# Eniac Product Discounts

1. Is it beneficial to offer discounts on products?
2. Should the company focus on the Quality Segment?

***Group 4: Shruti, Martin, Javi***

# Shopping at Eniac

# What is attracting our customers?

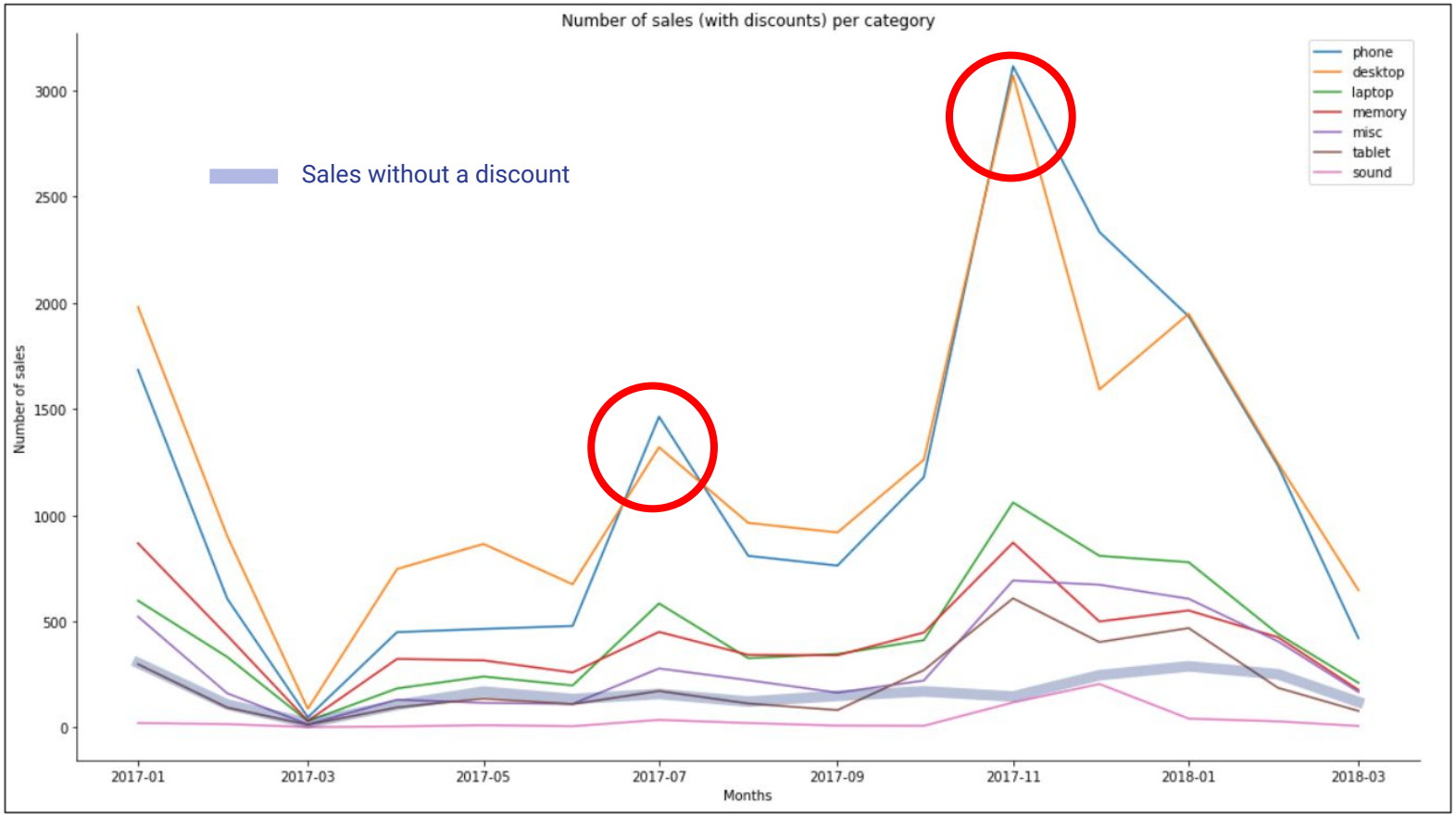
- Good reviews
- Quality
- **Competitive Discounts**
- **Time of the year**

# Mike is thinking of buying an iPhone

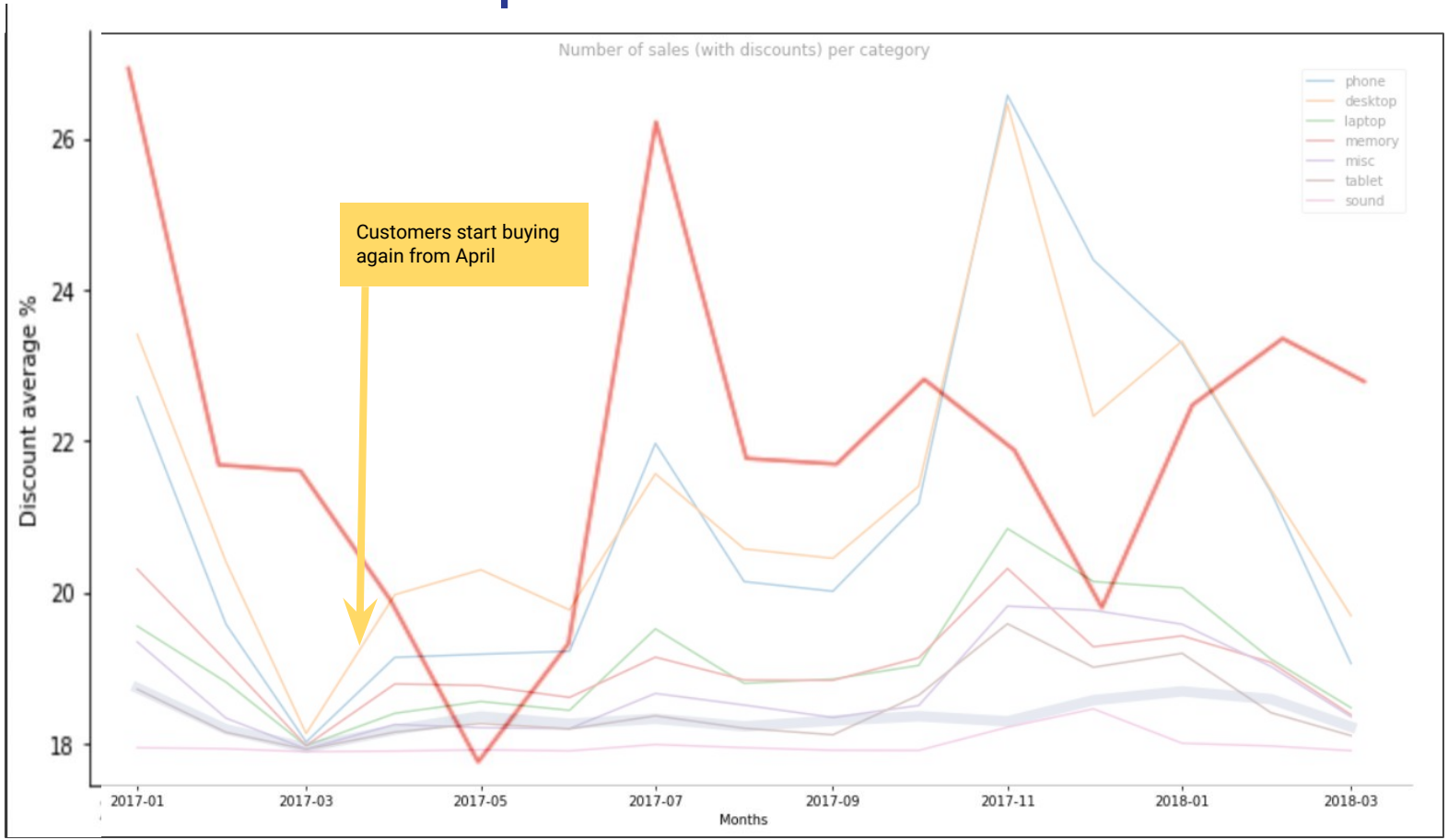
How can we encourage him to buy from us?

# What does our data tell us?

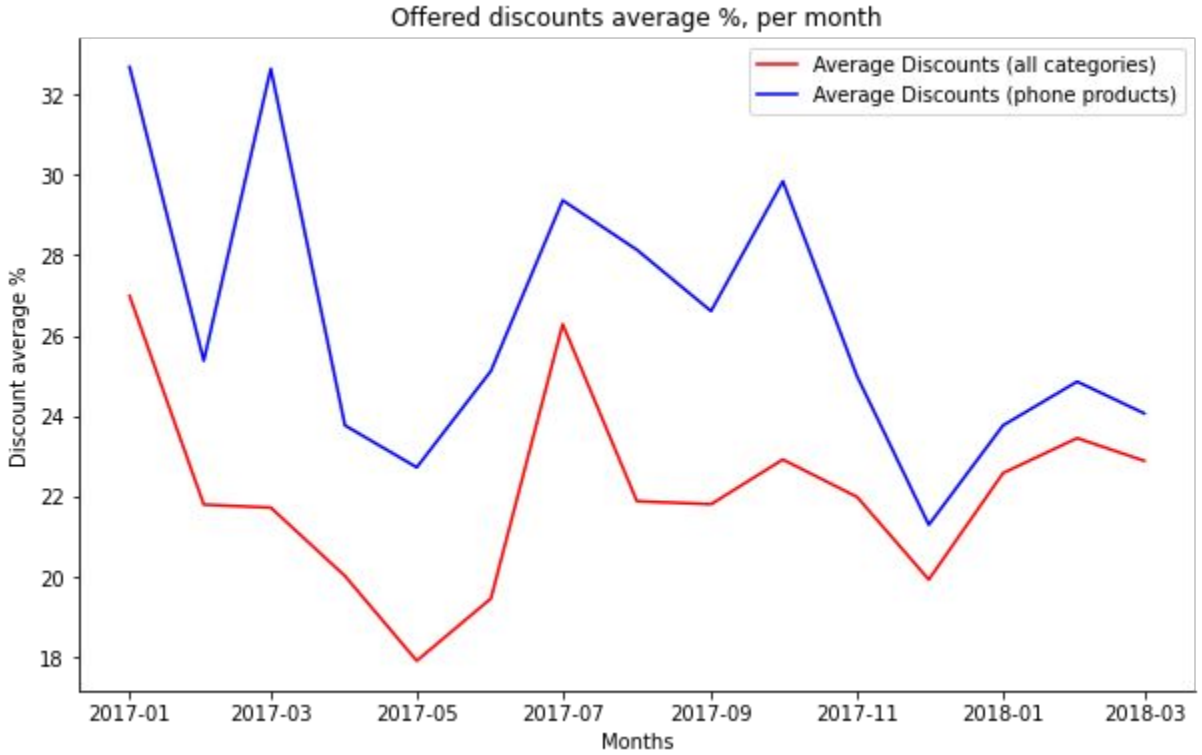
# When will Mike buy the iPhone?



# Discounted sales per month



# Phones discounts throughout the year

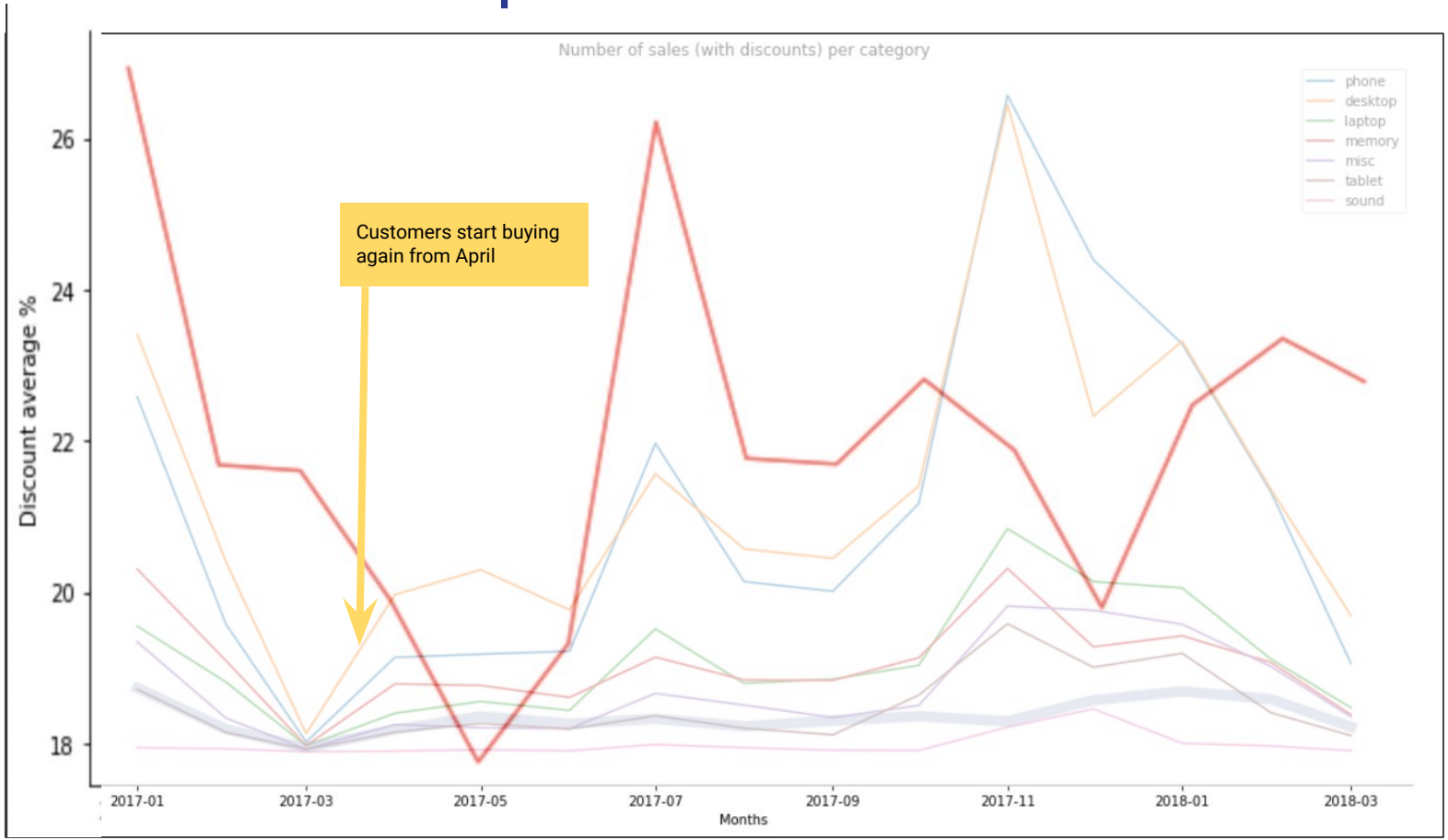


# Summer Sales

- March:
  - discounts ⬆ Sales ⬇
- April-May:
  - discounts ⬇ sales ⬆
- July:
  - discounts ⬆ sales ⬆

Customers start buying again from April

# Discounted sales per month



# Winter Sales

- November (Black Friday)
  - discounts ⬇
  - sales up ⬆

- Maintain discounts in December to keep sales

# Recommendations

- We don’t need much discounts in March
- Increase discounts from April to May to boost revenue
- Keep discounts in December

# Is it beneficial to discount products?

Discounts influence at only certain times of the year

**YES**

*however not for every month*

Discounts need to be applied to customers' buying trends

Providing discounts should **not** affect the Quality segment

# Thank you - any questions?

# Supporting Information

# How to improve data quality?

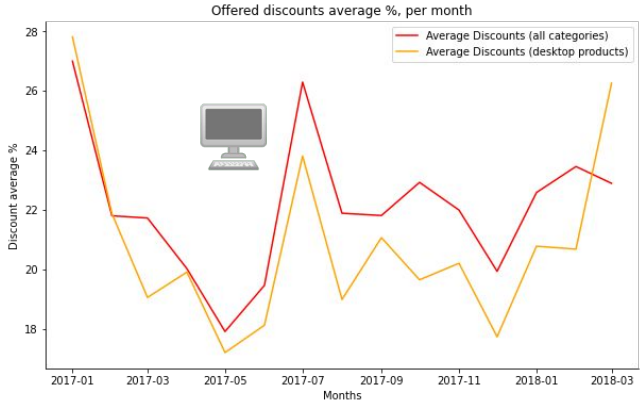
# Cleaner Data

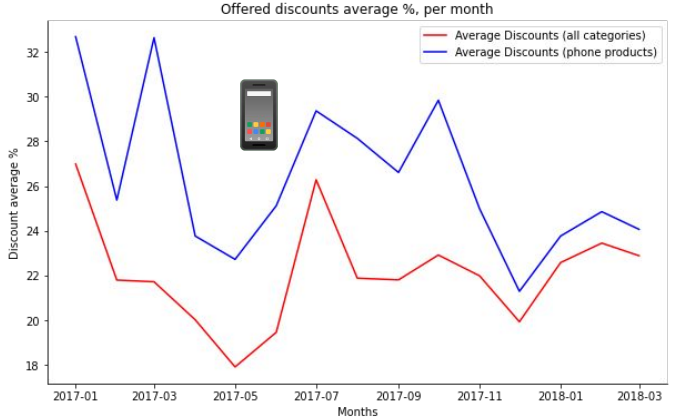
- Better categorization
- No null values
- 2 decimals only for financial values
- Data consistency across data tables

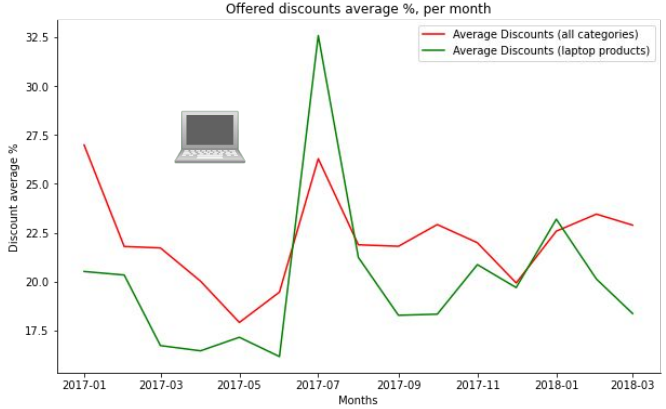
# Richer Data

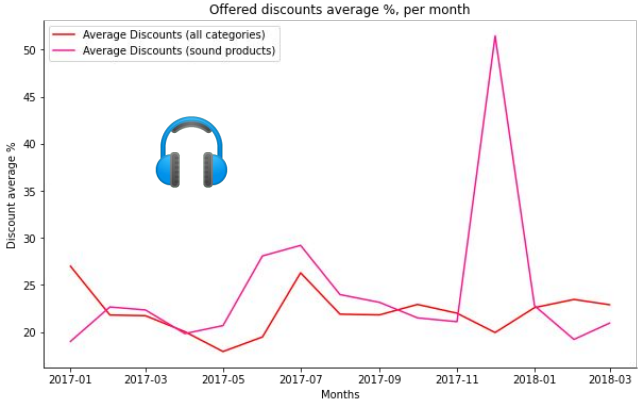
- **Historical price changes** for the products
  - In order lines, actual stock price at that moment, without discount.
- **Stock quantity** evolution over time
  - Do we buy more than we sell?
- **Geographical info** to apply discounts by areas/countries
- **Buyer retention**: are customers buying again after getting a discount?
- **Product release date** to see selling trend
- **Our product cost price** (to calculate profit)
- **Shipping costs** need to be provided separately

# Discounts by category, every month



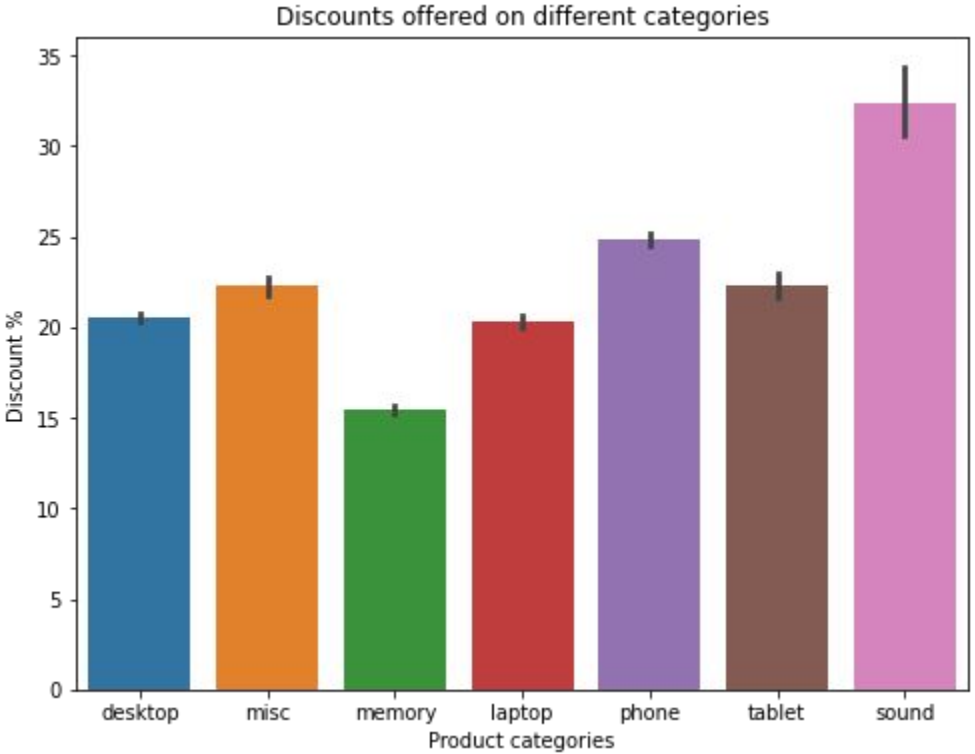



# How did we categorise the products?

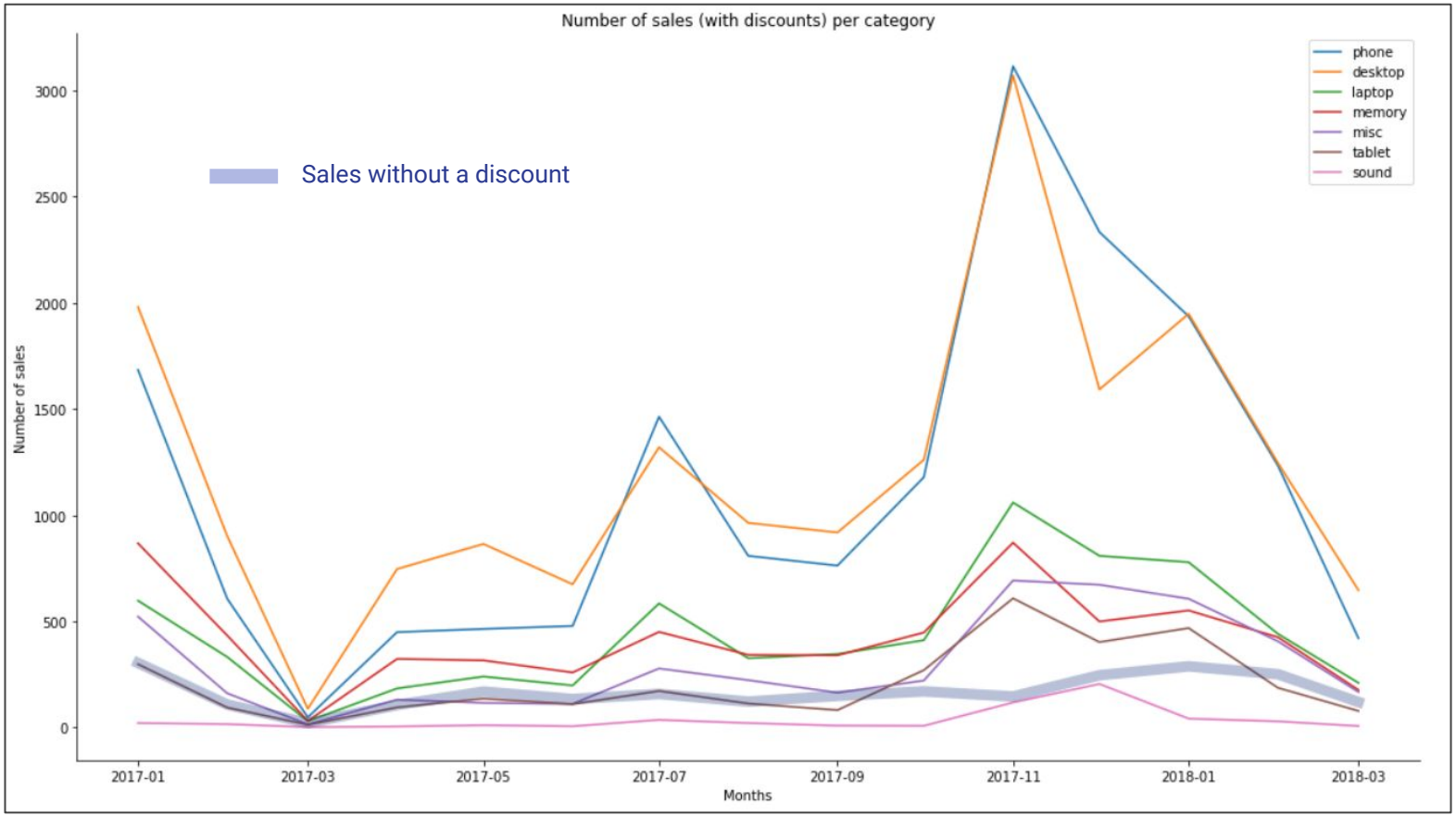
- Used key words in the name to assign to a category.
- It’s not 100% accurate but gave a useable grouping
- We found the price distribution was even throughout all the categories - no outliers

```
products.loc[products['name'].str.contains('SSD|Disk|HDD|SCSI|DIMM|RAM|RAID|Memory|NAS|Rack|Drive
', na=False, case=False), 'category'] = 'memory'
```

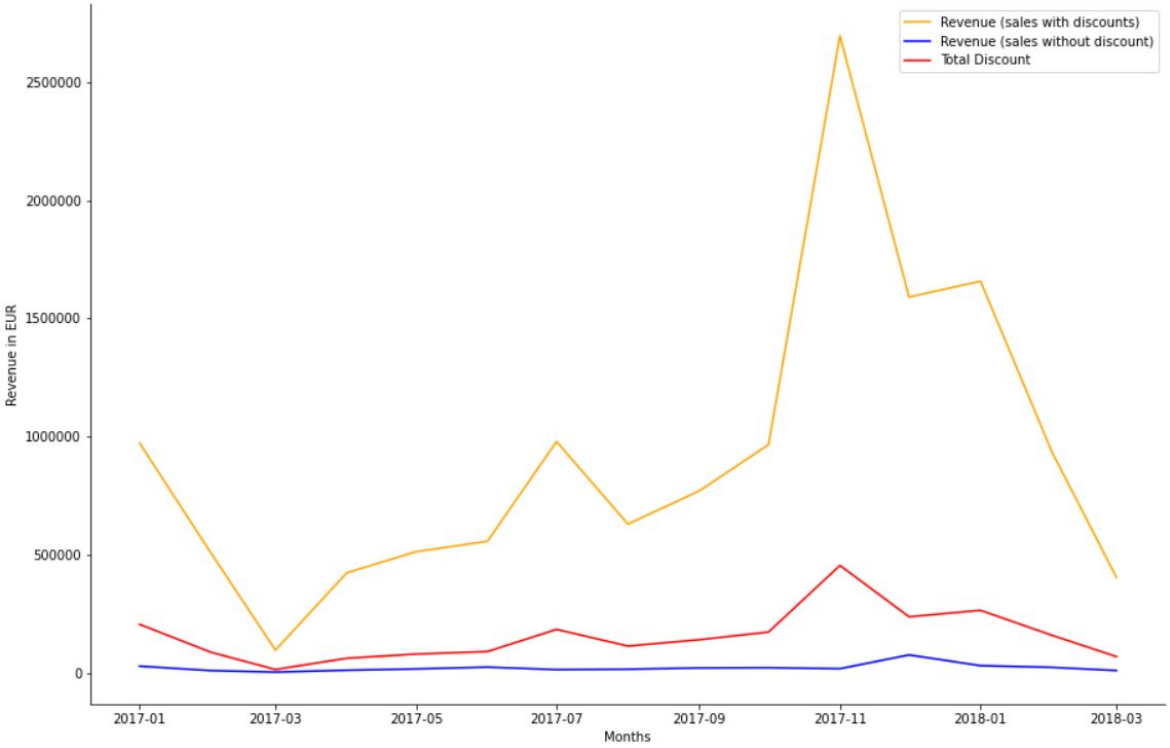
# Average % of discounts offered per category



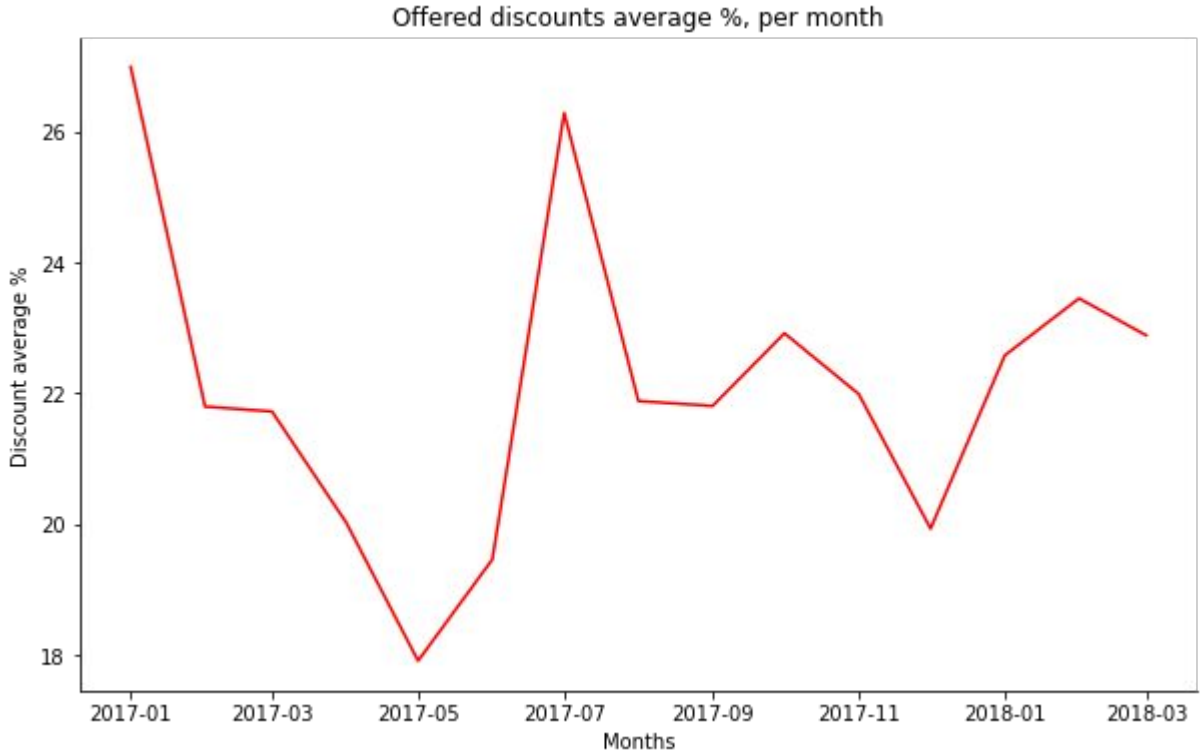
# Discounted sales per month



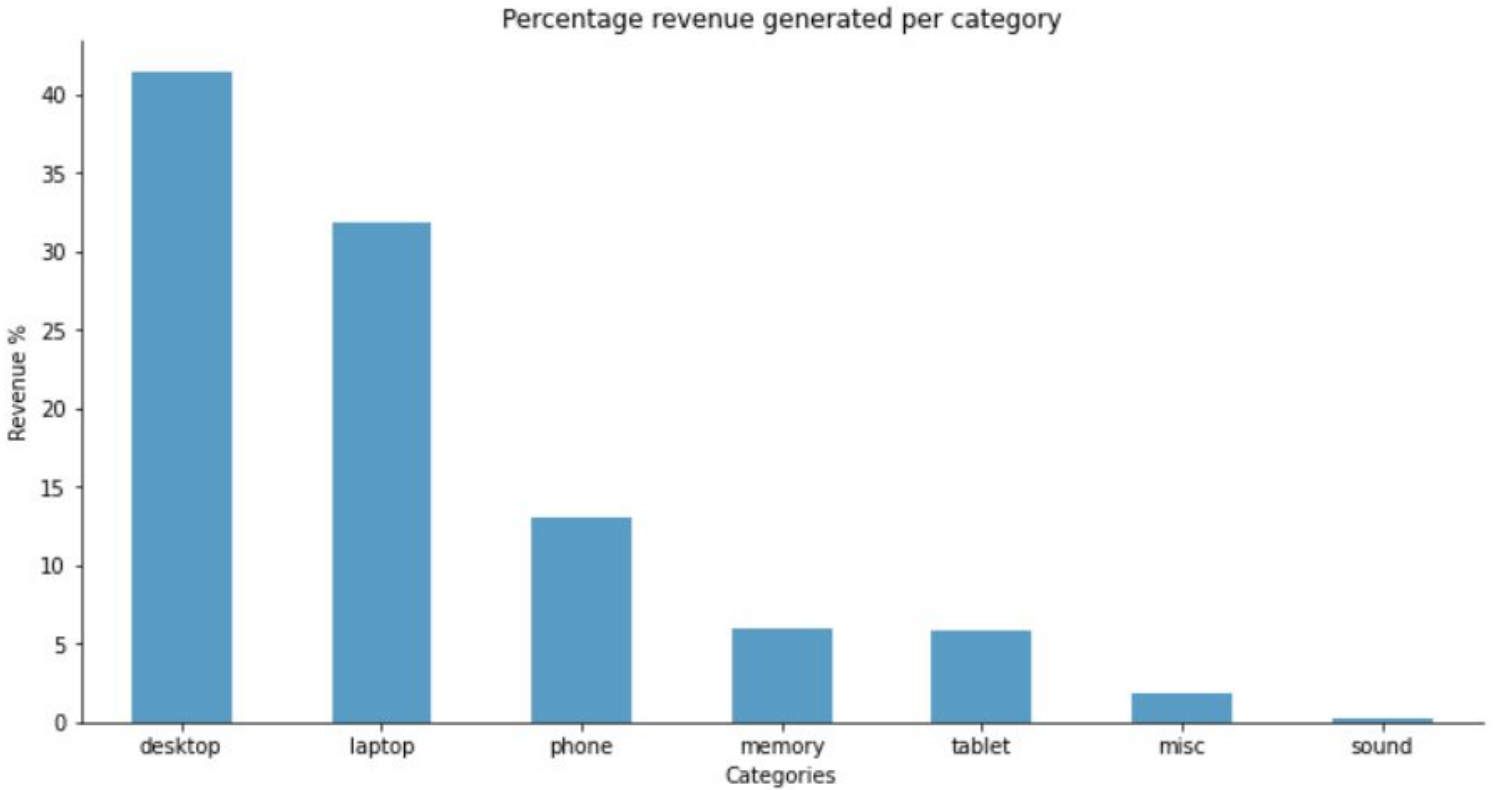
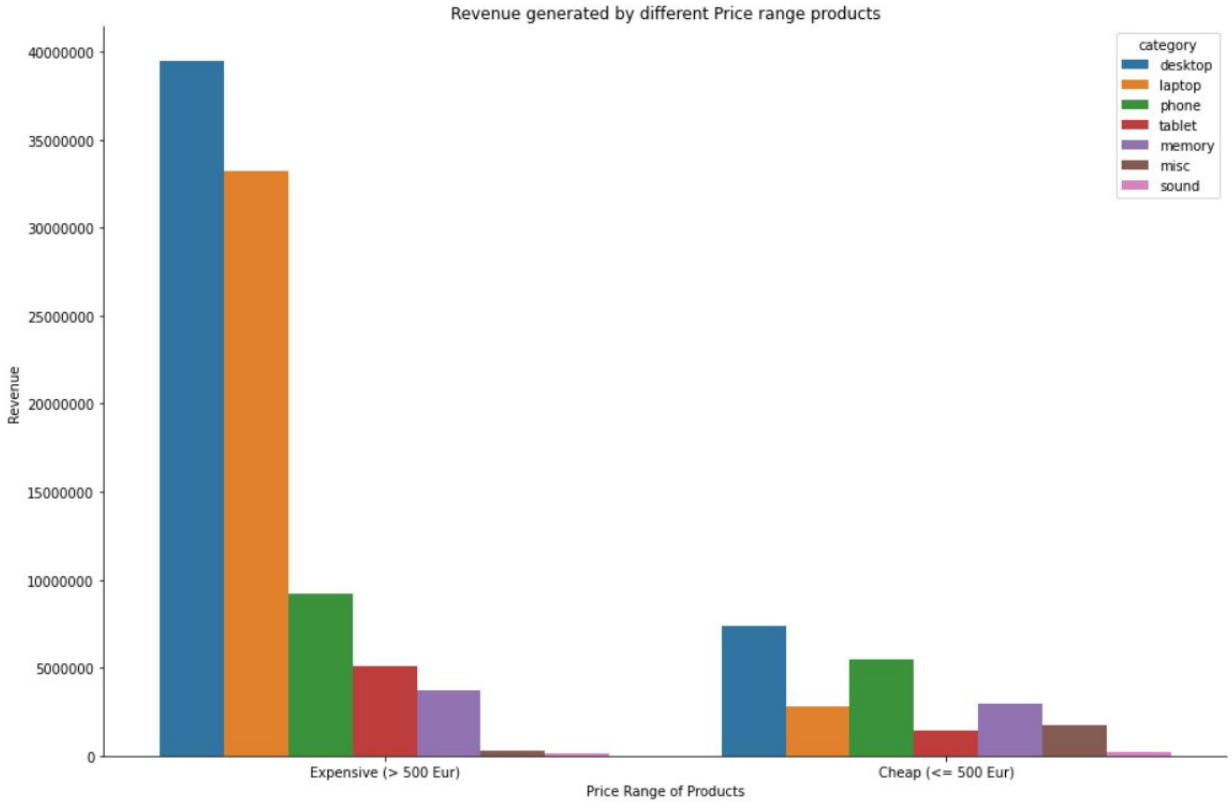
# Total Revenue



# Discounts


Offered discounts average %, per month
Discount average %
26
24
22
20
18
2017-01
2017-03
2017-05
2017-07
2017-09
2017-11
2018-01
2018-03
Months

# Revenue % per category



# Revenue by price range and category