01

Overall look on our database

Database

Data time period
14.5 months

2017.01.01   2018.03.14

Overall revenue

7978675€

Database

Average discount on products

21.5%

Amount of discounted products

90%

Database

We established some categories according to the data we have

- Smartphones
- Cases
- Laptops & Desktops
- Monitors
- Networking
- Smart Devices
- Storage Devices and Memory Upgrades
- Warranty
- Accessories

02

Deeper dig into findings

Seasonal patterns in Sales

- Clear seasonal pattern and growth in revenue during **Black Friday** and **Christmas** time

- A very large drop in sales **after the new year** which persists during the vacations which is likely to stabilize


Monthly Revenue Over Time

Discounting vs. Orders

- Very aggressive Discounting doesn't impact number of orders

- Discounts between 15-19% have the biggest positive impact on the number of orders

- Our discount strategy is **not accurate**

Correlation Between Product Revenue and Discounts

- Bigger discounts doesn't affect much our revenue on high-end products

- Another evidence of very aggressive discounts being not impactful

TOP SELLING CATEGORIES
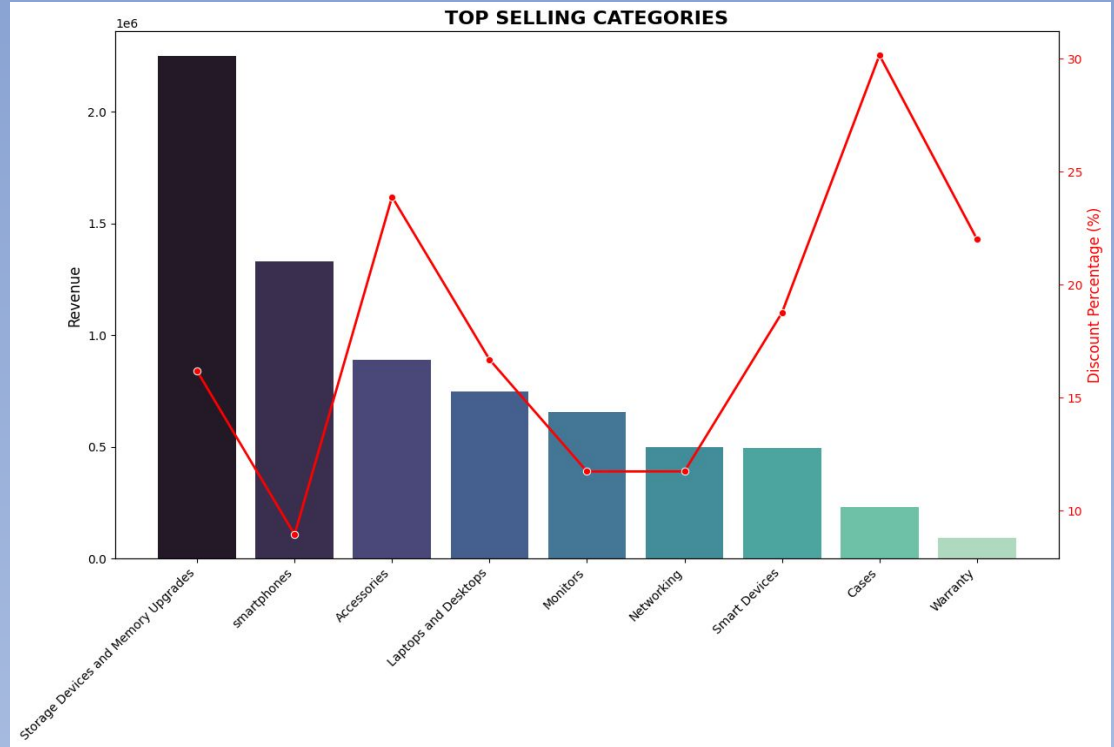
Revenue vs Discount for Top Selling Brands

- While discount can drives sales, the effectiveness varies significantly by brands

- Apple generate high revenue with low discounts, suggesting that customers are willing to pay for the product, reducing the need for significant discounts.

- Brands like LaCie, Pack, and OWC offer higher discounts (20-25%) to boost their sales..
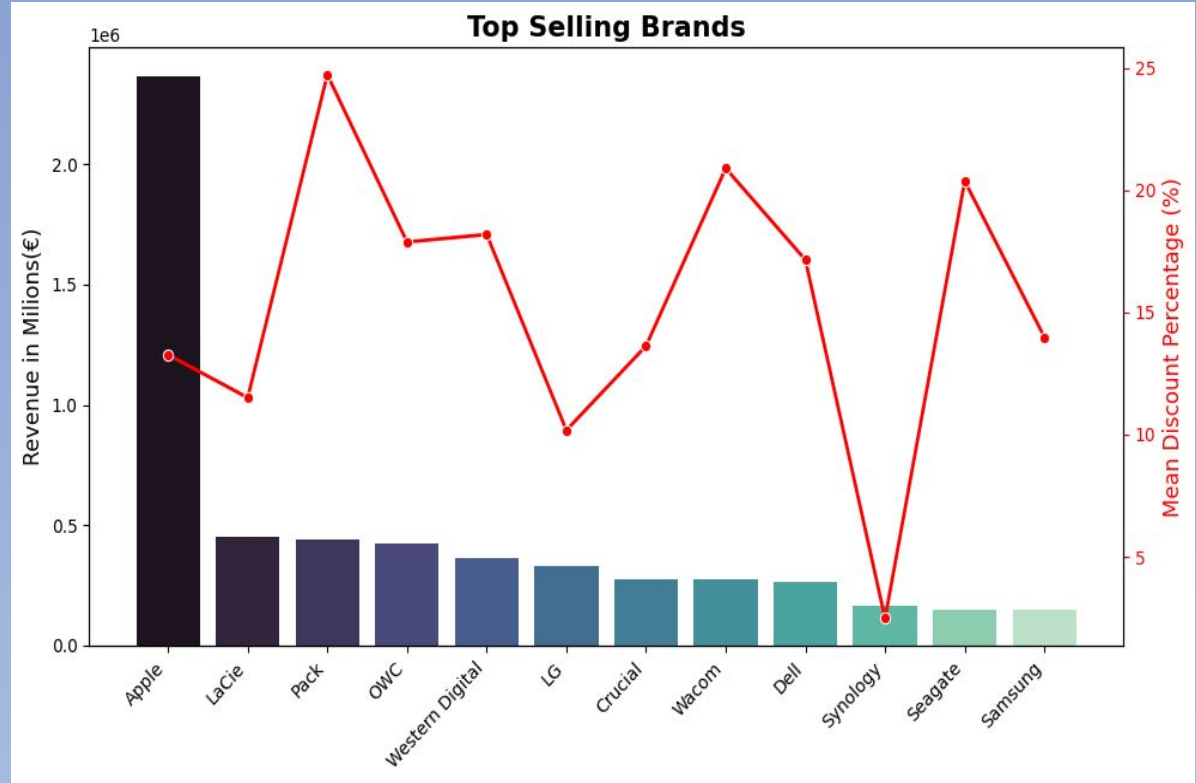
Conclusion

Discounts <u>need to stay</u> to be competitive in the market, but they are too aggressive without much benefit in most areas and based on our presentation we should change strategies with the marketing department

03

To improve

Data Collection

- Received highly corrupted data

- Almost 80% of the data was not usable

- This greatly affects the accuracy of the analysis and thus making correct decisions

  What to recommend?

Some people have to go*

Data Management
Manager
Lisardo Iniesta

*joke

Some people have to go

- If the company cares about accurate analyses that can have a very positive impact on future decisions, we need competent people in such important positions

Data Management Manager
Lisardo Iniesta

Joke*

To better assess the effectiveness of discounts, we need data on the number of products sold before the discounts are applied. And wider data snapshot. This additional data would help us accurately evaluate how discounts impact sales.

Thanks!