Overview

1. Revenue generation and Order Value

* Overall Revenue- The company generates a whopping amount of revenue, with a total around 40 million over the period of the data provided. Most selling brand is Apple. Apple is also generating the most revenue. Products category varies a lot.
* Sale category- We saw that less price to medium range products is selling the most, but company also sells high-value products which generates a huge amount of revenue.
* Seasonality- Based on the data provided we see very clear pattern when sales increases such as black Friday and Christmas. Increase in sales might be due to the discount. From November till February, we see high peak in the sales but from march till June sales are not so high. This might be right time to bring the discount to increase the sales.

1. Discounts need to apply strategically- Discount percentage ranges from -212 % to 97% depending on the product type. This shows inconsistency in the discount strategy. We have seen company is providing the discount on large number of products over the year, but the products sales are not high even after discount. This suggest discount strategy ned to be reconsider.

* Discount based on the price- I think companies does not have very smart discount management because they are giving very high discount on cheaper product but not on the high price items. There can be several reasons for example they might me clear out outdated or older model products or the products which are not doing very well in the market.
* Correlation between discount and products sell- Data does not show any positive corelation between discount and product sells. Most selling products and most revenue generation both are from apple products. Low price apple products are selling the most, but higher price items are generating the most revenue. This might be indicating that discounts are not very smart and effective to increase the sales specially for the high price items.

1. Seasonality- The data shows very clear pattern on seasonality in terms of both products’ quantity sales and revenue generation. This could be due to high aggressive discount and better promotion during the season for example during the black Friday or may be due to lack of smart planning and promotion all over the year. That is why we see the better performance during black Friday, Christmas, and year but now between March till June.

Conclusion- The company’s sells and revenue generation mostly depending on the discount which helps them drive the sales. But giving the discount all over the year might be hurting the company. There is a need to provide the discount strategically when sales are not very good, or market are underperformance and need to identify the products category based on brands and price for discount. This might help the company to drive the sales all over the year.