



# Sale-ing into the Discount Dilemma: Profitable and Growing, But Leaving Money on the Table

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## ⇒ Digital Futures

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# Overview

- Overall Profit and Trends
- Effect of Discounts on Profit
- Product Performance
- Fun Facts
- Q&A

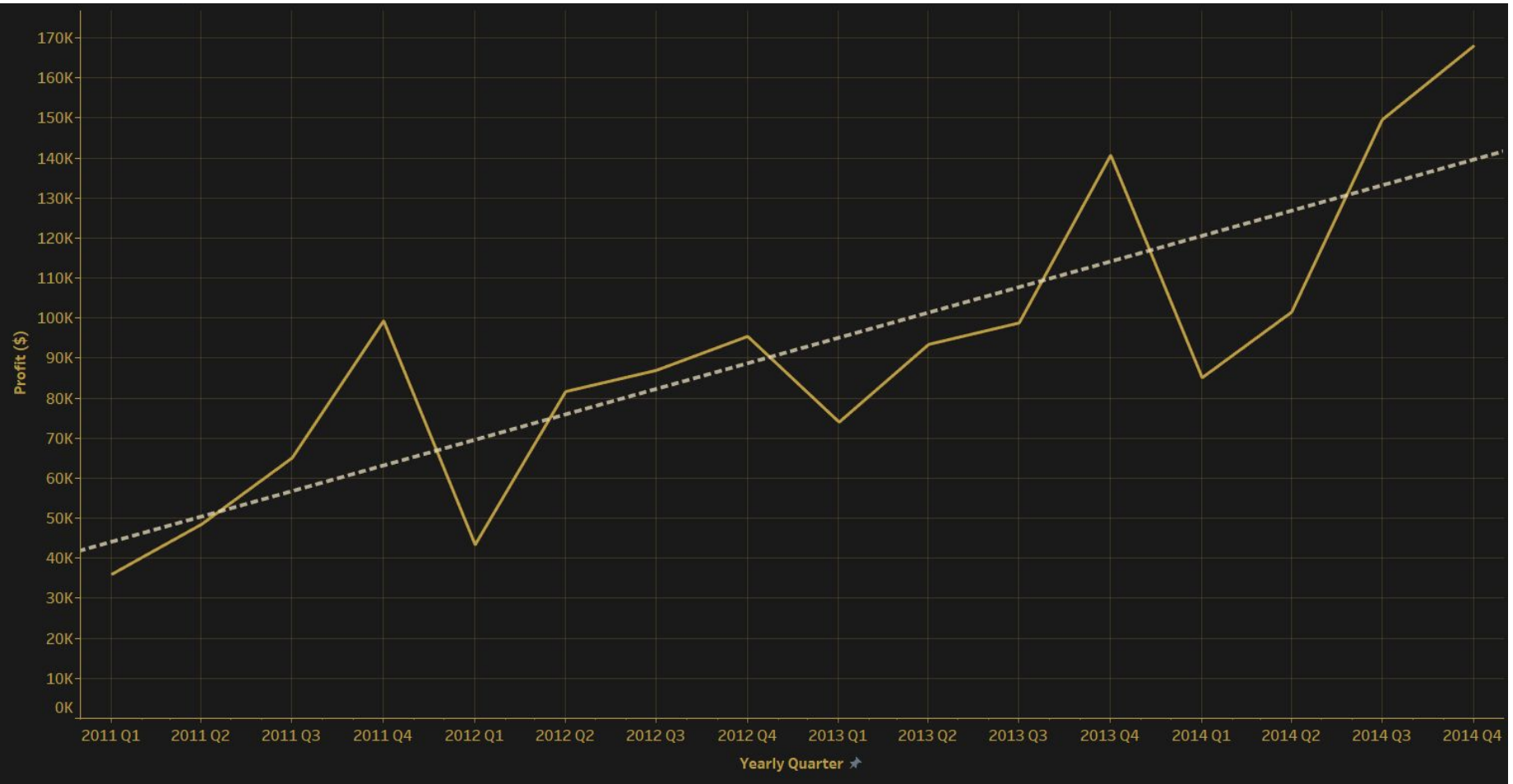


Photo by Skylar Kang:  
<https://www.pexels.com/photo/office-with-contemporary-convenient-computer-on-table-6044842/>

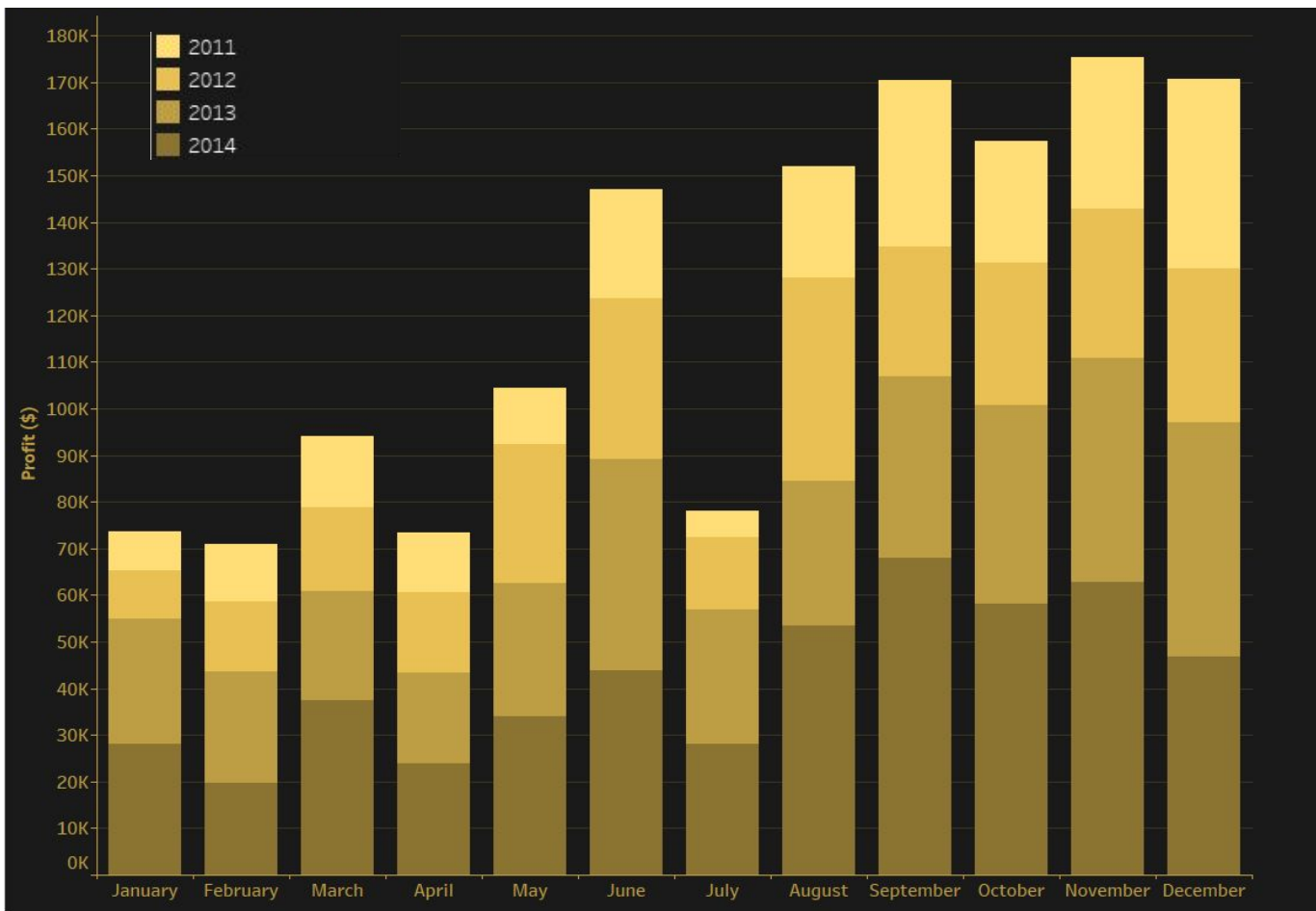
# Offuture Profit and Trends

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# Profit made each quarter

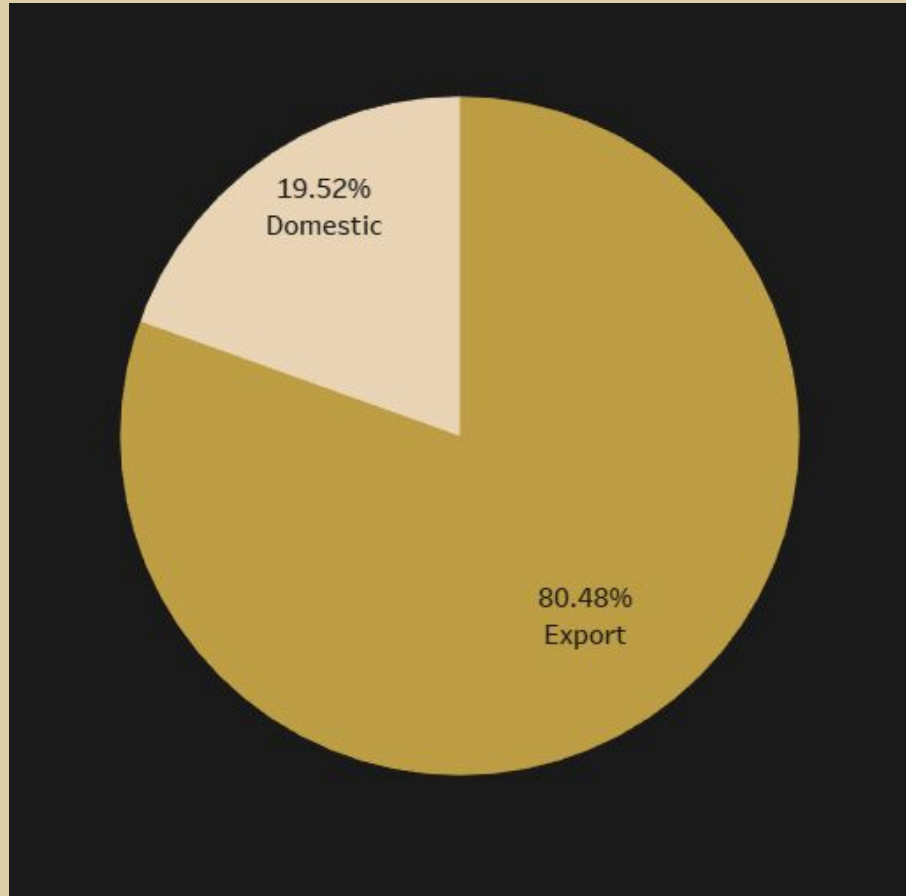


# Sales profit by month of year

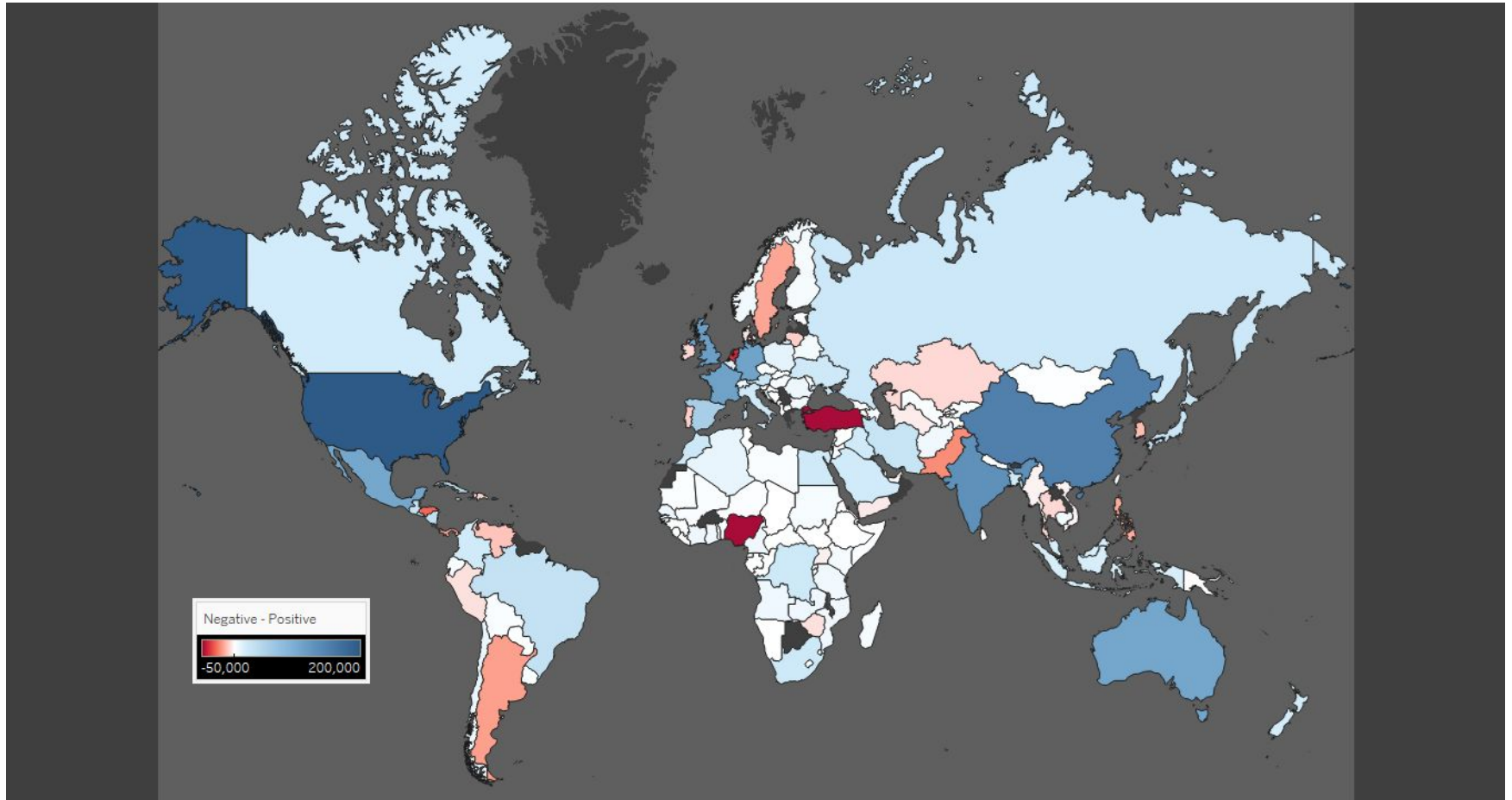


## Profit: US sales vs overseas

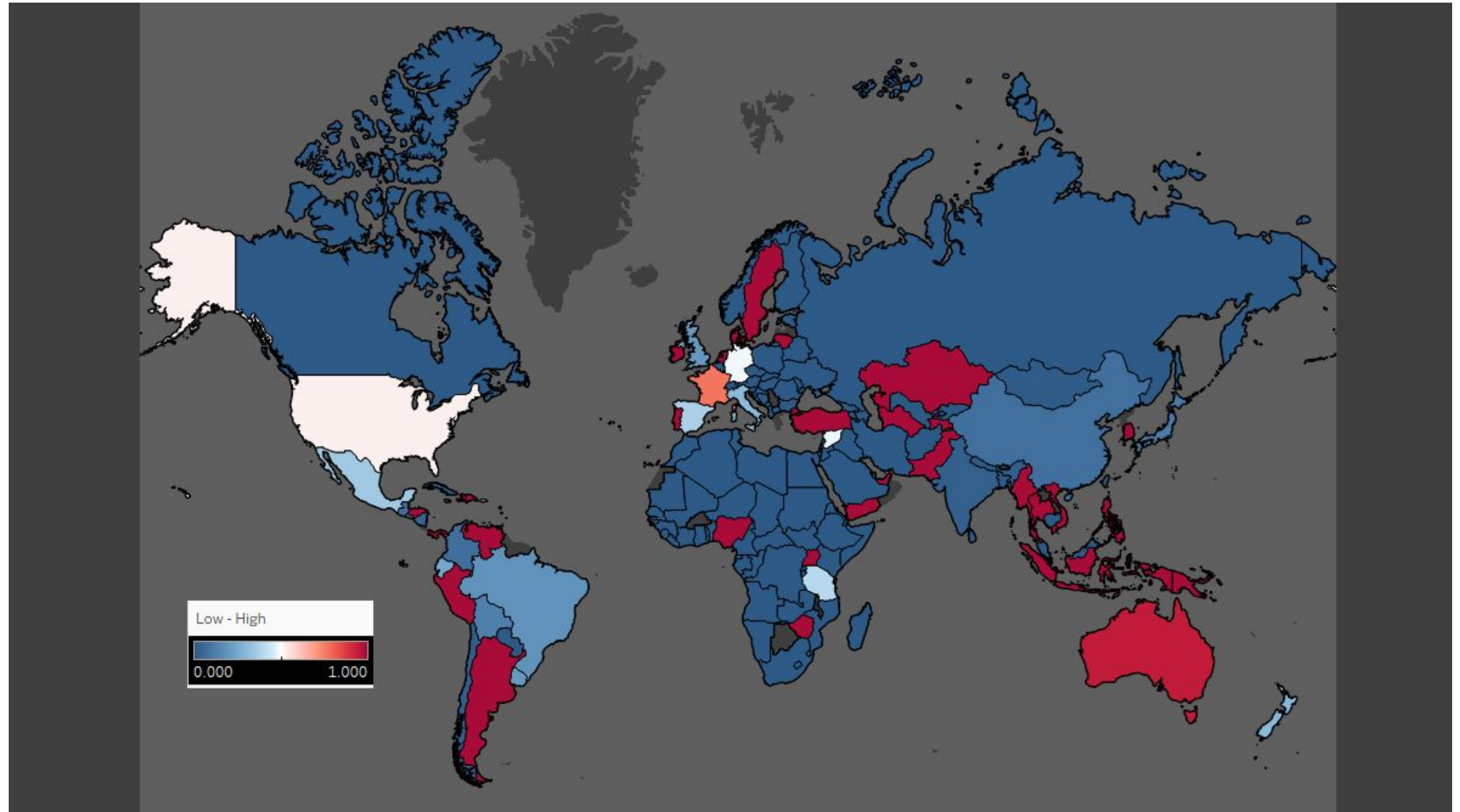
**80.48% of profit  
comes from  
orders outside of  
the US**



## Profit by country



## Percentage of sales using discounts per country

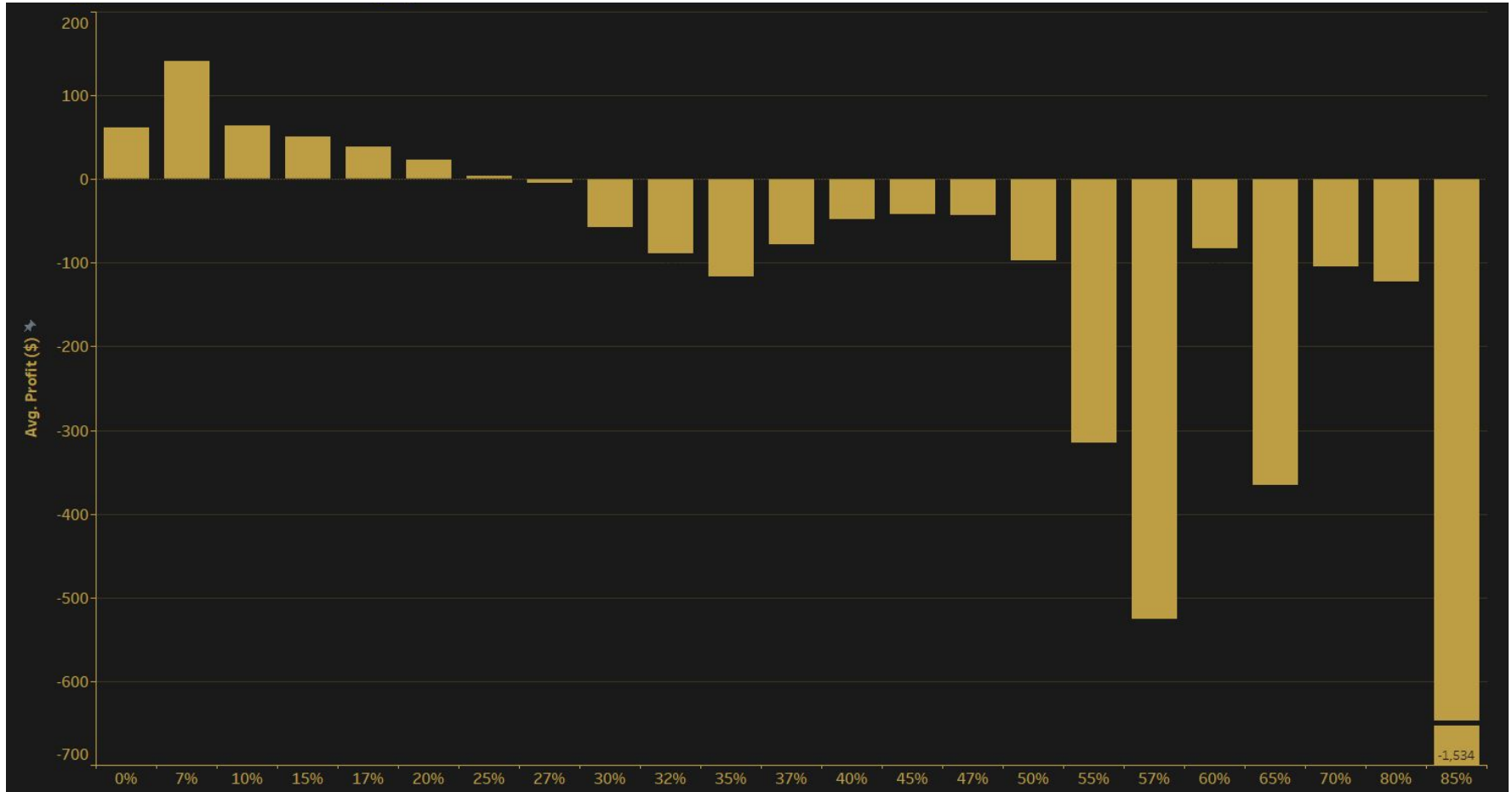




# So What Is the Effect of Discounts?

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## Average profit for each discount amount



## Average discount for lowest and highest profit countries

Country	Average Discount	Total Profit	Average Profit
Nigeria	0.70	-\$80,751.18	-\$89.23
Turkey	0.60	-\$98,447.28	-\$71.44
Netherlands	0.48	-\$41,070.54	-\$94.42
Pakistan	0.44	-\$22,446.86	-\$90.15
Honduras	0.41	-\$29,482.32	-\$41.35

**Lowest profit**

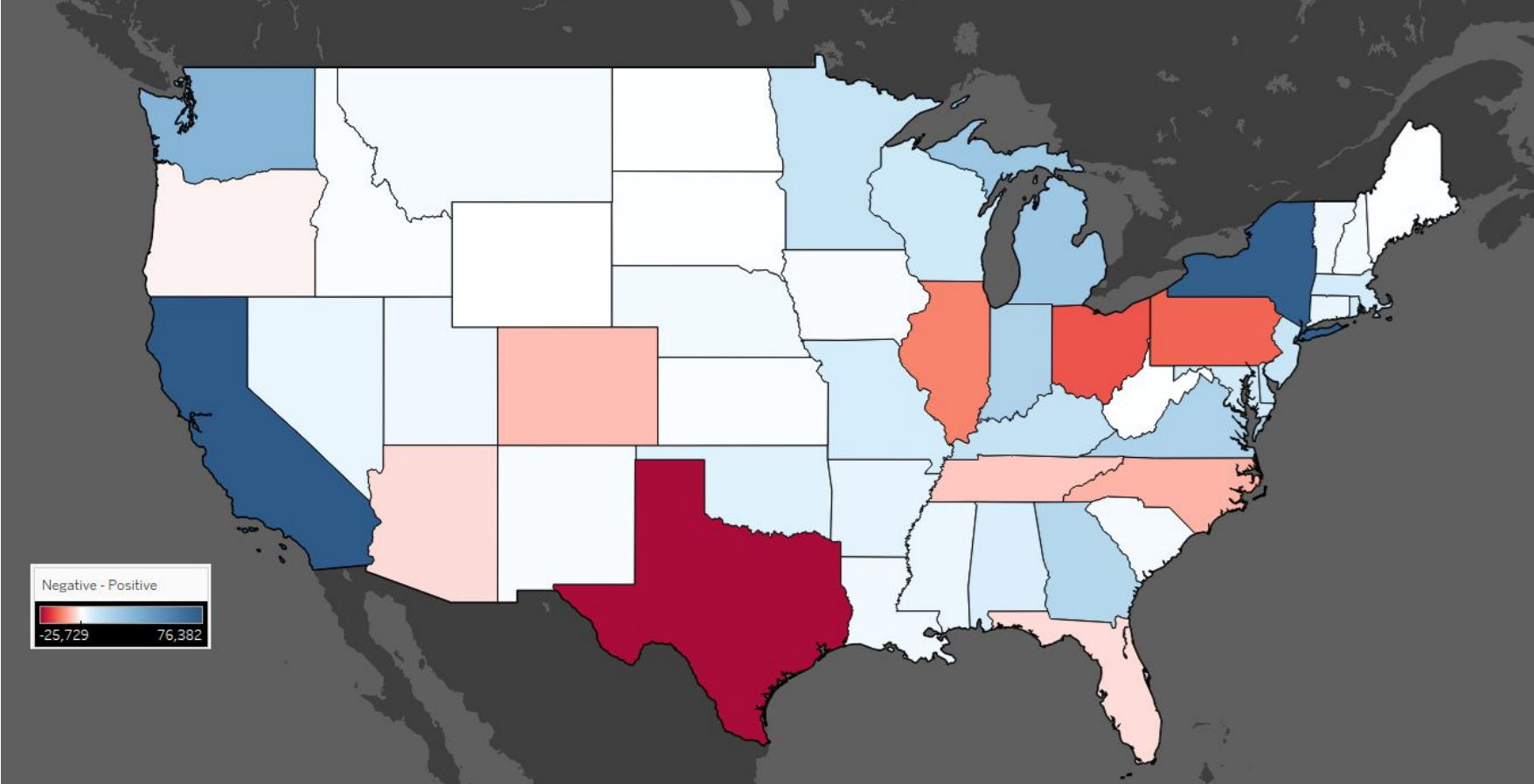
**Average discount over 27%**

Country	Average Discount	Total Profit	Average Profit
United States	0.16	\$286,397.79	\$28.66
France	0.07	\$109,029.11	\$38.57
United Kingdom	0.07	\$111,900.00	\$68.52
India	0.02	\$129,071.75	\$83.00
China	0.01	\$150,683.03	\$80.15

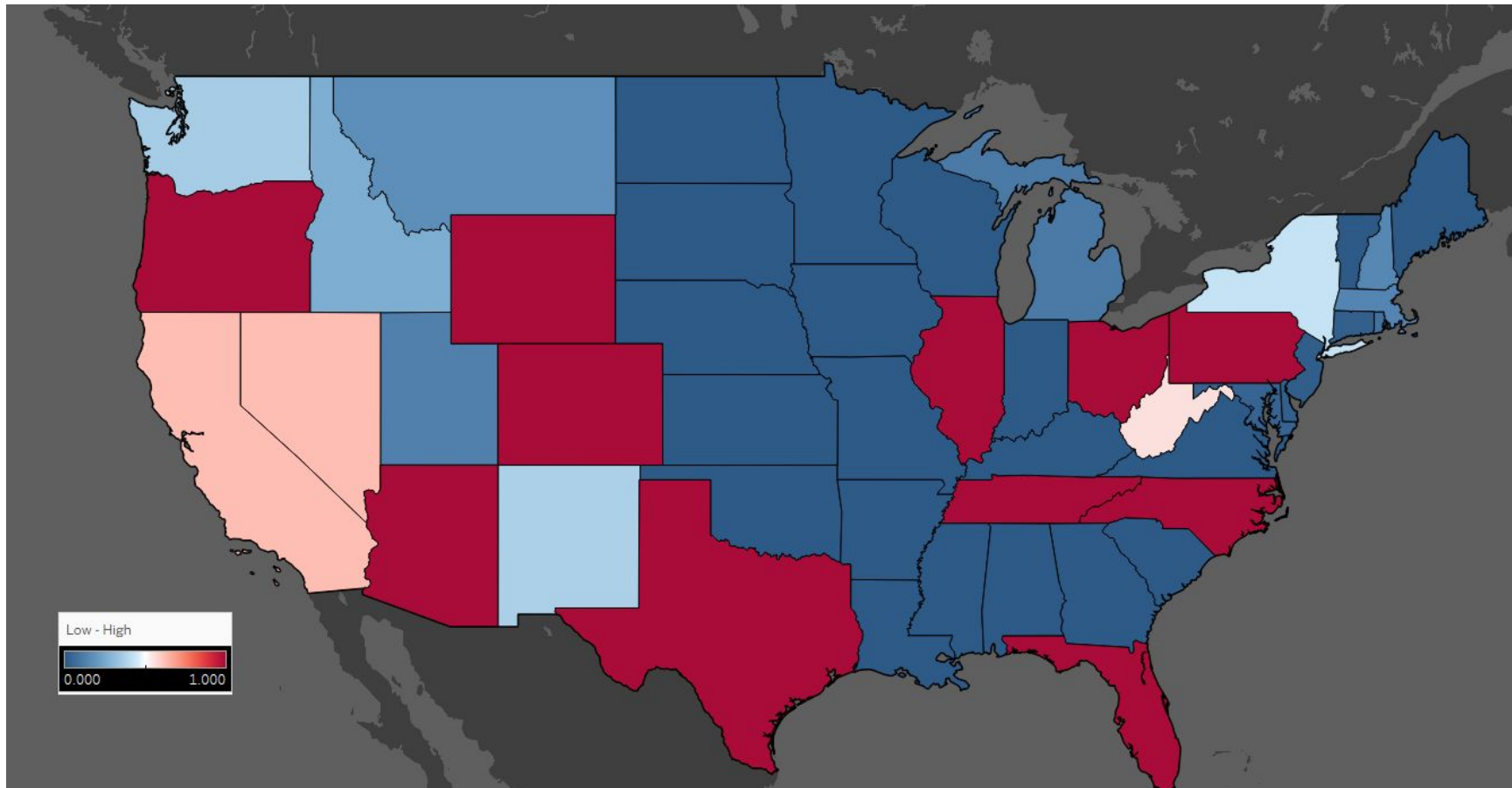
**Highest profit**

**Average discount under 27%**

# Profit by US state



## Percentage of sales using discounts per state

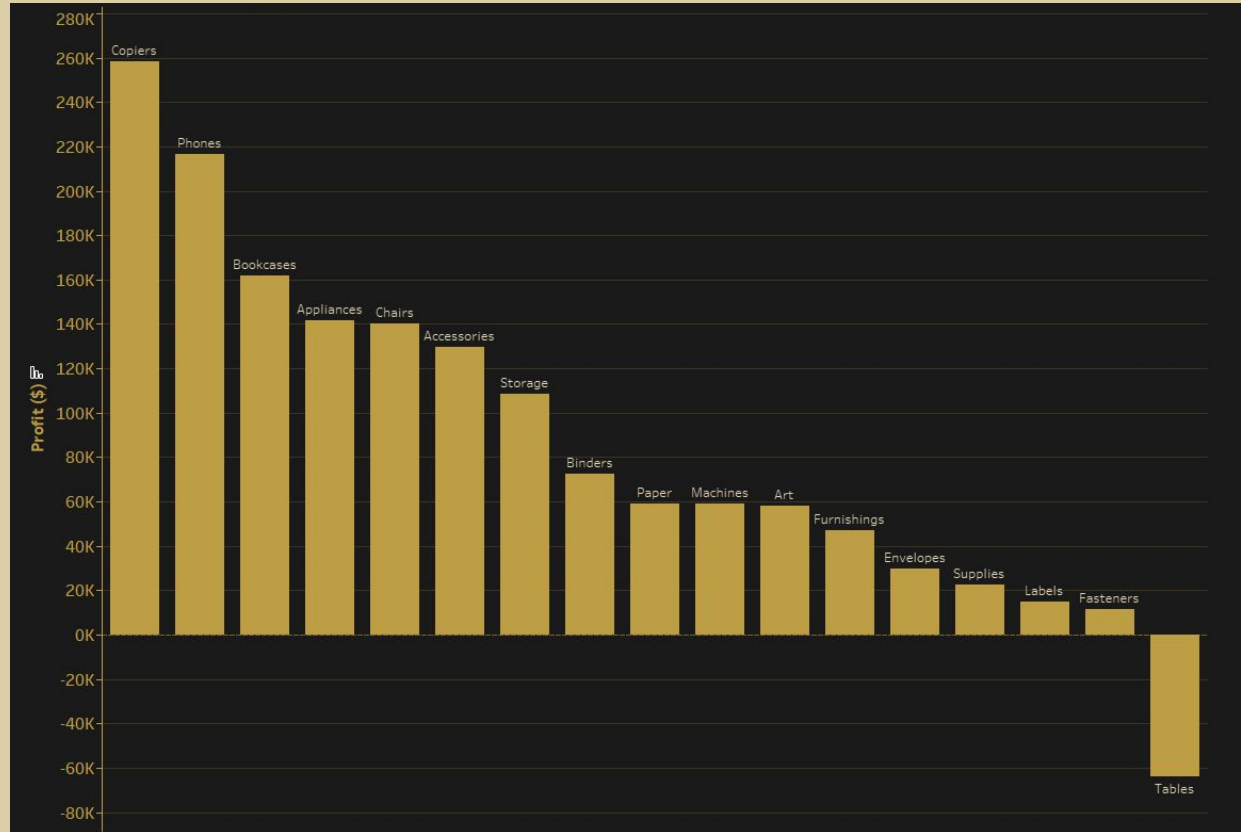


# Product Performance

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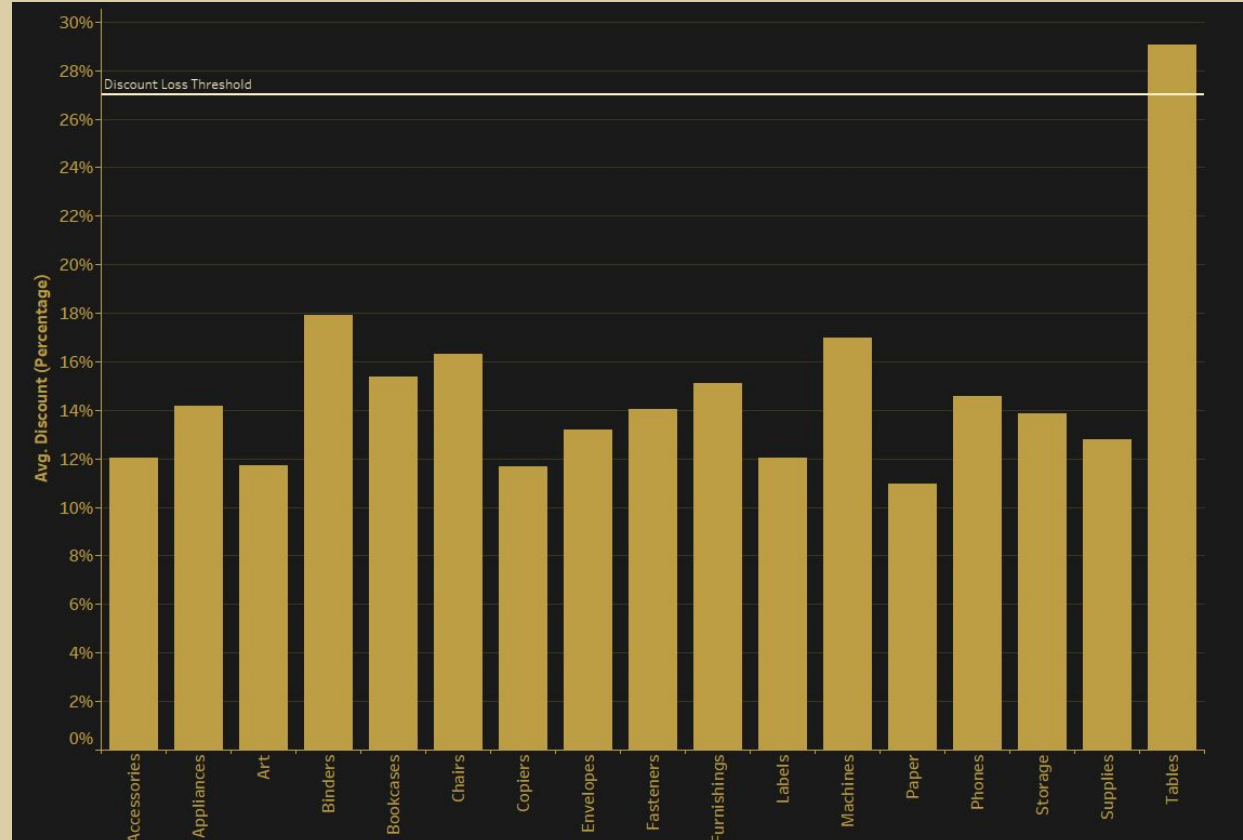
**Tables**  
are the least  
profitable  
product  
subcategory

Profit by product subcategory



**Tables**  
are the  
product  
subcategory  
with the  
highest  
average  
discount

Average discount used by product subcategory





## **Key Learning:**

Despite strong overall profitability, discounting strategies in some areas are eroding margins.

# Fun Facts

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Most profitable day

**18th November 2014**

**\$9,399.66**

**56 orders**

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The most popular  
product purchased  
on Christmas Day

**Konica Card Printer, Durable**  
**14 units**

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Top number  
of repeat orders

**47 orders**  
**from 3 customers (each)**

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Number of  
single-purchase  
customers

10

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Number of orders  
using a whopping  
85% discount

2

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Number of orders  
using a whopping  
85% discount



2

In which all the purchased  
products were tables

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Thank you



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