

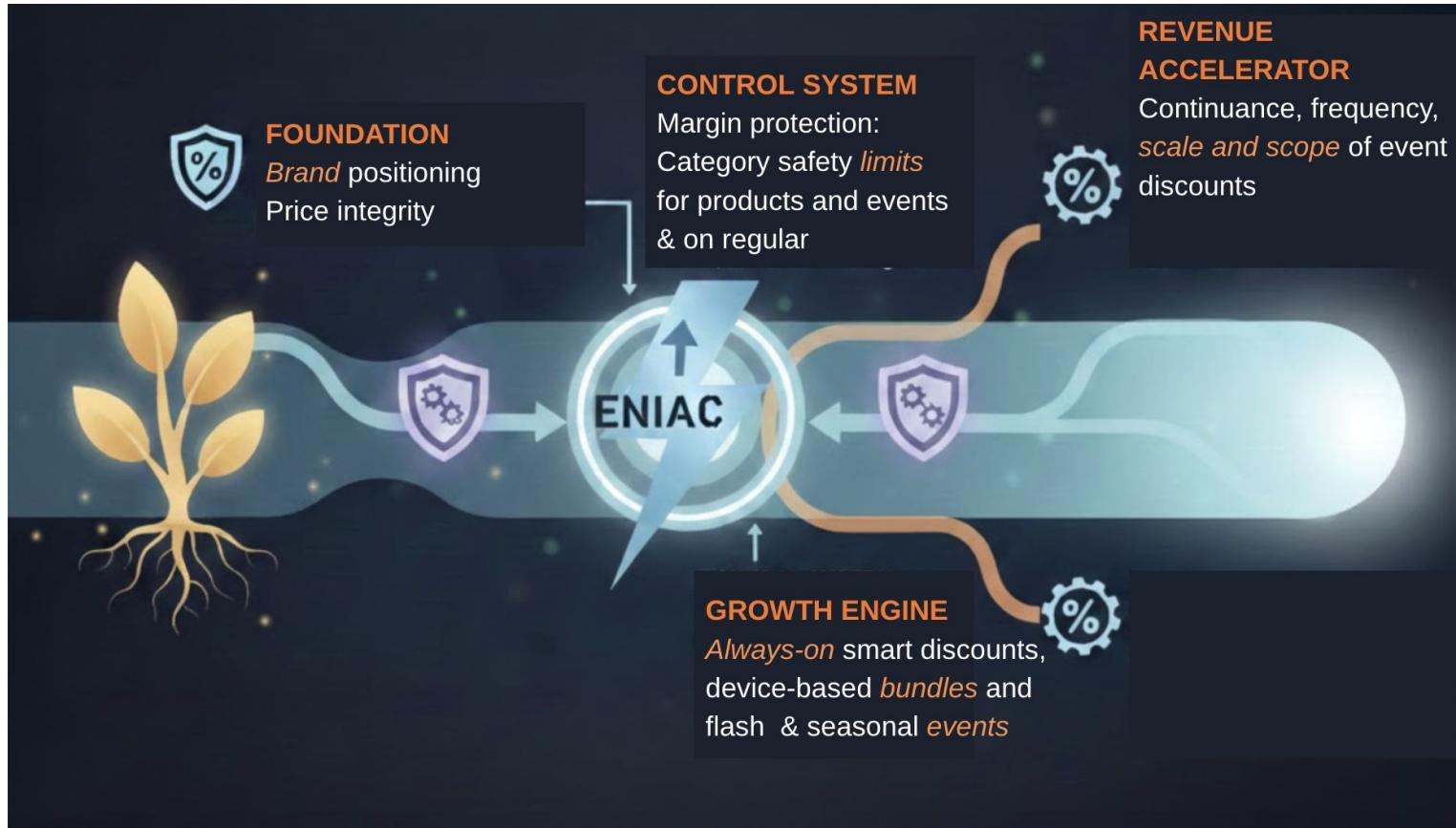
Discounts at Eniac Growth Driver or Strategic Risk?

Evidence-based assessment of revenue impact and long-term risk

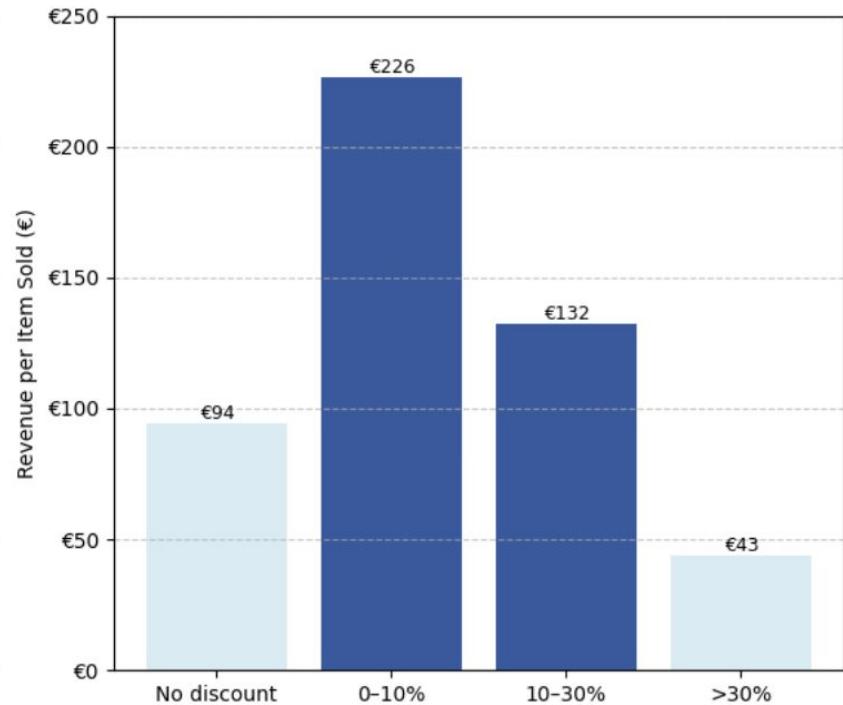
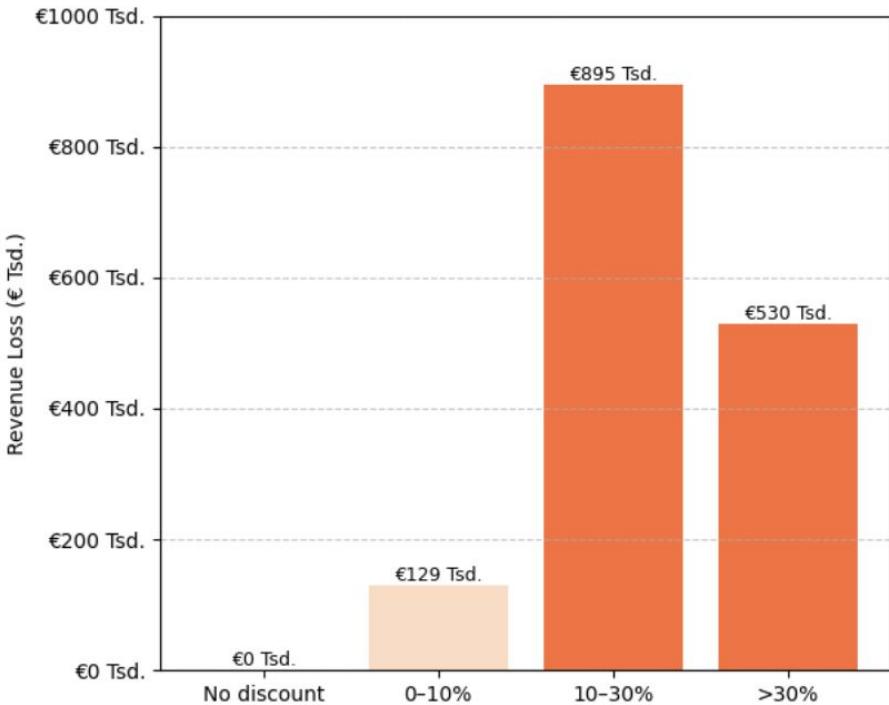


by Leysan, Elcin, Juan, Frank, Sonja

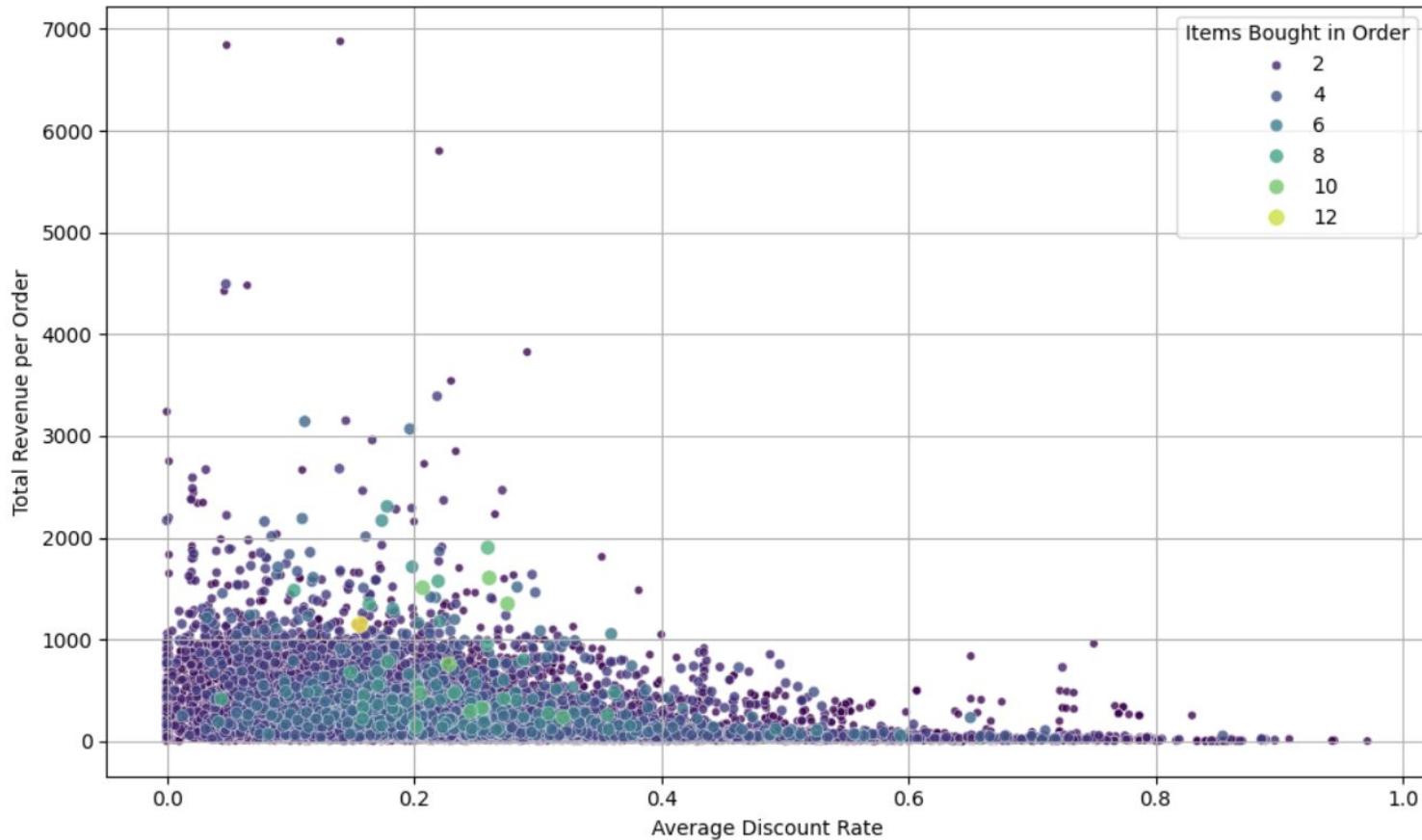
How Discounts Create Value — and Where They Destroy It



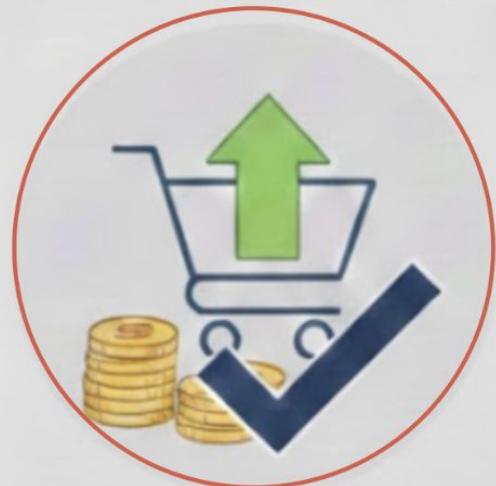
Revenue Loss vs. Revenue Effectiveness



Order Size and Bundling



Distribution of Brand-Level Discount Strategies



Discount worth it
(43.8%)

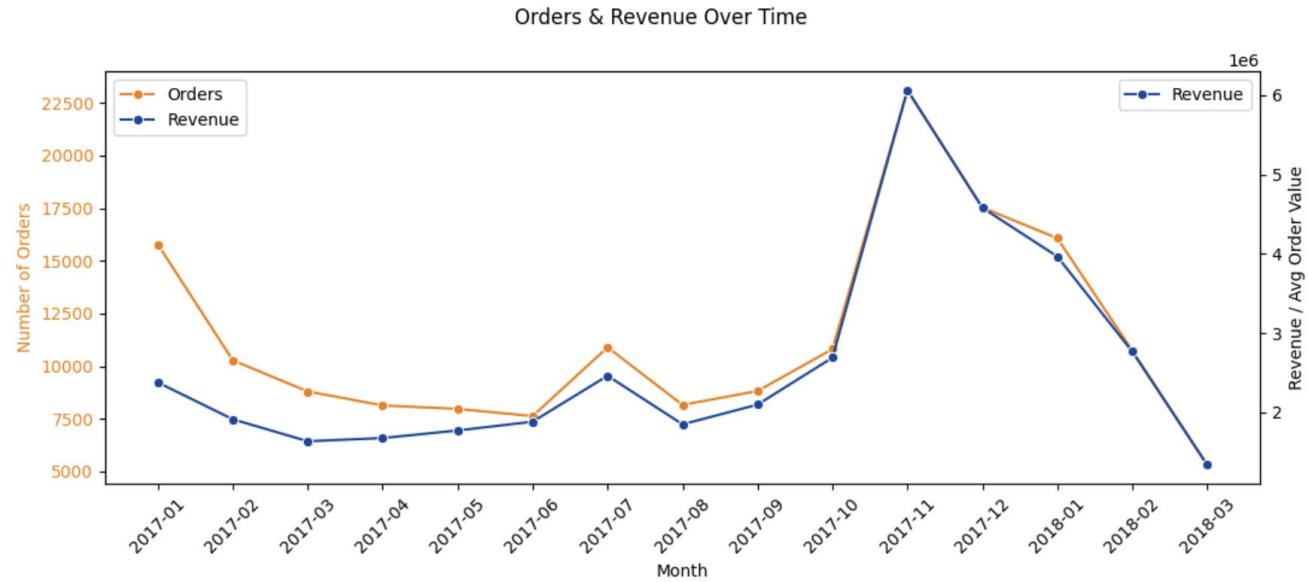


Discount not needed
(39.2%)



Neutral
(17%)

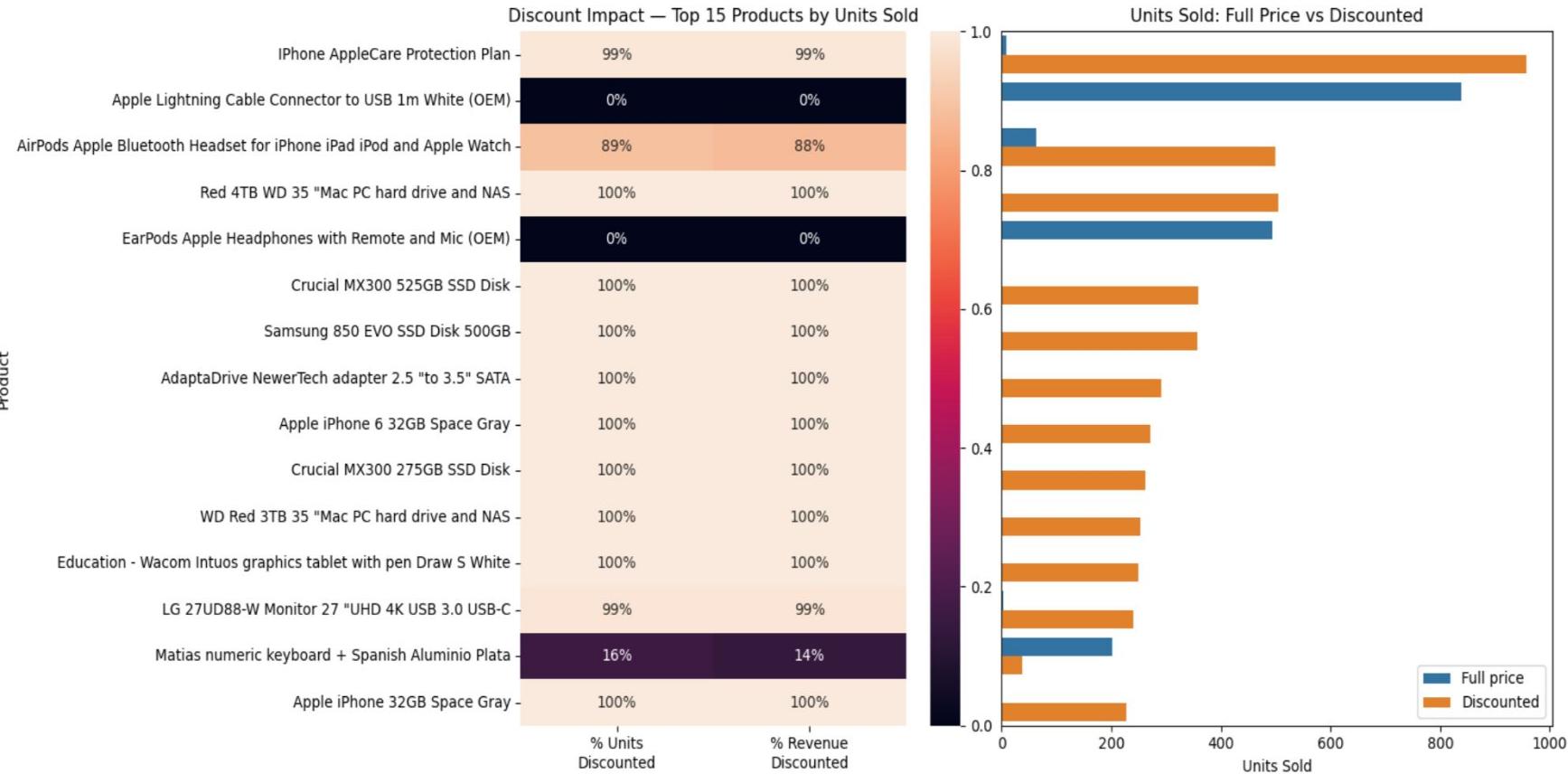
Discounts Create Spikes — Not a Growth Trajectory



Seasonal discounts drive volume but no sustainable growth

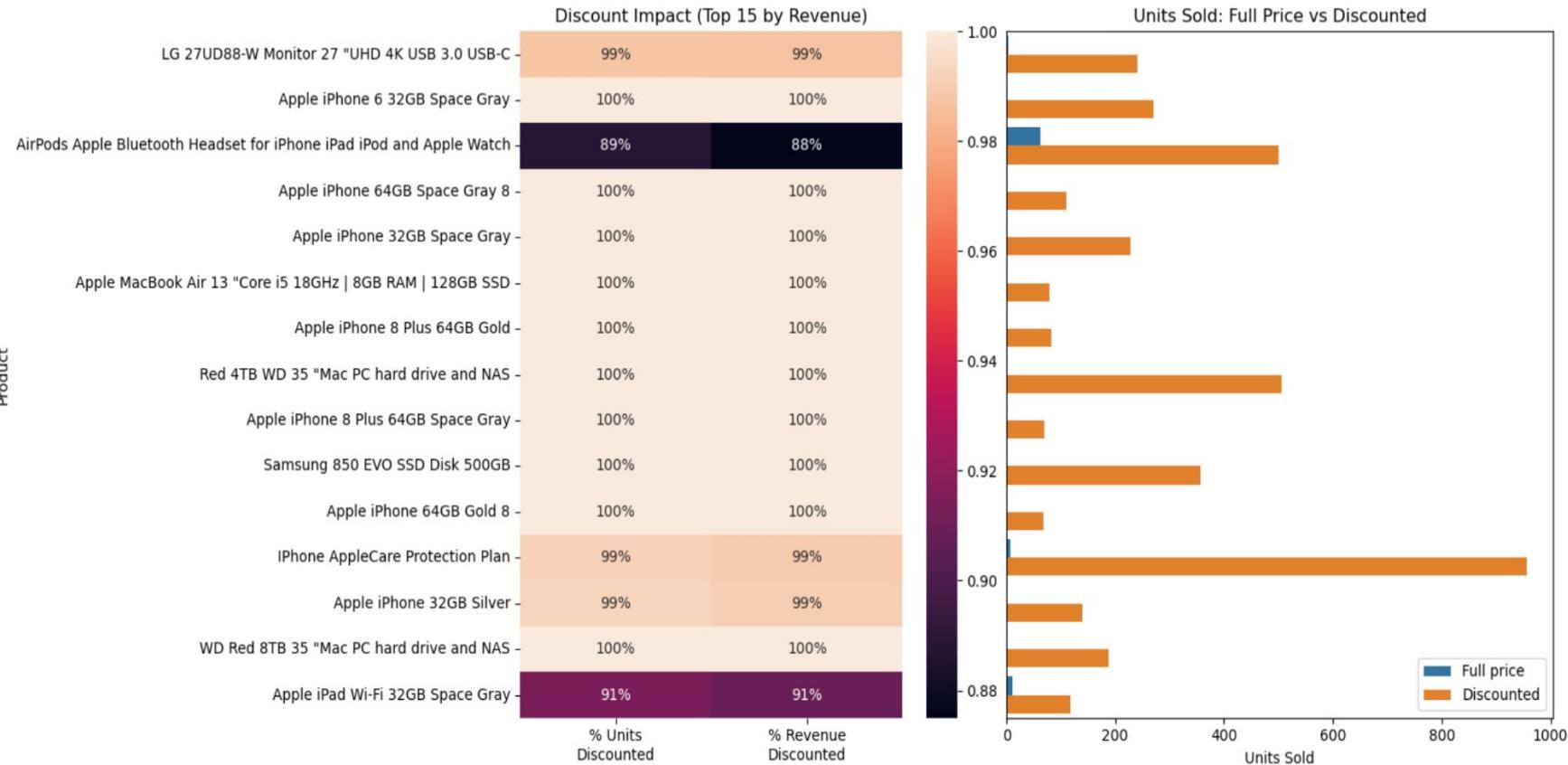
Discount Impact on the Top 15 Sold Products

Most products show near-total discount dependency, indicating a strong risk of customer price conditioning

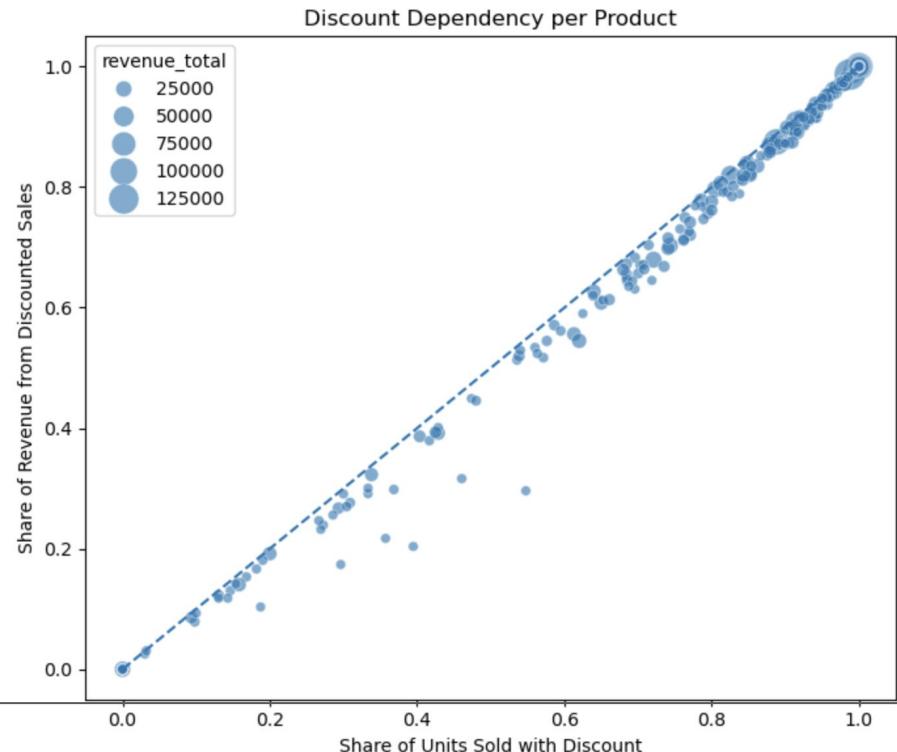
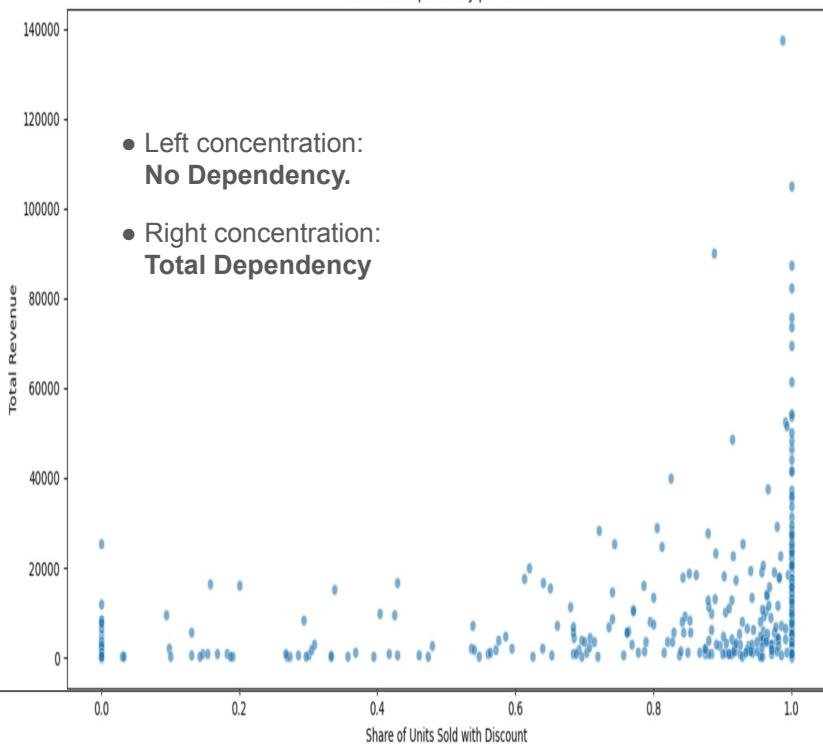


Discount Impact on the Top 15 Revenue Products

High-revenue products also depend strongly on discounts, not just occasional promotions



Discount Dependency of High-Volume Products



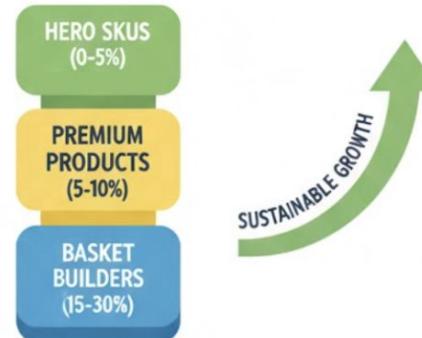
Smart & Structured Discount Strategy

OLD APPROACH: AGGRESSIVE DISCOUNTS



**VOLUME AT ANY COST
LOW PROFITABILITY**

NEW APPROACH: STRATEGIC DISCOUNTS

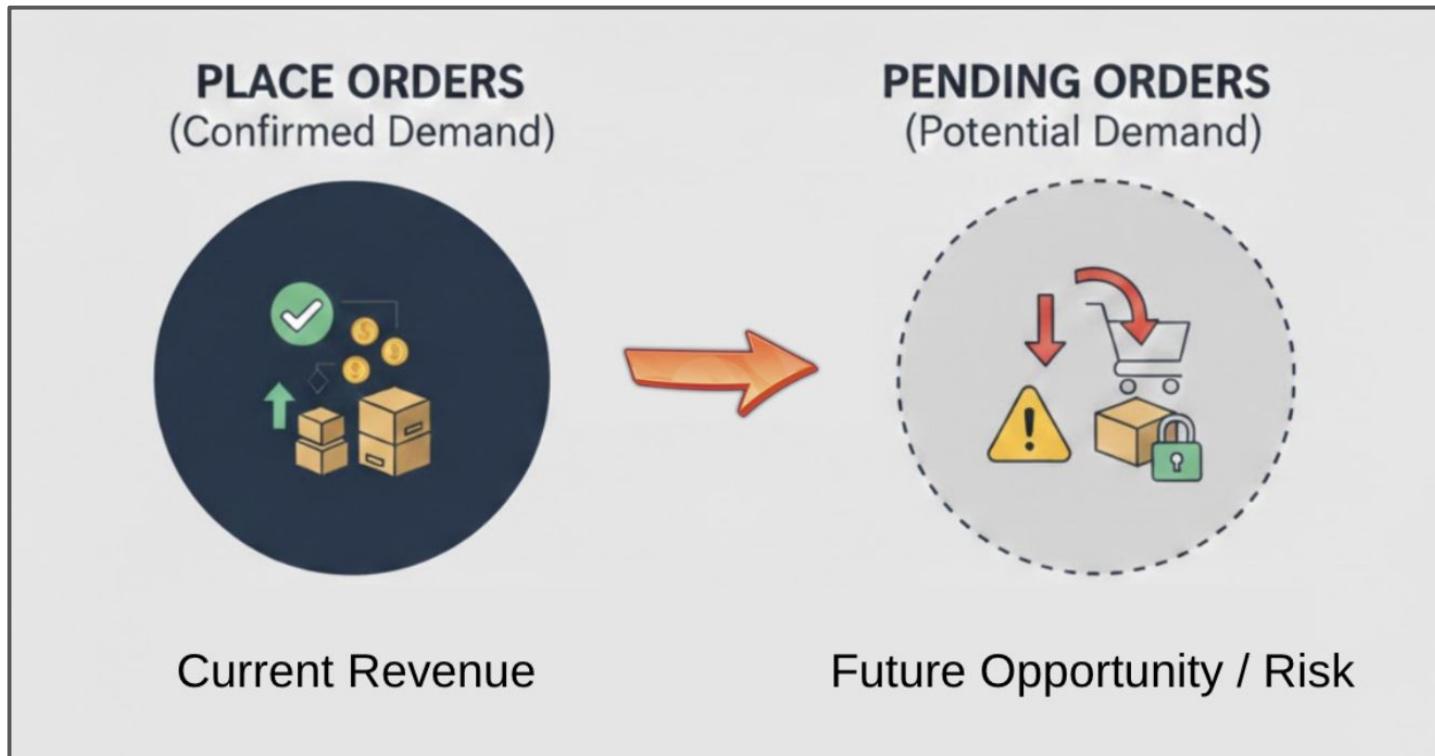


BUNDLING FOCUS:
Increase Basket Size



SUSTAINABILITY:
Data-Driven Pricing

Next Steps: Short-Term Demand Analysis



Thank you for your attention

