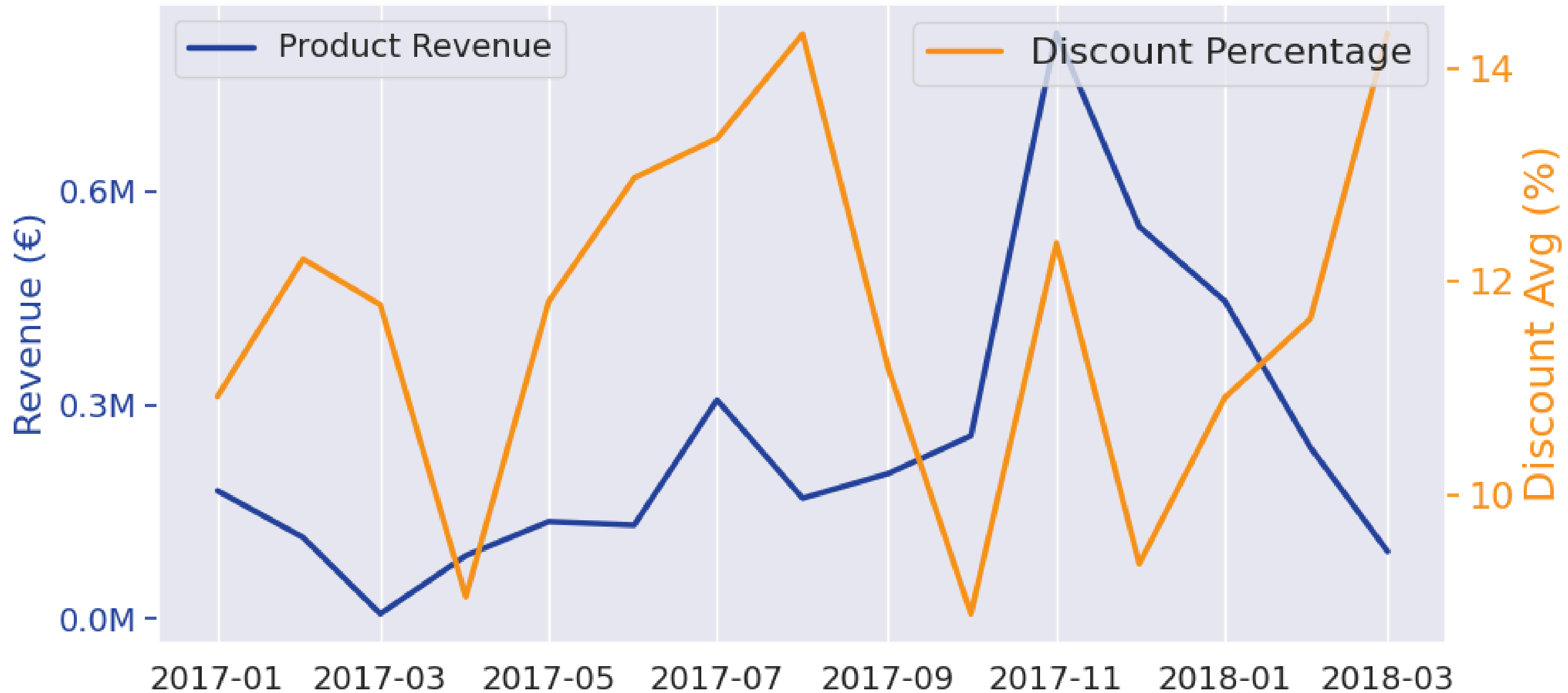
Low-Priced Products

22.35%
AVG Discount

VS

8.10%
Total Revenue

Discount is not ALWAYS Revenue



Premium Products

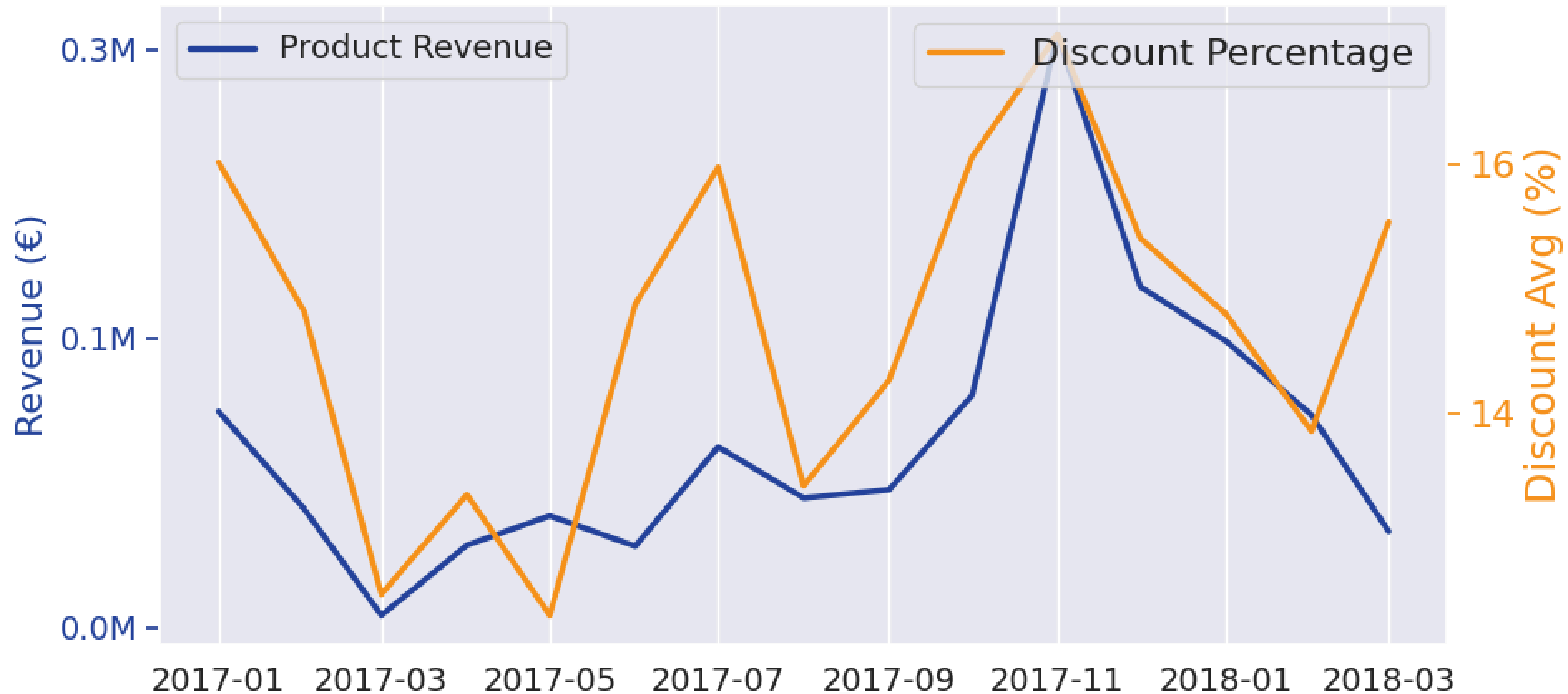
15.22%
AVG Discount

VS

50.01%
Total Revenue

Discount is not ALWAYS Revenue

BUT IN SOME CASE IT IS!



High-Priced Products

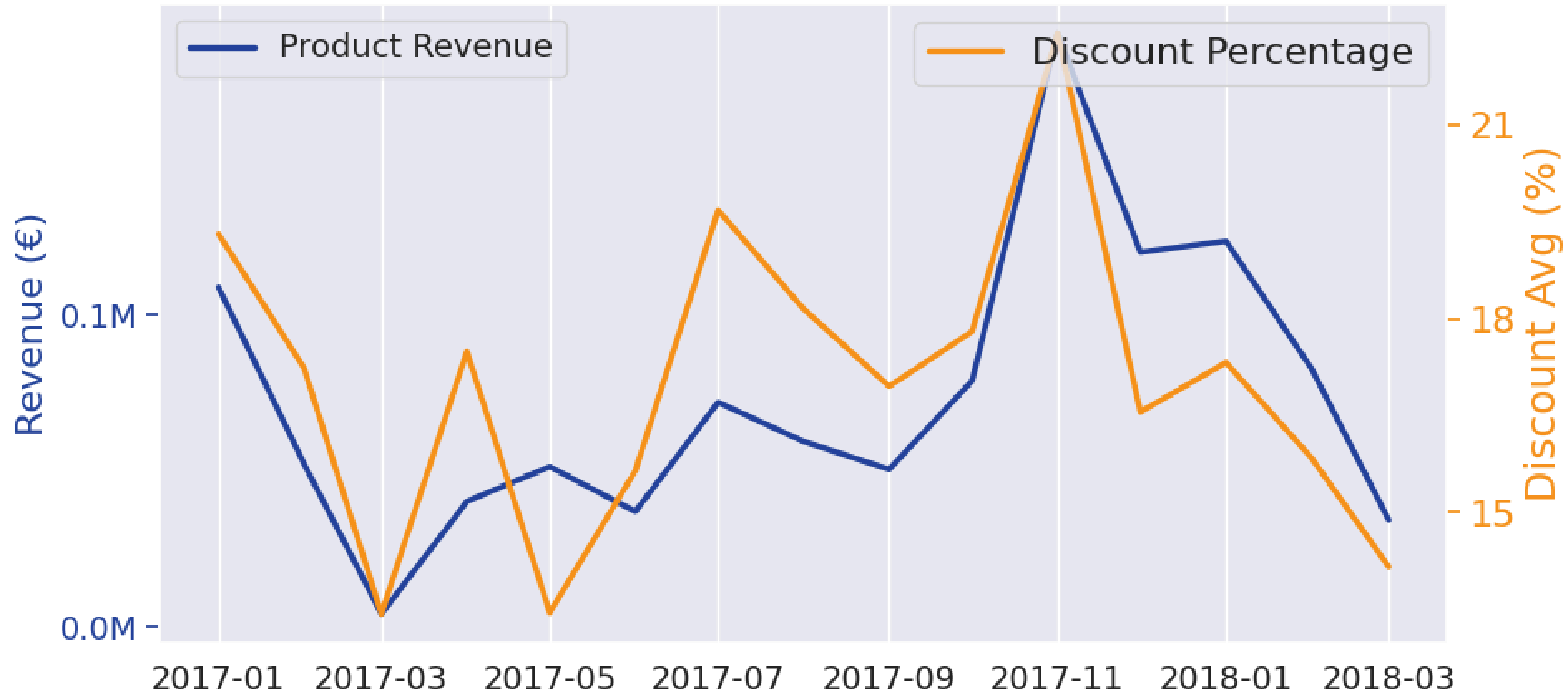
17.80%
AVG Discount

VS

19.98%
Total Revenue

Discount is not ALWAYS Revenue

BUT IN SOME CASE IT IS!



Mid-Priced Products

17.74%
AVG Discount

VS

21.91%
Total Revenue

Conclusion & Recommendations

- **Focus on targeted discounts**

Premium - High - Mid = 90% Revenue

- **Seasonal promotions**

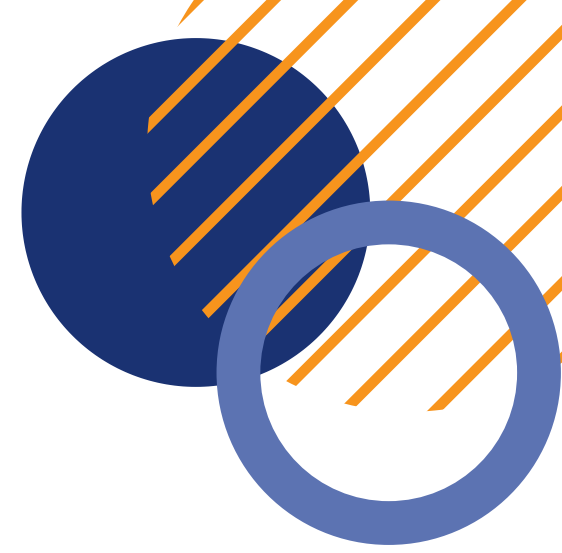
Identify Best Discount Periods

- **Monitor price elasticity**

A/B Testing



Focus on the **right** products



Premium

above (300€)

- Peripherals
- Smartphones
- PC
- Tablet

High Priced

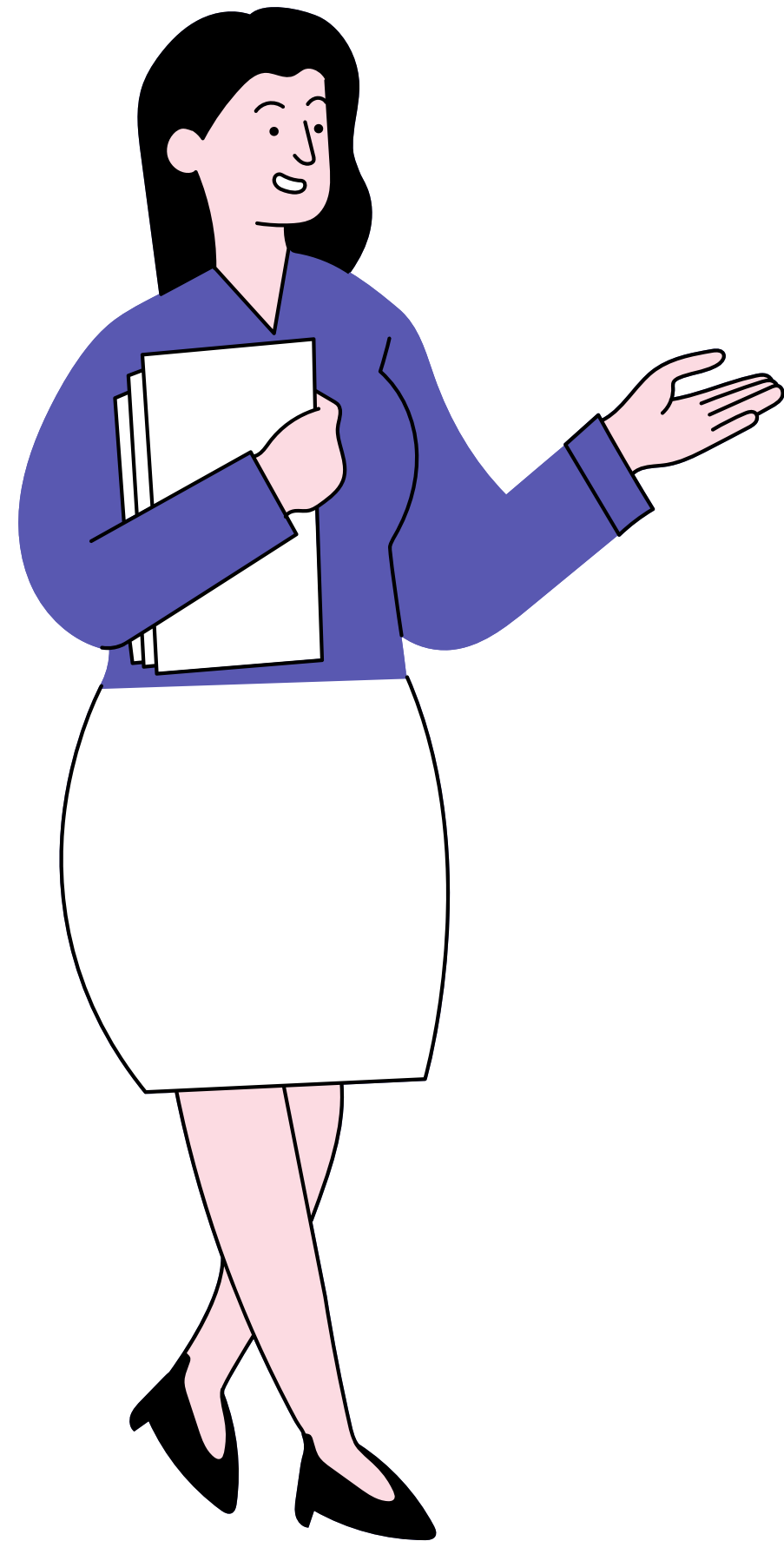
(150€ - 300€)

- Peripherals
- Hard Drives

Mid Priced

(50€ - 150€)

- Hard Drives
- Services
- PC Components
- Peripherals

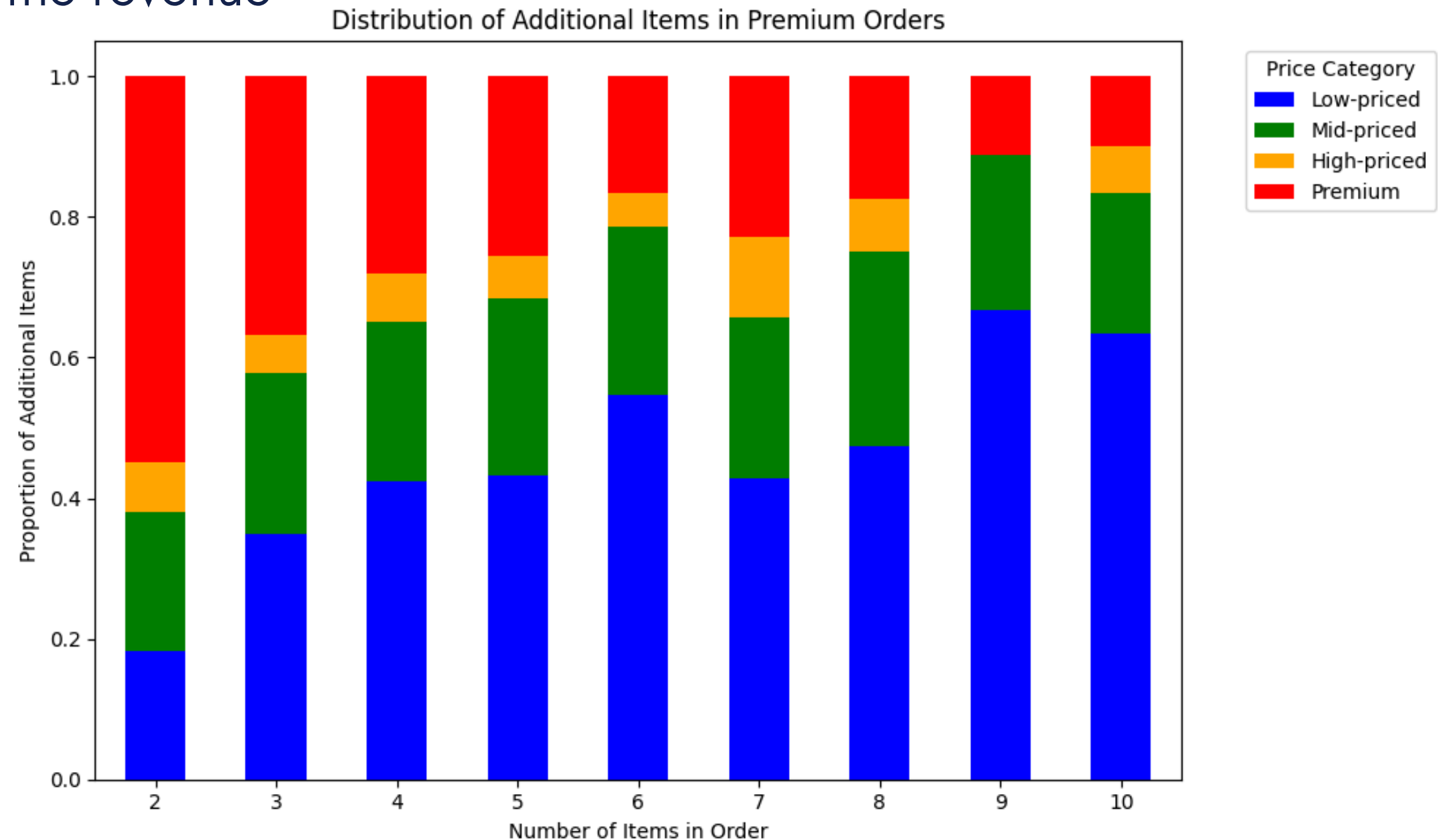


THANK YOU

What are premium customers buying in addition to their premium product

- premium purchases make up 50% of the revenue
- a customer purchasing a premium
- product will most likely purchase
- nother premium product

†



Data Cleaning Summary



Corrupted Promo Prices (43.49%)

Issue: Multiple points in strings making prices unreadable.

Solution: Removed column.

Type Column Encrypted into Numbers

Issue: Numerical codes instead of descriptive text.

Solution:

- Explored and **categorized numerical codes**.
- Grouped **by prices** categories.

Recommendations for Data Collection Team A



Corrupted Promo Prices (43.49%)

Issue: Multiple points in strings making prices unreadable.

Solution:

- **Ensure consistent formatting** of price data.
- **Validate entries** to prevent corrupted values.

Recommendations for Data Collection Team B



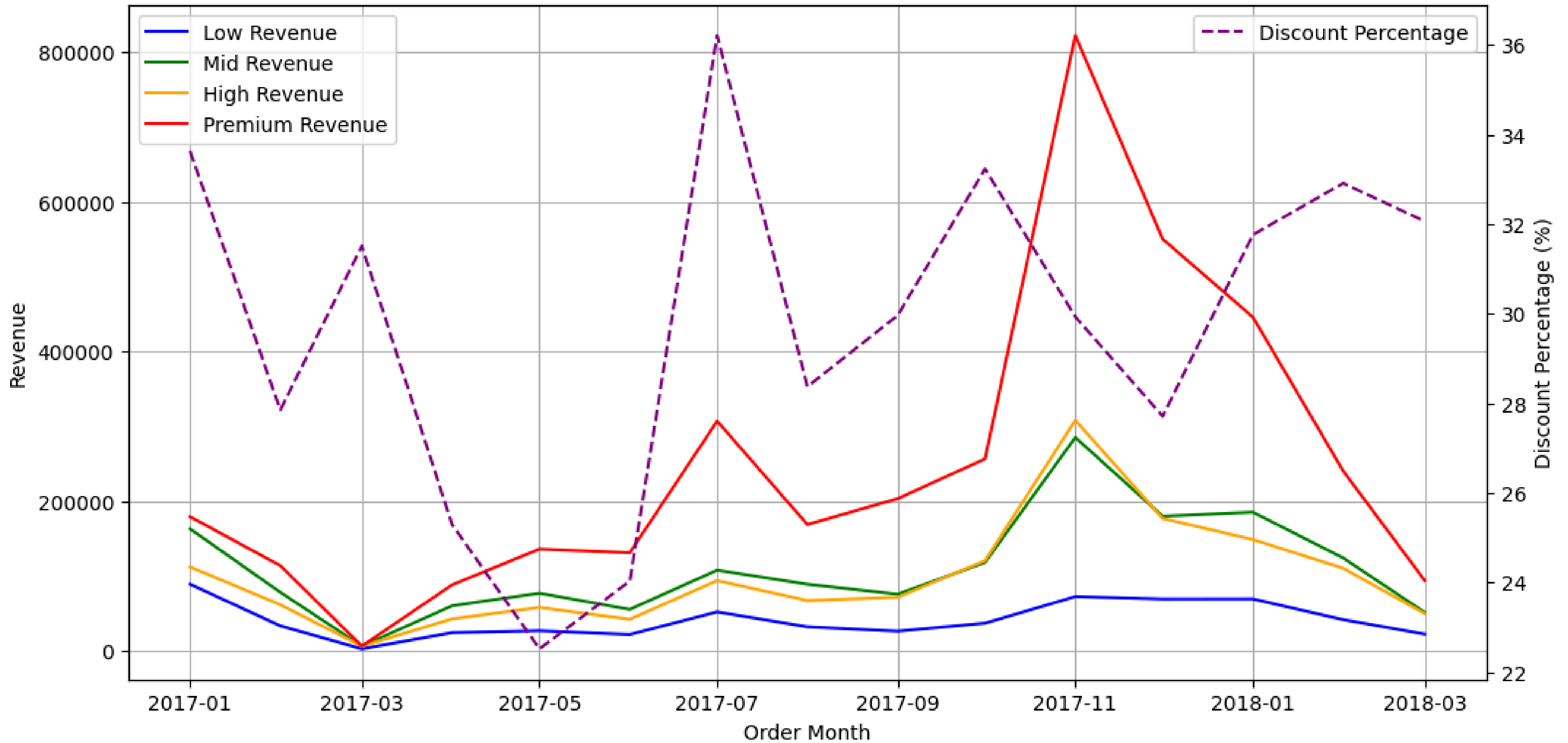
Type Column Encrypted into Numbers:

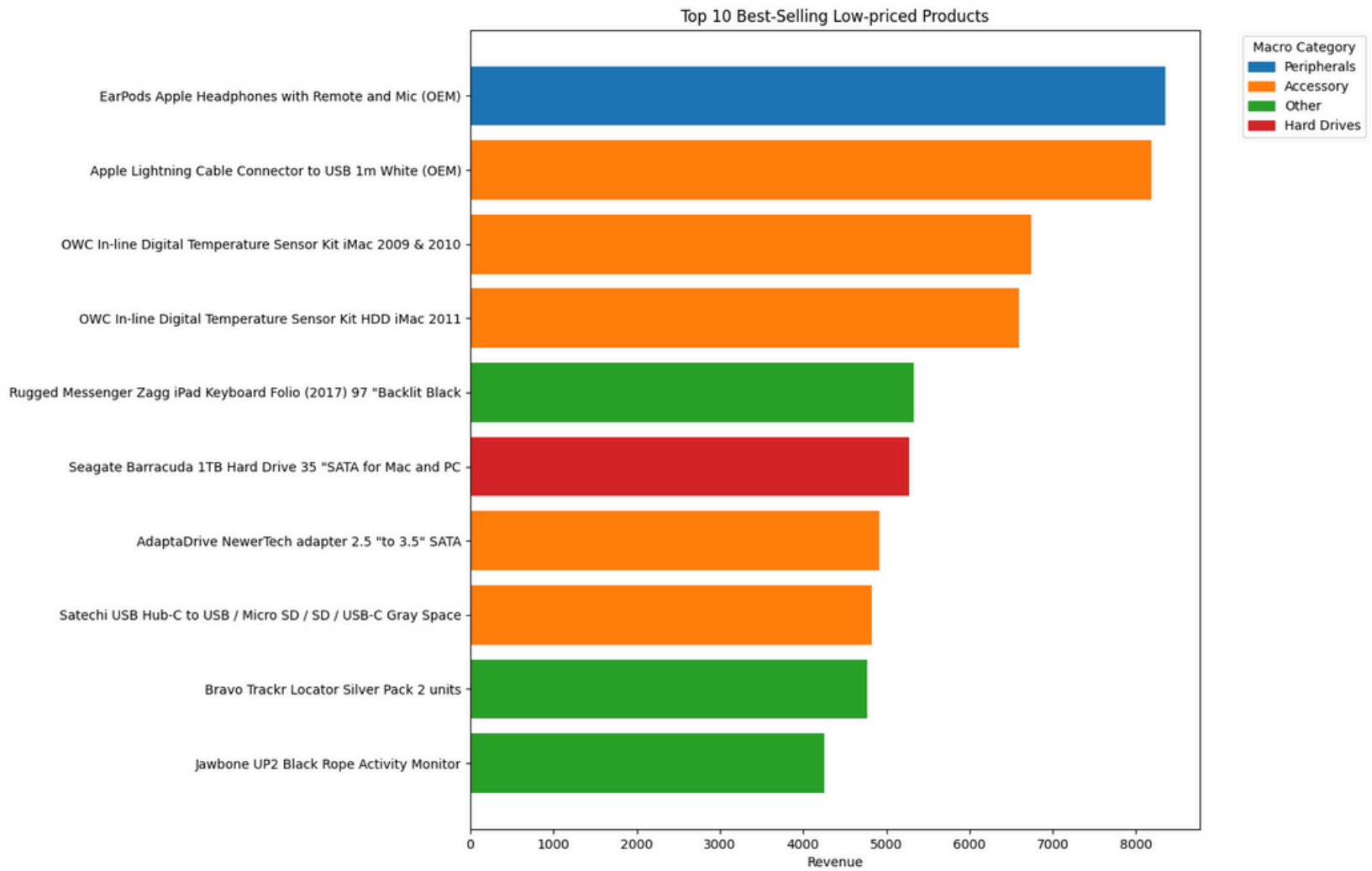
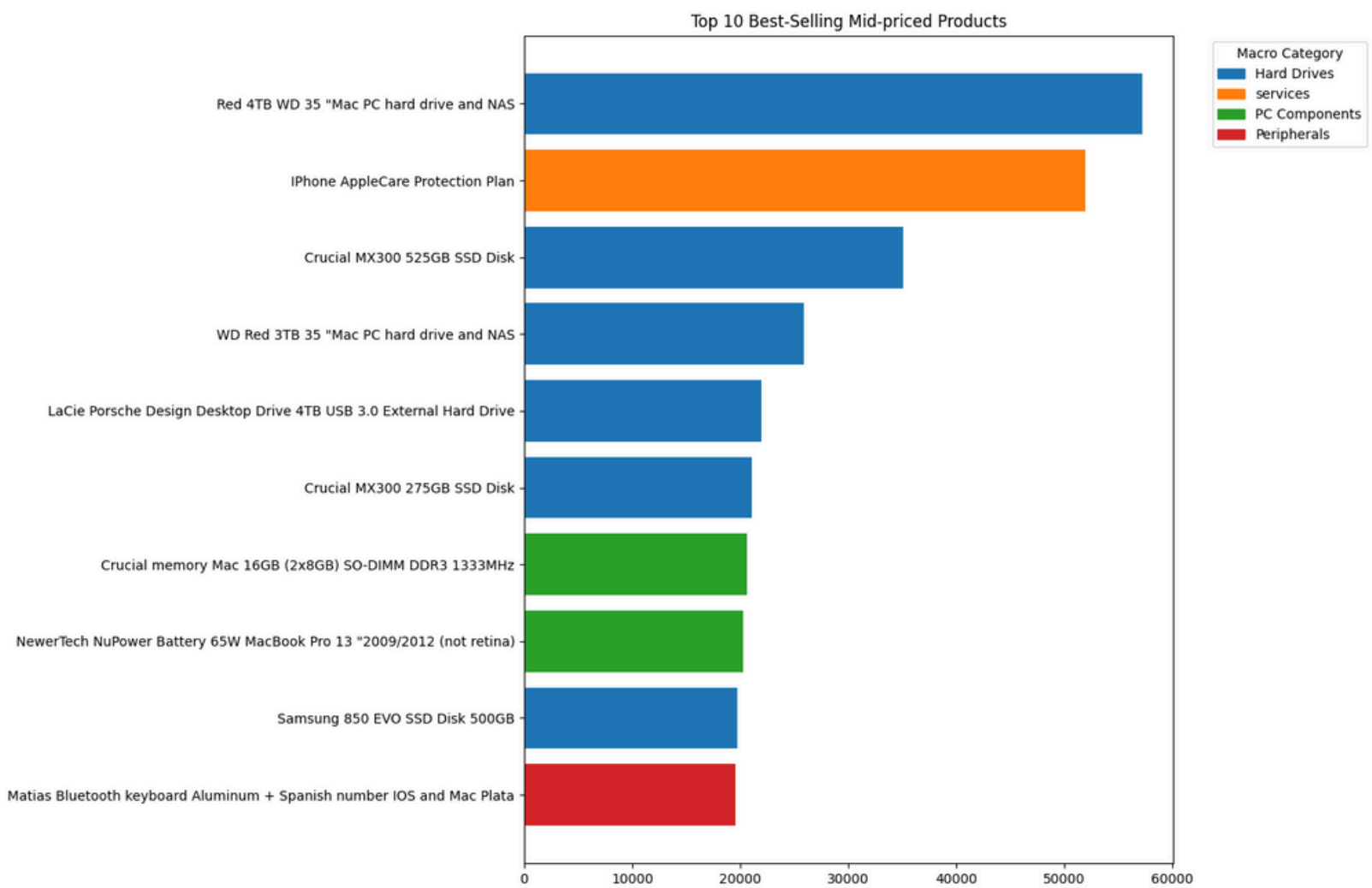
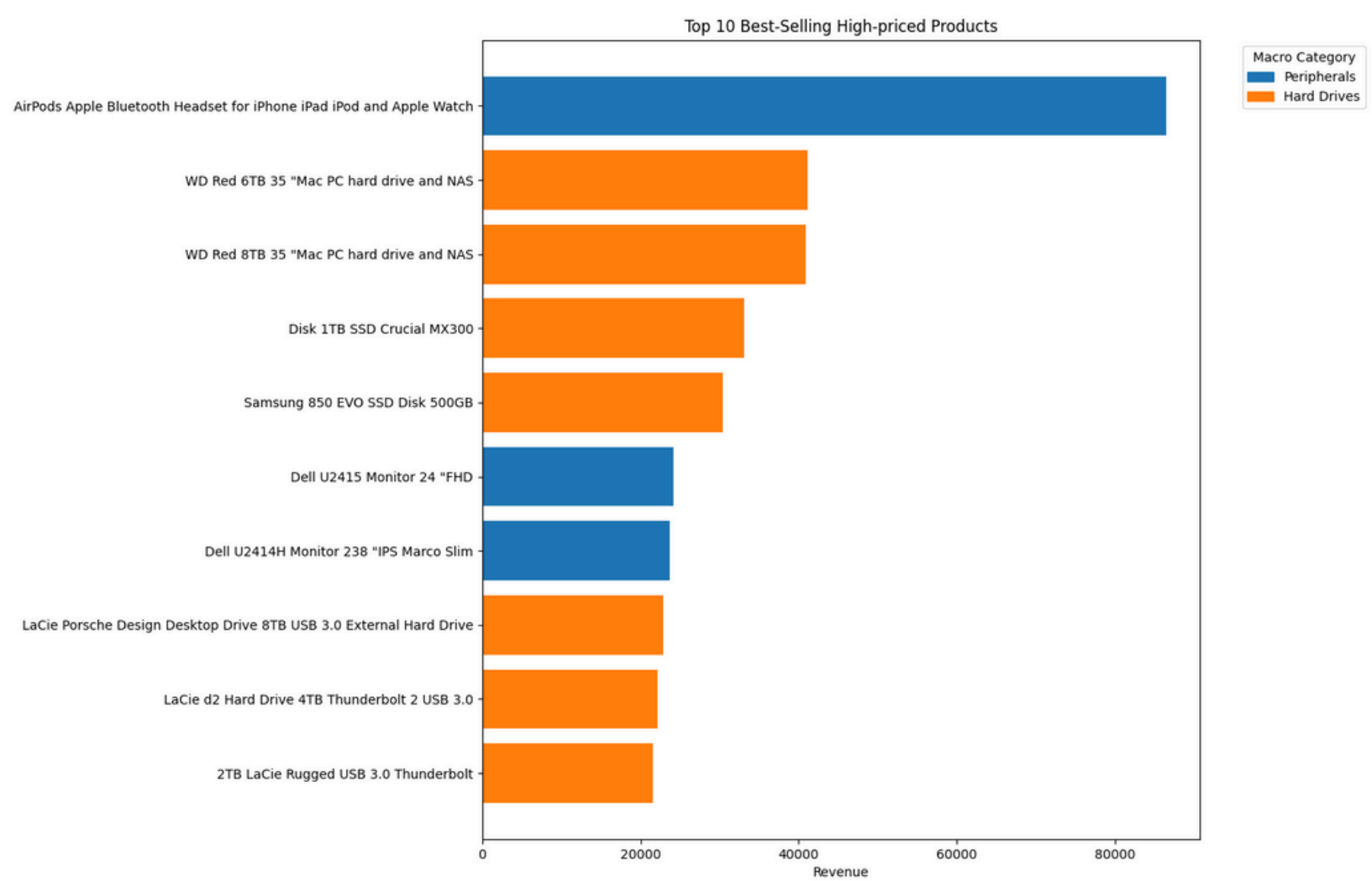
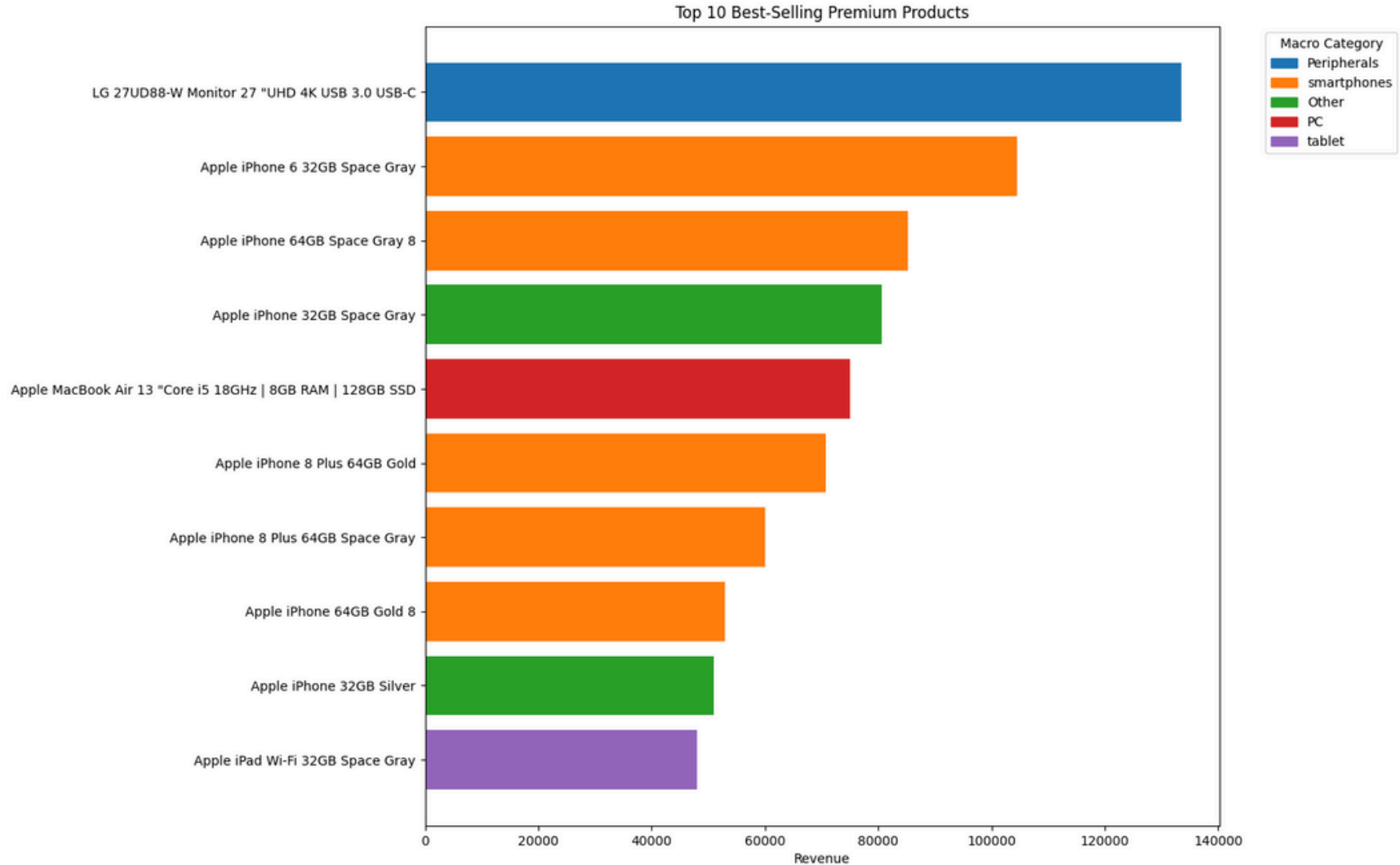
Issue: Numerical codes instead of descriptive text.

Solution:

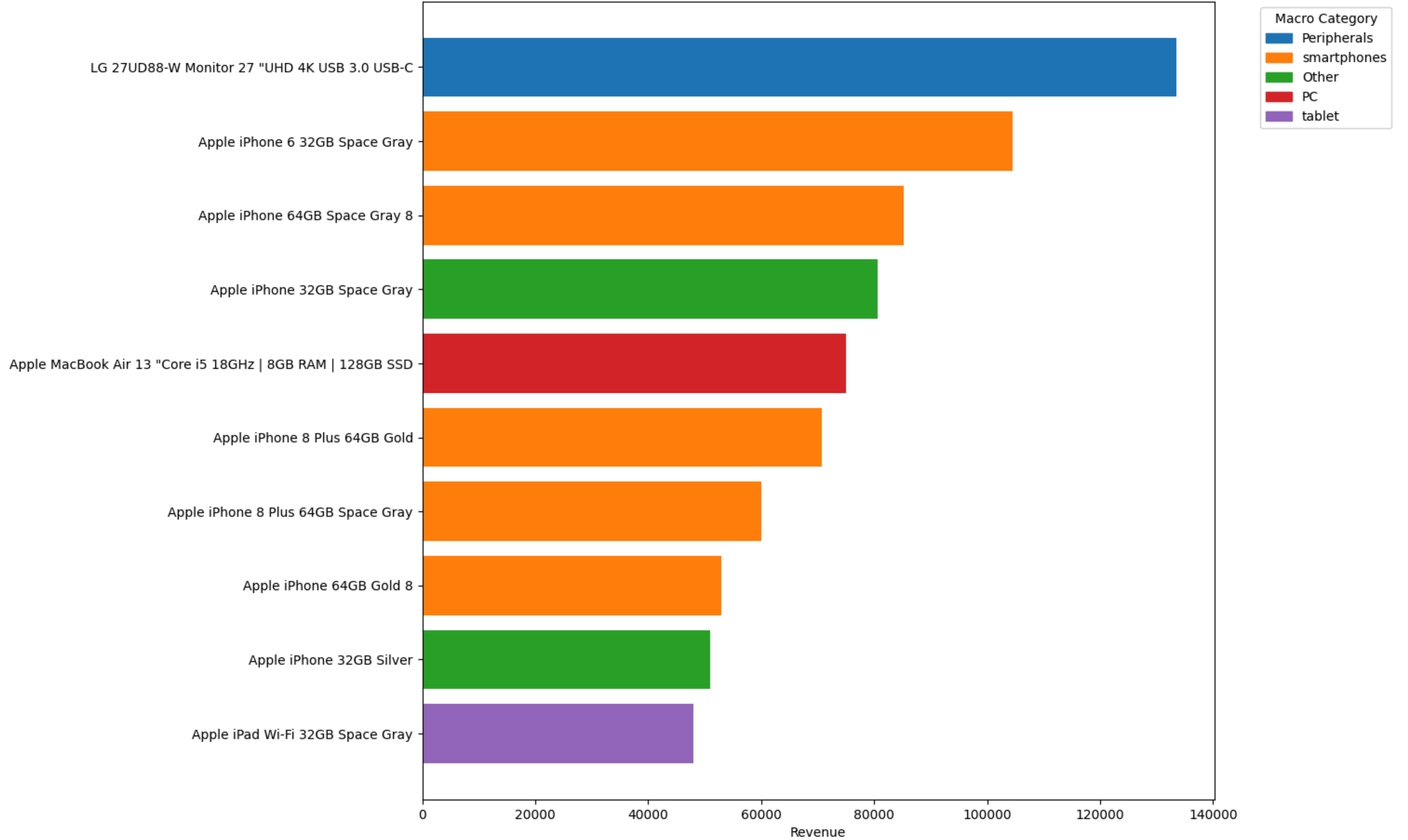
- Use clear, **descriptive labels** for product types.
- **Provide a legend** or mapping document for numerical codes.

Revenue Trends by Category with Discount Percentage

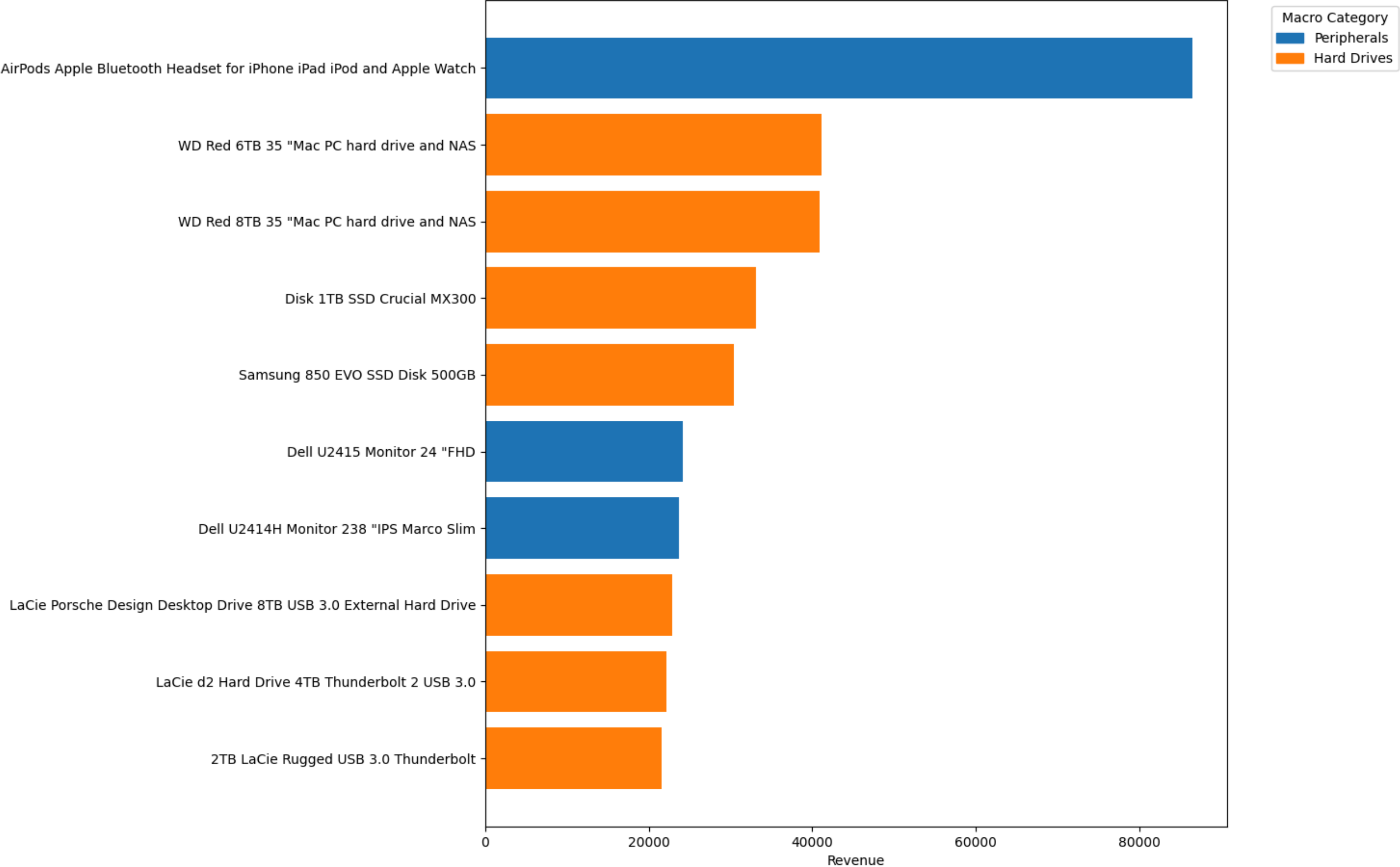




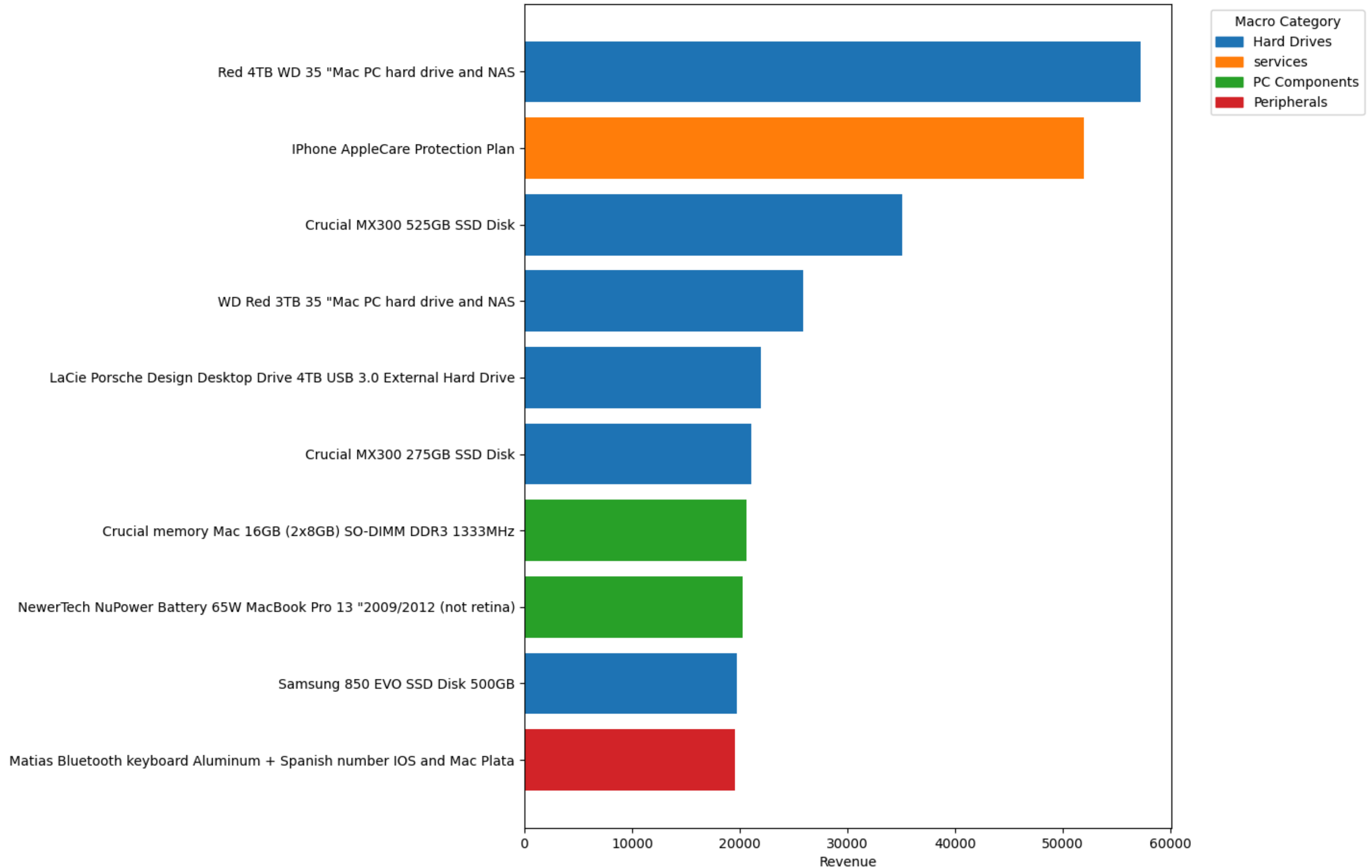
Top 10 Best-Selling Premium Products



Top 10 Best-Selling High-priced Products



Top 10 Best-Selling Mid-priced Products



Top 10 Best-Selling Low-priced Products

