

Discount Analysis

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Data cleaning

- Remove rows missing prices from Products (0.42%)
- Remove rows with missing data from orders (~0%)
- Remove rows from orderlines which did not exist in orders (0.08%)
- Remove rows from orders which did not exist in orderlines (9.79%)
- Removed orders which were not completed from orderlines (78.87%)
- Sales price does not always match price or promo_price

Data cleaning

Product	Sale price	Price	Promo price	
Iphone	1.329.00	13.290.011	13.290.011	0.36%
Iphone	1.159.00	115.900.092	11.590.009	
Magnetic car holder (Iphone)	24.99	2.499.013	249.901	0.92%
Iphone	1.129.00	1130.33	11.303.312	1.83%
		25.95	25.99	
Macbook	6.59			0.07%

Data cleaning

Promo_price correction by comparison to price

Promo_price = 13.290.011

Price = 1329.00

-> 13290011

-> 13290011.00

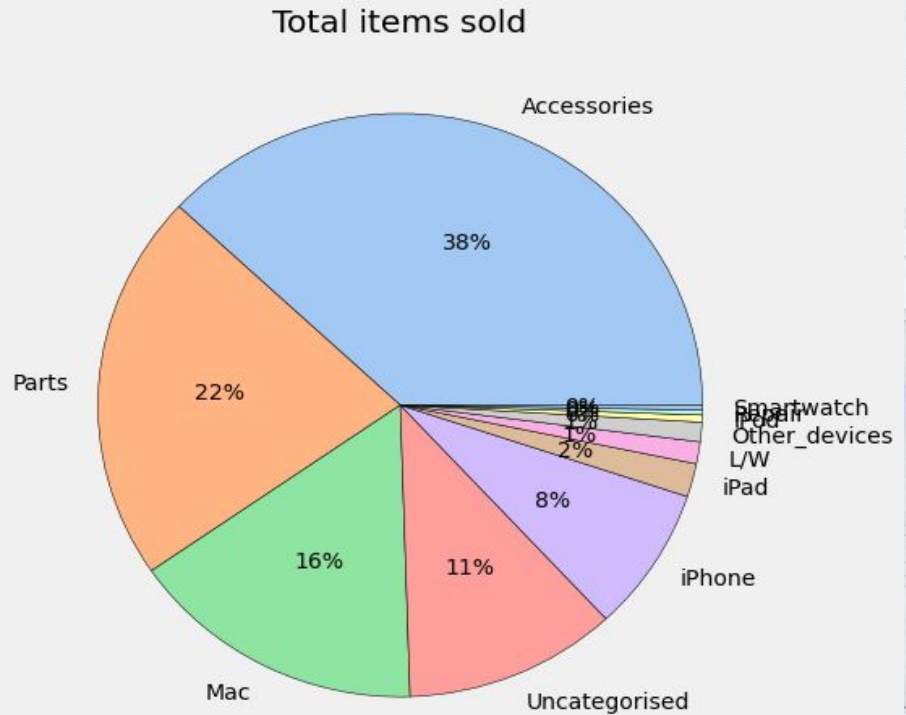
-> 1329001.100

-> 132900.1100

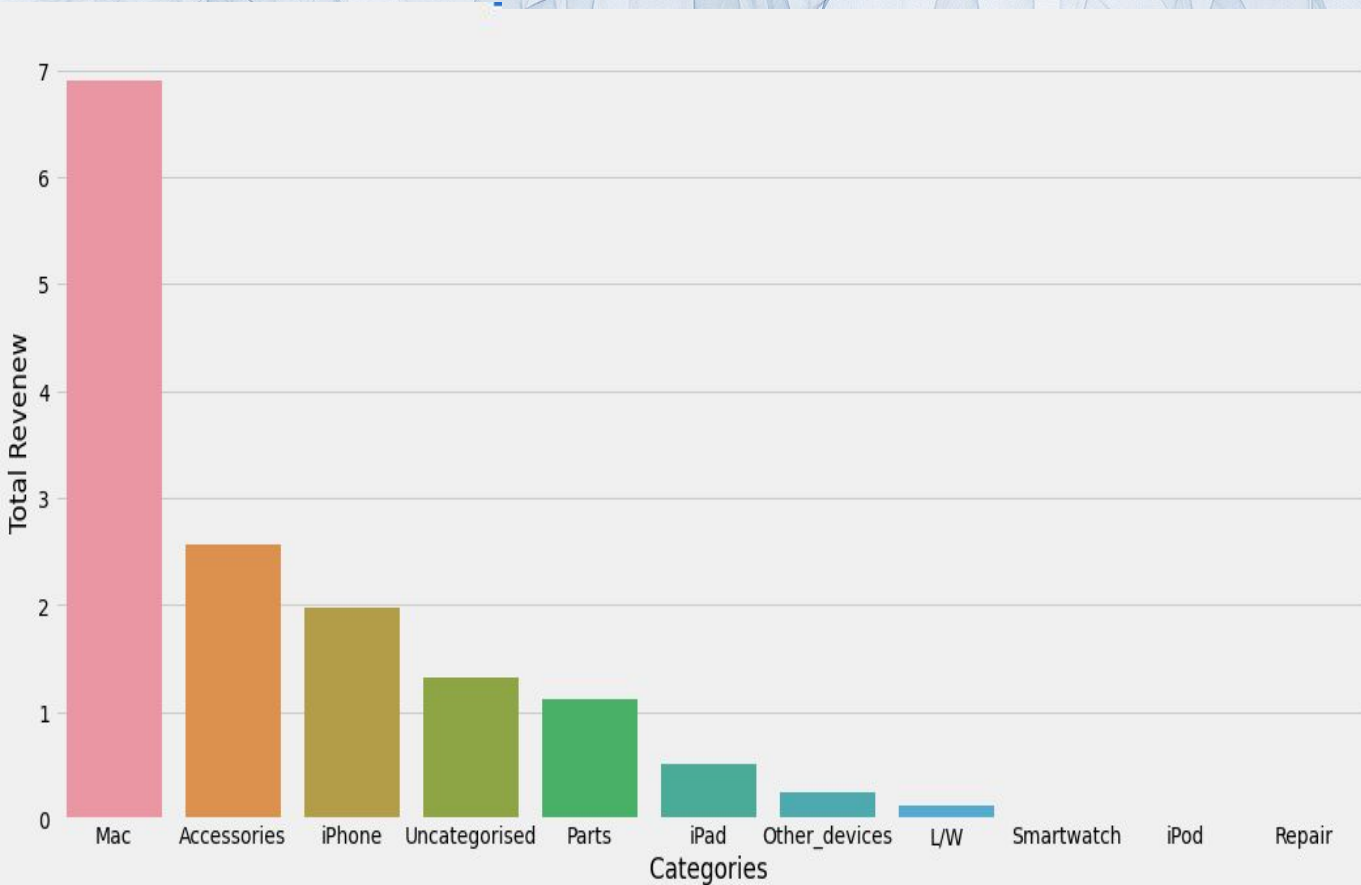
-> until promo_price <= price

Items sold per category

product_quantity	
category	
Accessories	26328
Parts	14895
Mac	10997
Uncategorised	7883
iPhone	5537
iPad	1277
L/W	840
Other_devices	746
iPod	272
Repair	191
Smartwatch	183



Total revenue based on categories

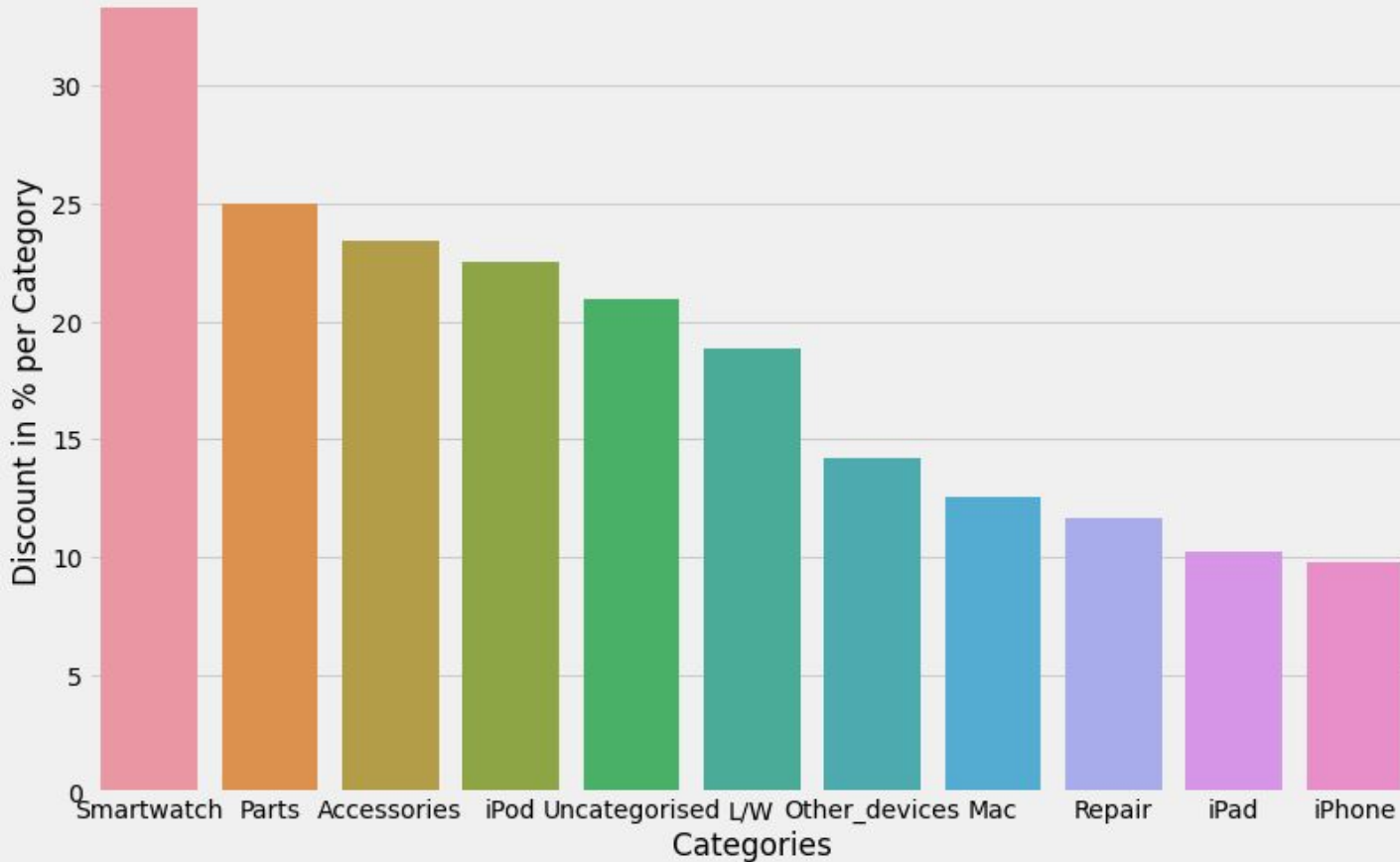


1. Mac > 6.000.000

2. Accessories > 2.500.000

3. iPhones >1.800.000

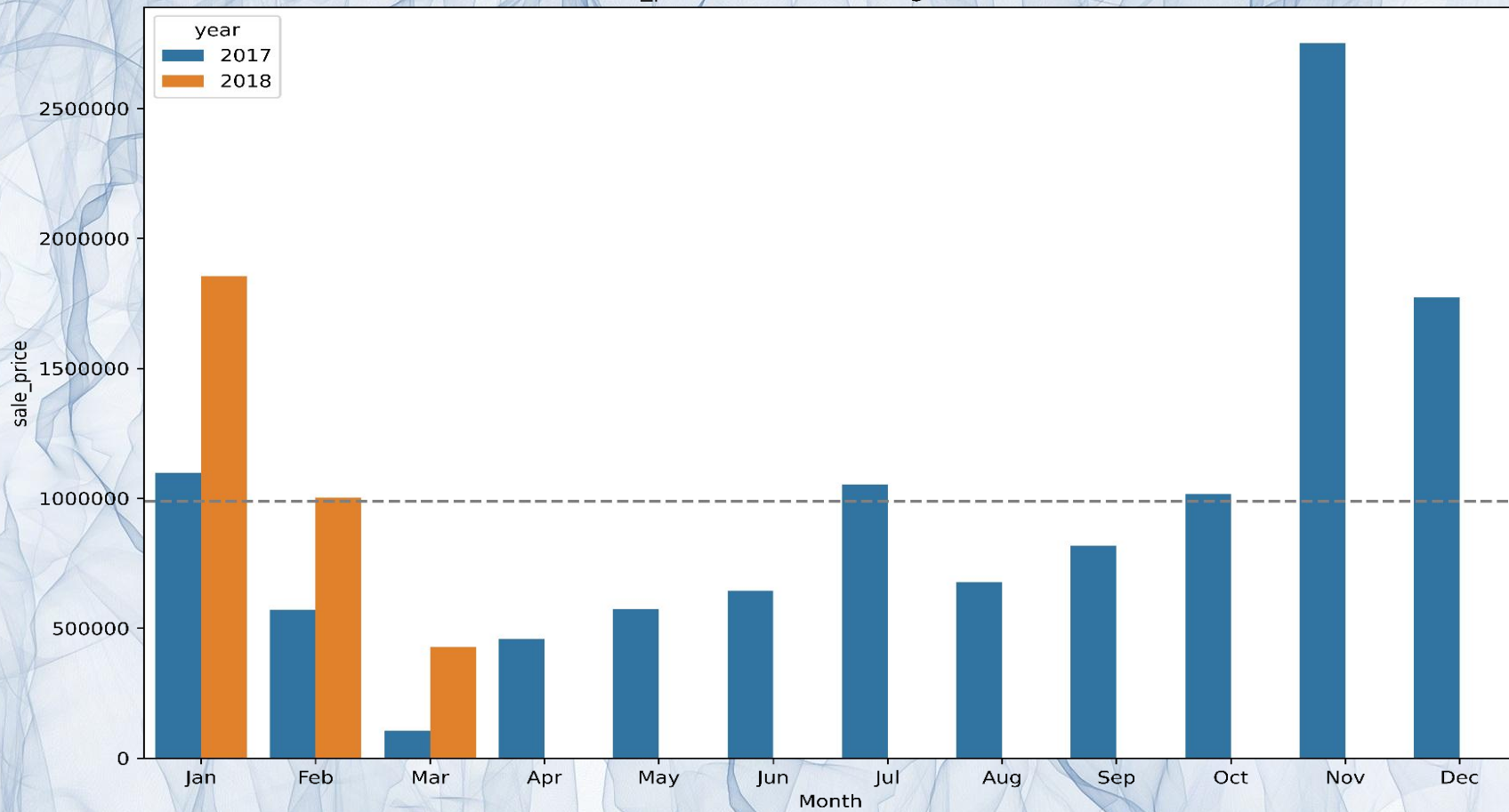
Discounts based on categories



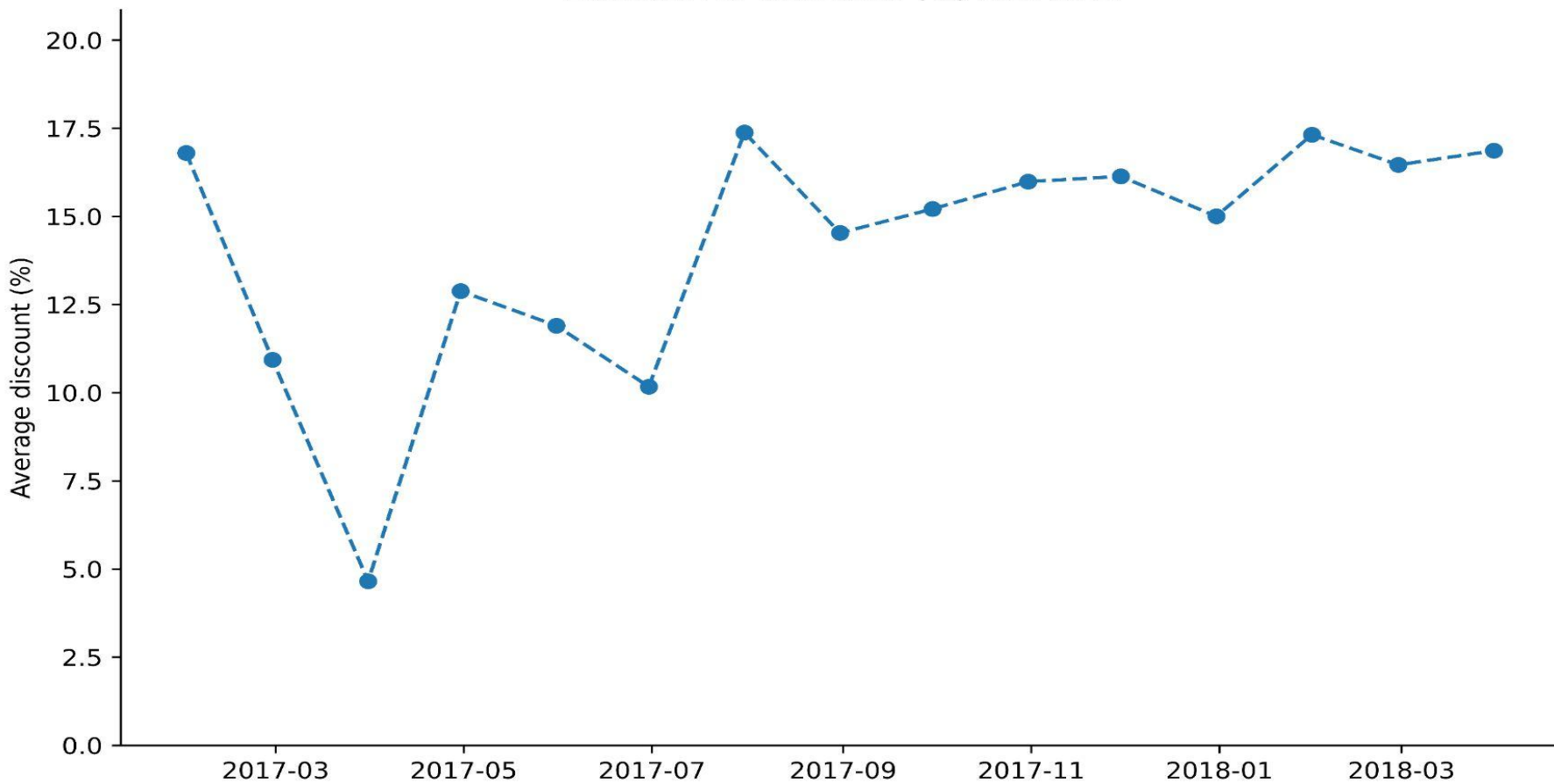
When discounts occurred:

1. **Smartwatch > 30%**
2. **Parts > 25%**
3. **Accessories > 30%**

Total sale_price evolution through 2017 and 2018



Evolution of discounts (%) overtime



Conclusion :

- 1. Limited data**
- 2. Missing and corrupted values**
- 3. No aggressive discounts in general**