"To discount or not to discount—that is the margin."

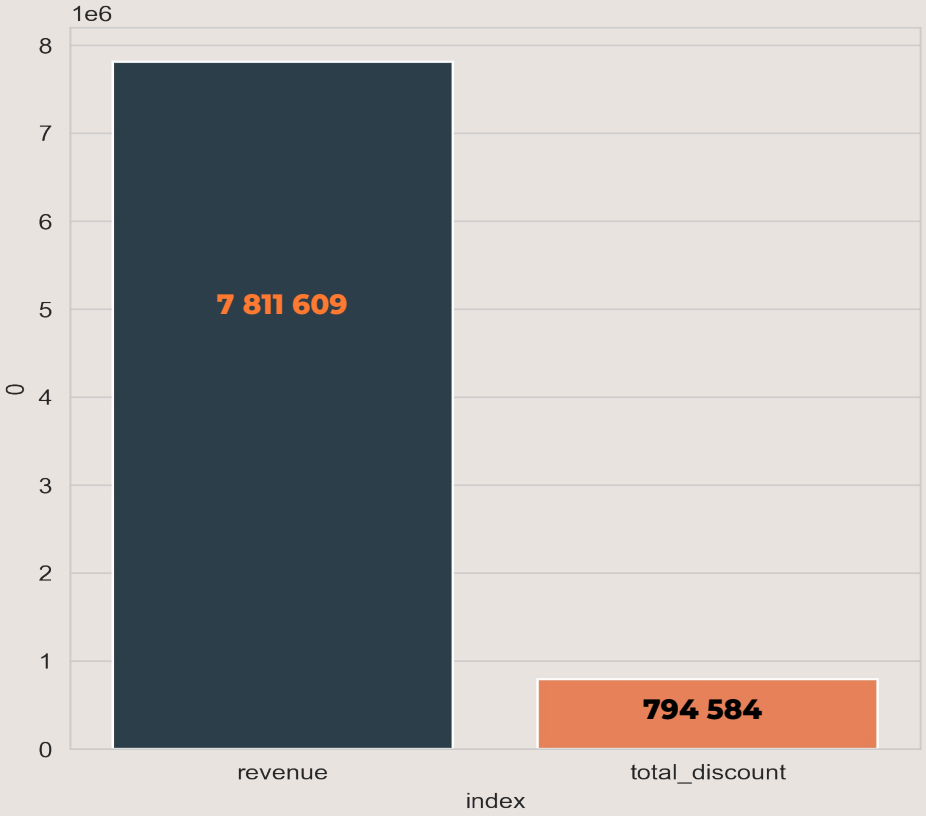
20.08.2025

Andrii, Dilek, Philipp

Conclusions

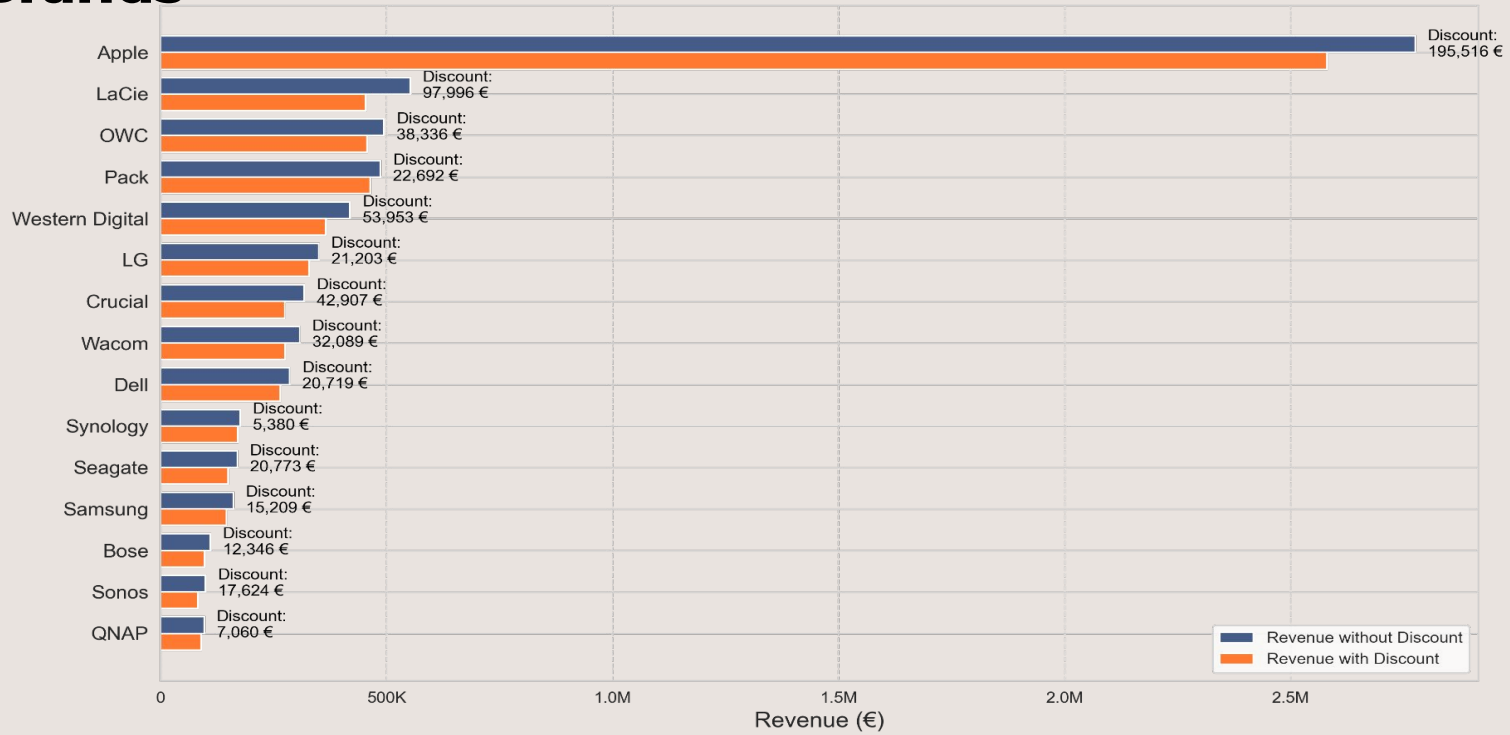
A more differentiated discount strategy

General Overview



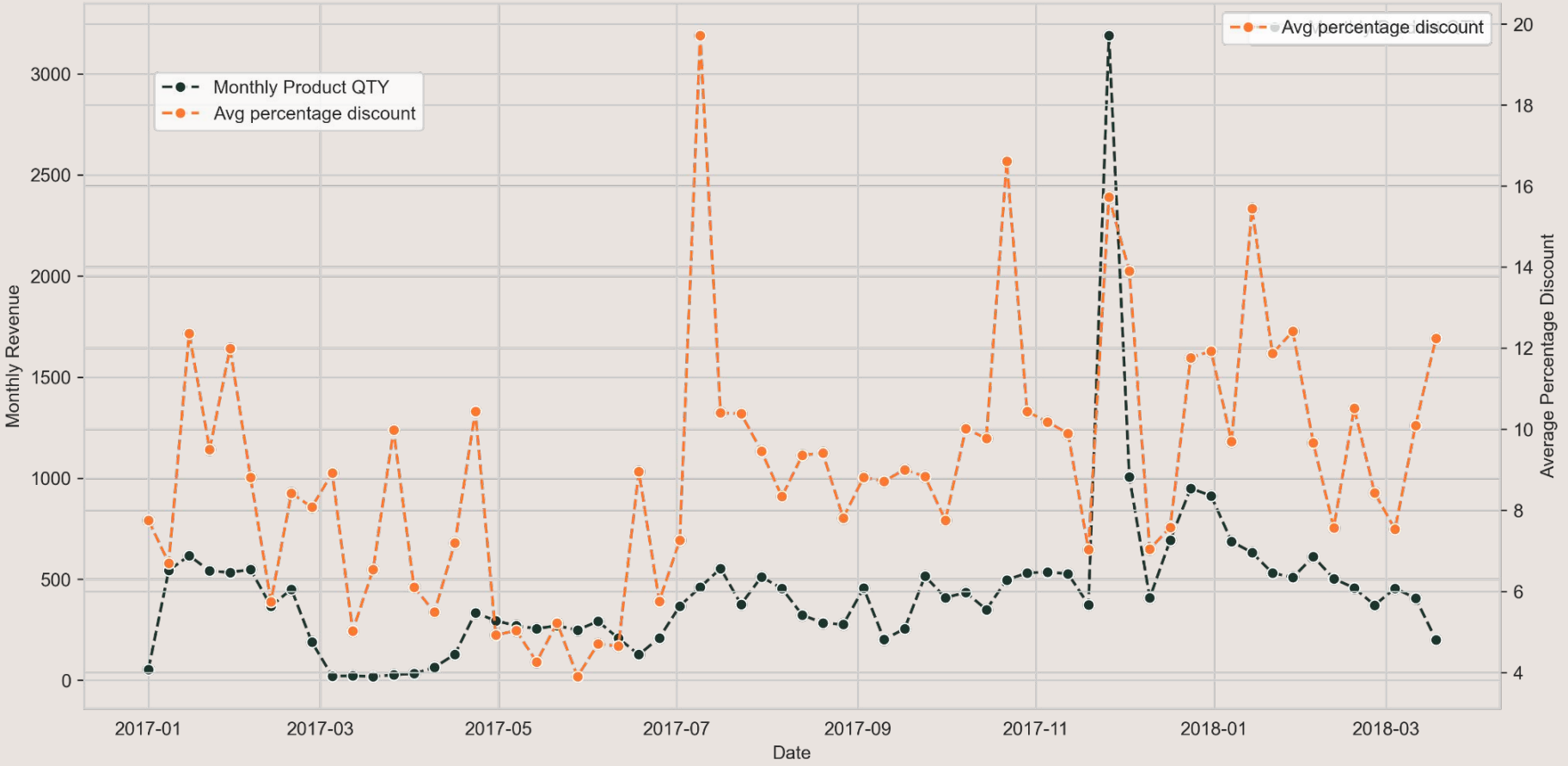
9,2% of revenue is spent on discounts

Revenue with and without Discount for Top 15 Brands

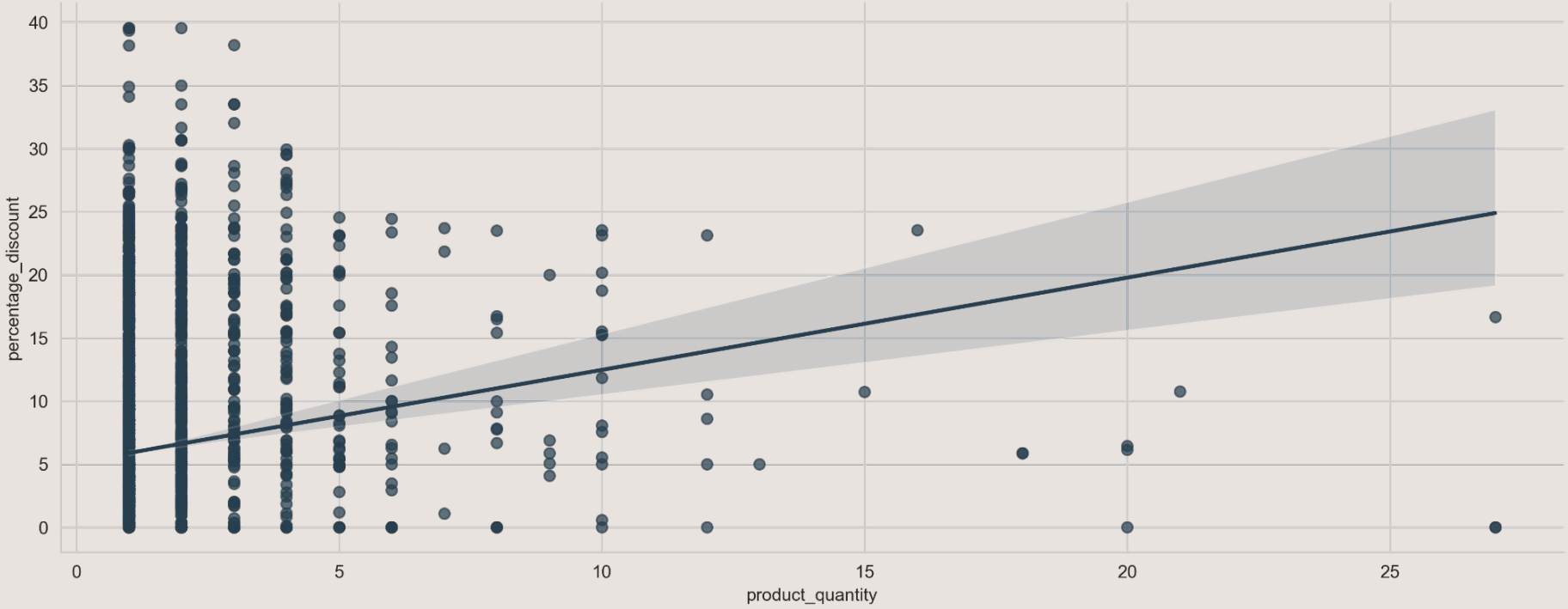


In the chart, we see that discounts are relatively moderate — protecting margins while only slightly reducing revenue.

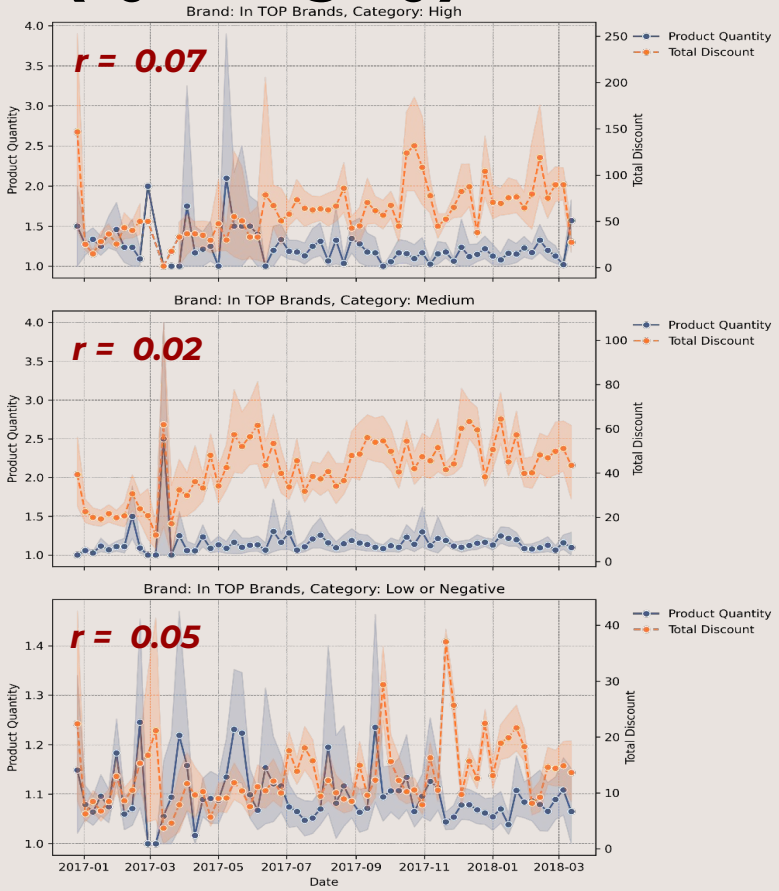
Average Discounts and number of items sold (TOP 10 Brands)

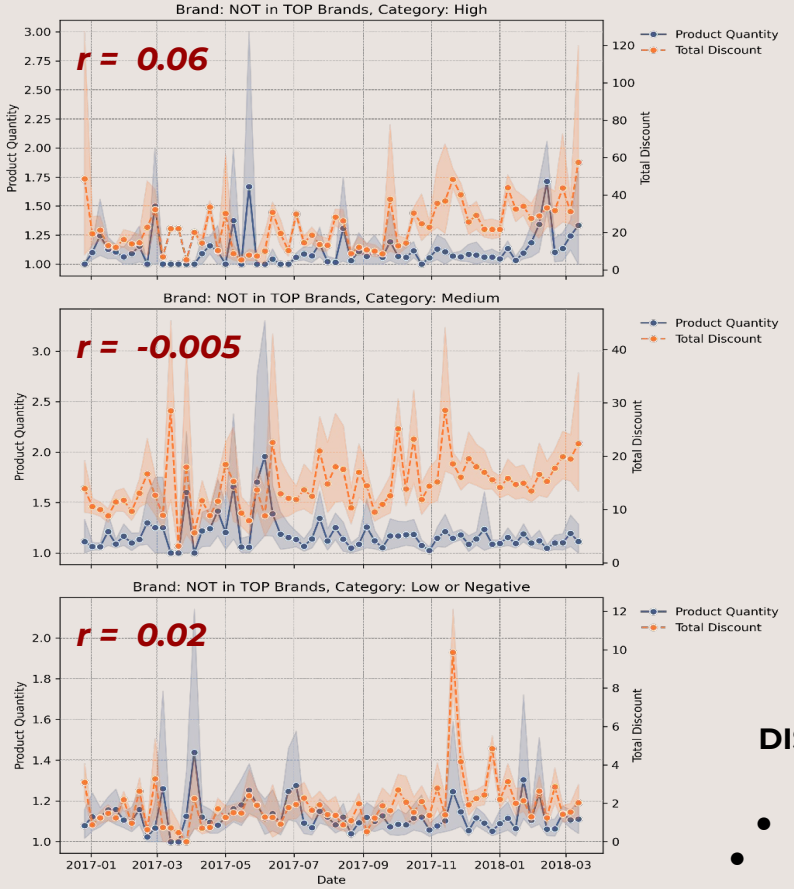


Relationship between qty and discount



Ratio of discounts provided (by category) to units sold (by category)





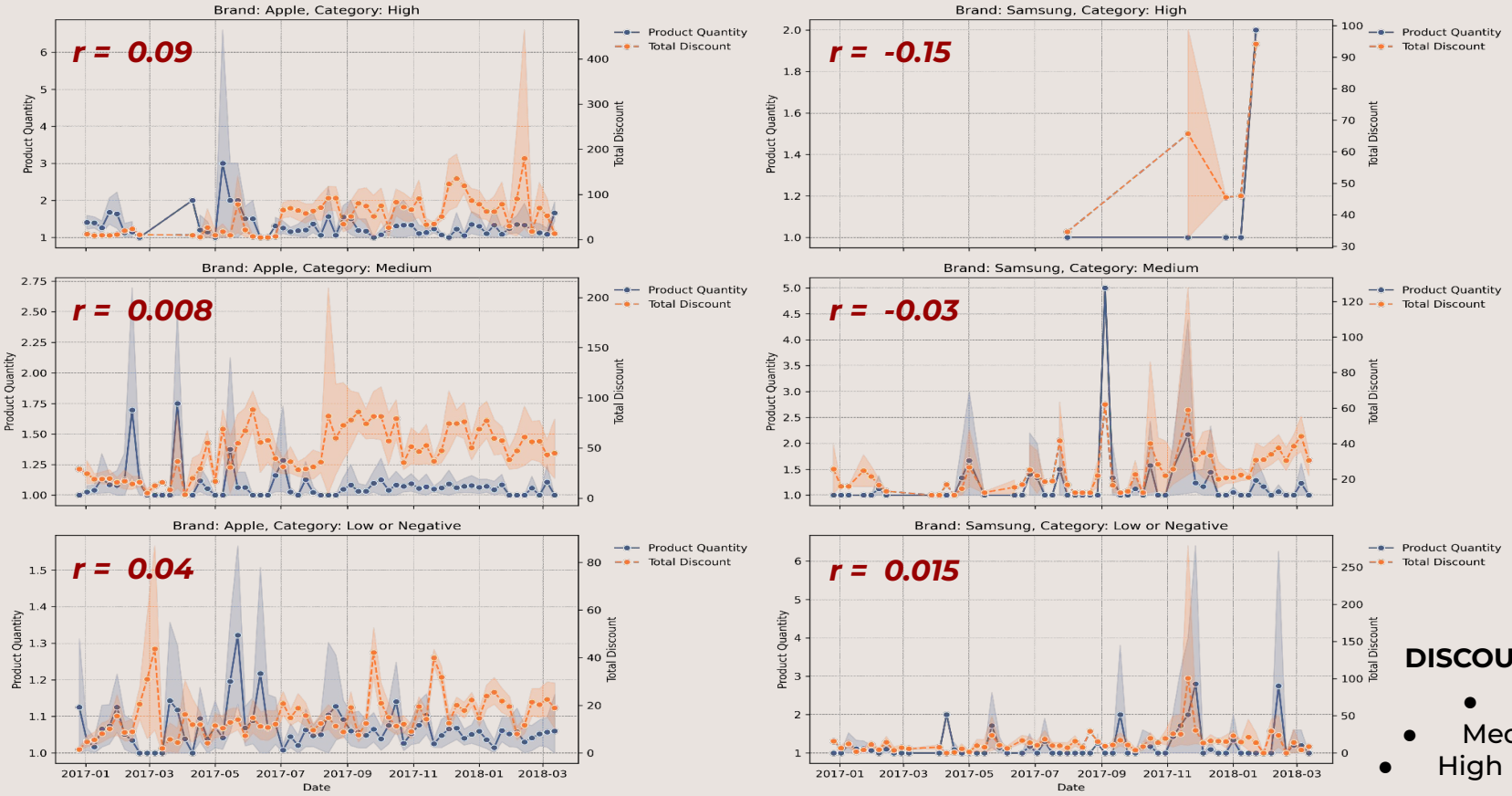
TOP BRANDS

- Apple
- Pack
- OWC
- LaCie
- Western Digital
- LG
- Wacom
- Crucial
- Dell
- Synology

DISCOUNT CATEGORY

- Low up to 10%
- Medium up to 25%
- High more than 26%

Ratio of discounts provided (by category) to units sold (by category)



DISCOUNT CATEGORY

- Low up to 10%
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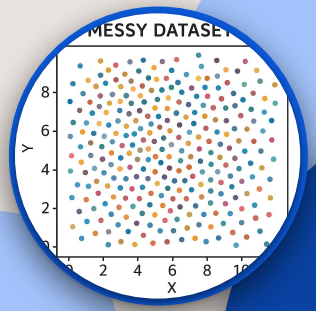
Ratio of discounts provided (by category) to units sold (by category)

		Apple	Samsung
Discount categories	**Categories**	**Correlation coefficient**	
High more than 25%	Apple MacBook	**0.865**	
Medium up to 25%	Apple iPad	**0.120**	
Low or Negative up to 10%	Apple Cables	**0.195**	
High more than 25%	NAS, HDD, SSD, Memory stick and cards		**-0.152**
Medium up to 25%	Monitors		**0.389**
Low or Negative up to 10%	Monitors		**0.081**

Grain of salt



only 44 % of the assumed revenue after preprocessing the data

Recommendation

A more differentiated discount strategy

- Reconsider high and low discounts for top 10 brand items
- Use value-based incentives instead — like bundles, free upgrades, or exclusive offers

Improvements Data Pipeline:

- **restructure numerical columns such as price for future analysis**

Further improvements:

- **accumulate more client data such as reviews**

Sources

- Average Discount Rate in the Ecommerce Landscape