

# ENIAC

## Discount Analysis

# Overview

## Dataset

Every product that had already been paid for was considered in the data analysis. ( Placed Orders & Completed)

## Timeframe

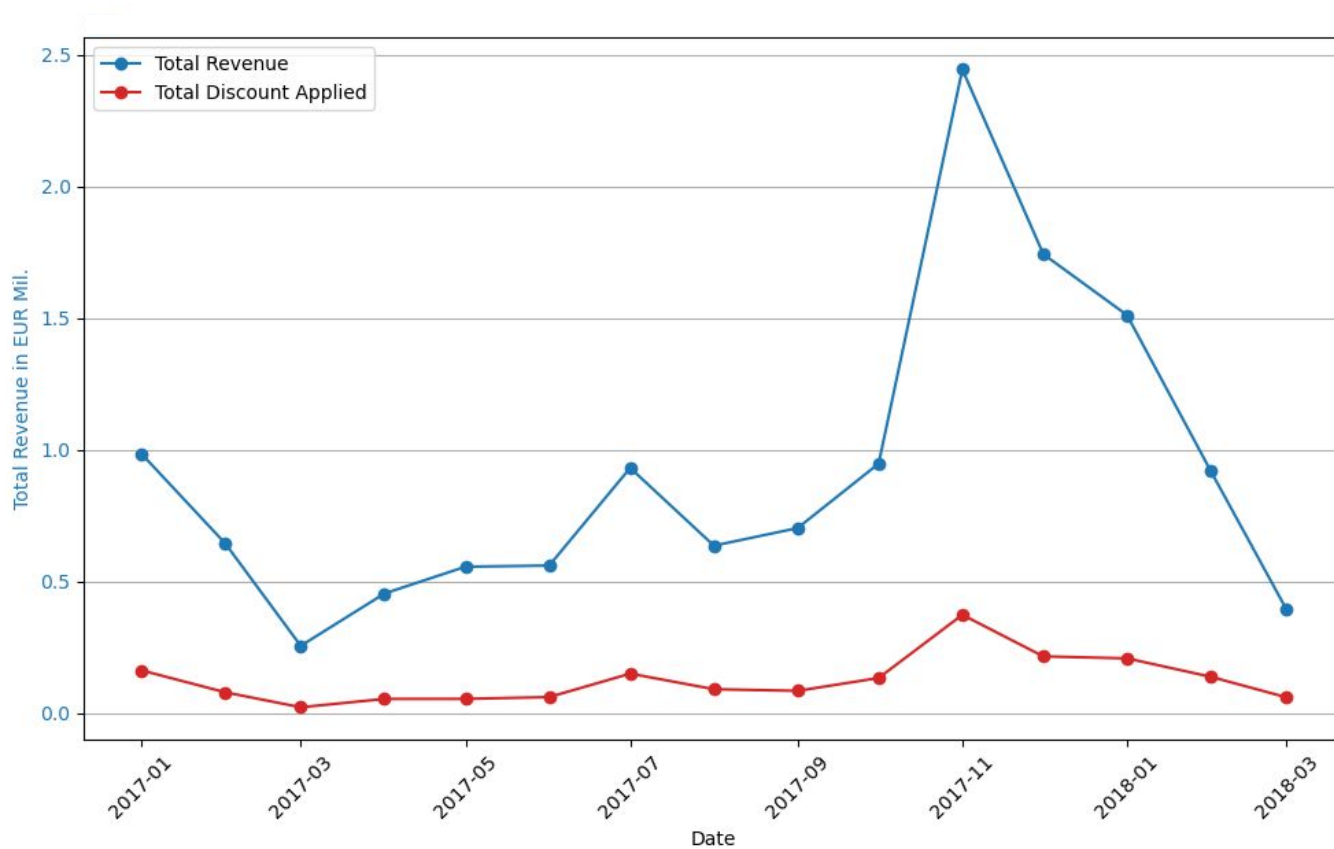
From January 2017  
To March 2018

## Analyse

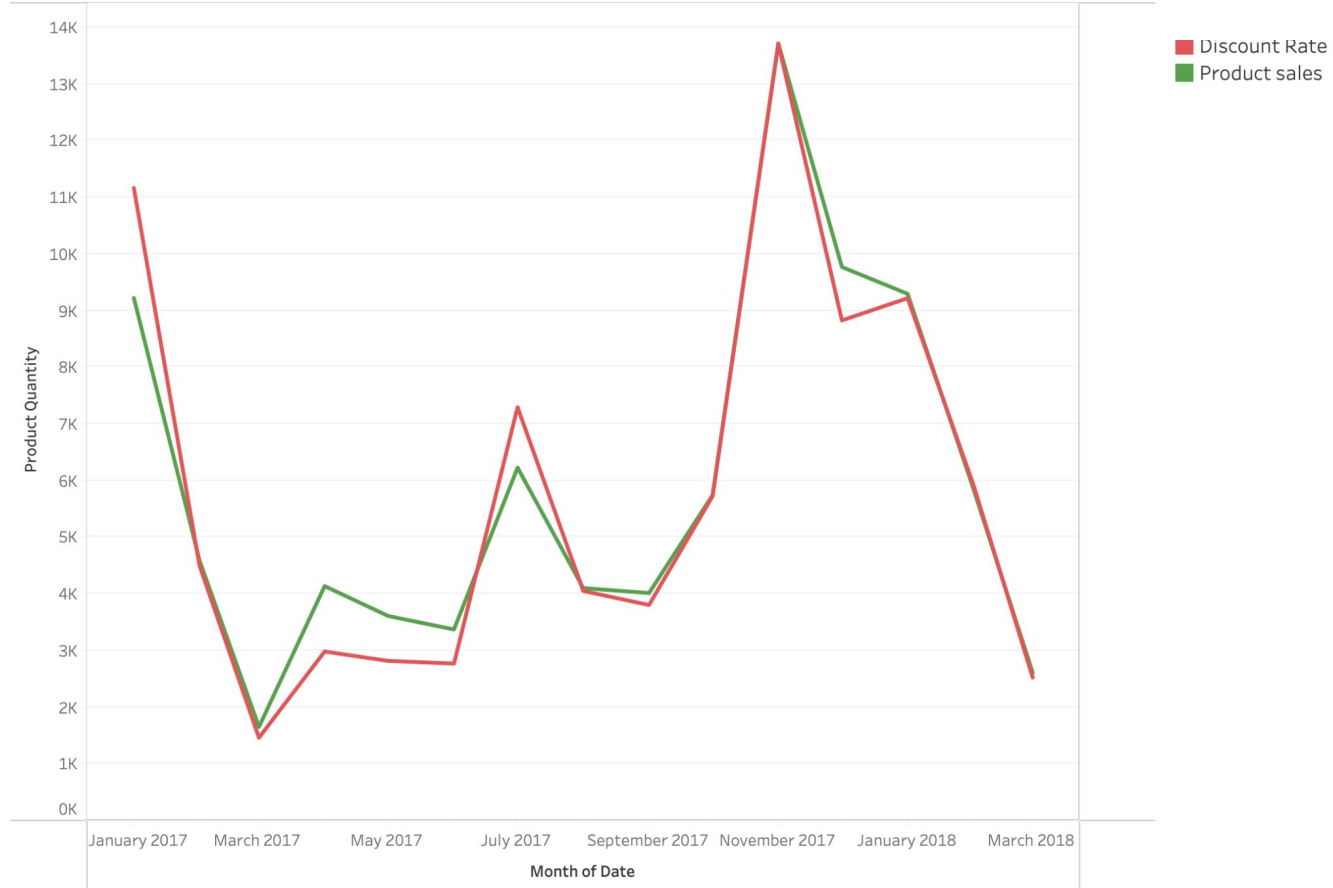
whether or not it's beneficial to discount products.

Evaluating the overall influence of discounts on customer behavior and business outcomes for Eniac.

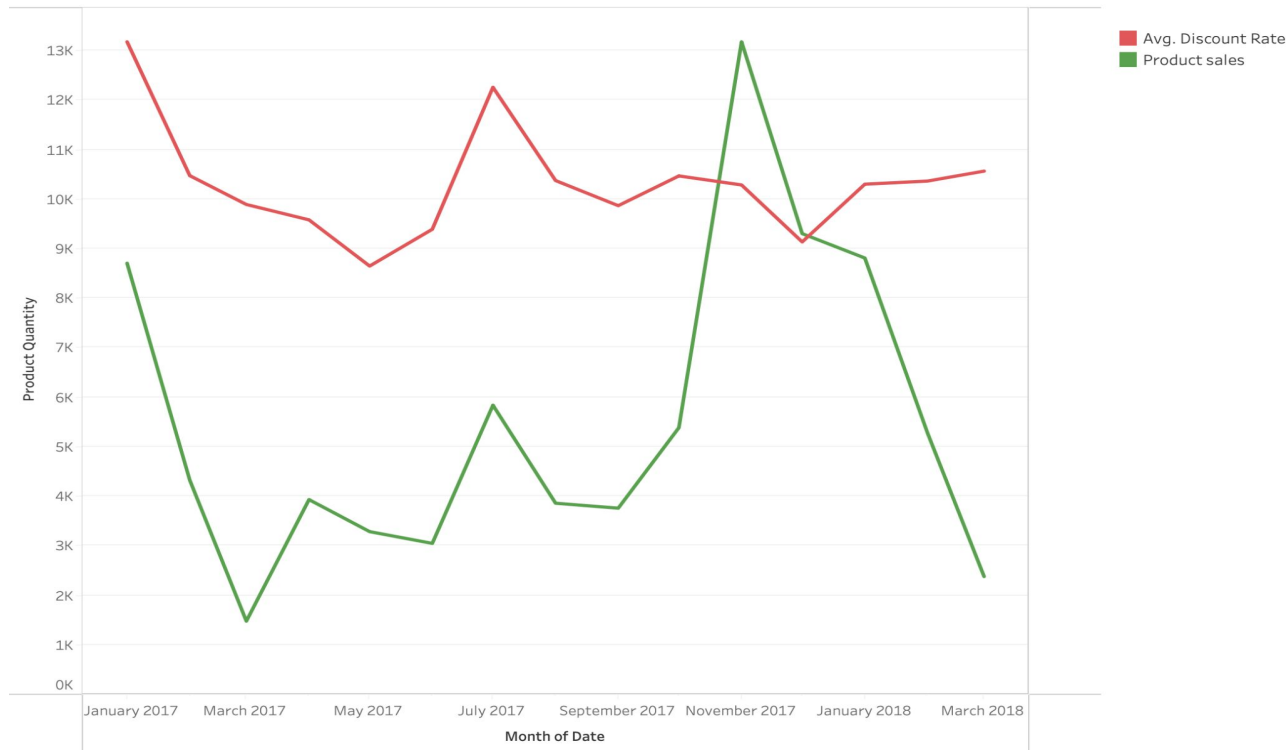
# Revenue Dynamics: Total Revenue Vs Total Discounts



# Correlation Between Monthly Discount Rates and Product Sales



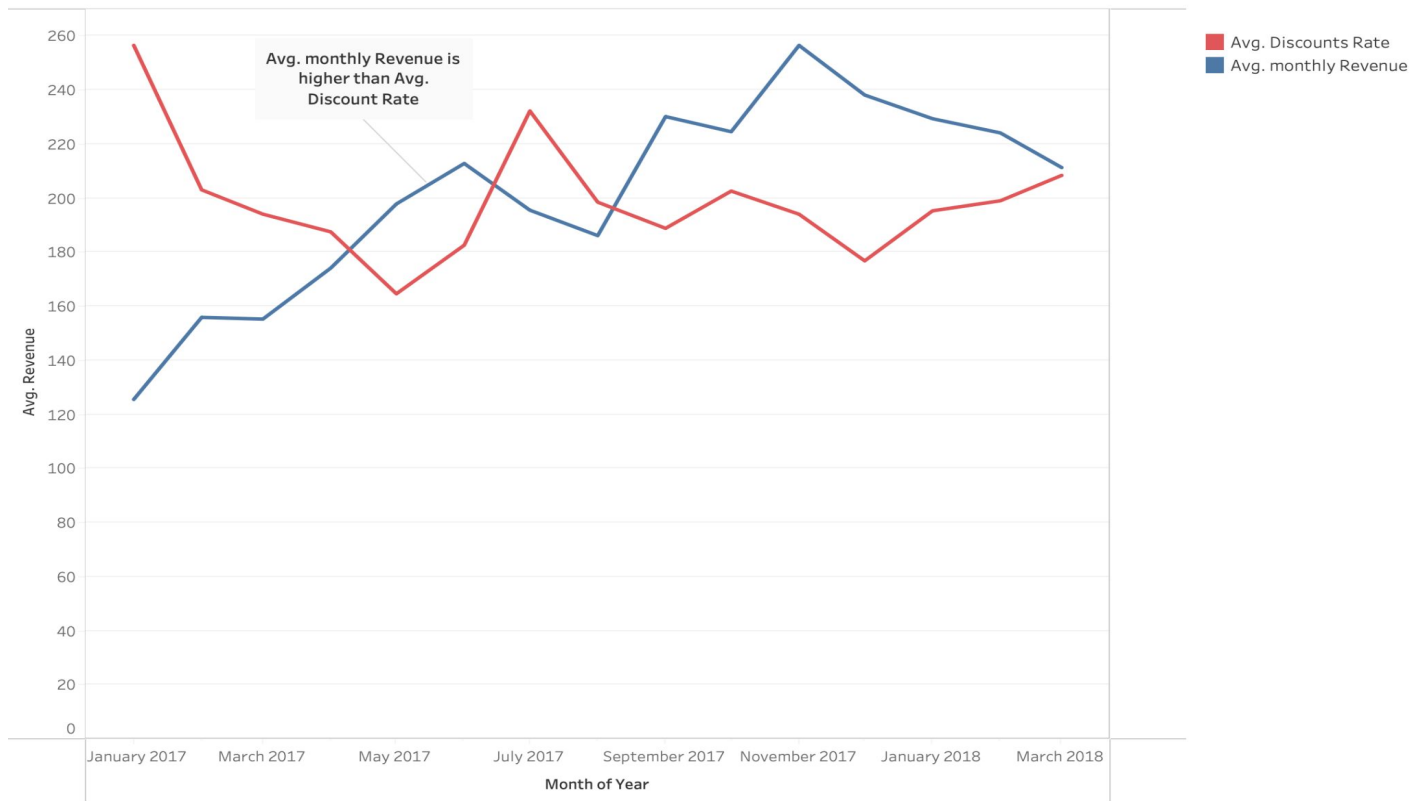
# Average Discount Rate and Total Product Sales per Month



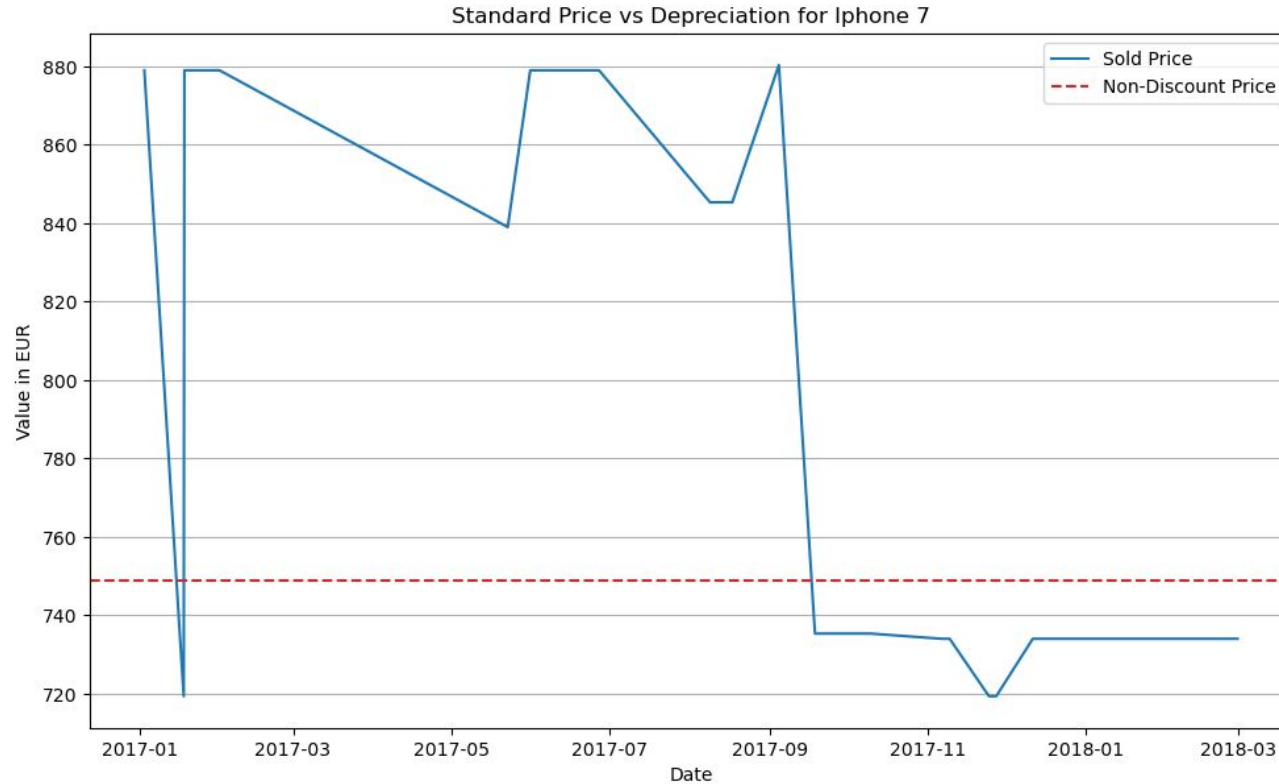
The average discount  
across all sales is

**21%**

# Correlation between Monthly Average Discount Rate & Average Revenue



## Example of a depreciation case within the dataset (sku APP1651)



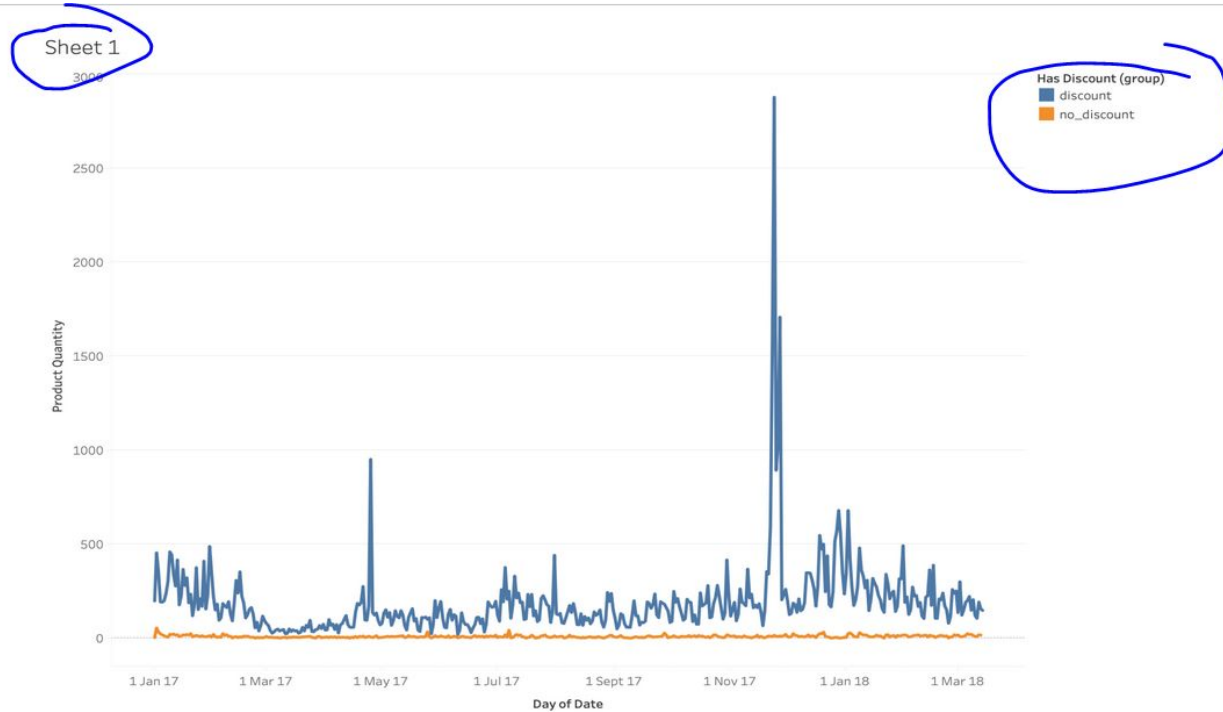
# Conclusions

1. Collaborating closely with our Data Engineers to enhance our data collection methods
2. Deviating from market standard retail prices can impact our competitiveness and customer perception
3. Recognizing that industry competitors also follow market trends closely
4. Certain sales strategies may initially affect revenue, but smart cost management and optimizing profit margins can ensure long-term profitability.



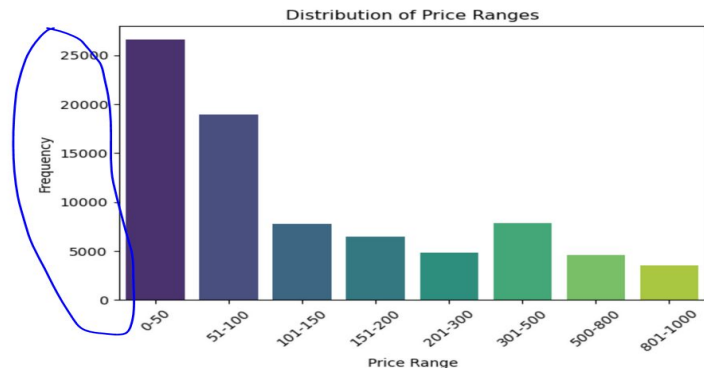
# Appendix Back up plots to answers questions

# Disc Vs Non Disc



The trend of sum of Product Quantity for Date Day. Color shows details about Has Discount (group). The data is filtered on Category N, which keeps 11 of 11 members.

# OPTIONAL slide... Price Ranges & Popular products



## Top 5 Products Generating the Most Revenue:

	sku	total_revenue
869	APP2485	351125.47
860	APP2477	244733.31
867	APP2483	240197.59
759	APP2072	205899.45
2544	LGE0044	189854.17

## Top 5 Most Sold Products:

	sku	product_quantity
465	APP1190	1756
368	APP0698	1059
2325	KIN0137	808
5221	WDT0183	749
388	APP0927	704

Ideas to data team

Provide acquisition cost

Provide categories for faster segregation

Devaluation

Repairs?

Seasonality in spain - Income