



To Discount or Not

Analyzing Eniac's Profit Dynamics

Data Analysis Department



Basis For Our Analysis

From **Jan 2017**
until Mid **March 2018**

5.098

Unique Products

53 Thousand

✓ Completed orders

7.8 M €
Total Revenue

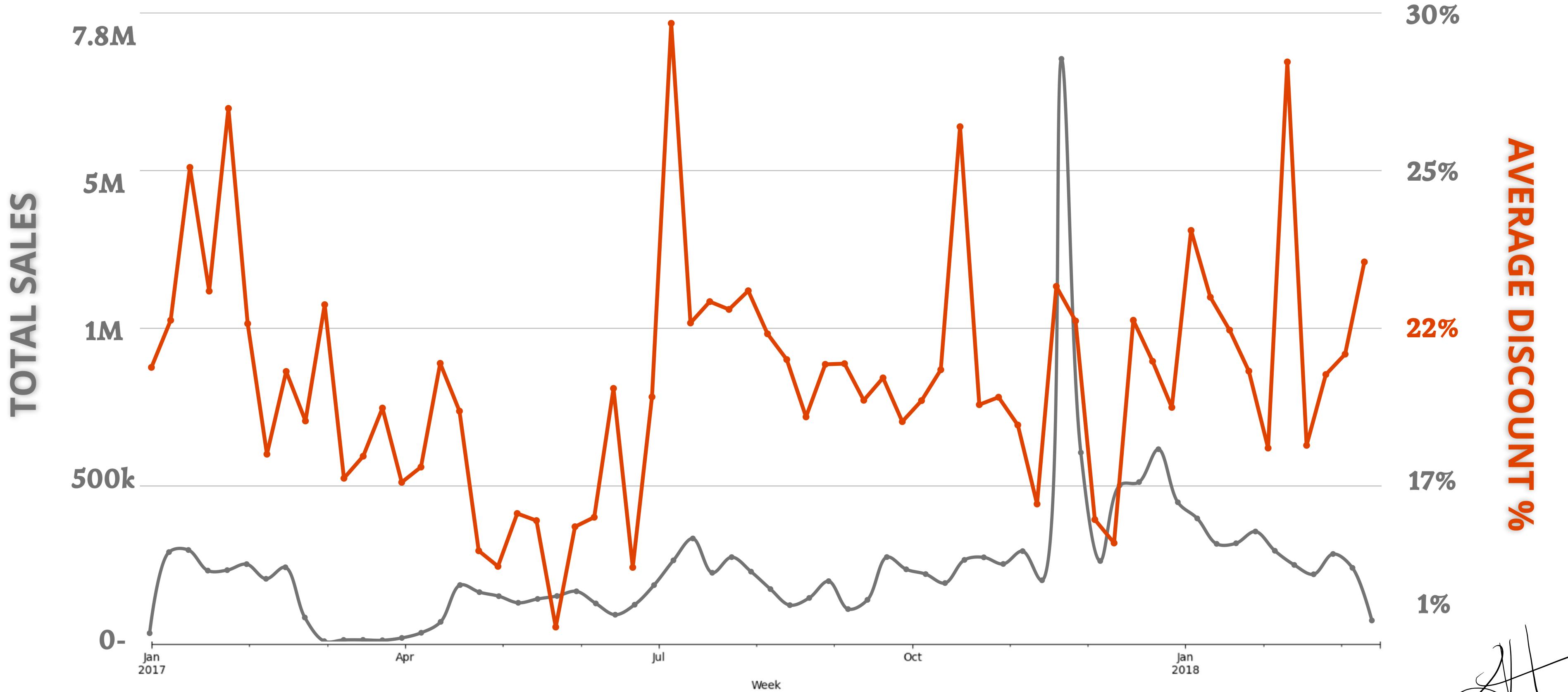
Discount Categories over products



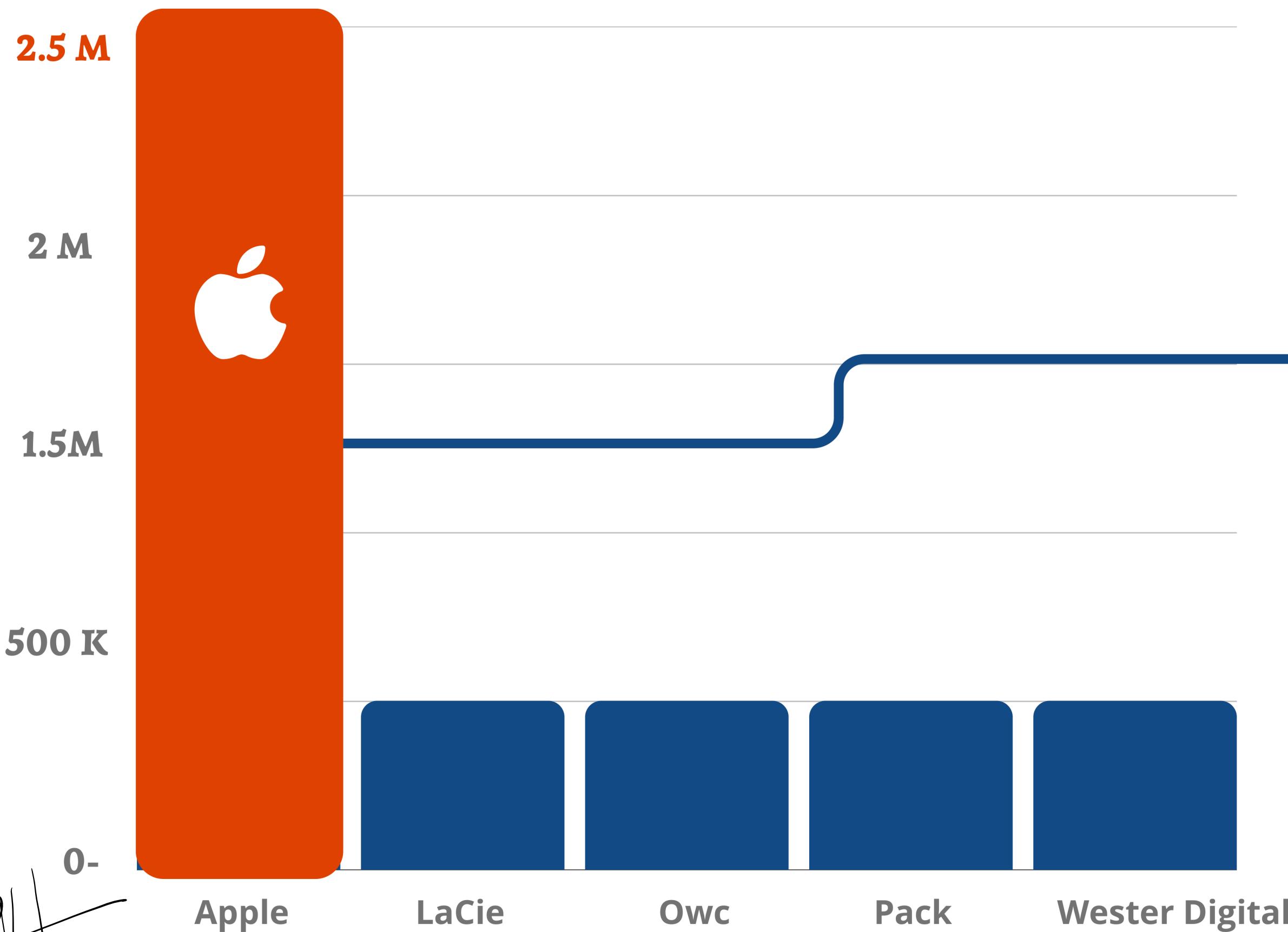
Total Revenue (%) per Discount and Price Categories



Understanding the True Impact of Discounts on Revenue



Power Brands: Unpacking 55% of Total Revenue



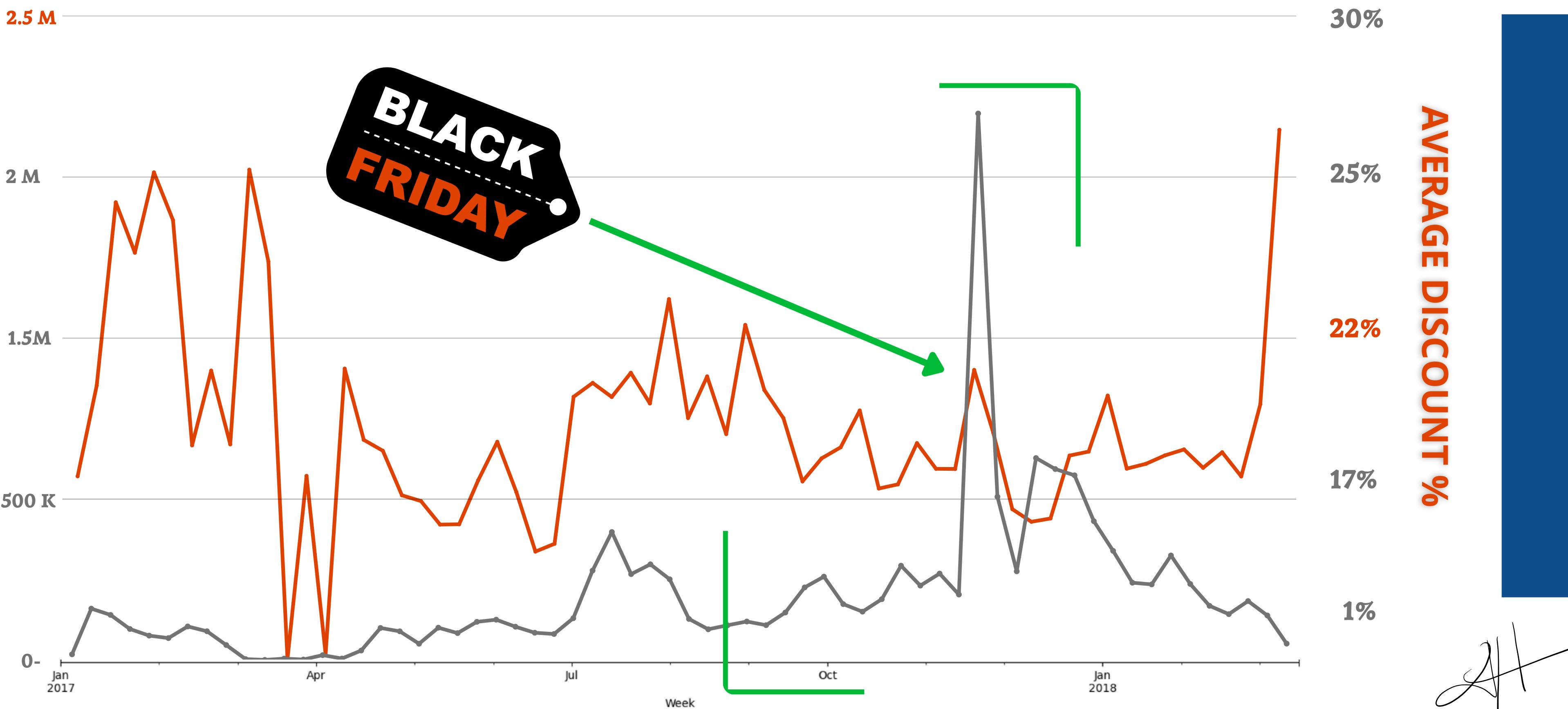
A donut chart illustrating the percentage of total sales attributed to Apple products. The chart is orange with a white border and shows 33%.

33%

Of Total Sales
Are Apple Products



Tracing Apple's Footsteps: Discounts vs. Revenue Dynamics



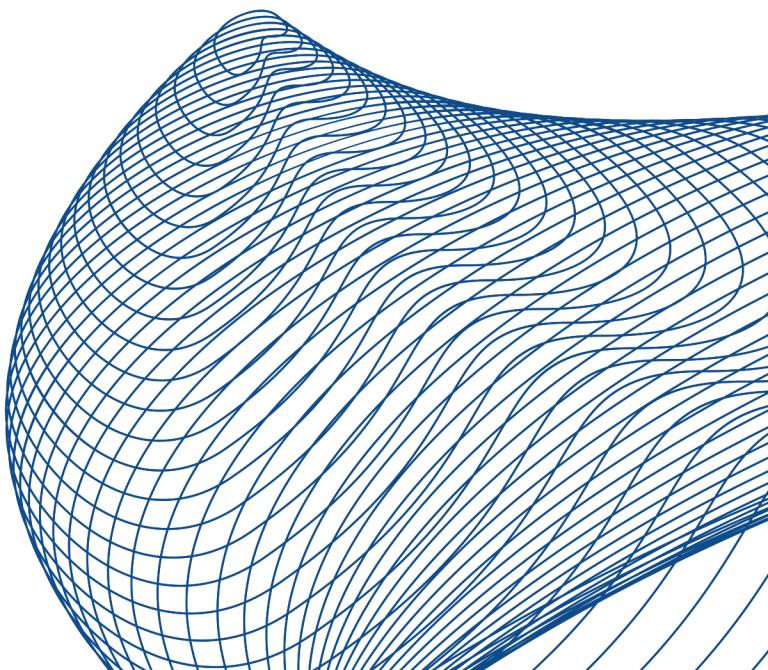


Notes

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- **Low discounts in expensive and medium products are beneficial.**
 - Low discount in high value products might represent increase in revenue long term
 - **Massive discounts do not translate in large revenue.**

Recommendations

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- **To maintain low discounts** in expensive and medium price products
 - To potentialise it according to **seasonal commemorative days**
 - To offer them in a **short timeframe** like in November (Black Friday)





Thank You
For Your Attention

