



‘Eniac’

Let’s think bigger!

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Discounts!!!

Great for
customers

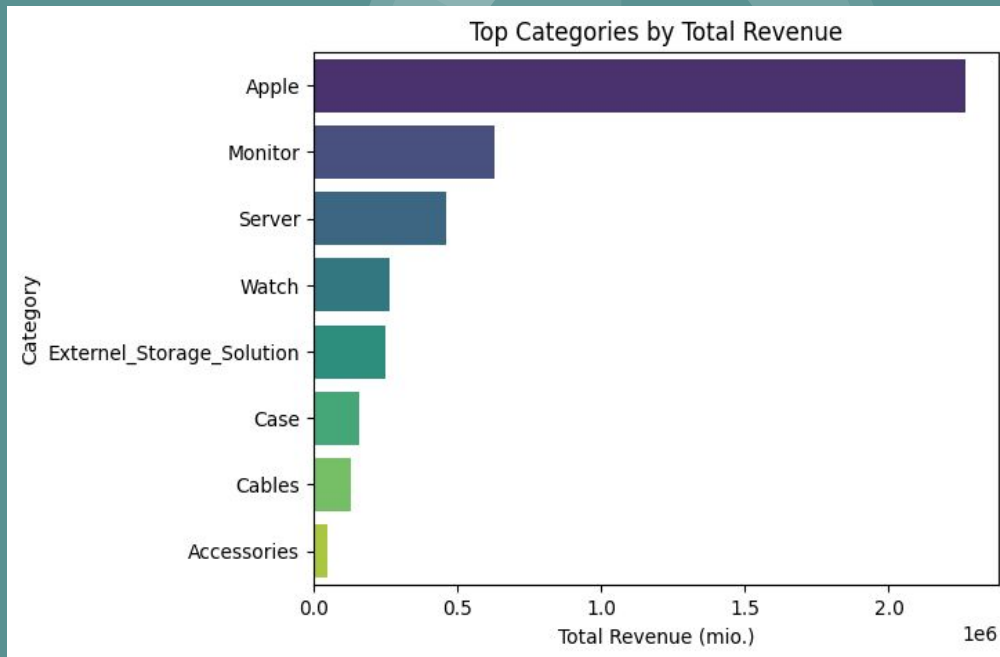
But
What about the
Company ???



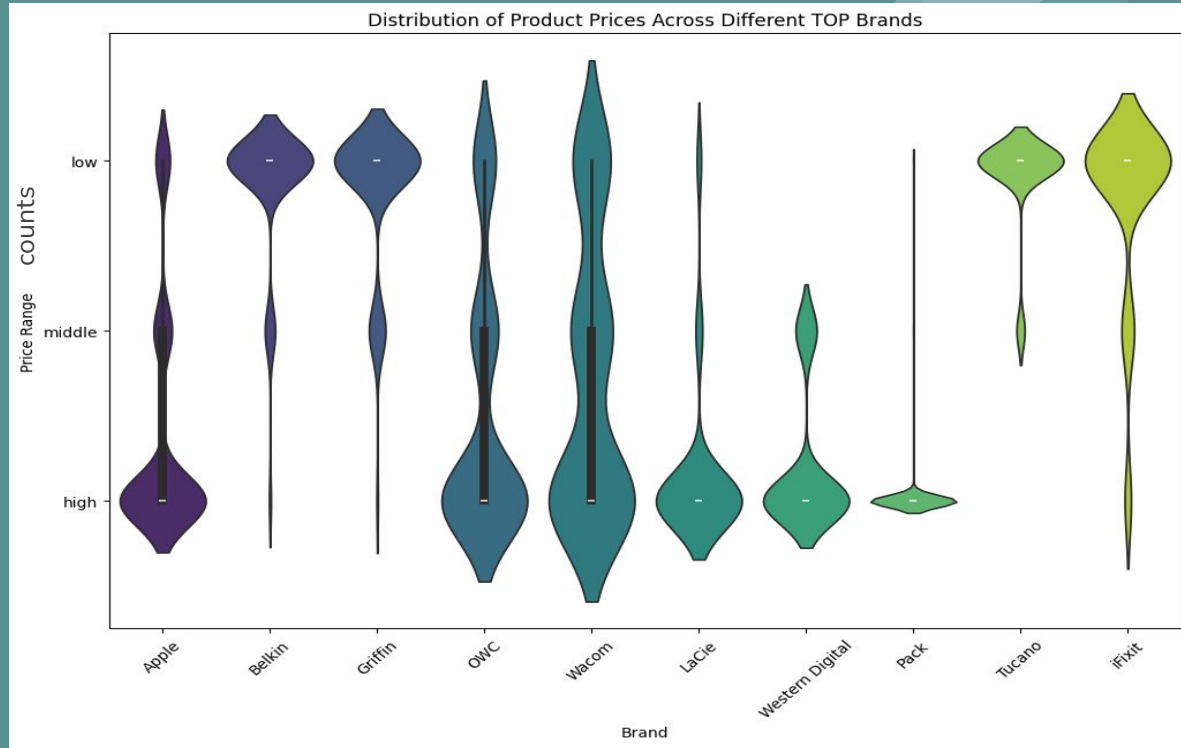
Let's dive into the analysis to uncover if discounts are a smart strategy or a risky gamble."

Categorical Revenue Distribution

- 95 % of all items were reduced in the underlying 15-month period.
- The average discount was 21 %.
- The revenue for the top categories is 4,2 mil.

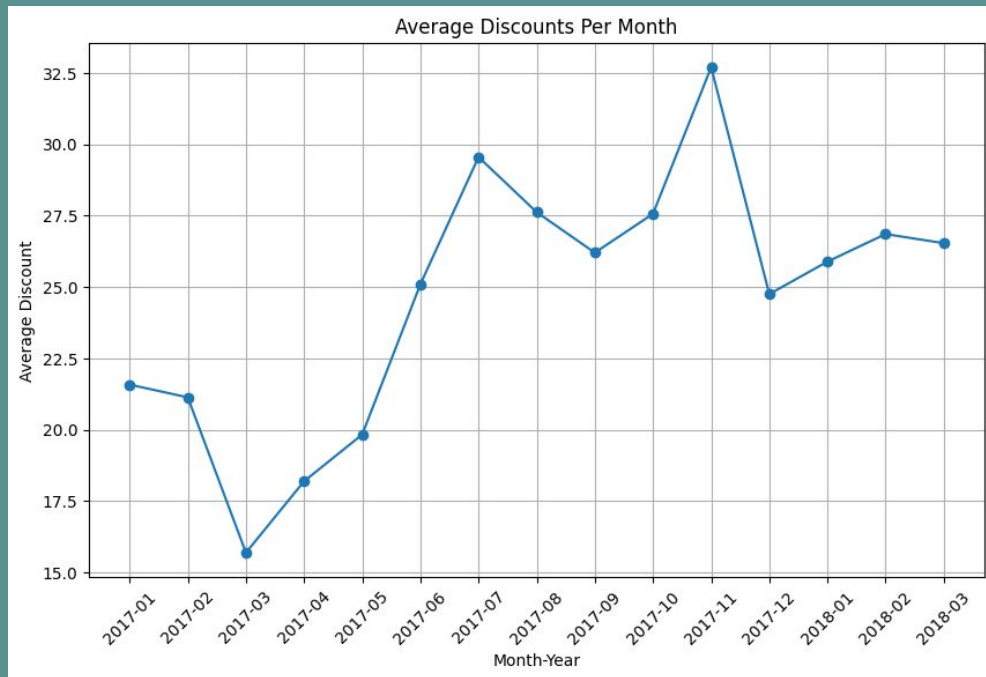


Categorical Price Distribution



Price Range:
Low: 0-49.99
Middle: 50-670
High: > 670

Discounts Average



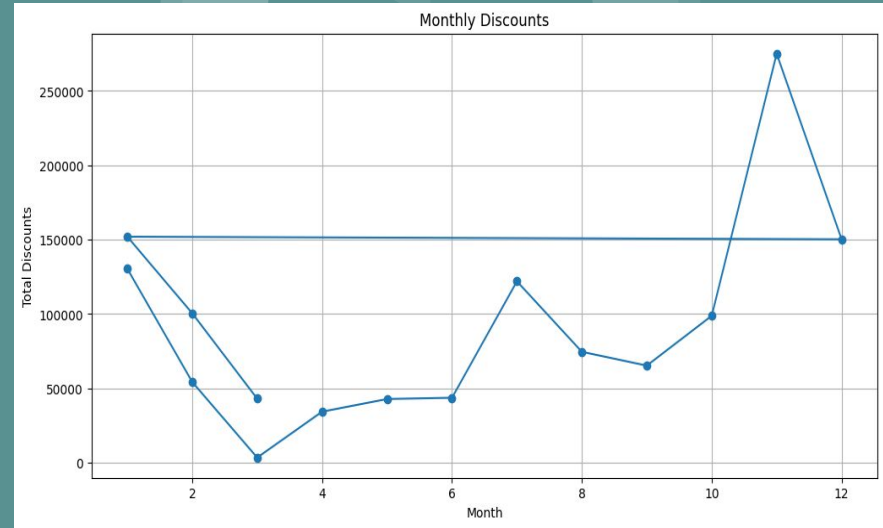
- Significant discounts during peak sales
- Lower discounts in slower months

Revenue and Discount Trends

Sales Revenue



Monthly Discounts



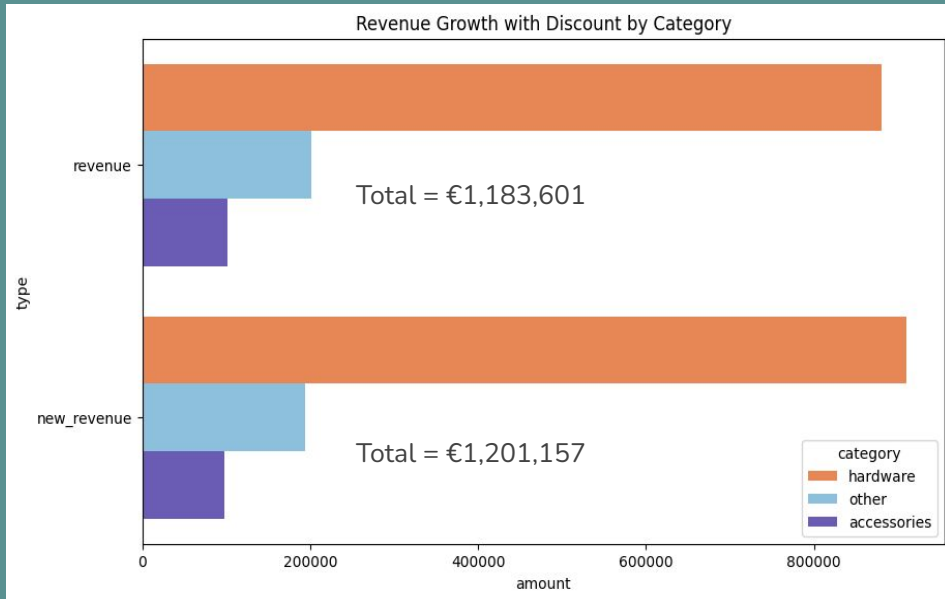
Discounts – Powerful Incentive to Drive Purchases

- Increased Sales Volume
- Customer loyalty
- Inventory Clearance
- Competitive Edge



Conclusion

“Category-Based Discount Strategy”



the revenue for Apple products and their related items in Q4,
along with the revenue after adjusting the discounts.

Revenue Growth of Nearly
€18,000

3% less discount on **Hardware**

3% **more** discount on
accessories & others

Limitation & Improvements

- Unaware of the Company Goals
(Need more sales/profit/brand awareness)
- Missing Information
(Customer information/Profits/Margins/Discount Strategies)
- Data Collection Improvements
(Prices/Duplicates/Format)



Thank You

