



‘Eniac’

Let’s think bigger!

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Discounts!!!

Great for
customers

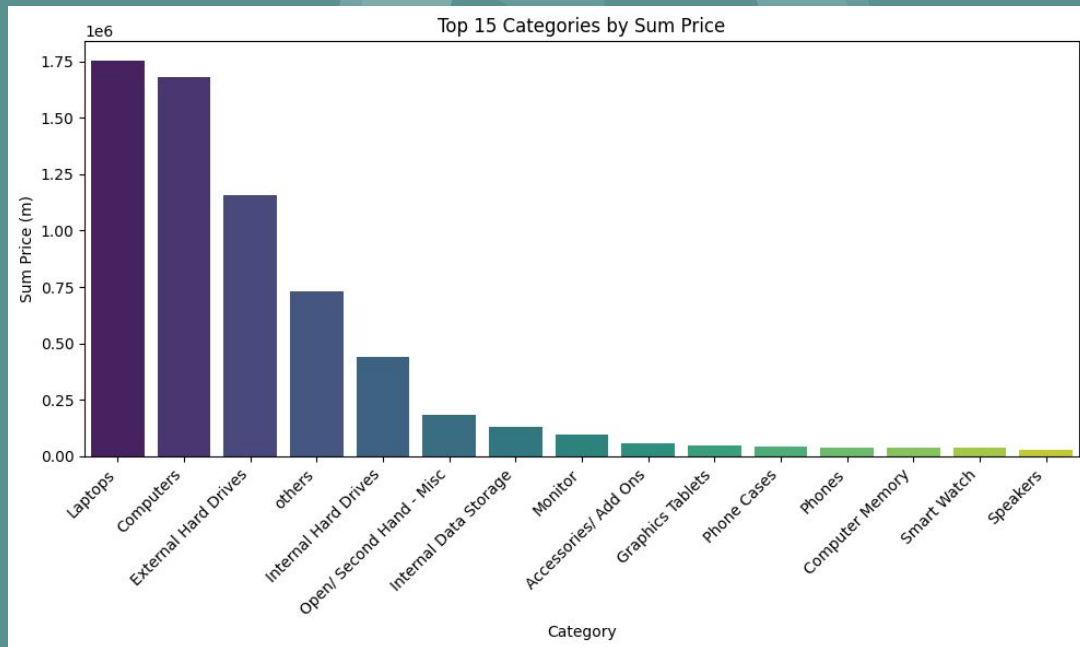
But
What about the
Company ???



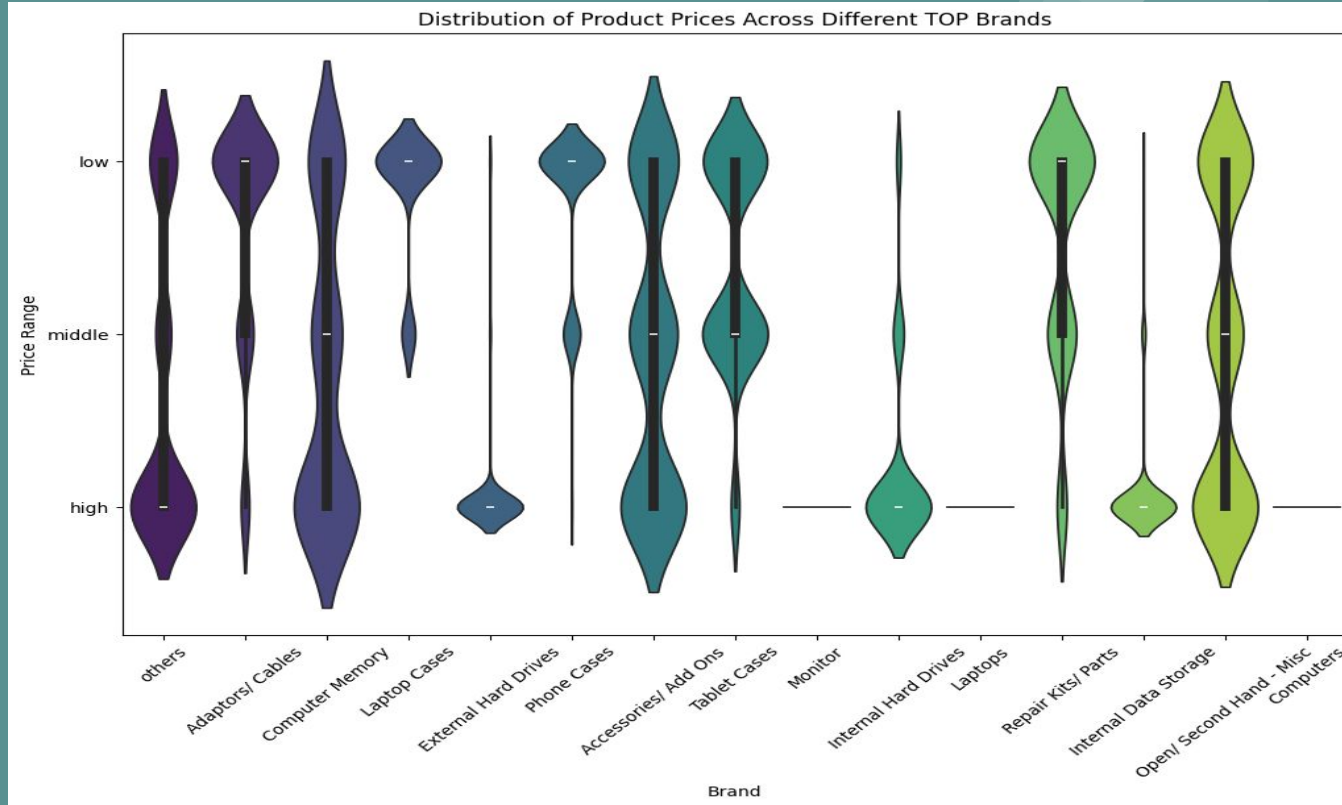
Let's dive into the analysis to uncover if discounts are a smart strategy or a risky gamble."

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.

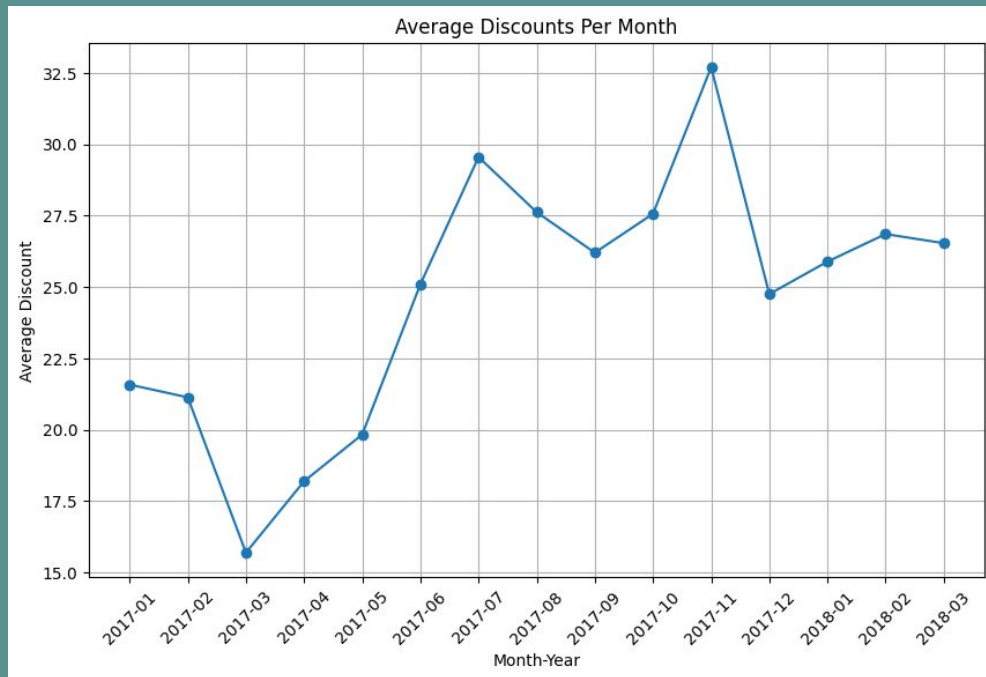


Categorical Price Distribution



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

Discounts Average



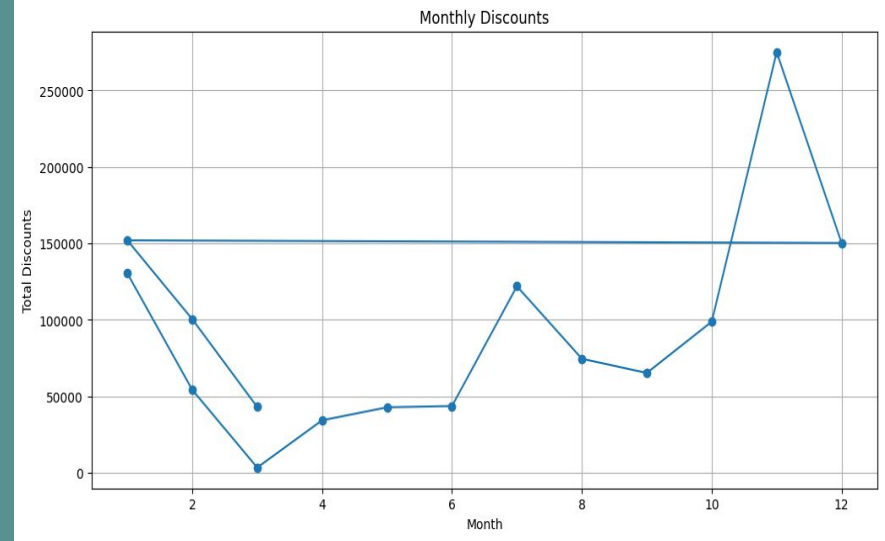
- Significant discounts during peak sales
- Lower discounts in slower months

Revenue and Discount Trends

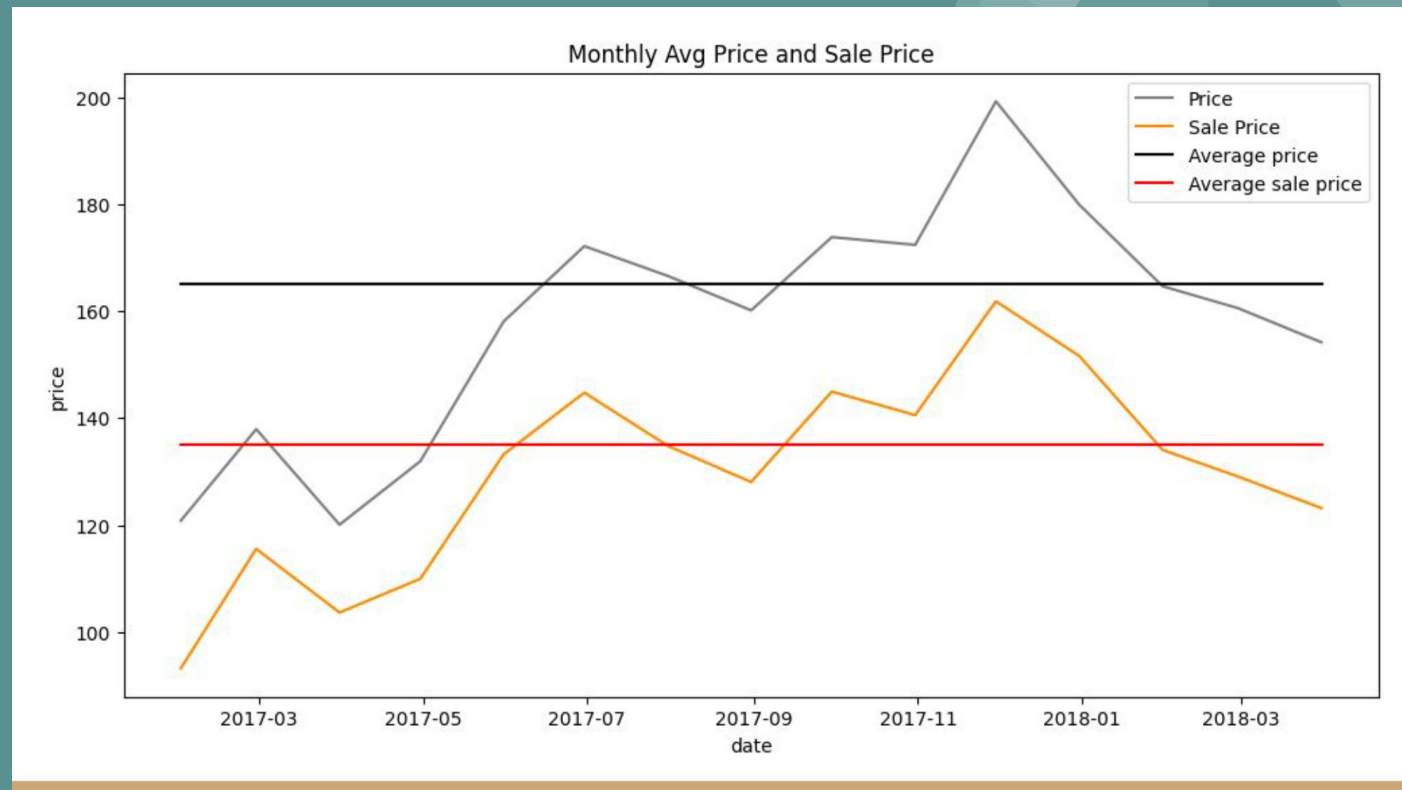
Sales Revenue



Monthly Discounts



Avg Price and Sale Price



Discounts – Powerful Incentive to Drive Purchases

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



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)
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