





Eniac's Discount Strategy Analysis

Insights & Recommendations

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Key Metrics for Evaluation

Data Overview

Timeframe: 01/01/2017 - 14/03/2018

Datasets:

- Orders, Orderlines, Products, Brands

Cleaned:

- Uncompleted Orders
- Duplicates
- Missing Data (e.g. unknown products, missing prices)
- Corrupted prices (e.g. possible incorrect input, etc.)

Final set:

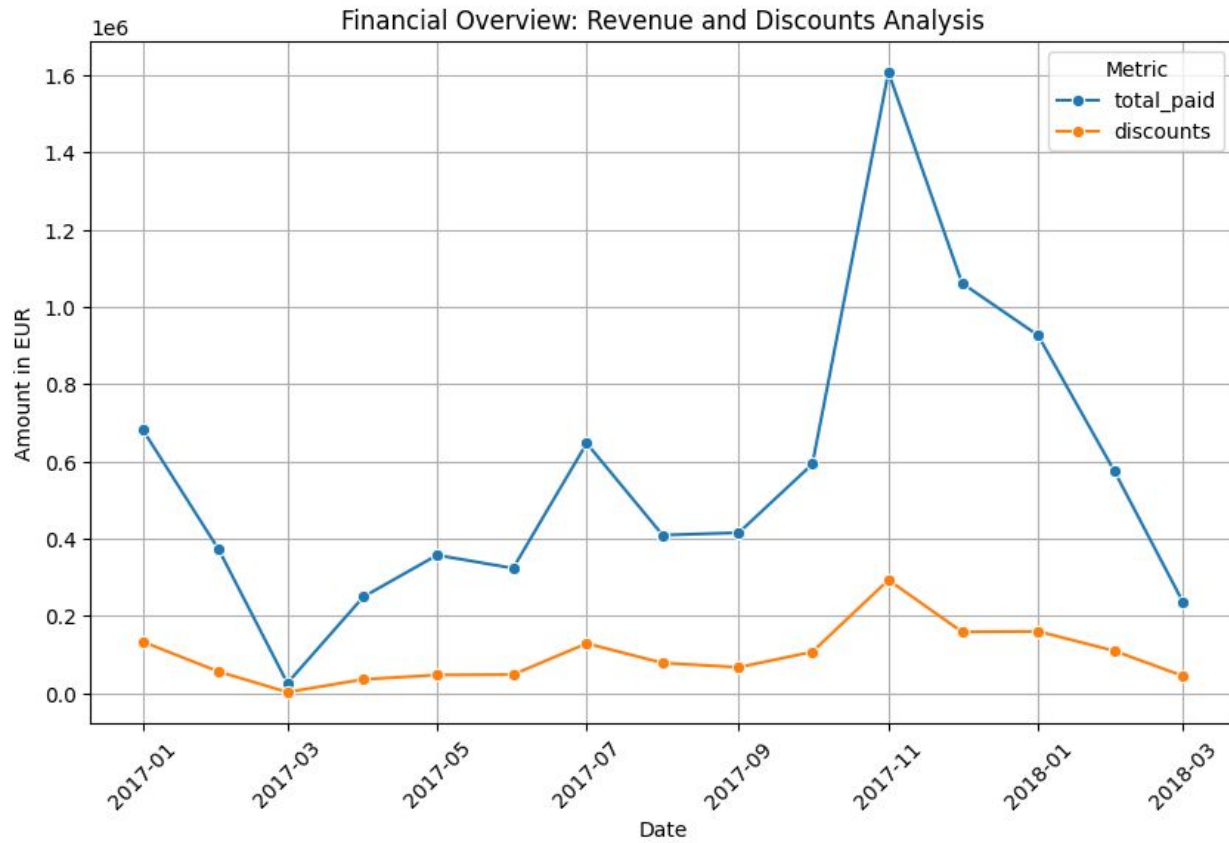
- **40,985** orders & **53,231** orderlines (**18%** of the raw datasets)
- Discount = product price - unit price from orderline
- **Categorized** products

Product categories:

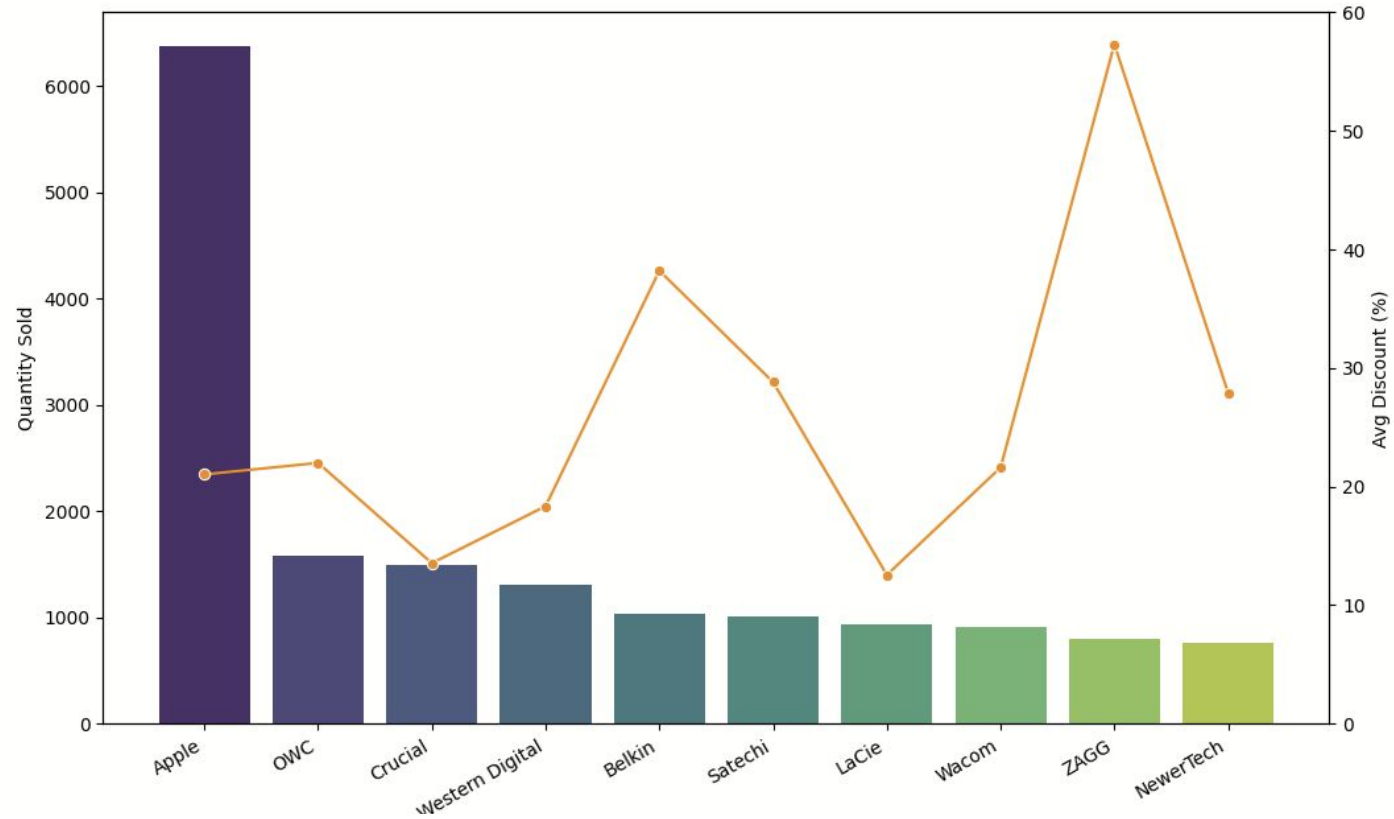
Computer Components & Peripherals	10042
Smartphones & Accessories	5019
Power & Charging	2072
Audio & Headphones	897
Tablets & Accessories	776
Computer Bags & Cases	337
Home Automation & Smart Devices	257
Displays & Monitors	210
Storage & External Drives	178
Wearable Technology	163
Audio & Speakers	156
Toys & Gadgets	107
Screen Protectors	71
Repair Tools & Accessories	63
Storage Devices	62
Other Electronics & Gadgets	52

Does Discount Really Drive Sales?

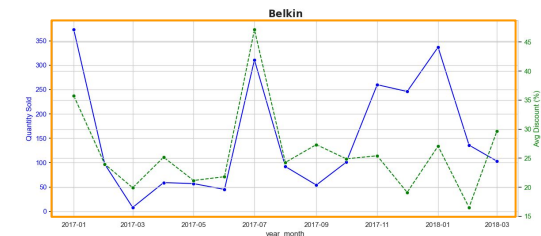
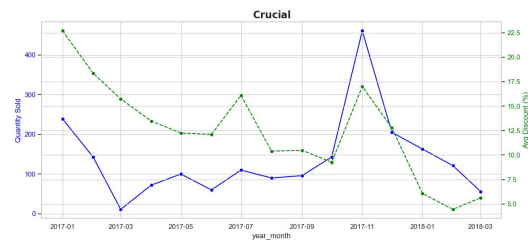
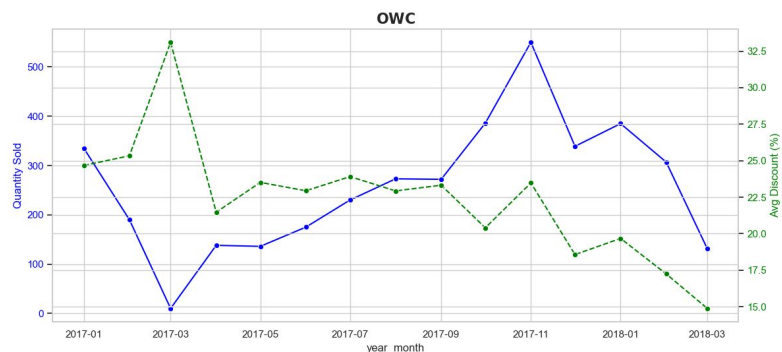
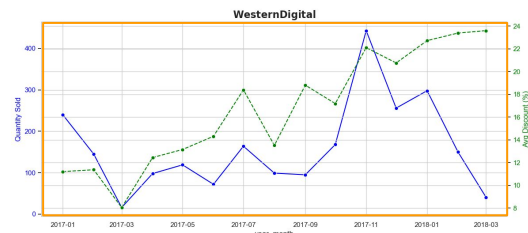
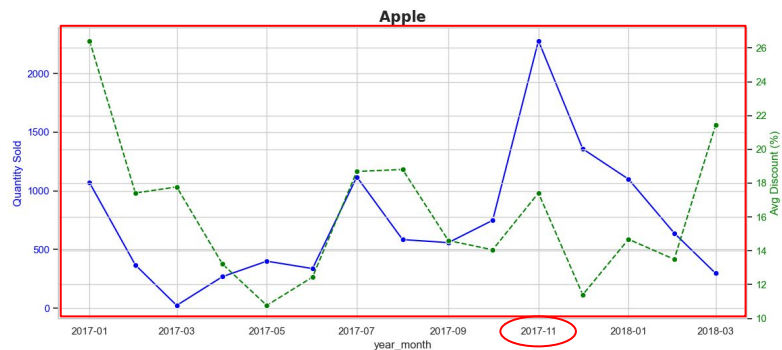




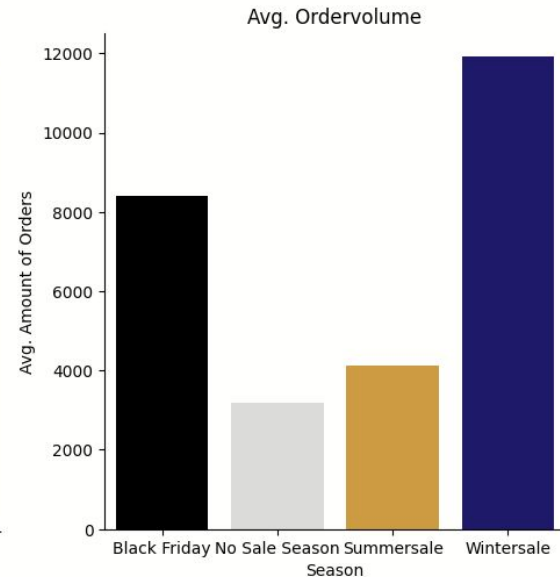
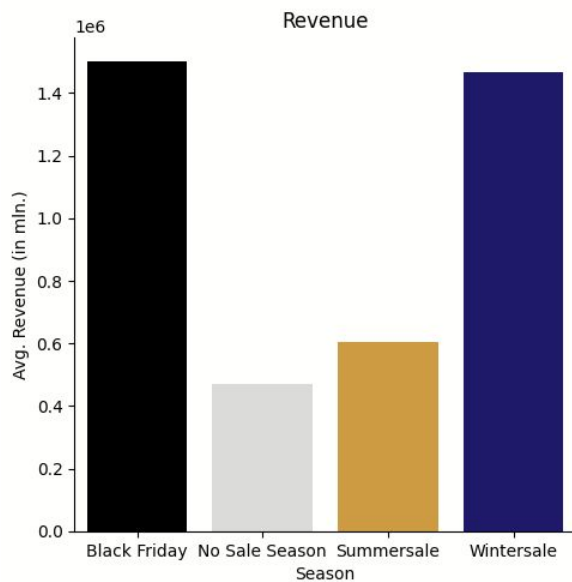
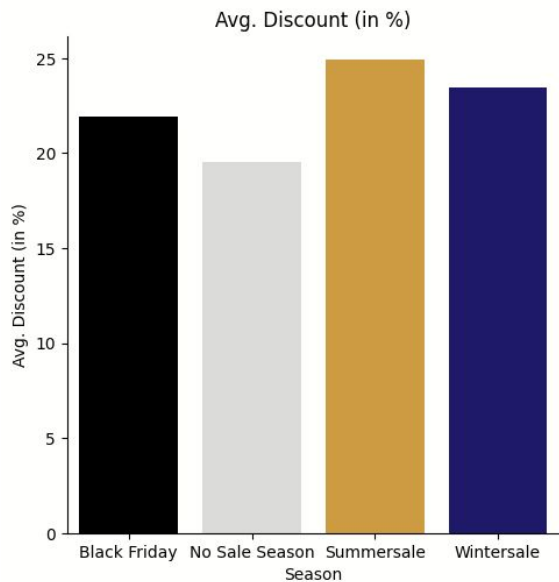
Average Discount Percentage for 10 Top Brands



Monthly Sales and Discount Analysis for Top Brands



Seasonal Discounts Analysis (2017 & Q1 2018)



Black Friday/Cyber Monday - November

Winter Sales - January

Summer Sale - July

In Conclusion

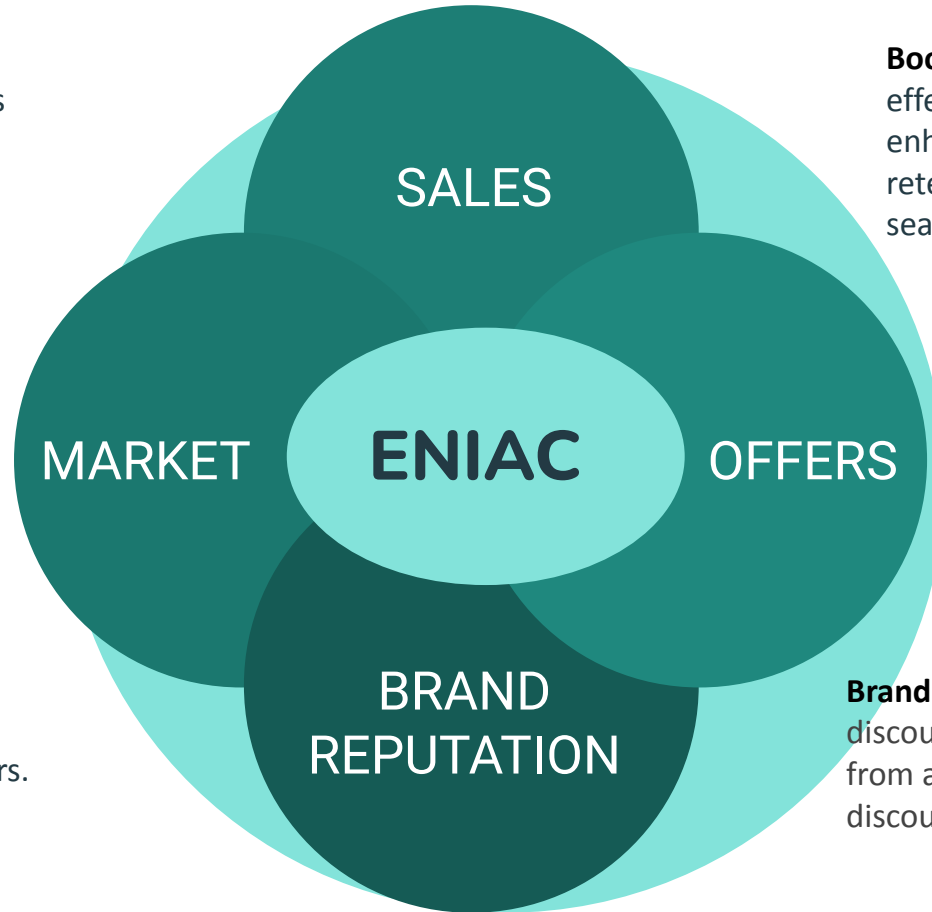
Maintain Eniac's premium brand image by **avoiding** perpetual discounts.

Implement discounts based on **specific** products, **selected** timings to **optimize** effectiveness.

Work with project team for **minimizing** corrupted data and having **better price** insights.

Market Trends:
Competitors closely monitoring and adapting to market trends can impact Eniac's strategy.

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Competitors closely monitoring and adapting to market trends can impact Eniac's strategy.



Sustainability: Smart cost management and optimizing sales can ensure long-term market retention.

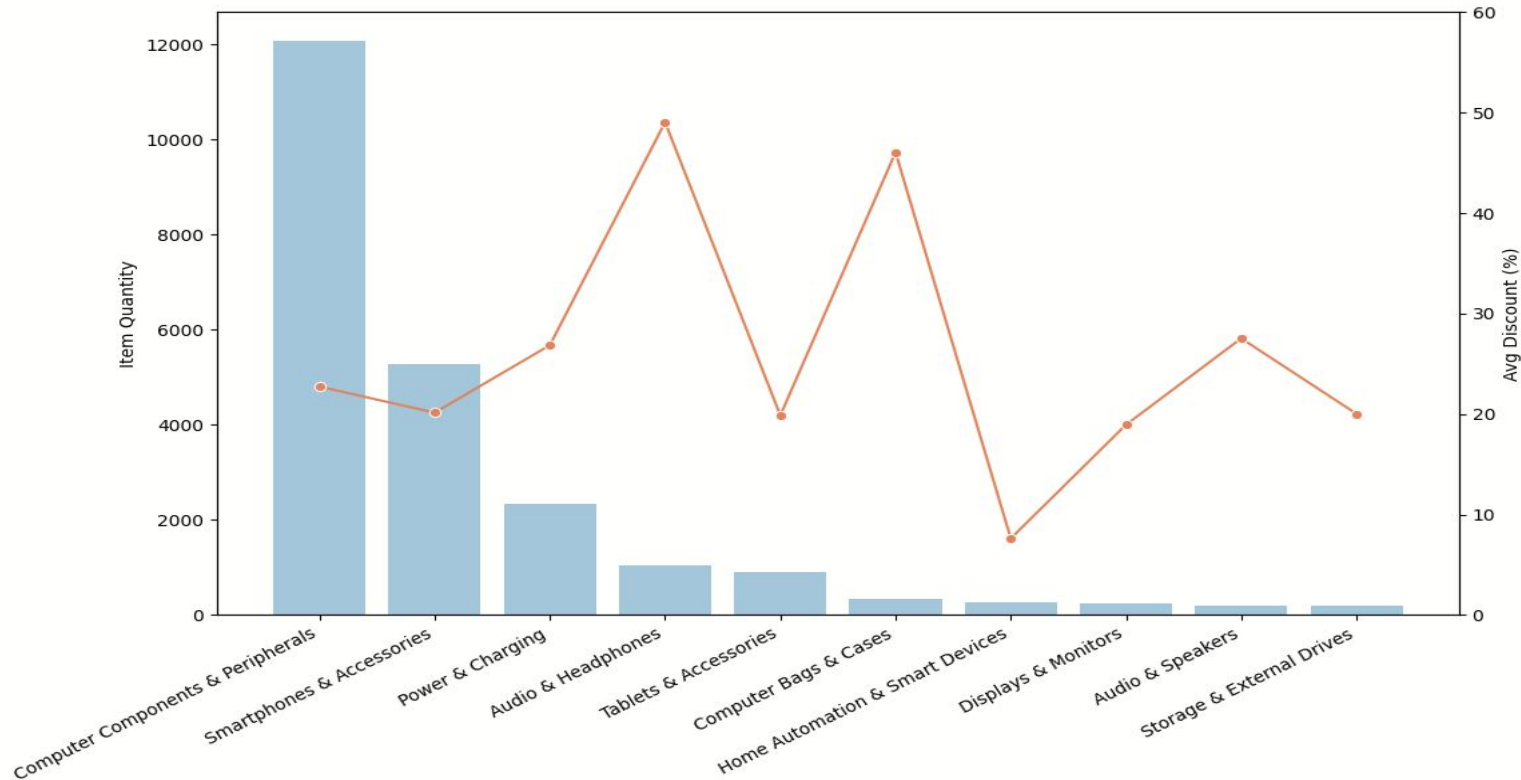
Brand Reputation: Year-round discounts risk shifting Eniac's image from a quality-focused platform to a discount-driven one.



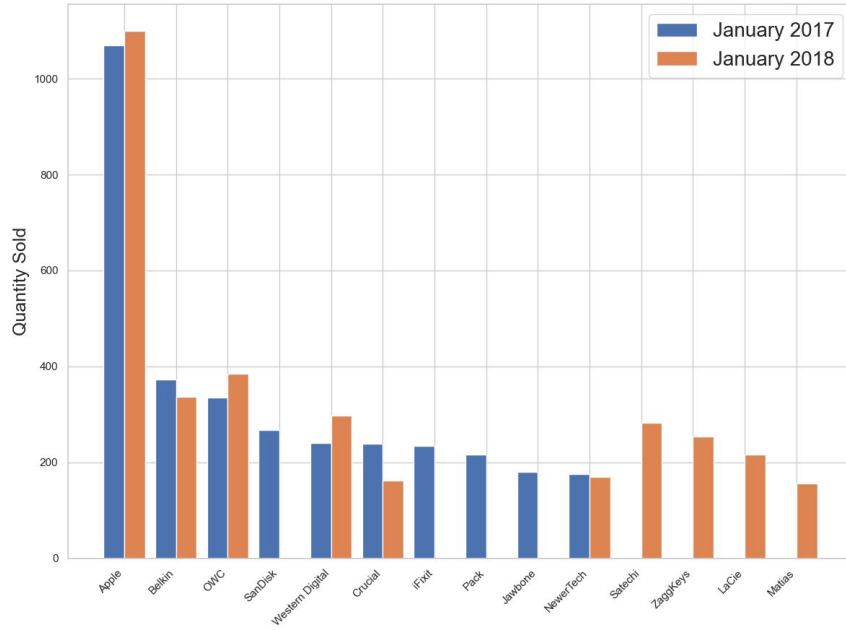
BACKUP SLIDES

Eniac's Discount Strategy Analysis

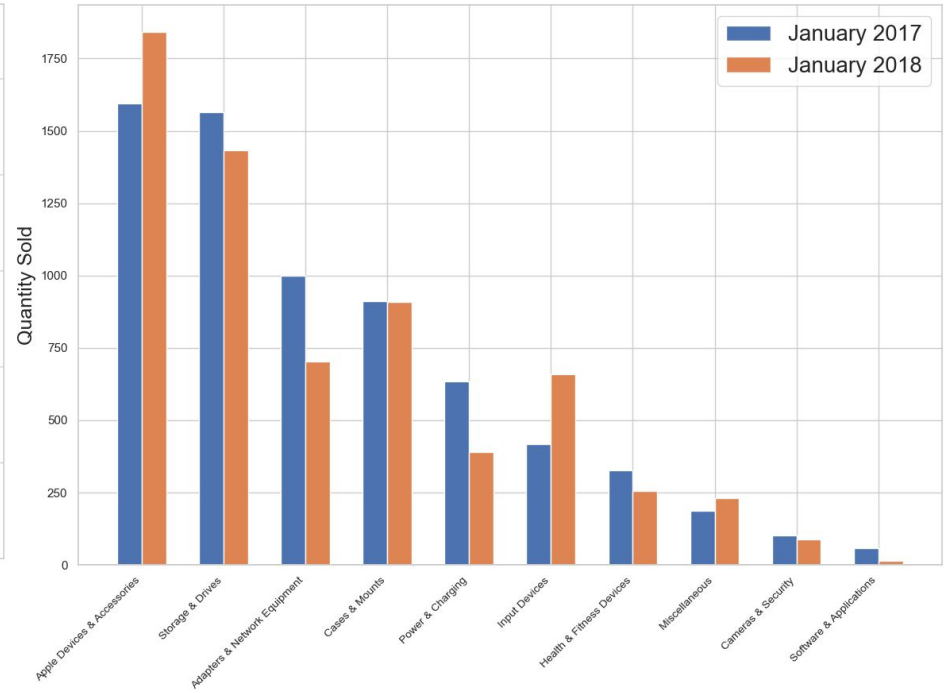
Top 10 Categories (Sold Items)



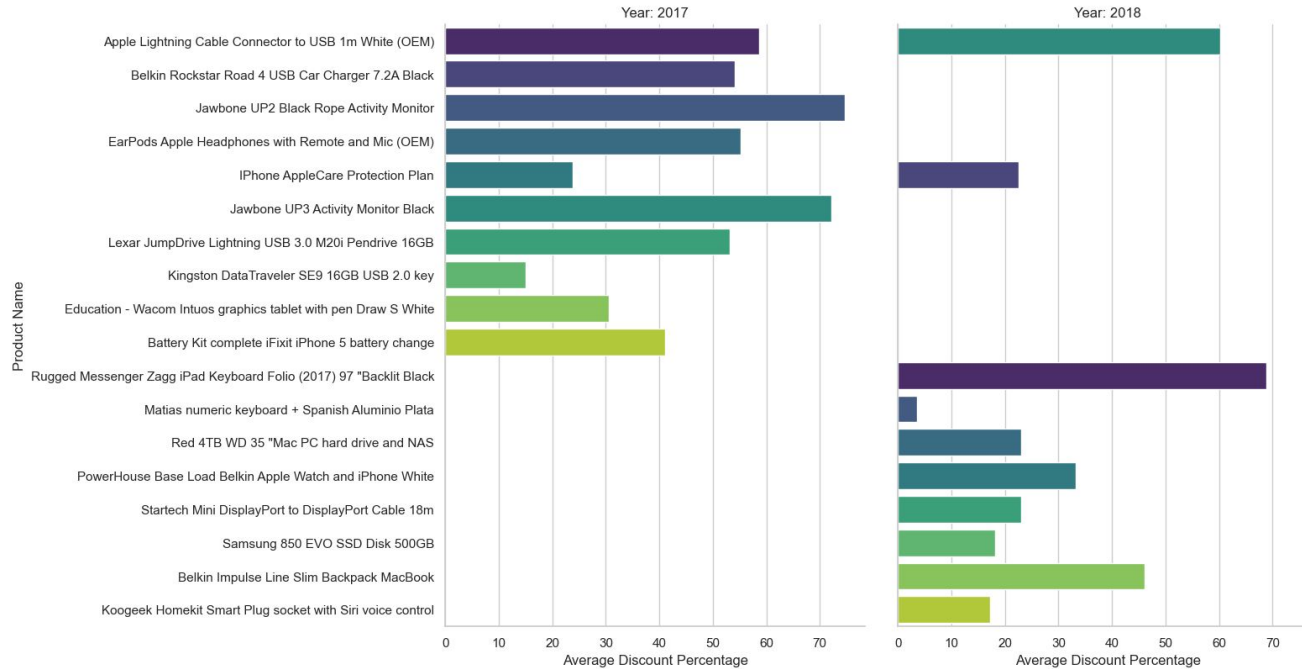
Top 10 Brands Sold in January 2017 vs January 2018



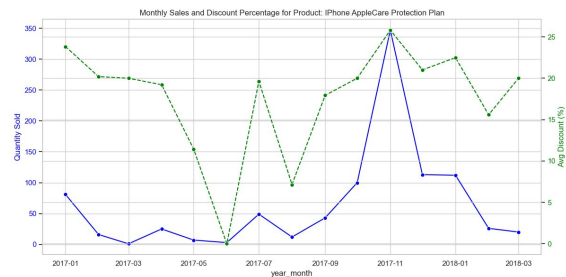
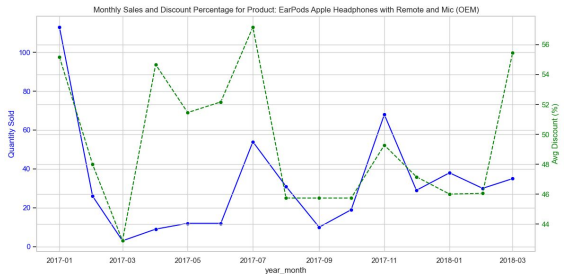
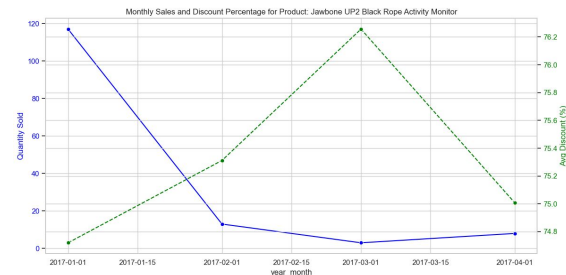
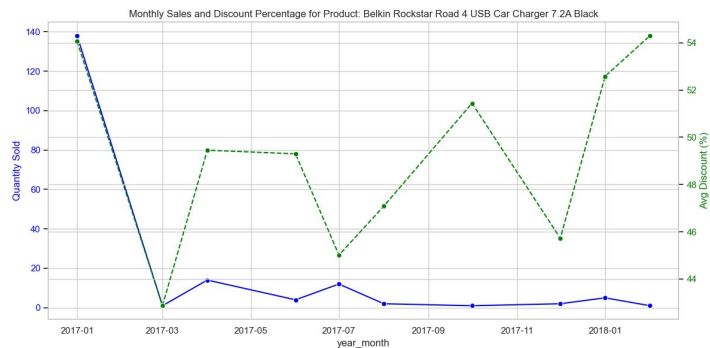
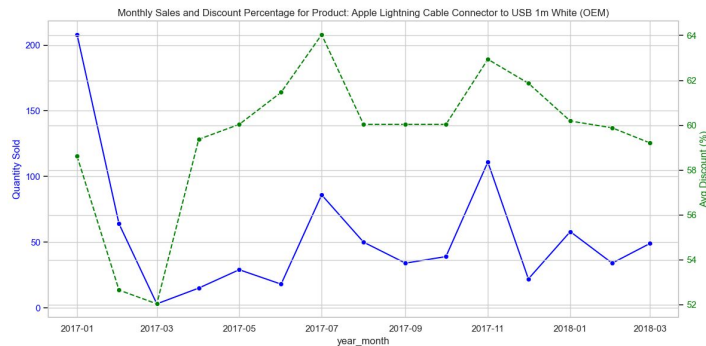
Top 10 Categories Sold in January 2017 vs January 2018



Average Discount Percentage and Order of Top Sold Products by Year

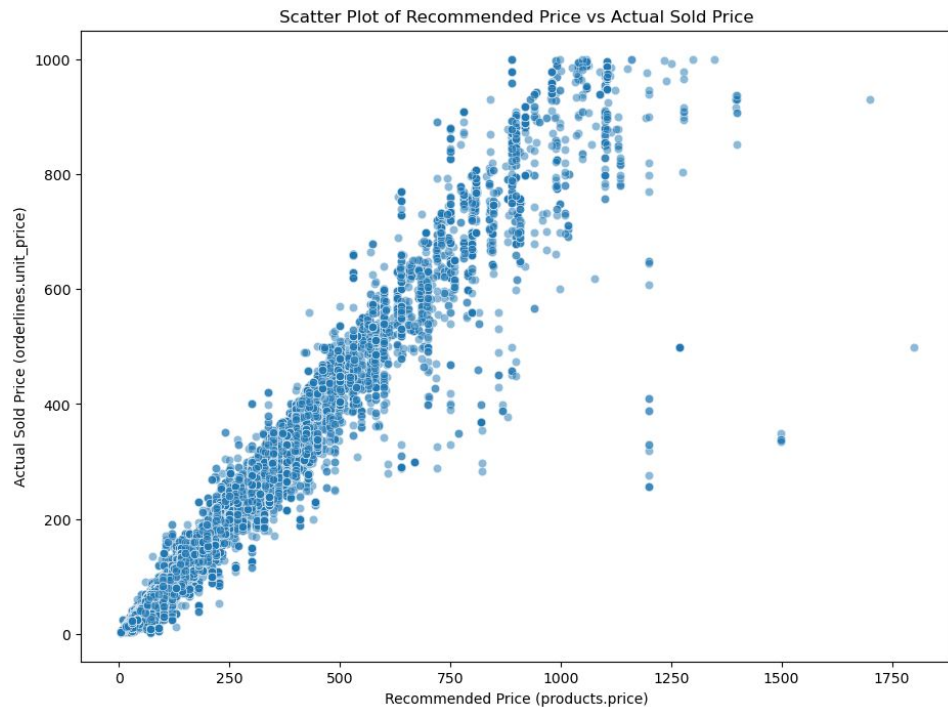


Monthly Sales and Discount Analysis for Top Products

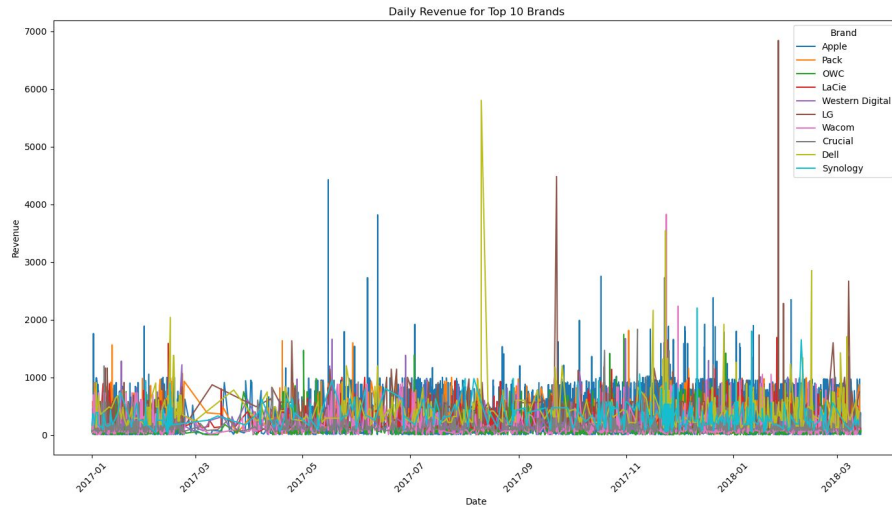


Analysis of Recommended vs. Actual Sold Price

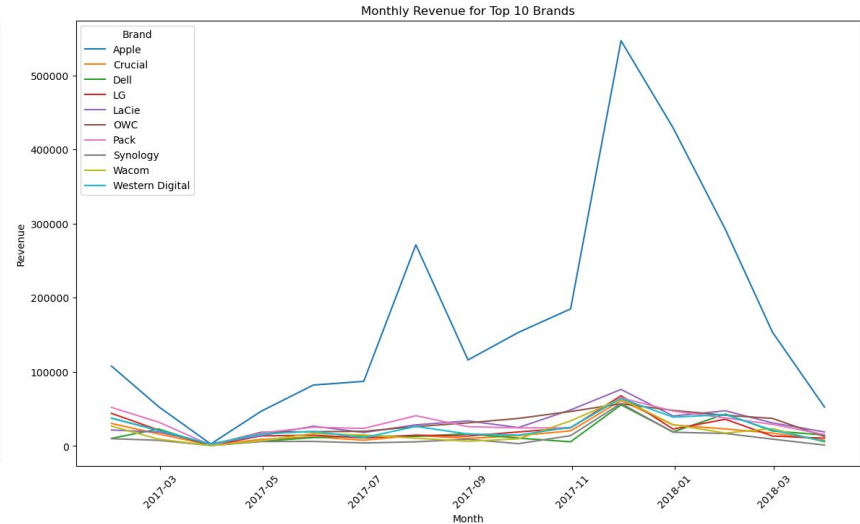
- **Positive Correlation:** Strong link between recommended and actual prices.
- **Discount Patterns:** Discounts are more common for **high-priced** items.



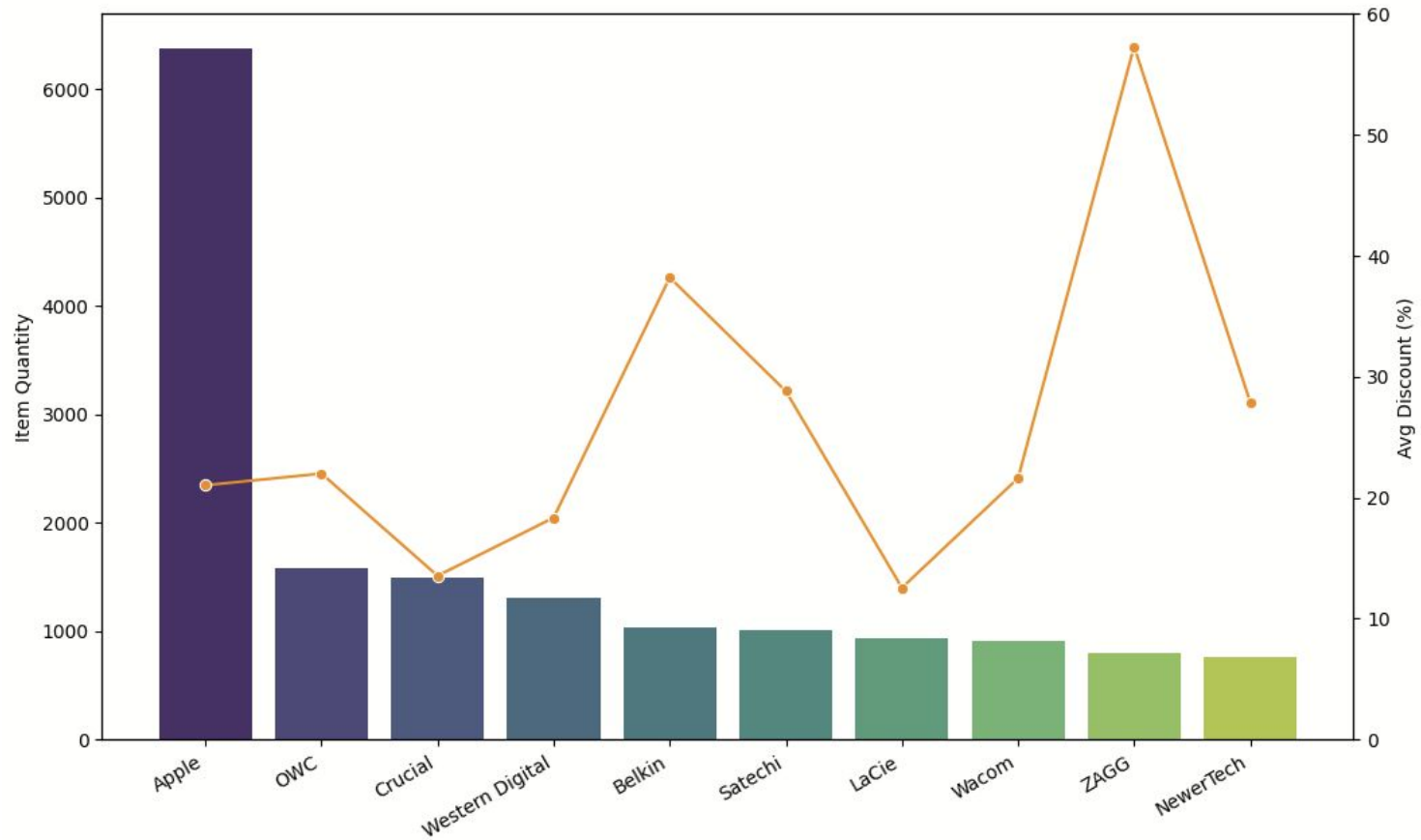
Daily and Monthly Revenue Trends for Top 10 Brands



- **Daily Revenue:** Shows frequent fluctuations with occasional sharp spikes, especially for **Apple**, suggesting high-impact sales days likely due to promotions or launches.

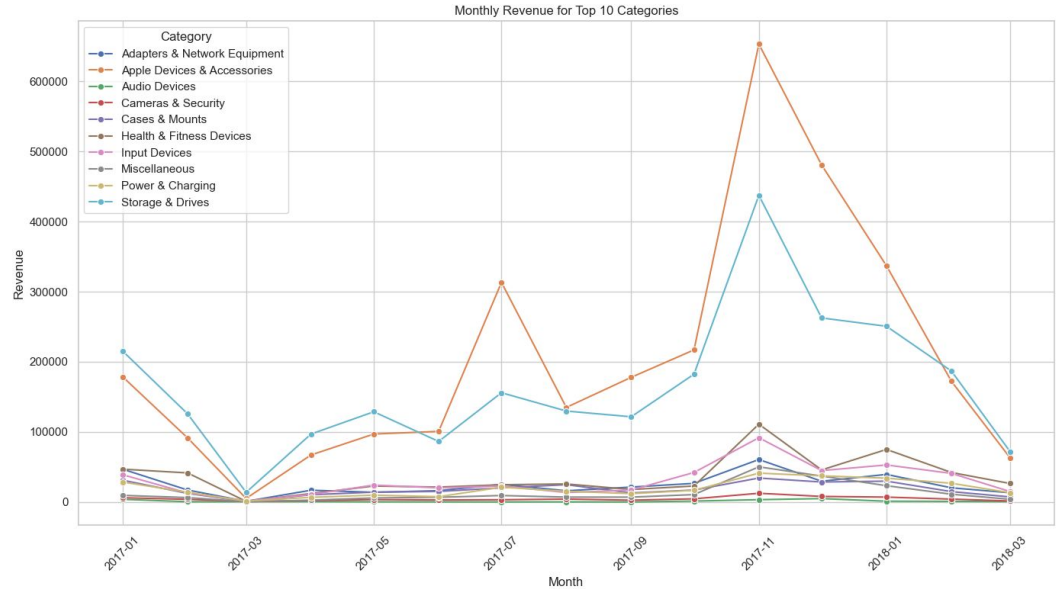


- **Monthly Revenue:** Shows seasonal peaks in **July 2017** (possibly due to mid-year promotions) and **November 2017** (holiday events like **Black Friday**)

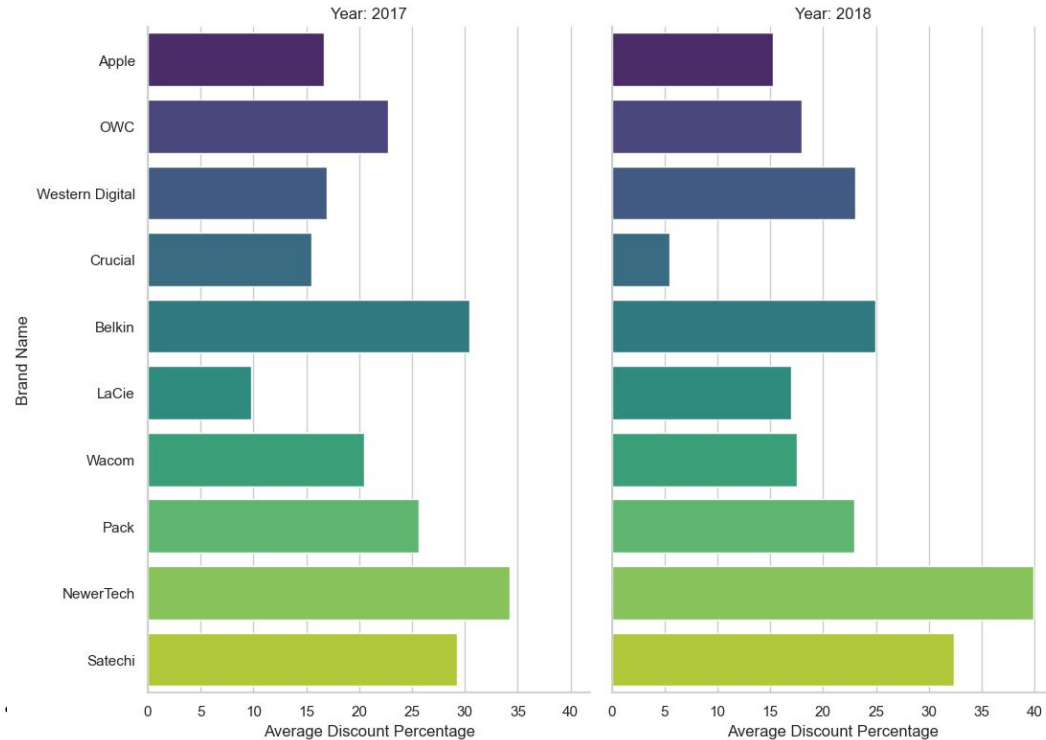


Monthly Revenue for Top 10 Categories

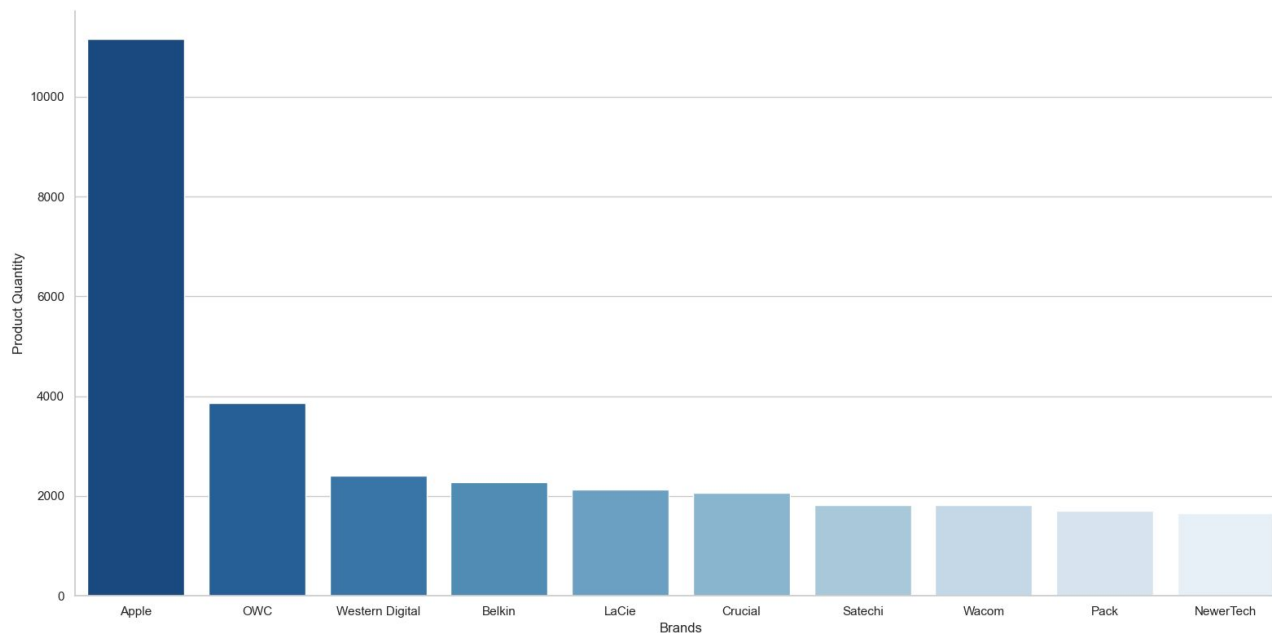
- **Apple Devices & Accessories** and **Storage & Drives** categories generate the highest revenue, showing distinct peaks.
- Noticeable spikes in revenue appear in **July** and **November 2017**, likely influenced by back-to-school and holiday shopping seasons.
- Other categories maintain relatively steady revenue, suggesting **consistent** demand throughout the year.



Average Discount Percentage by Year for Top 10 Sold Brands

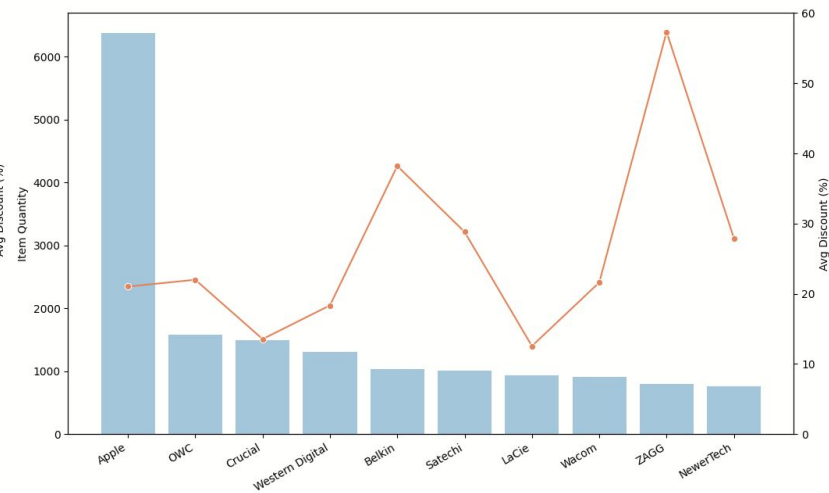
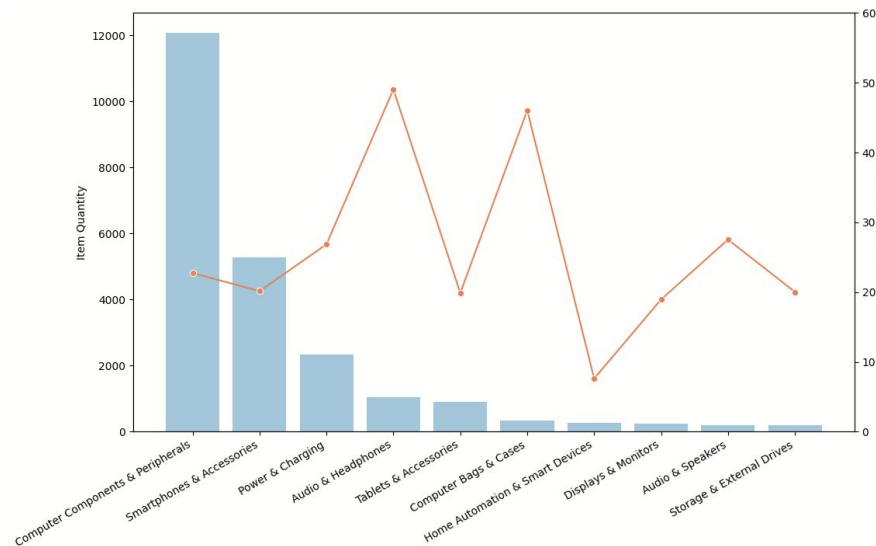


Top 10 Brands by Product Quantity Sold

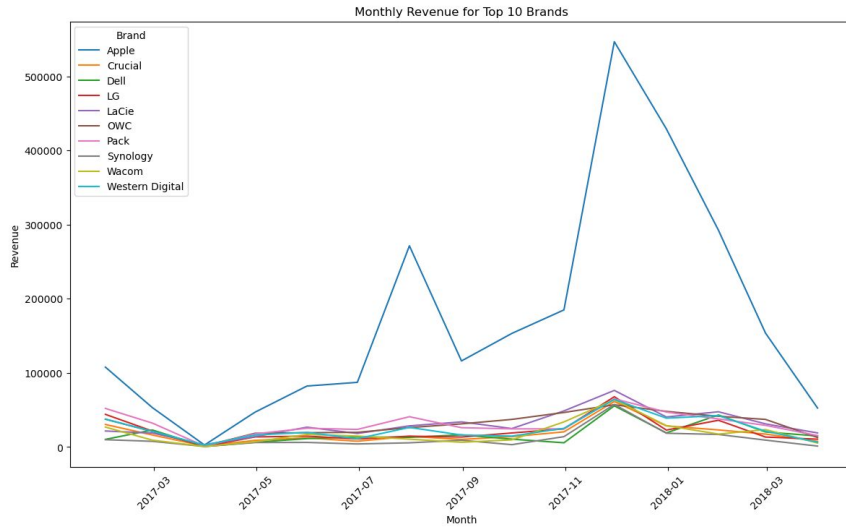


*This bar chart illustrates the top 10 brands with the highest product quantities sold from **January 2017 to March 2018**.*

Top 10 Categories & Brands by Sold Items

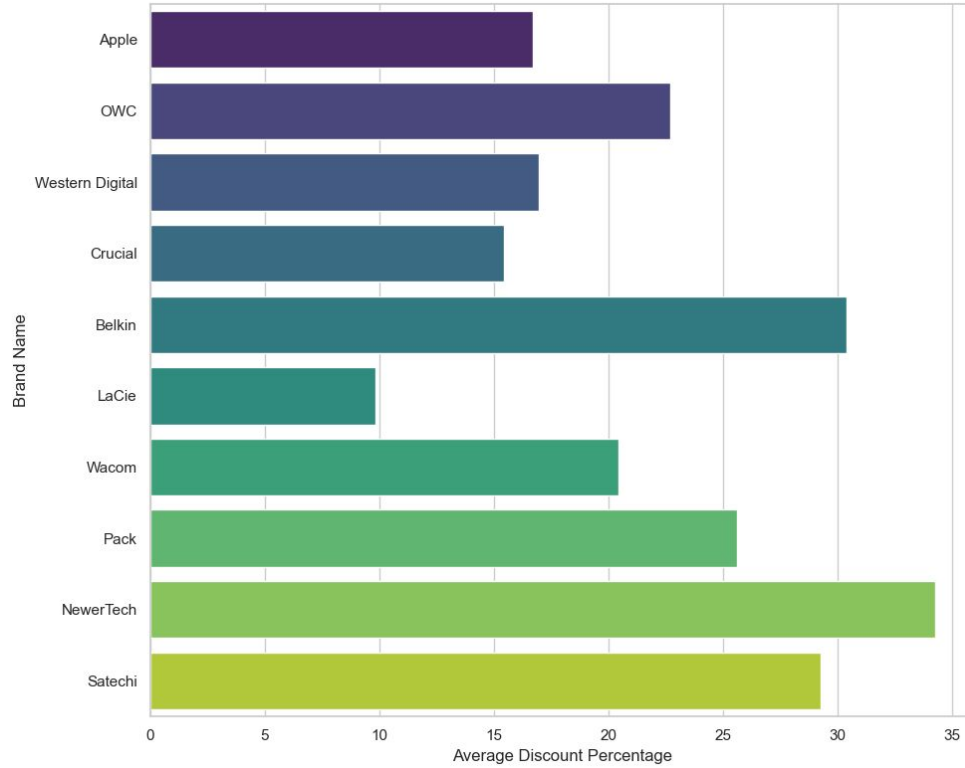


Monthly Revenue Trends for Top 10 Brands

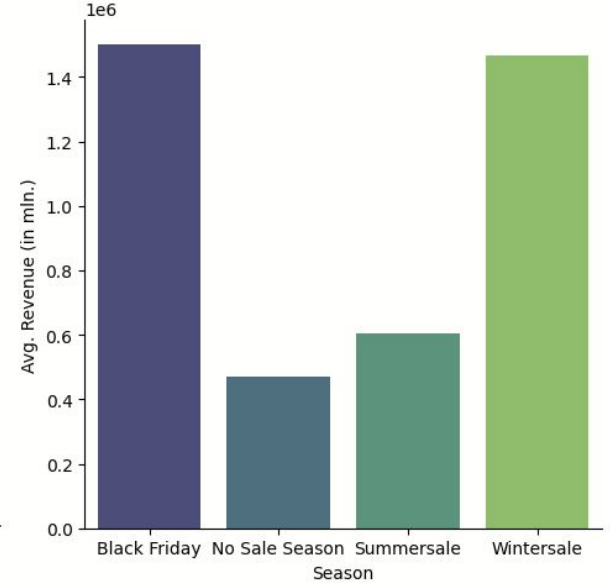
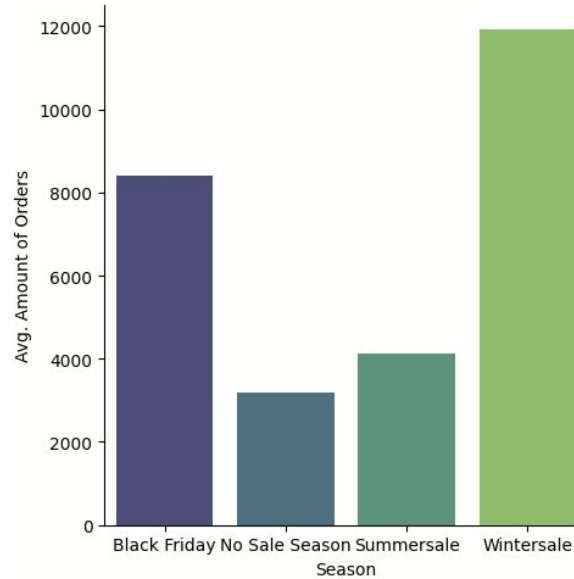
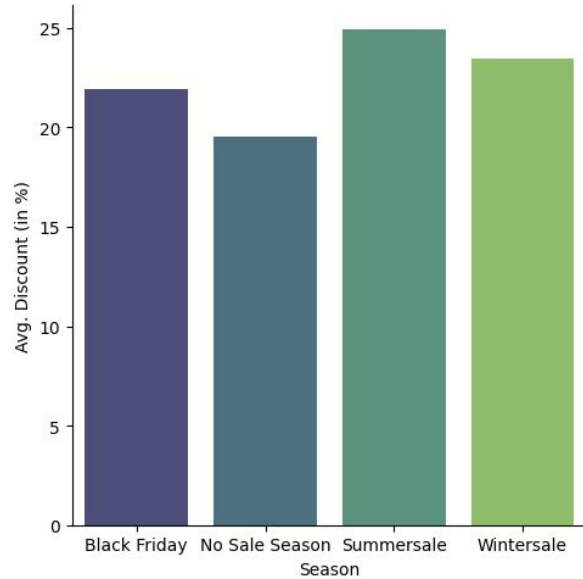


- **Monthly Revenue:** Shows seasonal peaks in **July 2017** (possibly due to mid-year promotions) and **November 2017** (holiday events like **Black Friday**)

Average Discount Percentage for 10 Top Brands in 2017



Seasonal Discounts Analysis



Black Friday/Cyber Monday: Most effective use of discounts

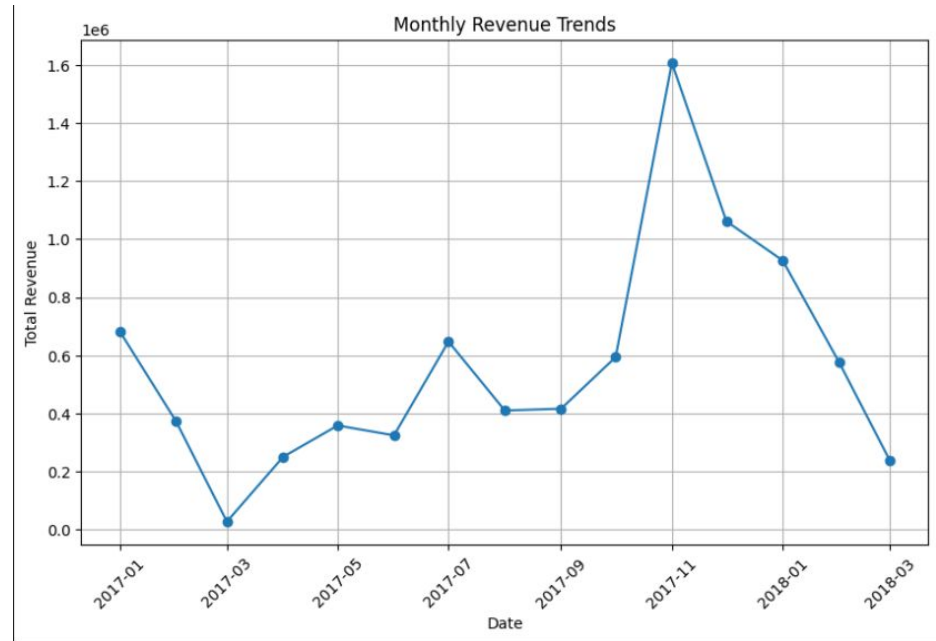
Winter Sales: Less beneficial

Summer Sale: Highest discounts, only small effect of order volume & revenue

Year-Round Discount Strategy

Data Collection: Enhance methods to closely monitor sales trends.

Pricing Strategy: Align with market standards to optimize profit margins.





MINDMAP Slides

Eniac's Discount Strategy Analysis



Data Analysis Approach

Grouping By: Date, Categories (New vs. 2nd Hand), Price.

Metrics: Total revenue, order sum, discount percentage (`unit_price` vs. `price`).

Aggregation Goals: Sales by category, average discount by month, total revenue.

Results and Next Steps

Manual review of significant differences.

Stakeholder consultation.

Documentation of findings.

Adjust data and processes for future improvements.

Replace this Slide

Revenue Impact: Analyze total revenue changes.

Profit Margin Impact: Assess profitability per sale.

Customer Acquisition & Retention: Track improvements in loyalty and repeat purchases.

Brand Positioning: Evaluate consistency with Eniac's premium image.