

# EVALUATION ON DISCOUNTS

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# DATA CLEANING

**Time Period:** The analysis covers data from January 1, 2017 to March 14, 2018, a total span of **15 months**.



**Missing values  
/Duplicates / Obviously  
wrong data were  
discarded**

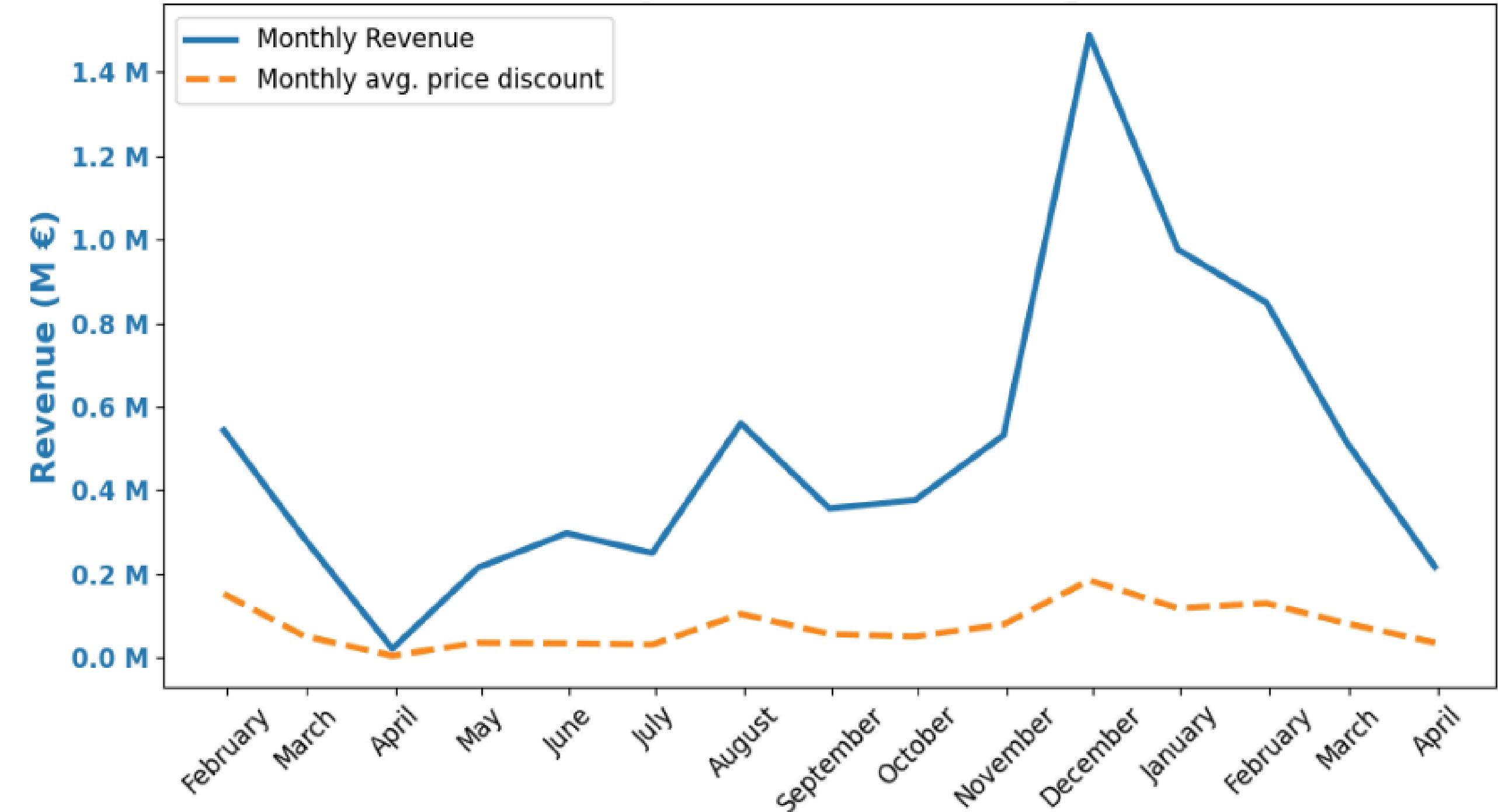
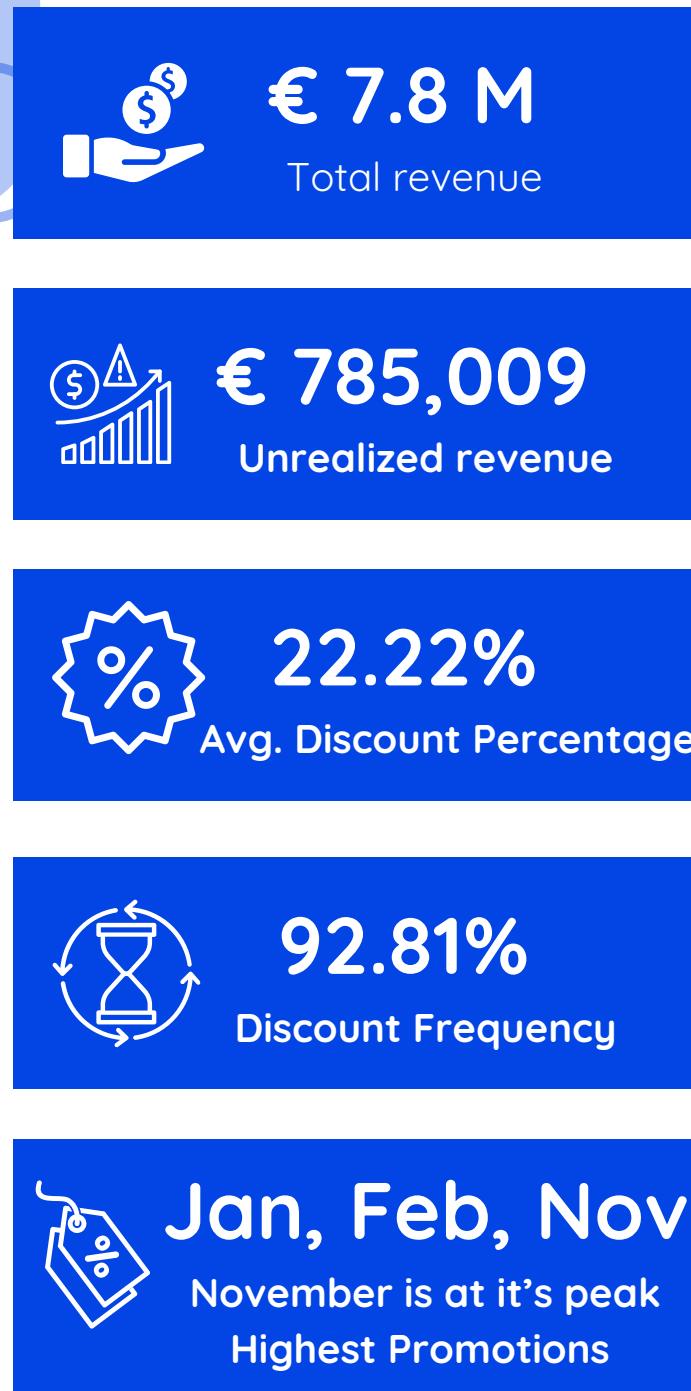


**About 3/4 of raw data  
were discarded in the  
process**



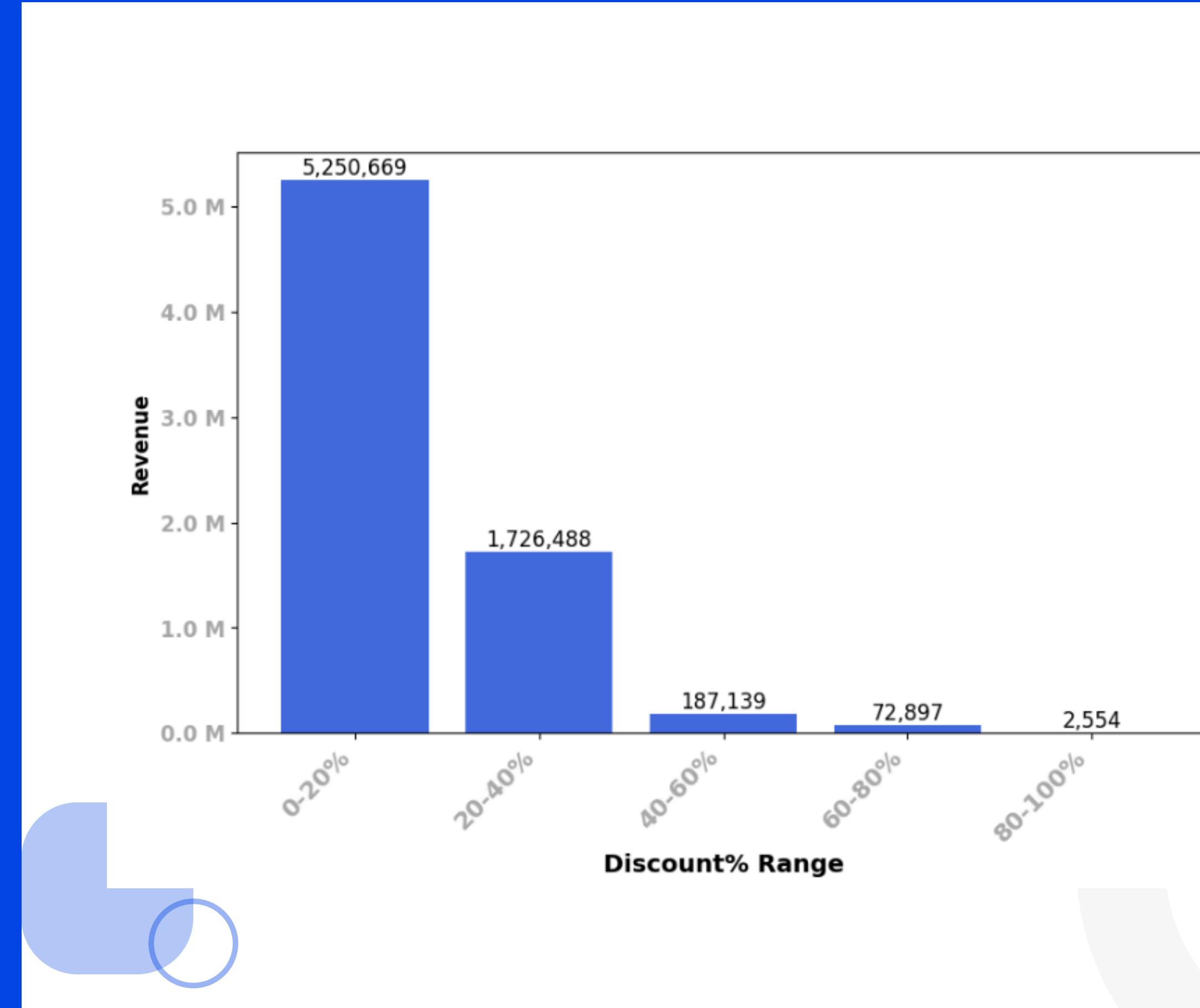
**Improved Quality of the  
Data**

# AVERAGE DISCOUNTS SHOWS CORRELATION WITH REVENUE

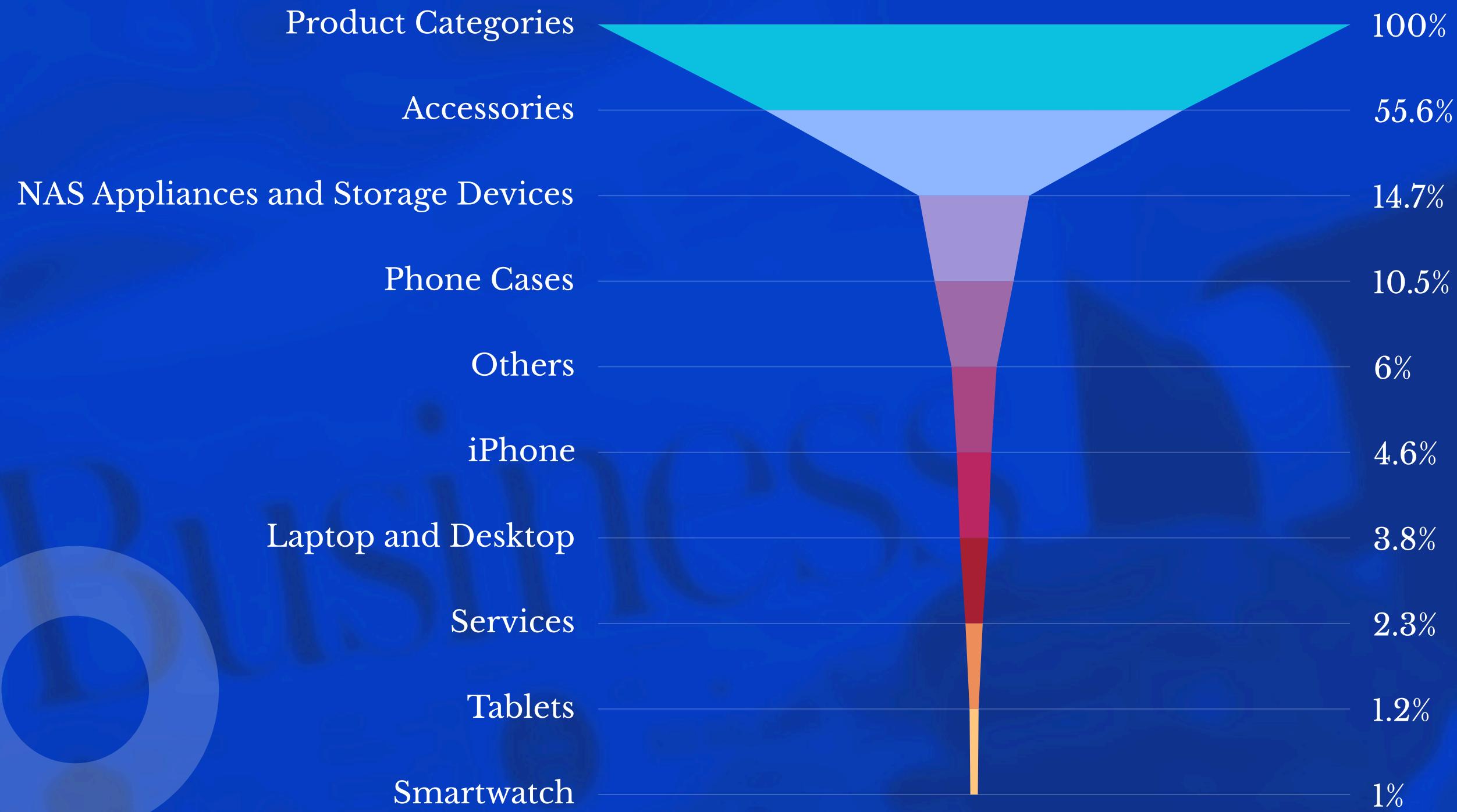


# REVENUE TENDS TO PEAK AROUND 0-20% DISCOUNT RANGE

- Higher discounts on a Product often leads to lower revenue
- Some high revenues occur at nearly 0% discount



# PRODUCT CATEGORIES

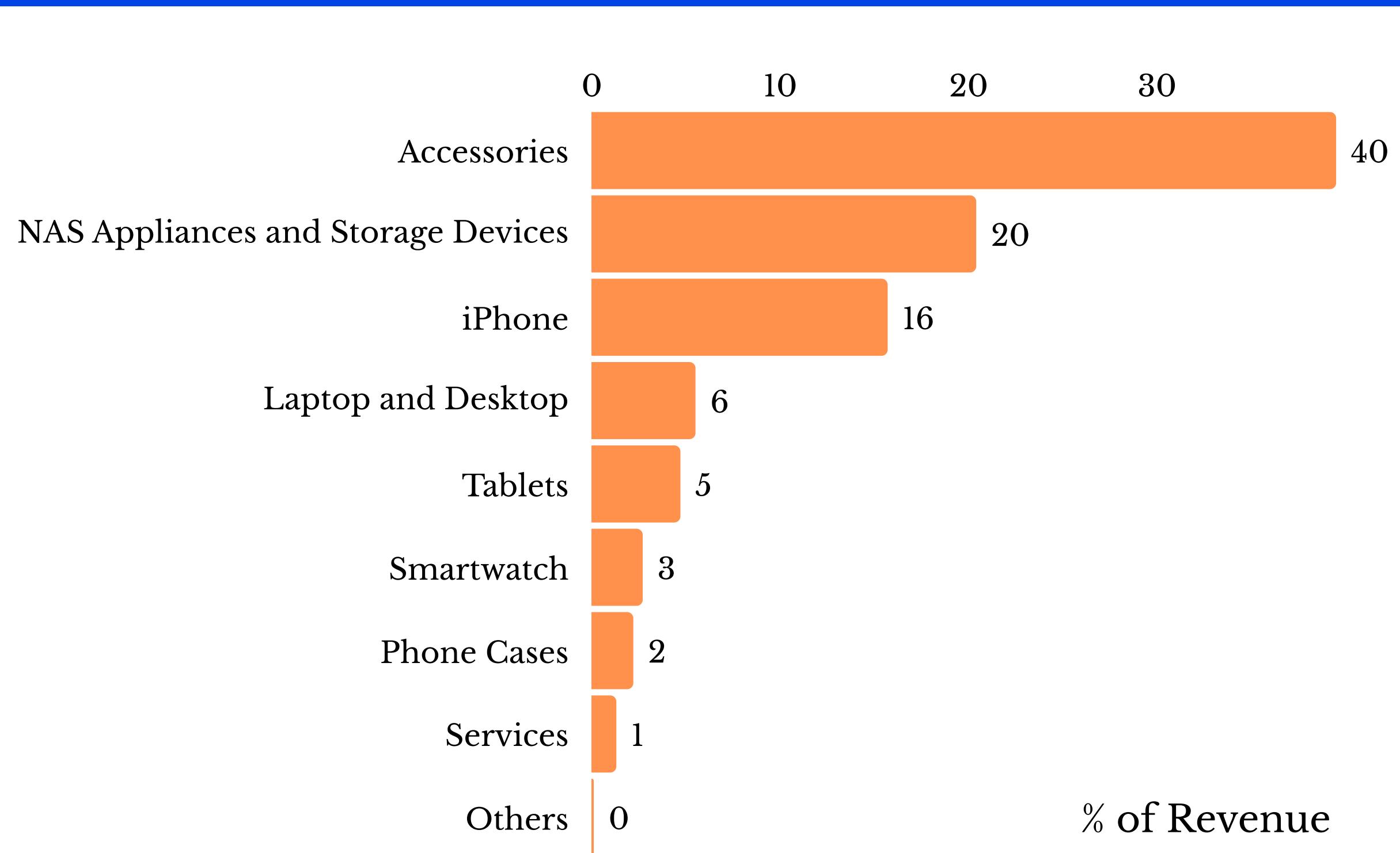


# TOP REVENUE GENERATING PRODUCTS %



## Key Highlights:

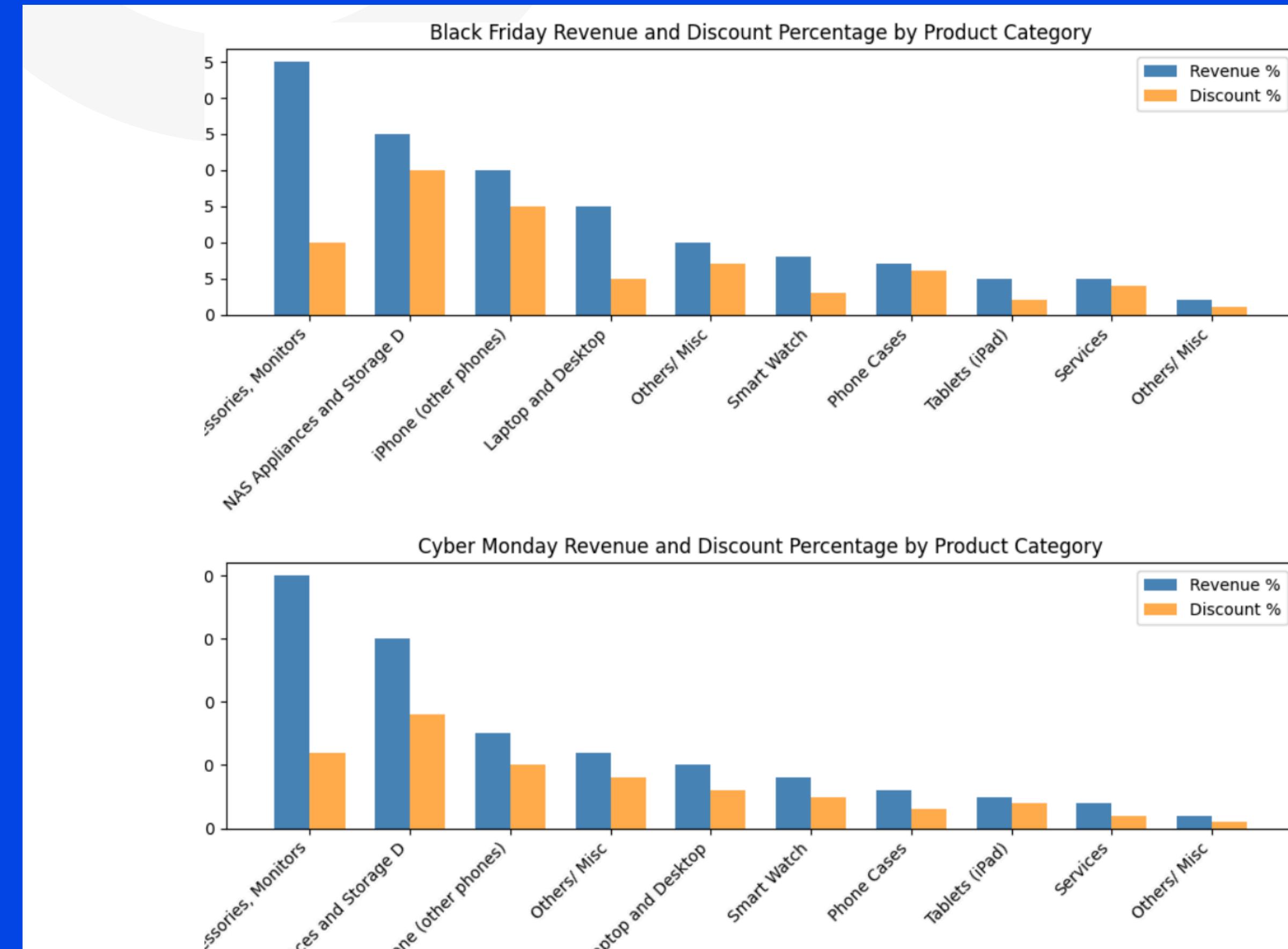
- The highest revenue comes from Accessories, Monitors... with almost 40% of total revenue
- NAS Appliances and Storage Devices follow with 20%, showing strong demand
- While iPhones”, “Laptops”, and “Tablets represent a combined total of around 25%, indicating a healthy distribution across devices



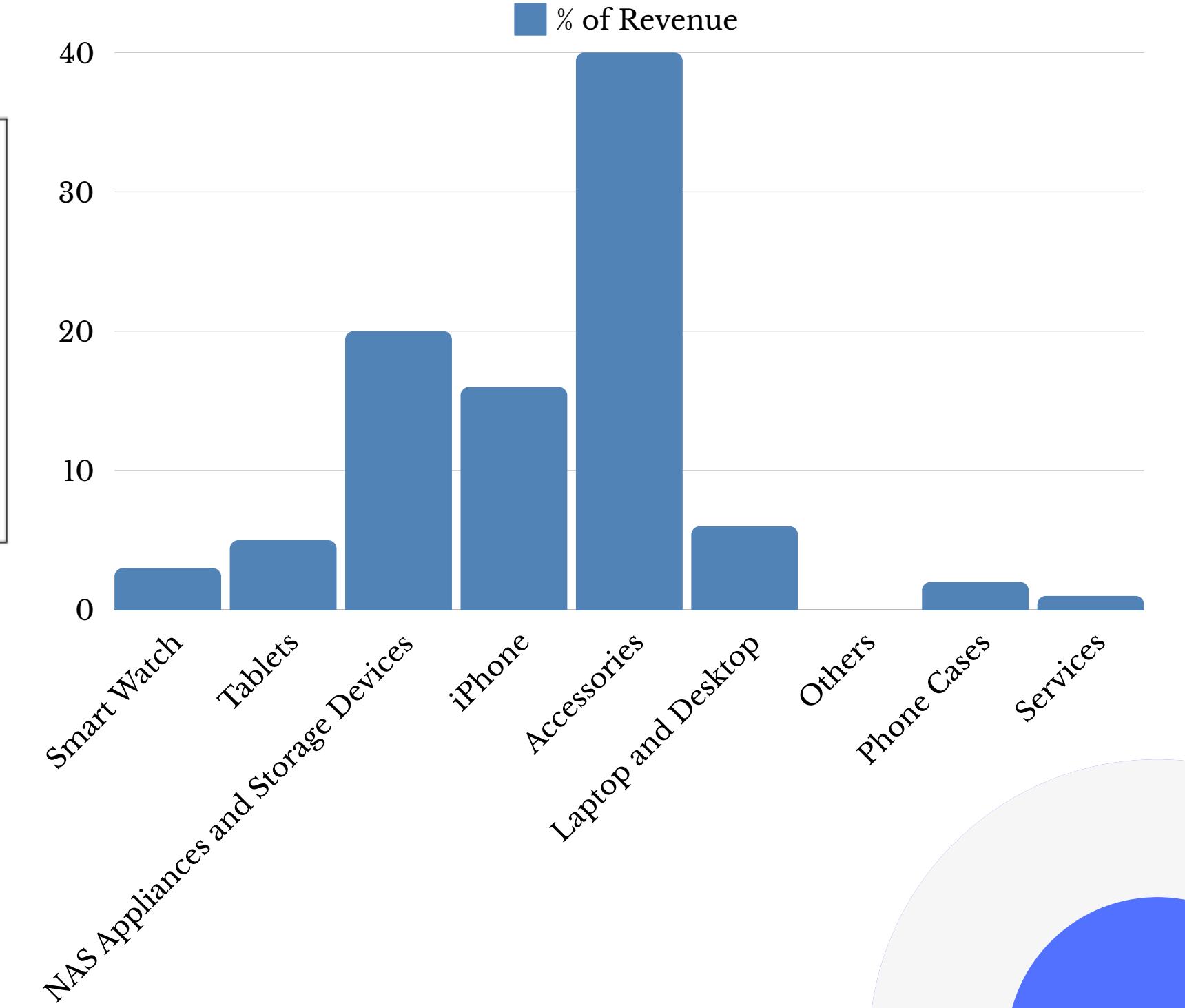
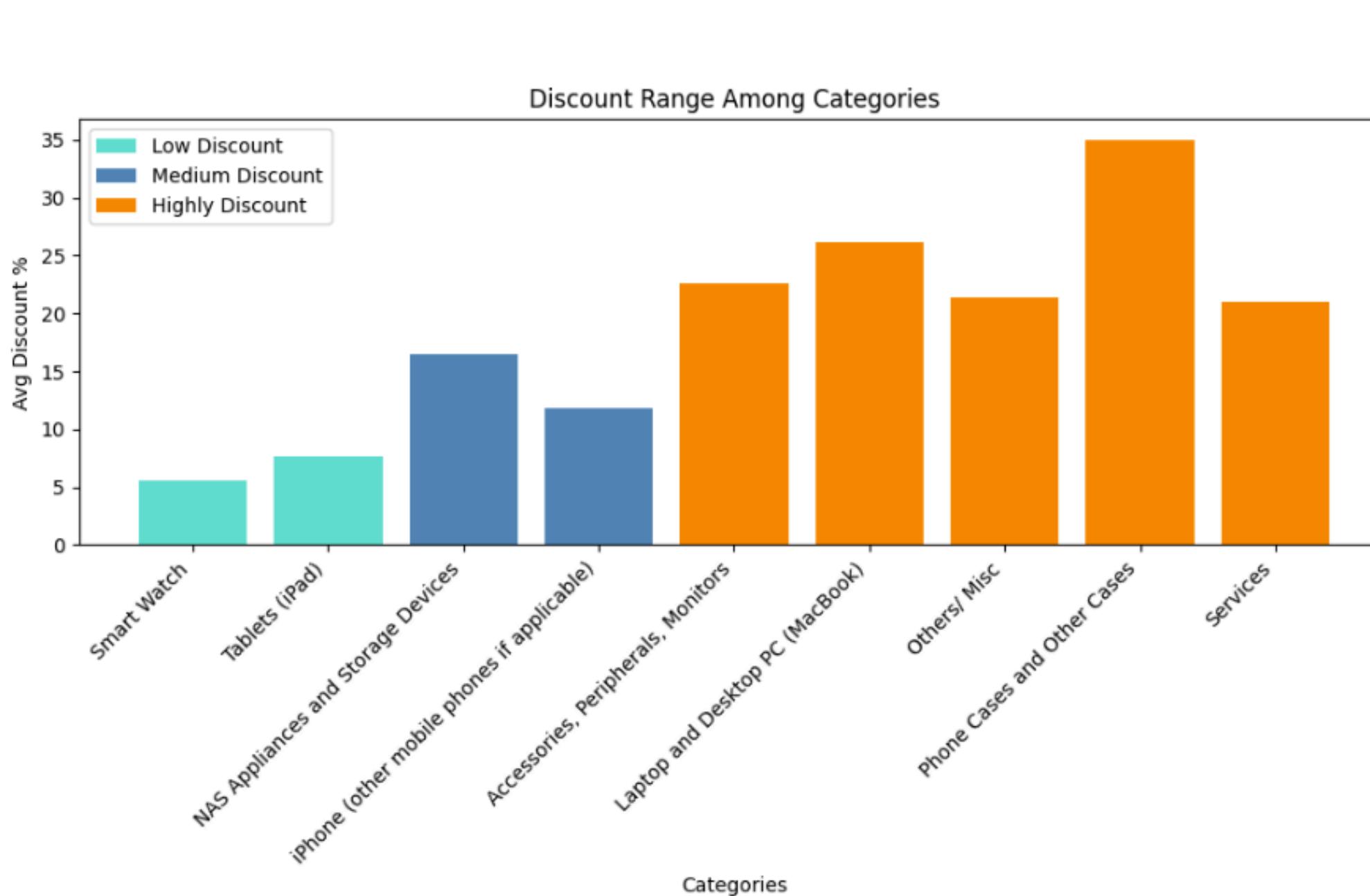
# SEASONAL TRENDS IN SALES

## Key Points:

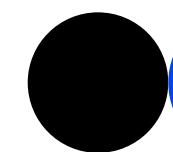
- **Revenue Impact:**  
Accessories & NAS Devices show remarkable performance at 39.75% and 20.4% respectively-
- **Discount Impact:**  
Aggressive discounts (21%-48%) drove major sales spikes particularly for Accessories and Phone Cases



# DISCOUNT AND PERFORMANCE



# CONCLUSION & SUGGESTIONS



## Did Discounts Increased Revenue

Y E S



- Only when kept within a moderate range.
- Deep or frequent discounts may lead to unrealized revenue and diminished returns



## Data Quality



- Avoid errors in data collection
- Collect ample data for analysis
- Establish data quality review cycles
- Use data enrichment



## Strategic Discounts

December

April

- Targeted discounts for seasonal sales
- Strategic discounts based on volume and value



## Recommendations



- Redo data analysis when sufficient data available
- Reanalyze data after fixing errors
- Leverage diverse tools and technologies for improved analysis

# THANK YOU

FOR YOUR ATTENTION

