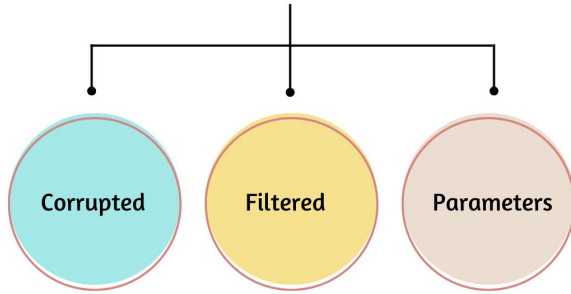


Product Discount Recommendations

Dana Abu Asi
Haikel Zanina
Paula Barriga-Denk
Susanne Feldhoff

Original data set

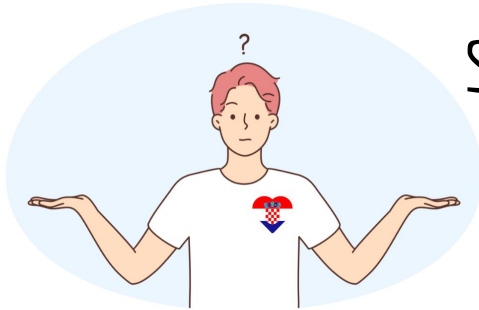
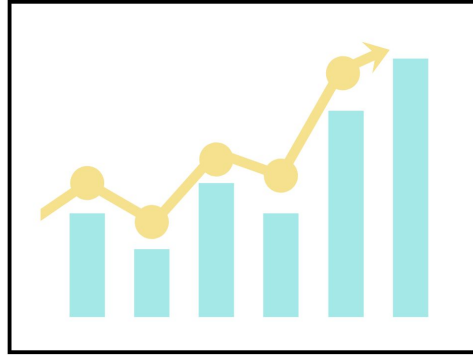


Parameters

- Price categories
- Product categories
- Seasonal periods
- Discount patterns

Only **20%** of the data given was workable

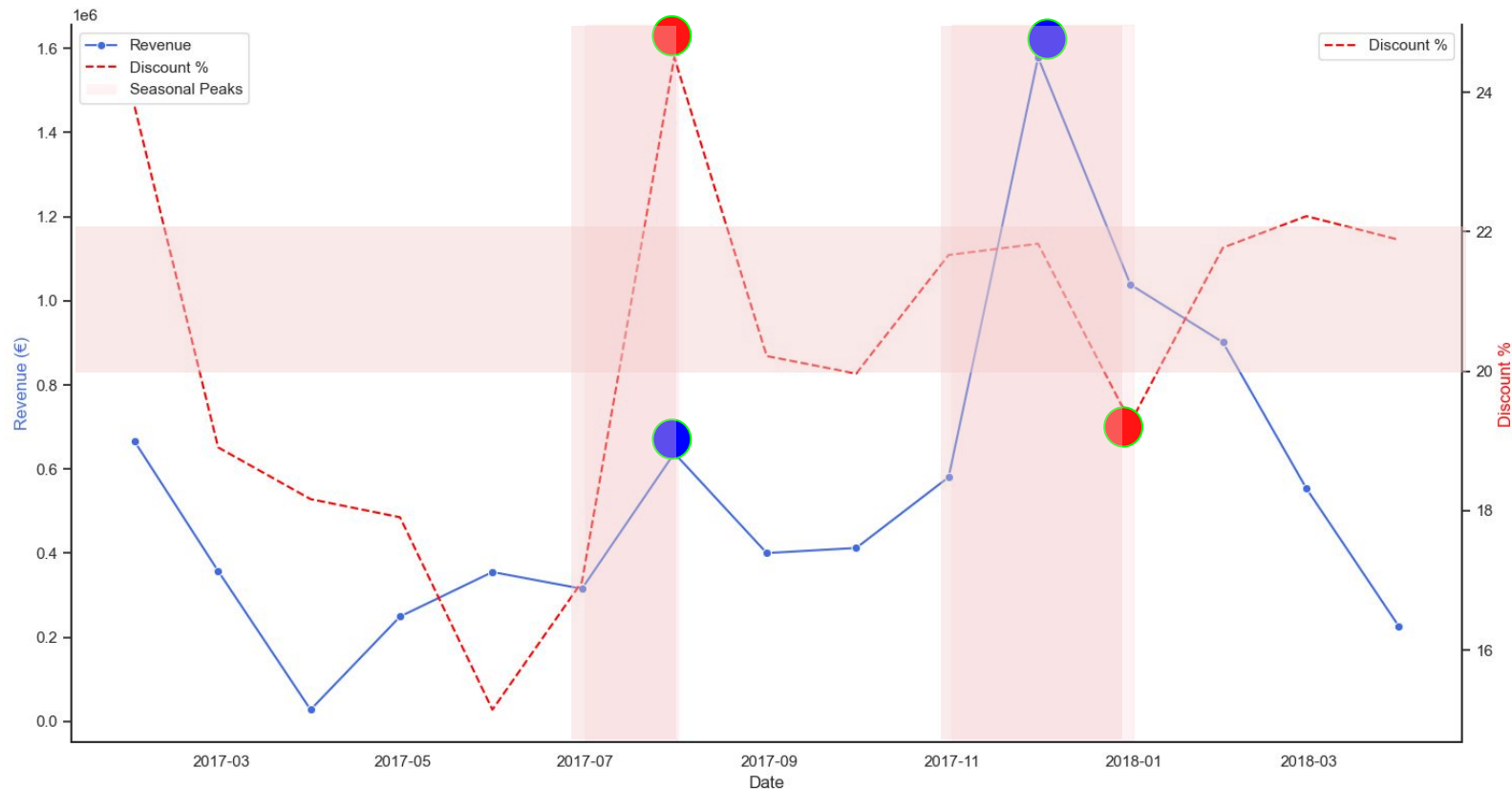
- Seasonal trends
- Revenue trends
- Mark-downs



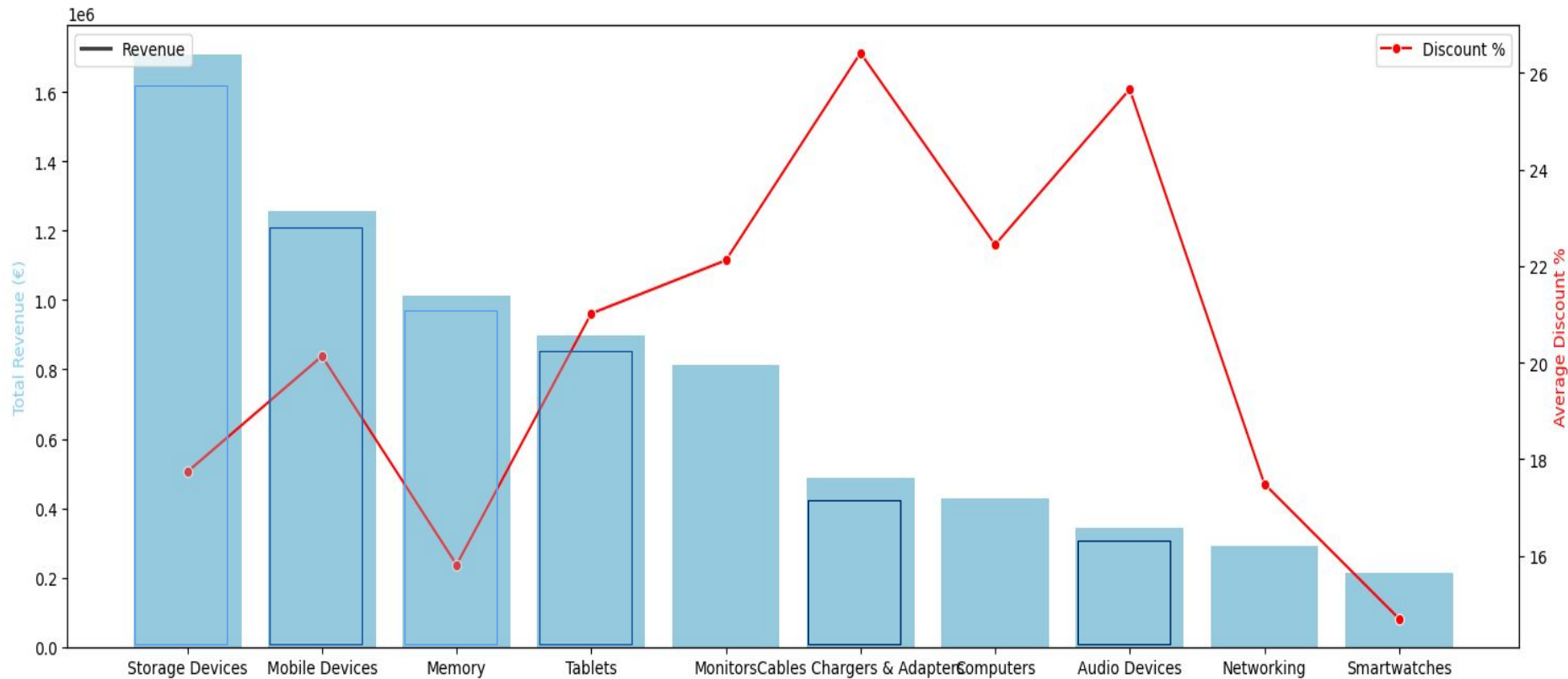
Should ENIAC discount their products?

Revenue vs Discount Trend Analysis

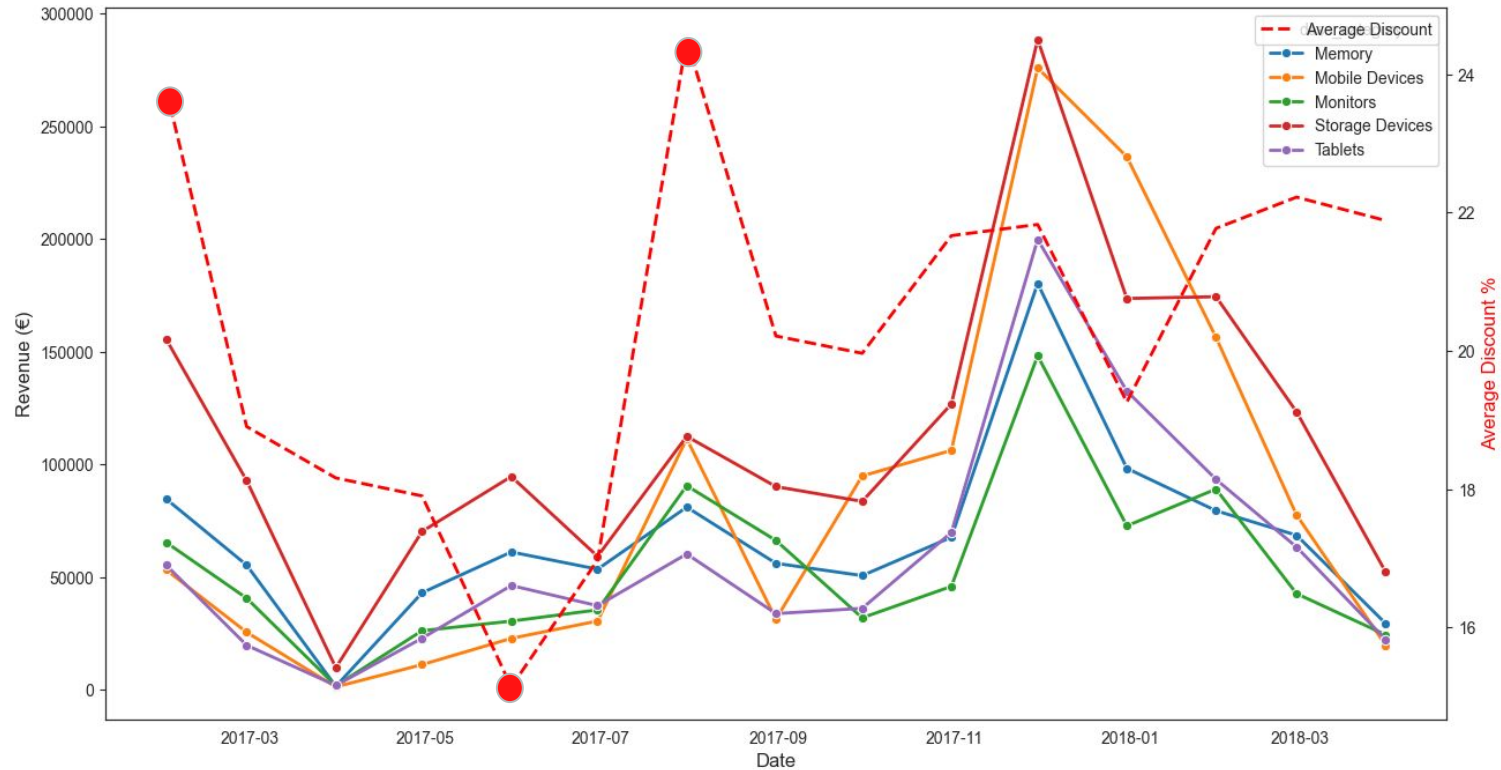
ENIAC



Top 10 Categories with most revenue

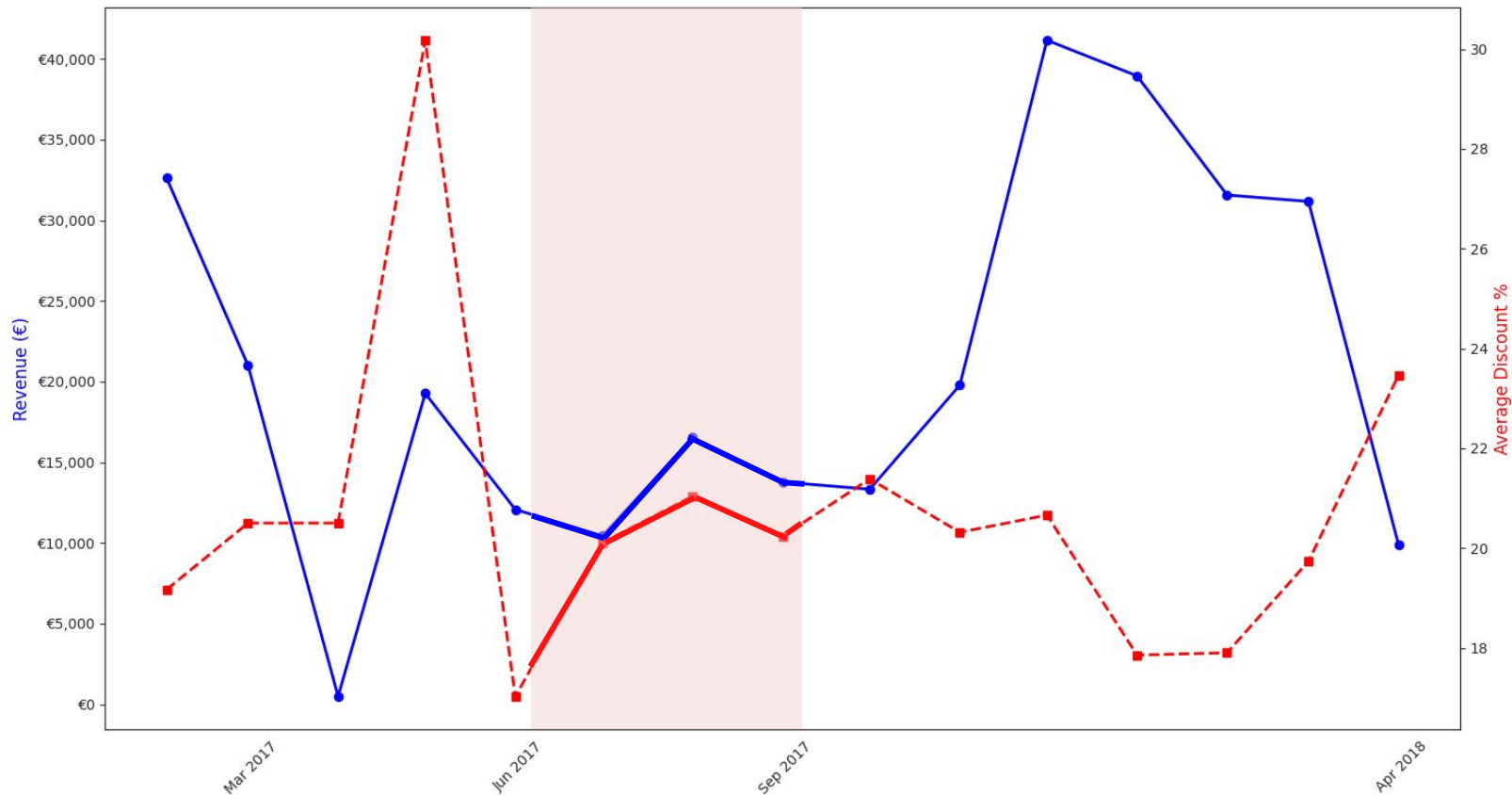


Top 5 Categories with most revenue



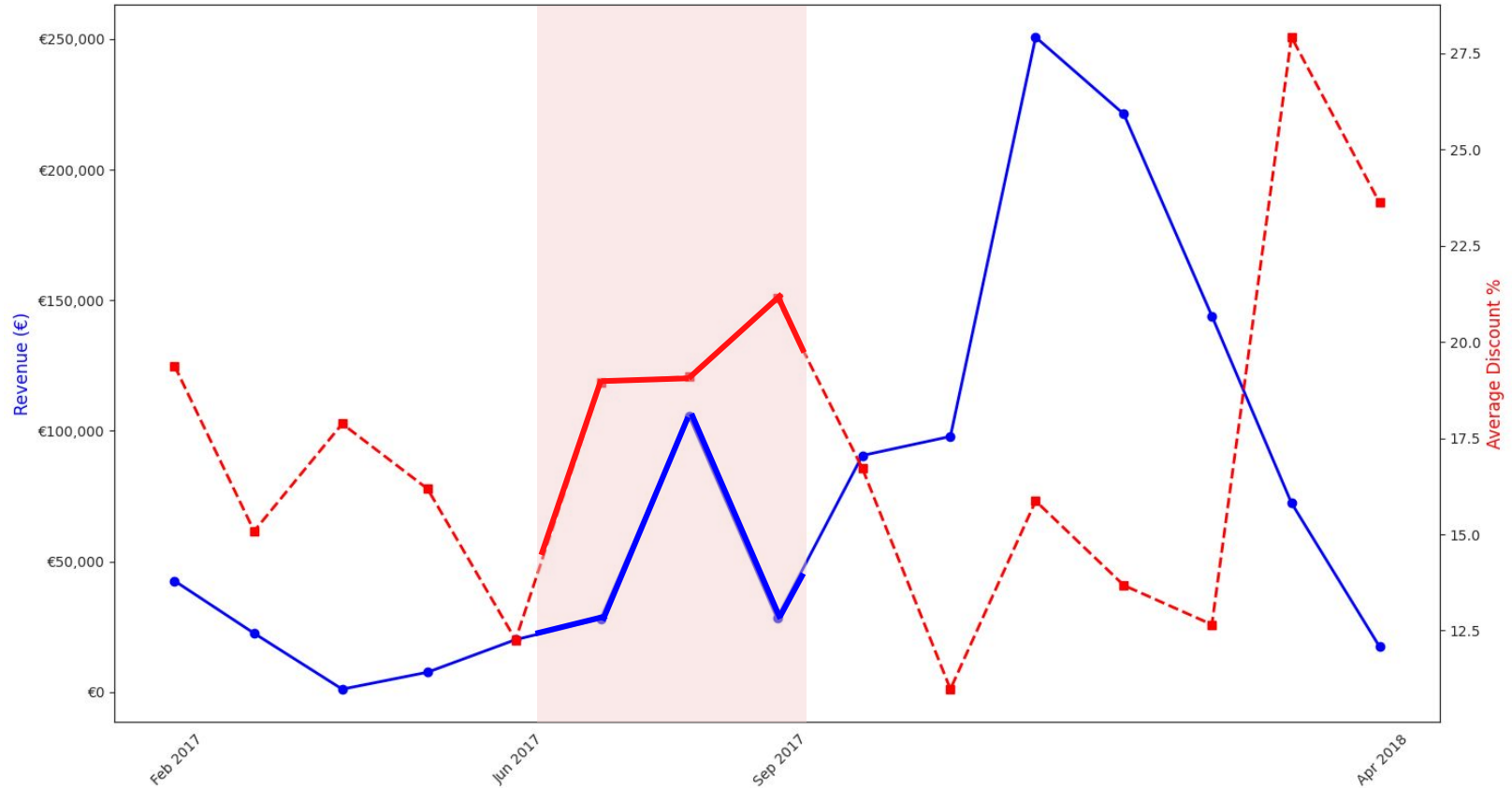
First Example: Storage Devices

ENIAC



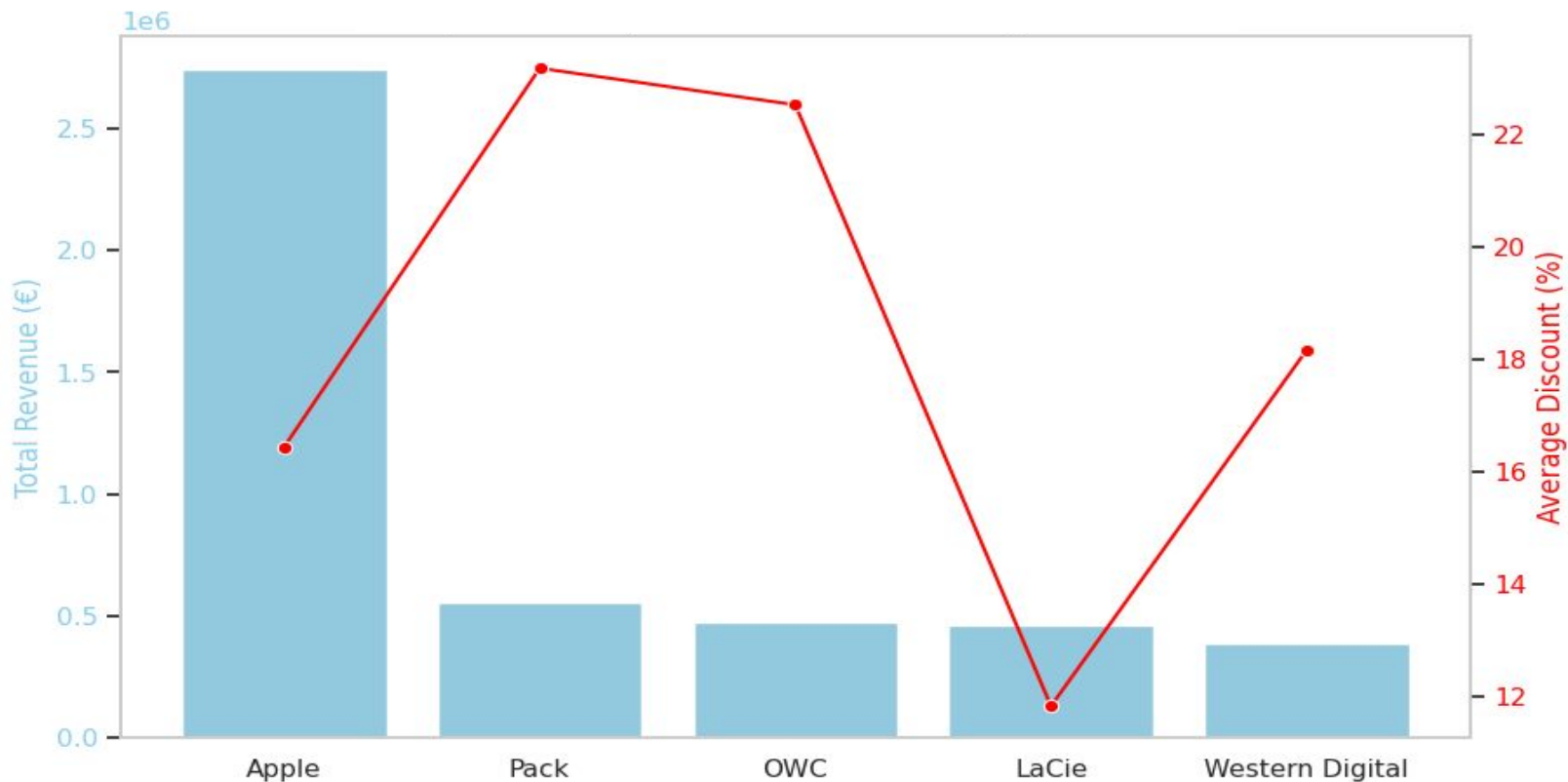
Second Example: Mobile Devices

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Discount impact on the top 5 brands

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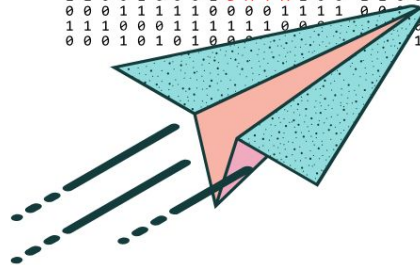
Recommendations

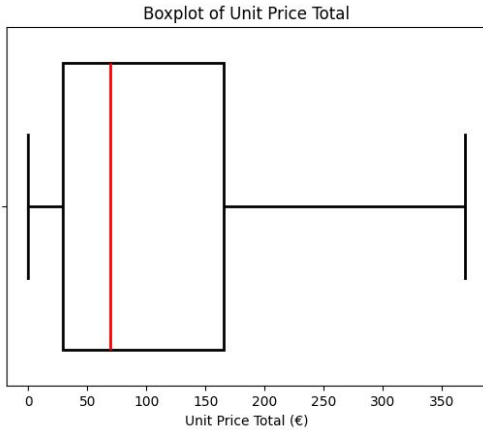
Based on these insights, discounts could be beneficial, but they should be applied selectively :

- Consider timed promotions during high-sales months, rather than year-round markdowns.
- Focus discounts on product categories that respond well to discounts for efficient use of promotional budgets.
- Offer strategic discounts on complementary items.
- Use data-driven decisions for discount timing and depth by conducting impact analysis on future changes.

ENIAC

Thank
you!



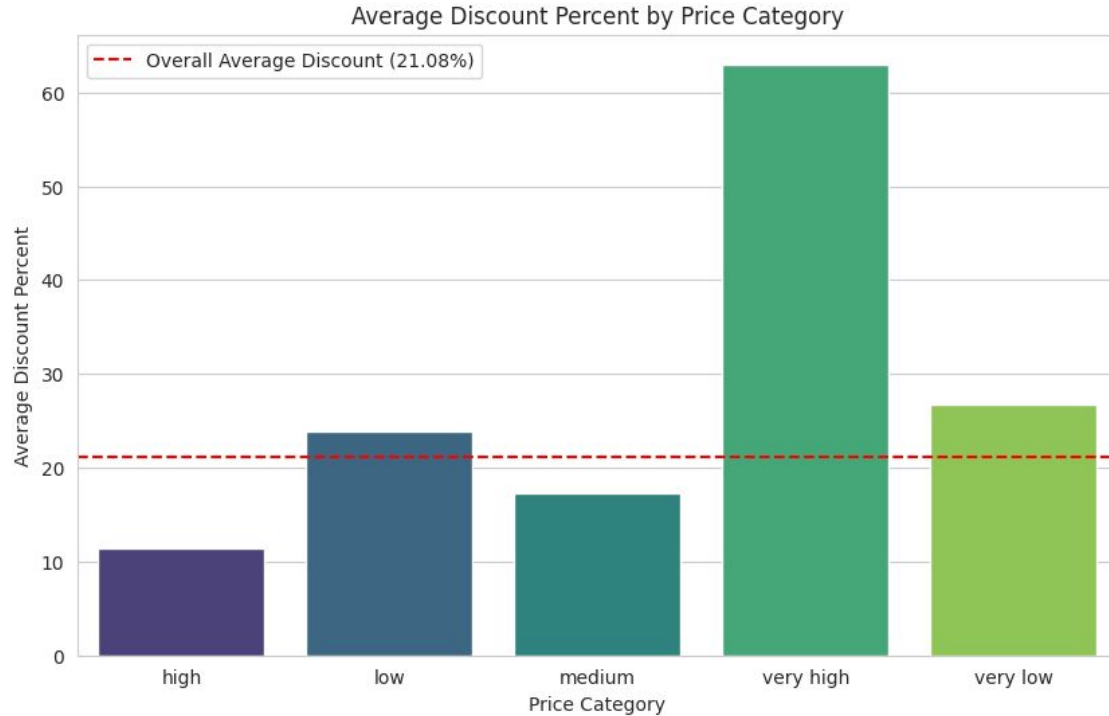


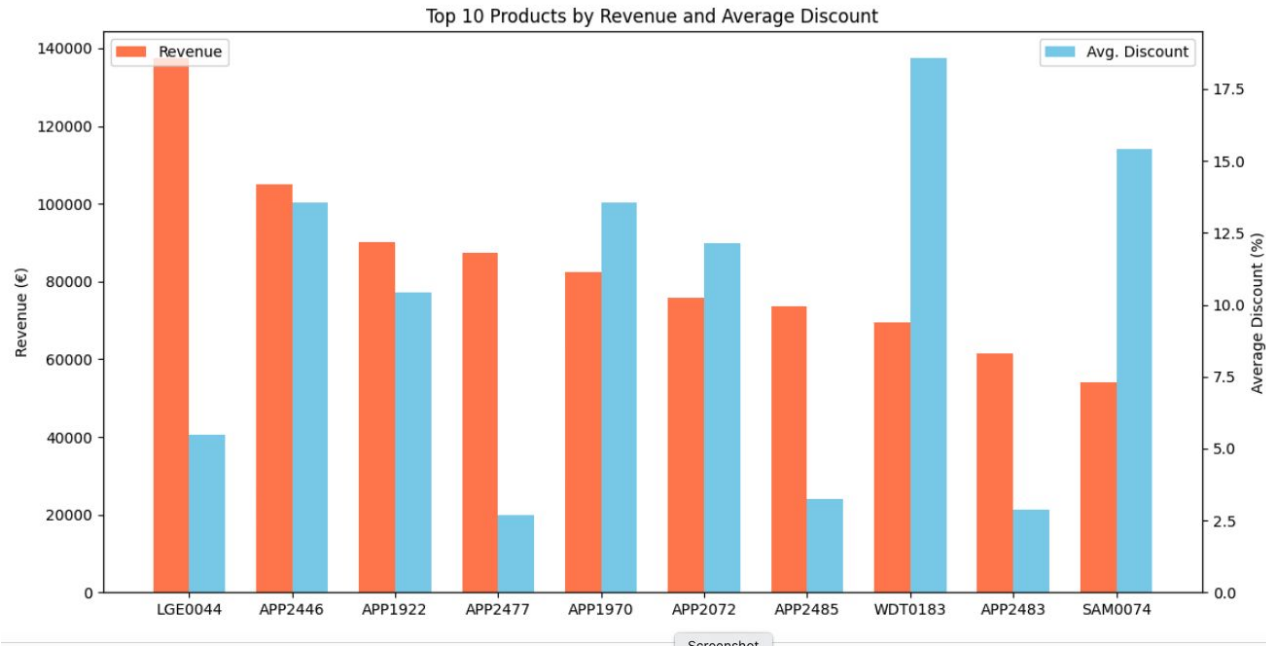
- Very low: 0€ to 42.99€
- Low: 42.99€ to 100€
- Medium: 100€ to 500€
- High: 500€ to 1587.24€
- Very high: 1587.24€ to 5000€
- Corrupted; higher than 5000€

Calculated these with the interquartile range.

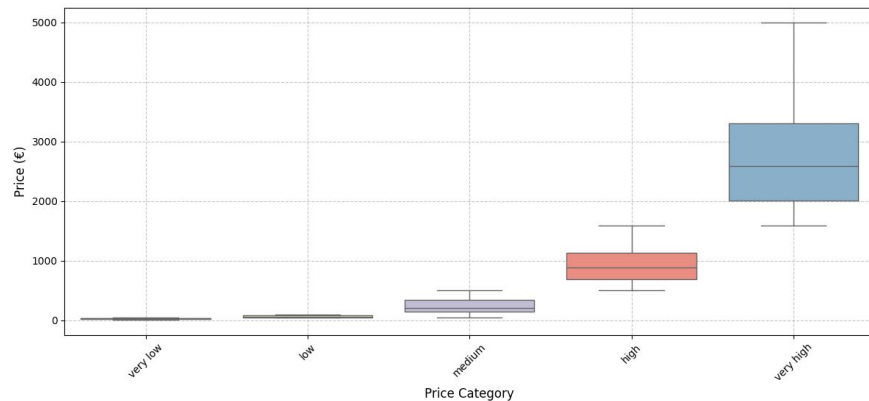
Price category discounts

- No discount
- 0 - 10% discount
- 10 - 20% discount
- 30%+ discount

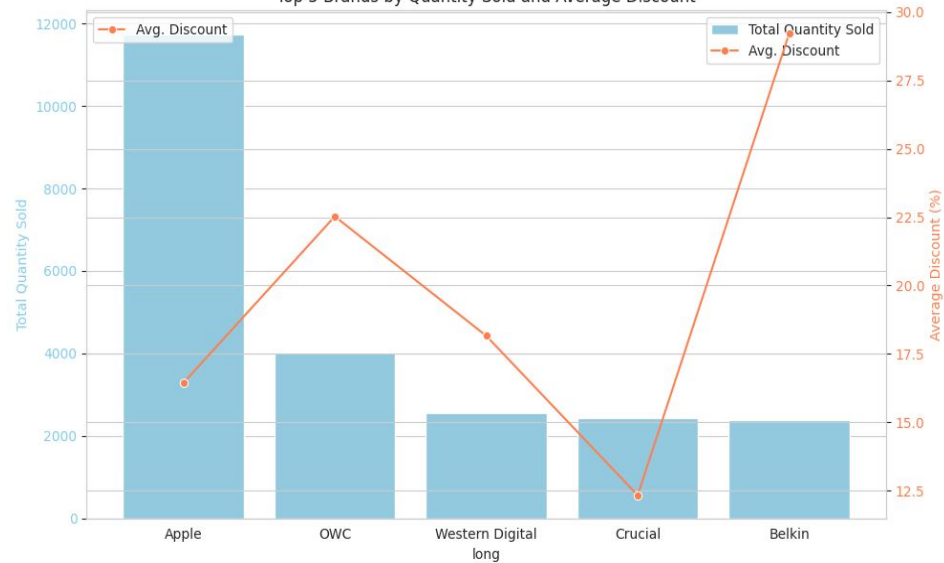




Price Distribution by Category



Top 5 Brands by Quantity Sold and Average Discount



Revenue and seasons

