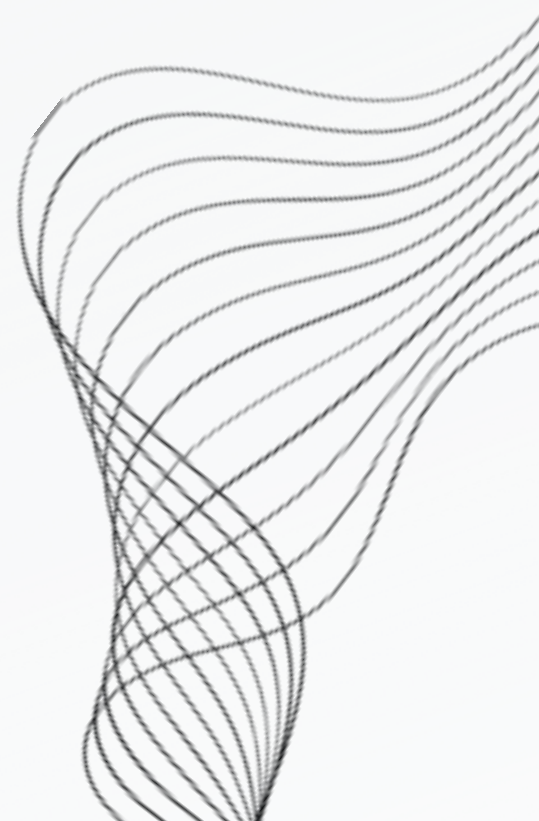How effective is the current discount strategy?

Sabrina Reimann

Rachana Patel

Najib Bel-Lahsen

Ivan Curmi

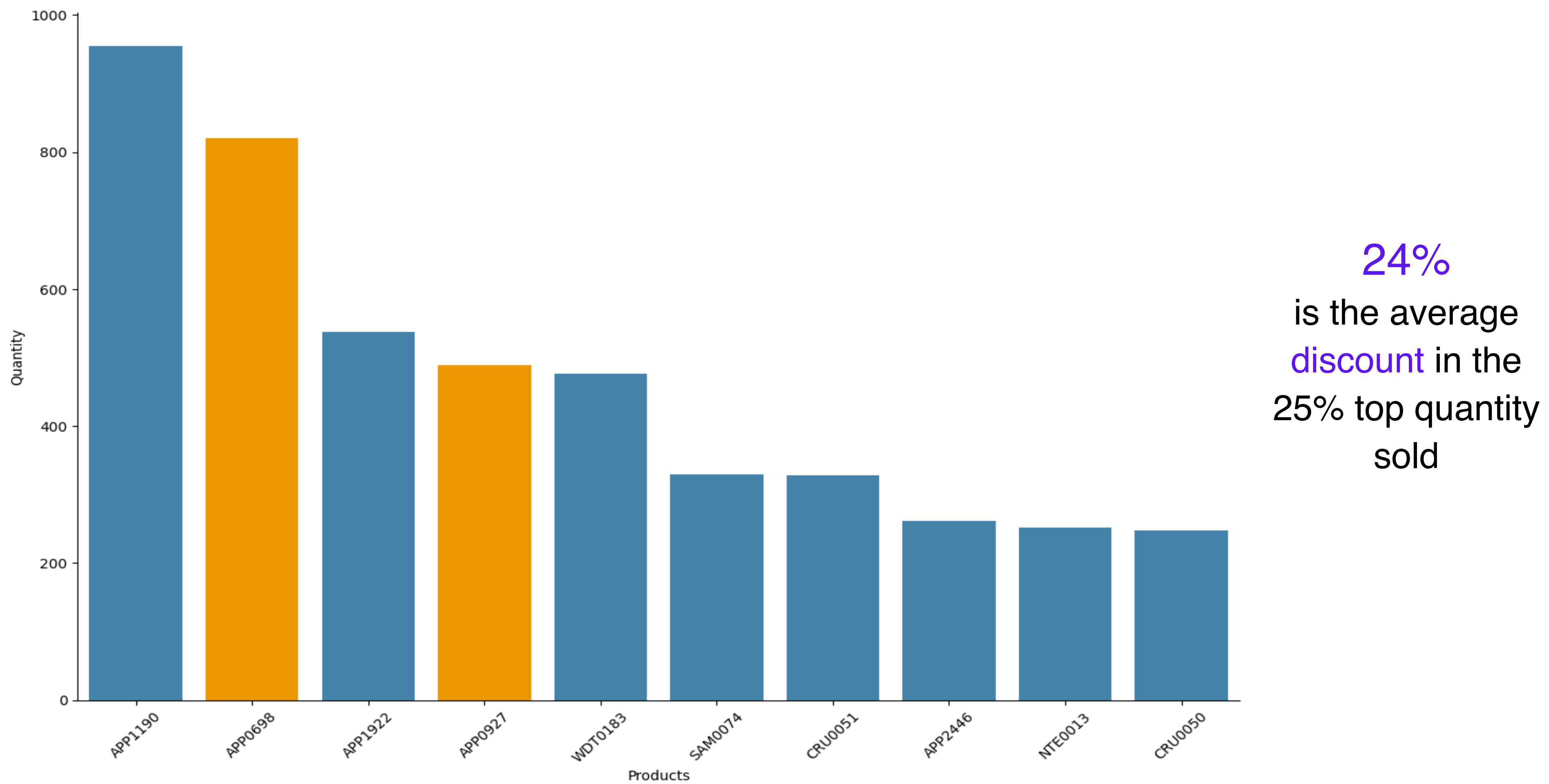# 92 %

Products have discount

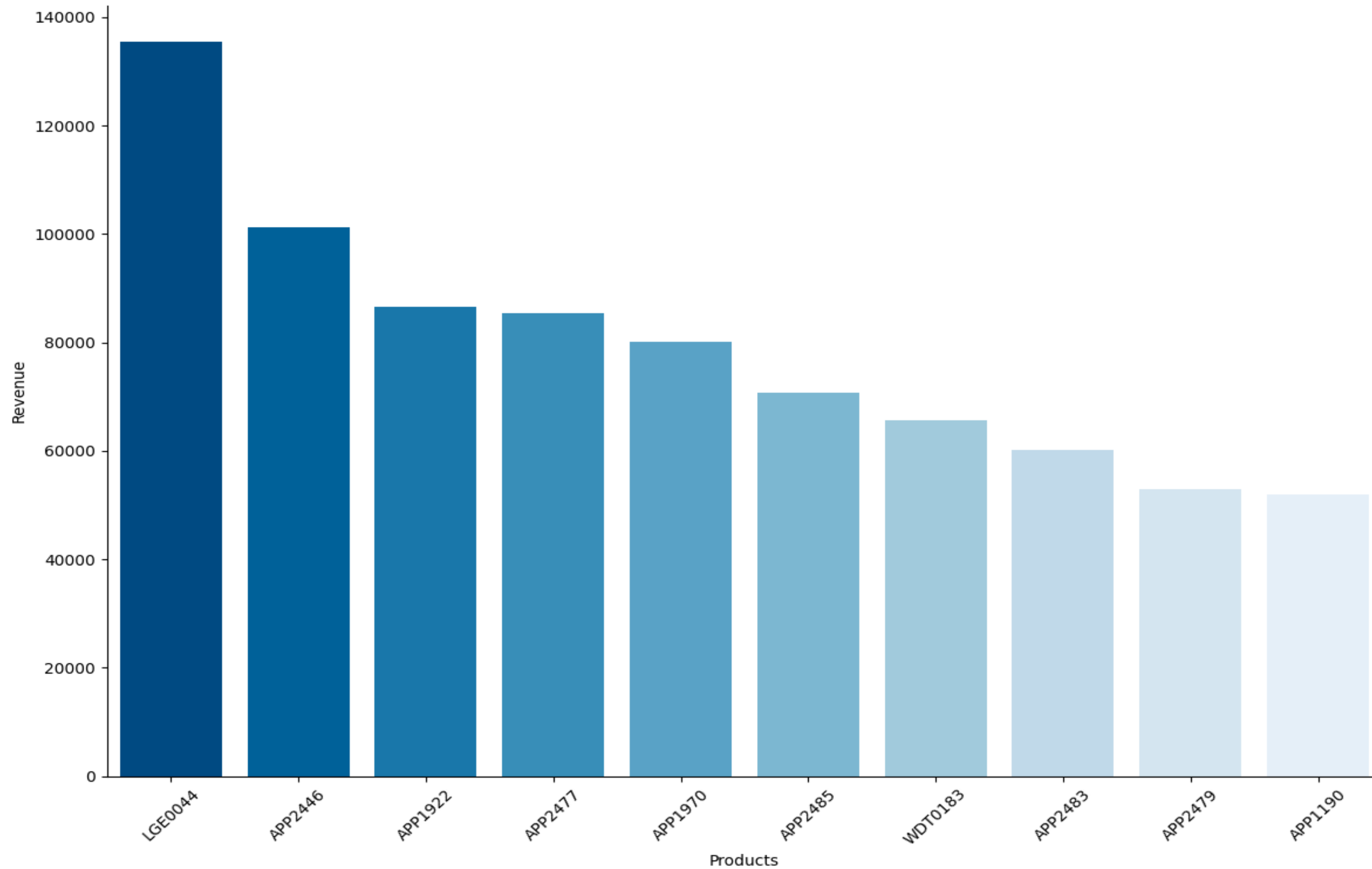The average discount is

21%

Most sold products

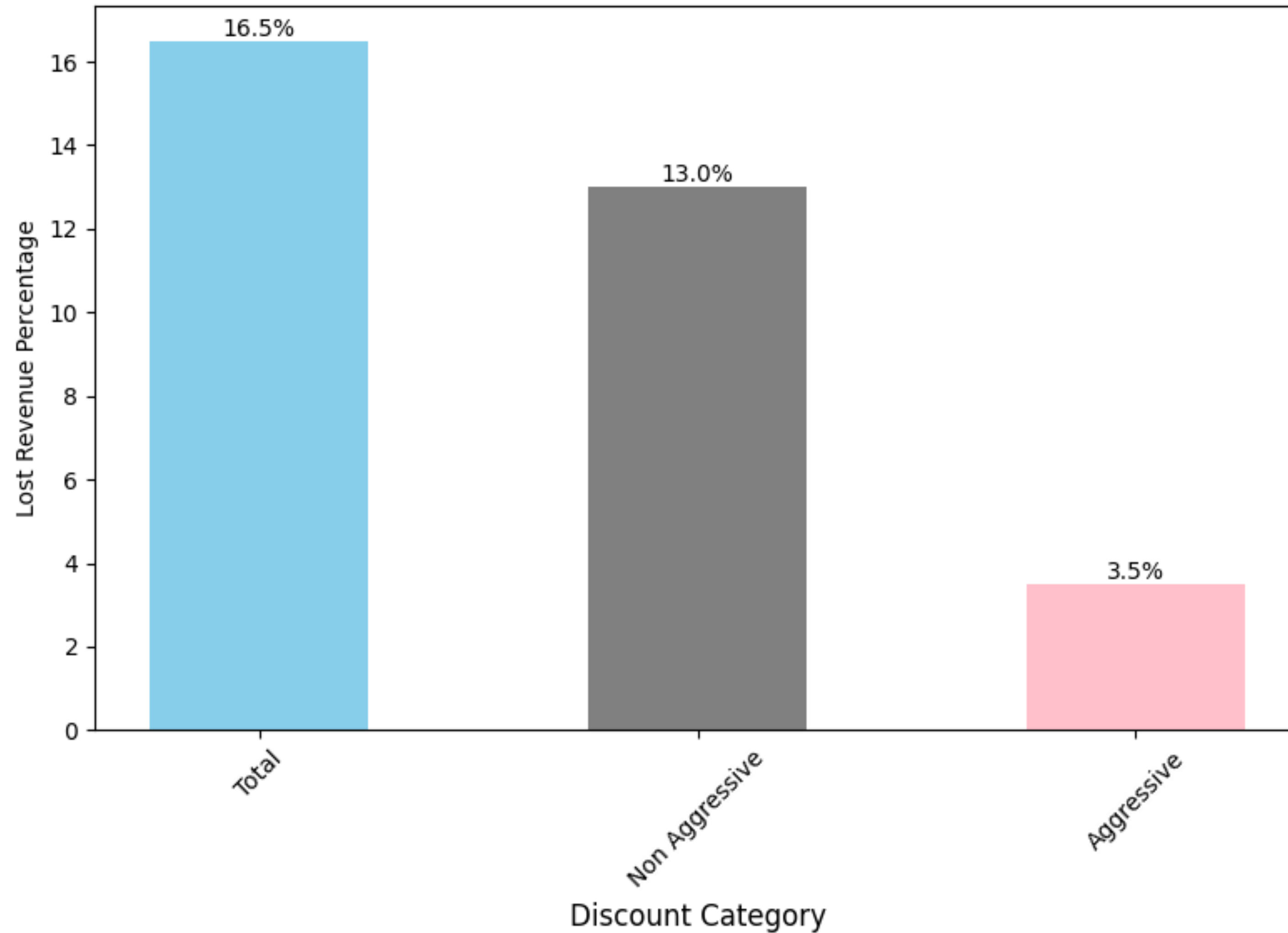**24%** is the average discount in the 25% top quantity sold
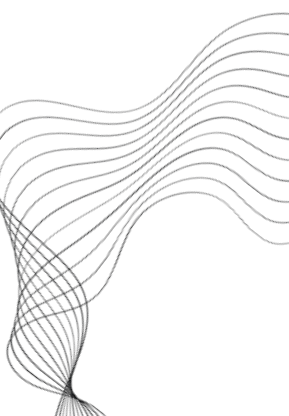
Products with most revenue

9%
is the average
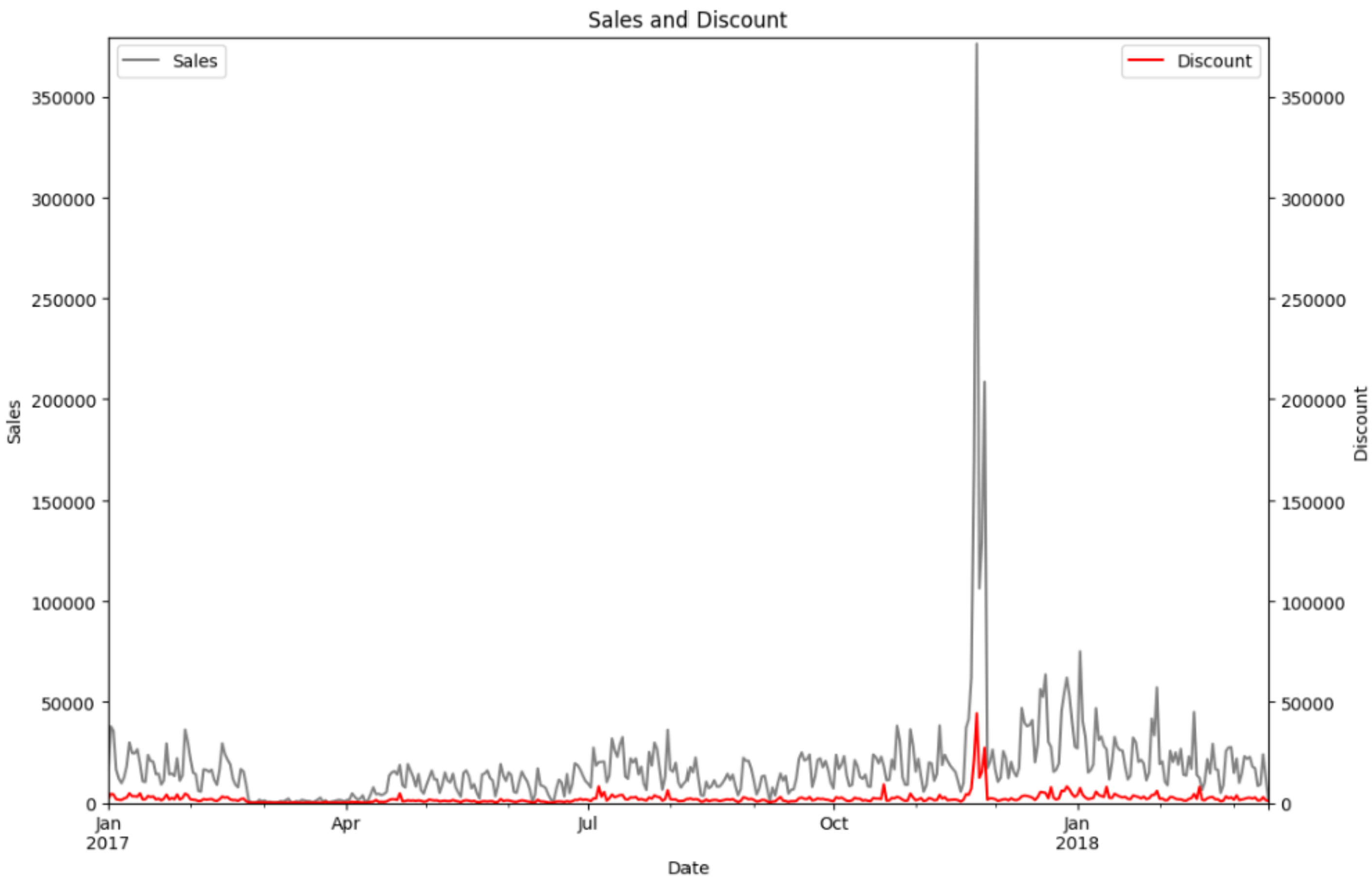discount
in the 25% top
revenue

Lost Revenue Percentages by Discount Category

with an average

aggressive discount

of

56 %

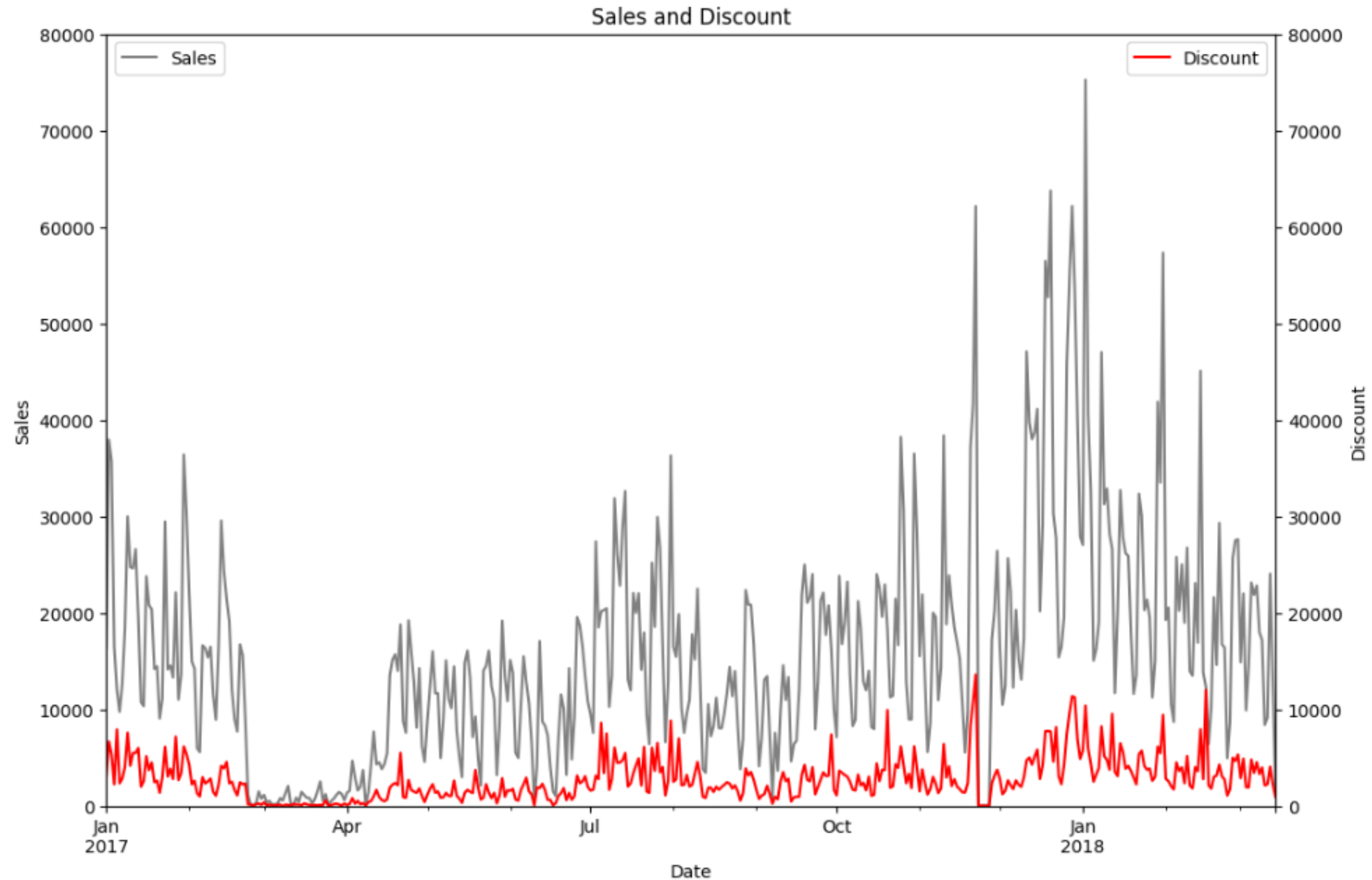present in

19 %

of total orders

Revenues & Discounts over Time

Sales and Discount

Discounts are responsible for only a small proportion of revenue loss

Revenues & Discounts over Time (w/o Black Friday)
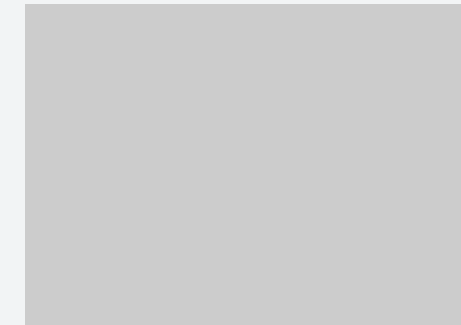

Sales and Discount

Conclusion

- High-revenue-generating products receive lower discounts

- General revenue loss due to discounts is not high

Recommendation

- Maintain the current discount strategy

- No aggressive discounts for high-revenue-generating products

- Improve data collection, by e.g. introduction of a uniform category catalog

THANK YOU FOR YOUR ATTENTION