

# Eniac

SISTEMAS INFORMÁTICOS



**More  
discounts  
means more  
profit ???**

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# Facts

- **93%**

Discount products

- **63.475**

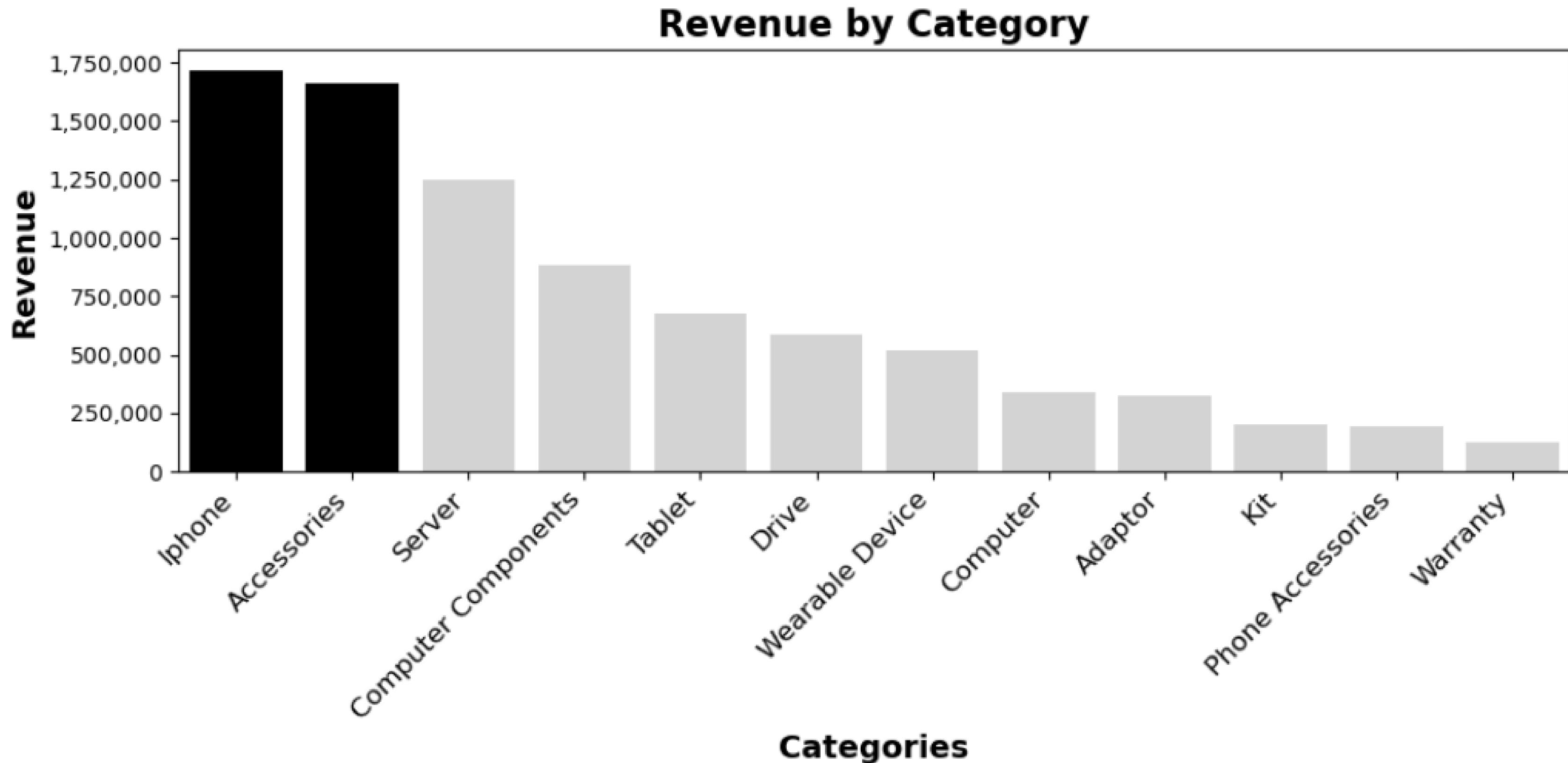
Sold products between Jan.2017  
and March.2018

- **8 Mio €**

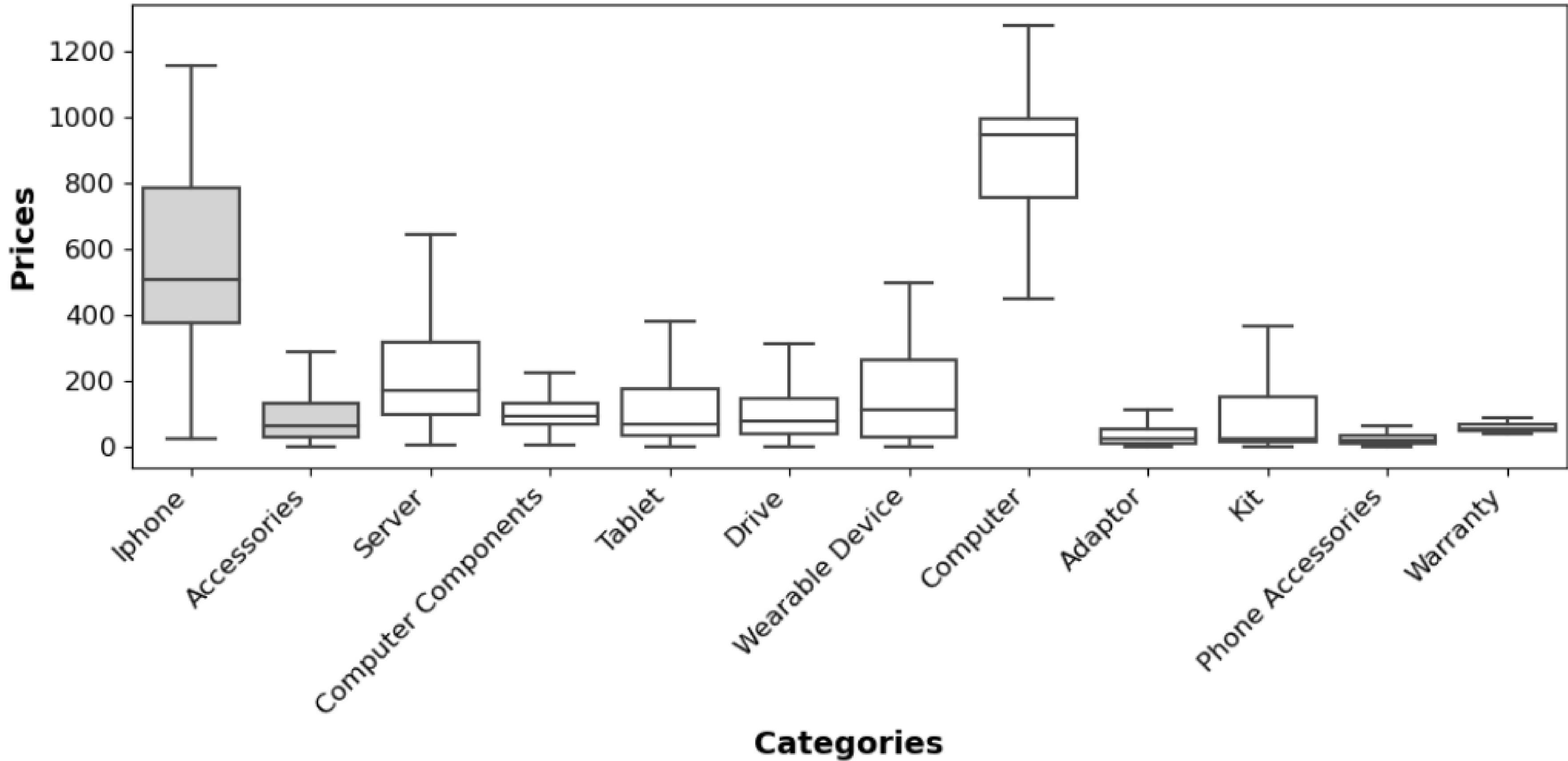
Total Revenue

# Revenue Analysis

# **iPhone and Accessories create the highest Revenue**

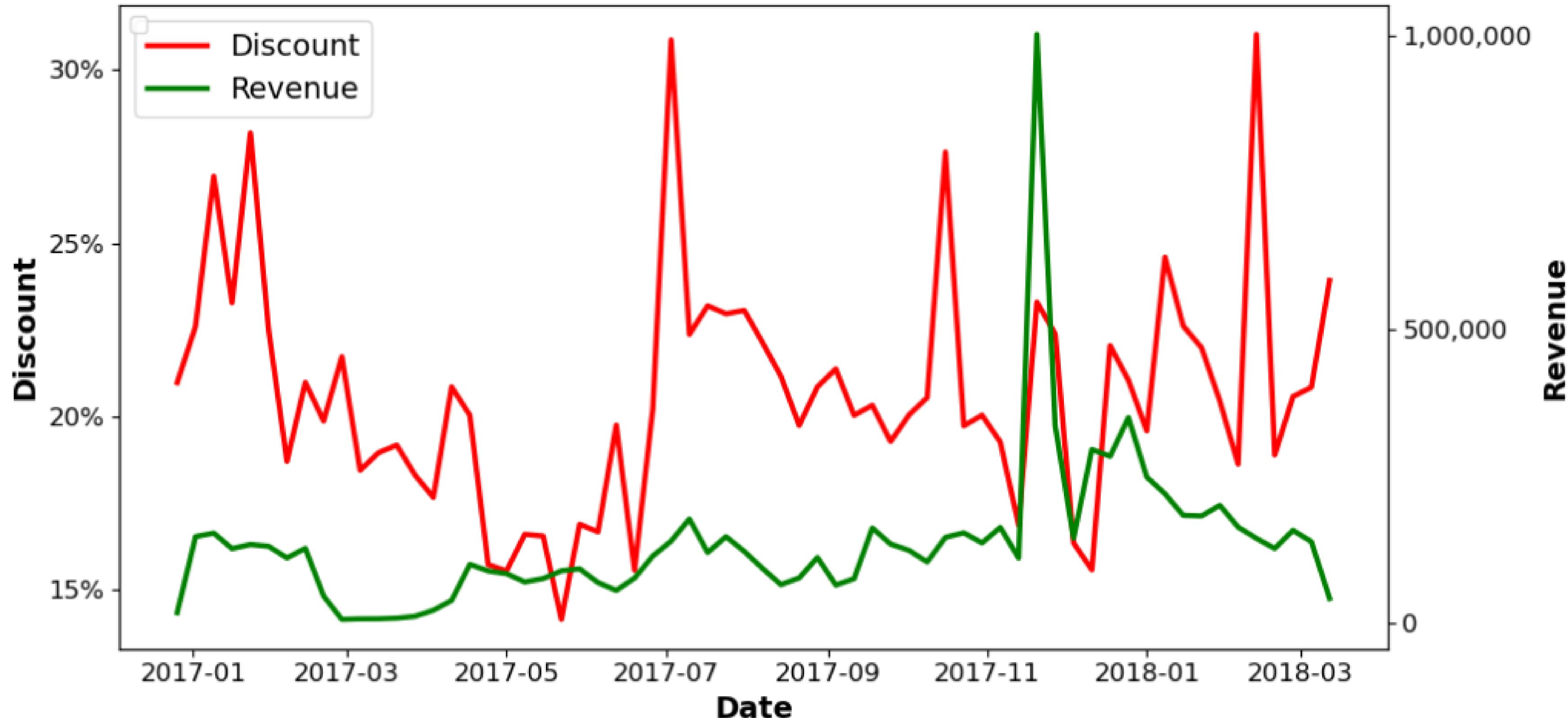


**Accessories** are also the second top **revenue** despite it is lower prices

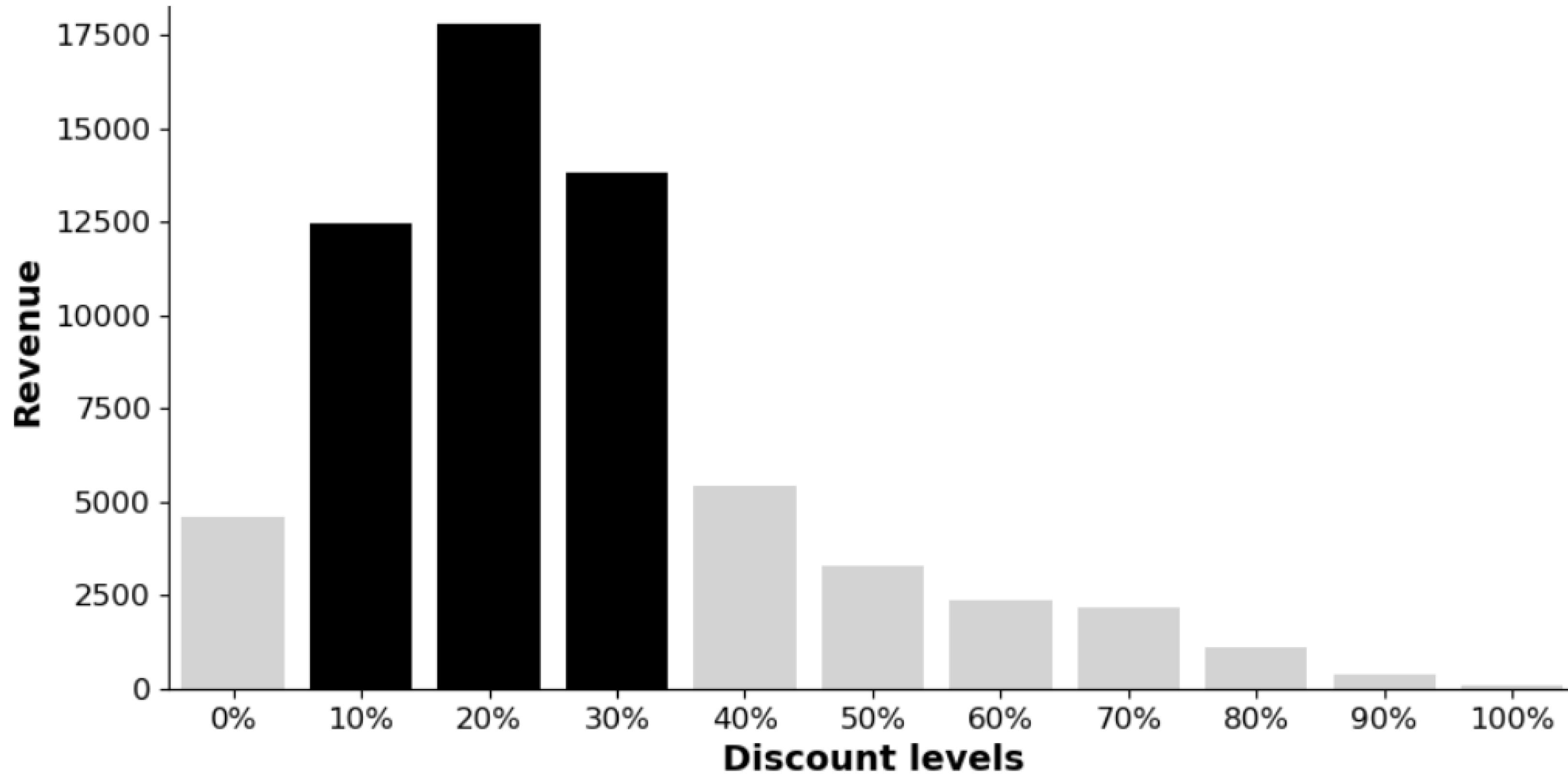


# Discount Analysis

Moderate **discounts** for special events increased **revenue** exponentially.



# Discount levels VS Revenue





# Conclusion & Recommendation

# Are discounts really effective?

*Small discounts (0-30%) are currently the most profitable*

*Avoid aggressive discounts*

*Targeted special discounts (special editions / special event)*

*Products with a strong brand perception (Apple products) are sold regardless of discounts → Discount not recommended*

*Lower-priced items (hard drives, accessories) benefit from discounts → Discount recommended*

# Data Collection

- Cost factor?
- Customer reviews and ratings of the product?
- Price?
- Customer ID?



Thank You