

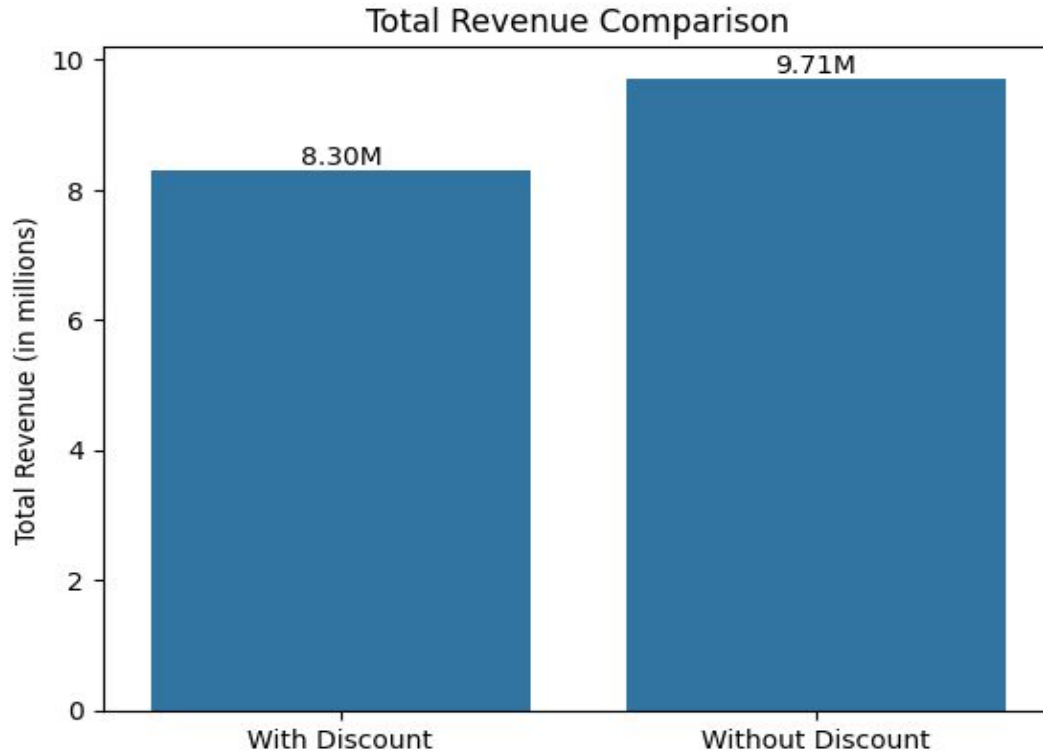
Discount Evaluation

Recommendation based on sales data

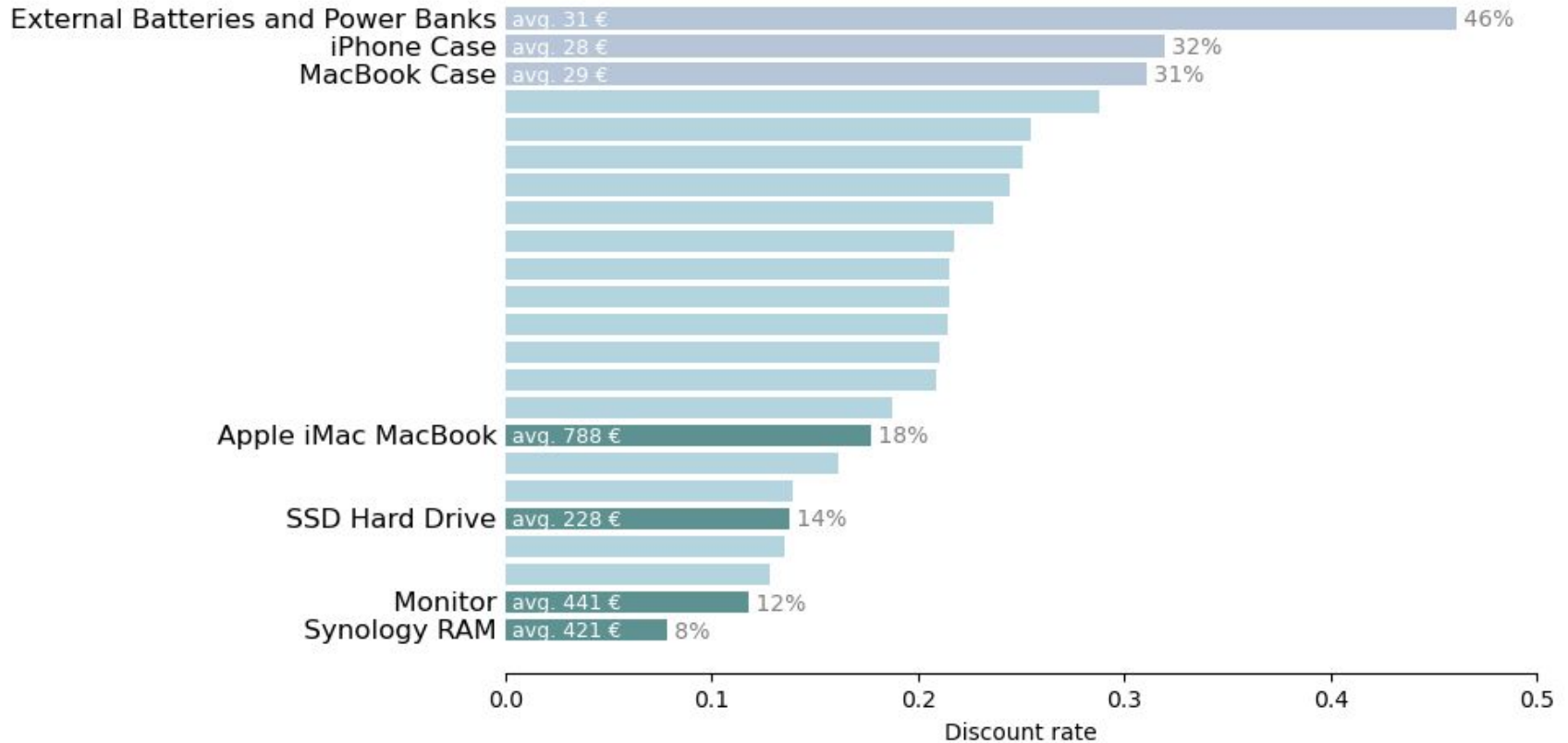
Are discounts beneficial for the company?

Marketing Team Lead	Main Investors
<ul style="list-style-type: none">● Customer acquisition● Customer satisfaction● Customer retention● Growing the company	<ul style="list-style-type: none">● Decrease in revenue● Eniac in the quality segment

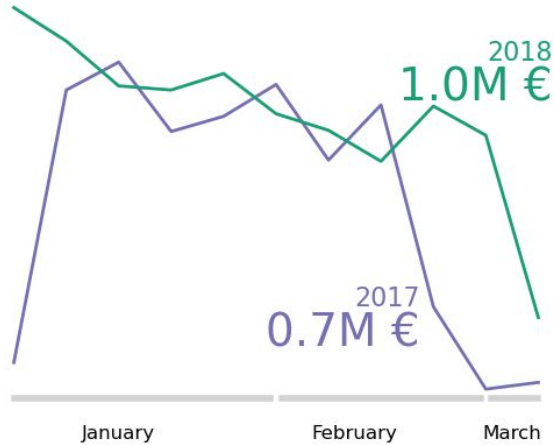
Loss of revenue through discounts is small



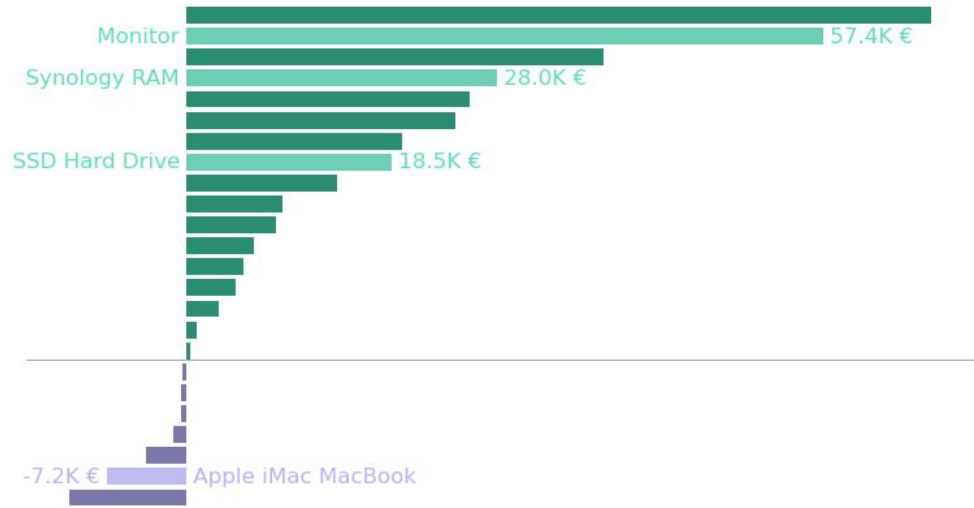
Lower price products are discounted more



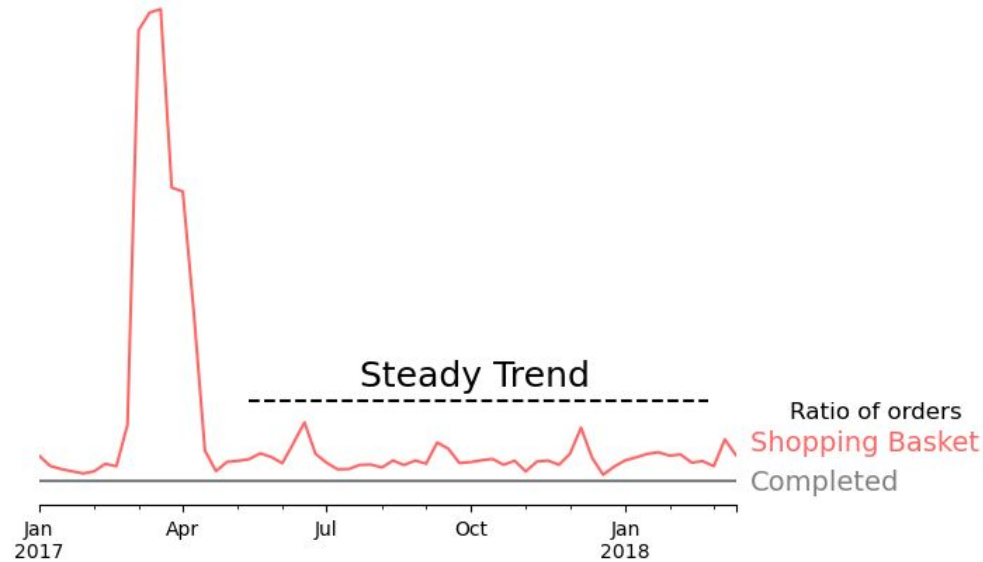
Revenue increased despite discounts



Difference 2017 2018



Customer behavior is stable over time



Discounts have been beneficial

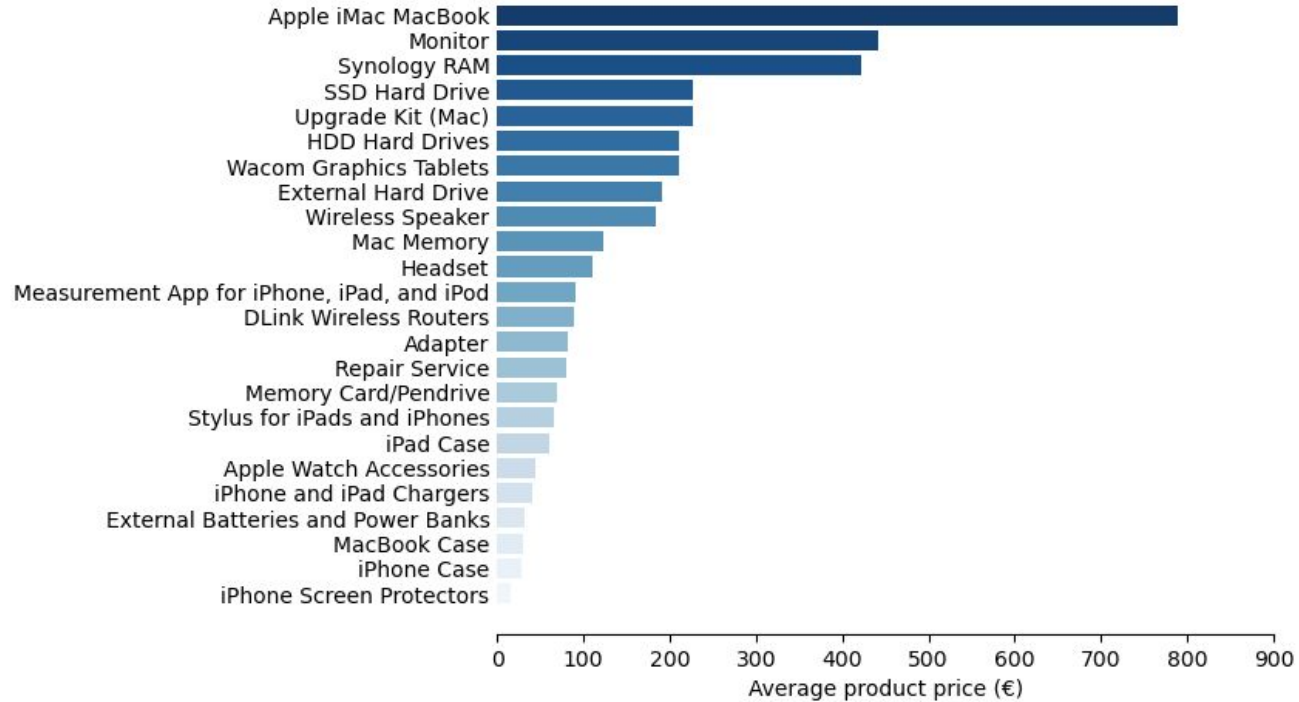
1. Lower price products are discounted more than expensive products.
2. Customer behavior is stable over time.
3. Sales increased compared to the previous spring.

Limit discounts to special occasions, reduce discount on high-price products.

Recommendation for data management

- Database Administrator, Khader, should **fix currency encodings** (commas and periods).
- Software Engineer, Lina, should provide **consistent currency formats**.
- Create a **documentation** of the database for the future.
- Add **customer reviews** to database to allow analysis of customer satisfaction.

Product categories analyzed



Difference in discount rate between 2017 and 2018

