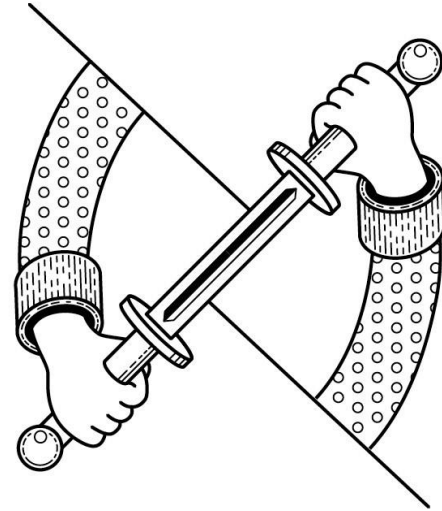


Decoding Discounts

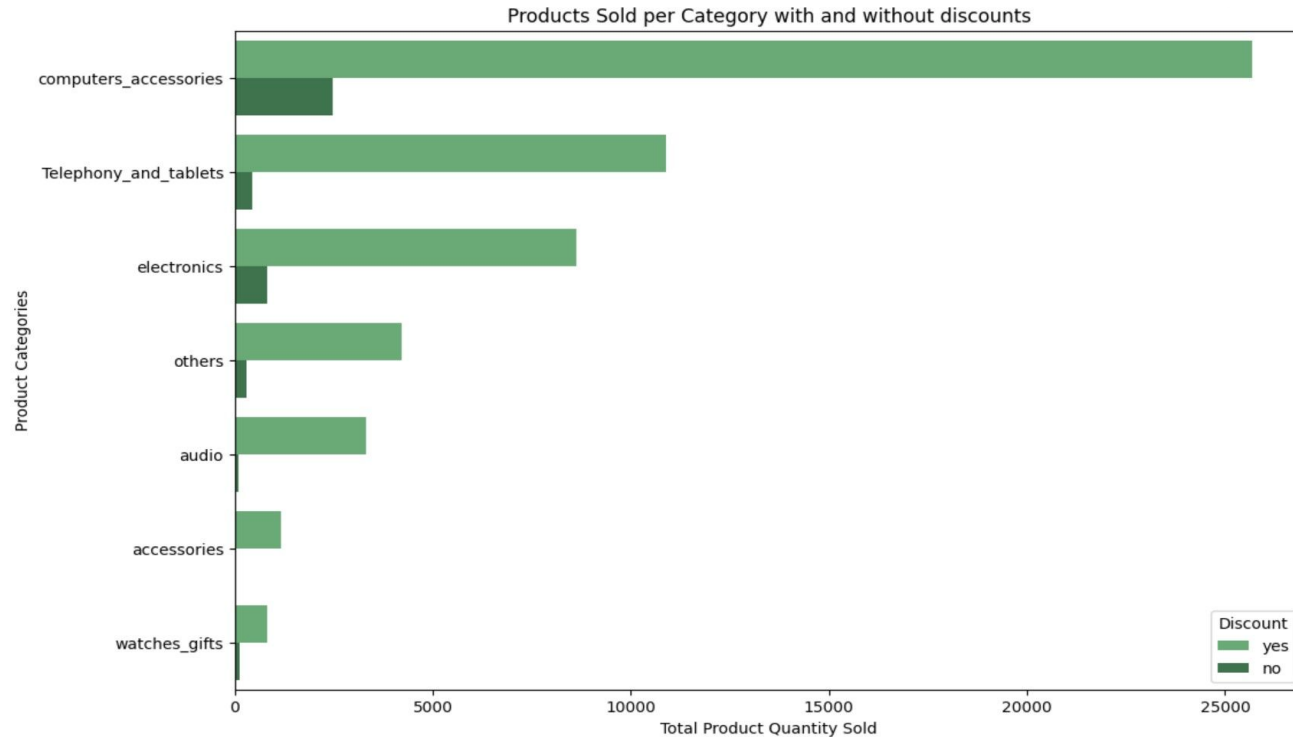
Unveiling the Impact on Eniac's Revenue and Sales Volume

The Power of Discounts: A Double-Edged Sword?

- Exploring the Impact of Product Discounting at Eniac.
- A Strategic Debate: Growth Tool or Revenue Reducer?
- Our Objective: Unveil the True Impact of Discounts.



General Overview: The Impact of Discounts on Product Categories



The Impact of Discount Types on Sales Volume in General

Classification of Discounts:

- Low Discount: Less than 10% of the price
- Medium Discount: Between 10% and 20% (inclusive) of the price
- High Discount: More than 20% off of the price
- No Discount: 0%

Higher Discounts = More Orders

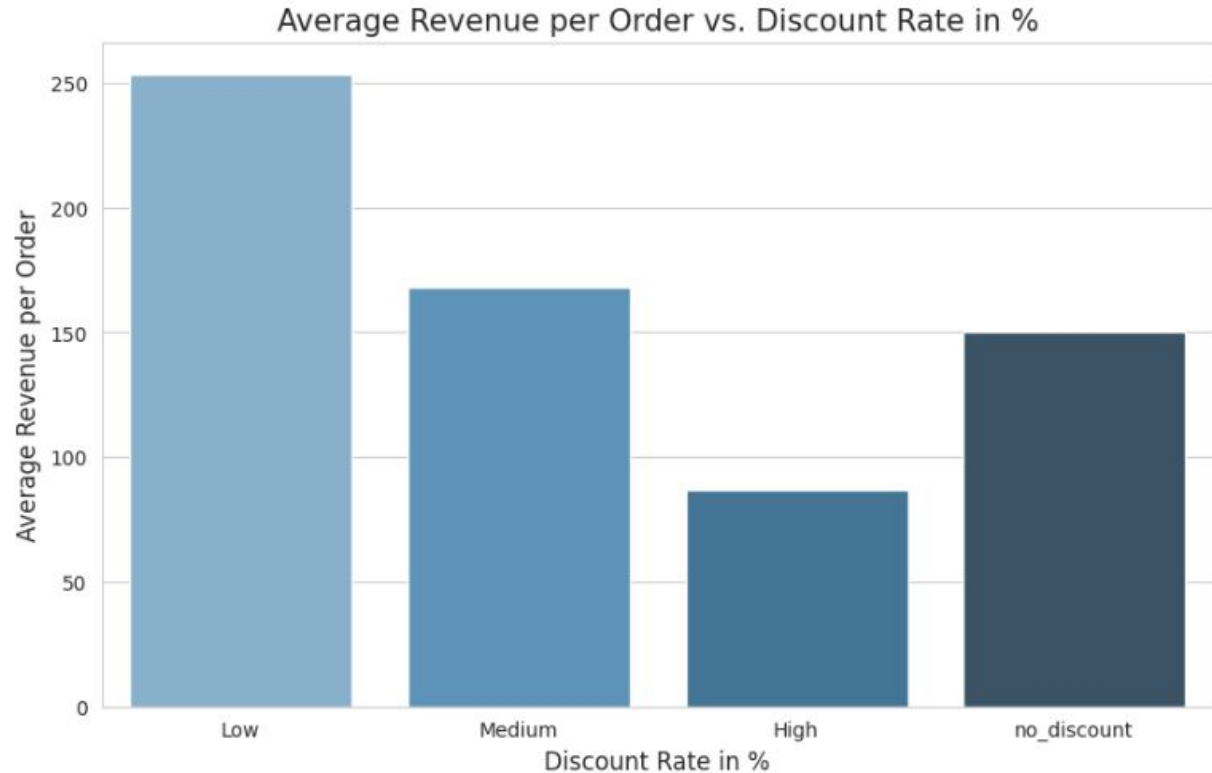


The Impact of Discounts on Average Revenue per Order

Discount percentage increases => the Average Revenue per order decreases.

This suggests that discounts lead to a decrease in the average revenue per order.

Evidence for the Board's Viewpoint



Analysis on the Category Computer Accessories

Average Difference to Original Price:

High discount: 40 Euros

Medium: 25.55 Euros

Low Discount: 11.11 Euros

Average Difference to Original Price:

High discount: 48.59 Euros

Medium: 16.58 Euros

Low Discount: 5.66 Euros

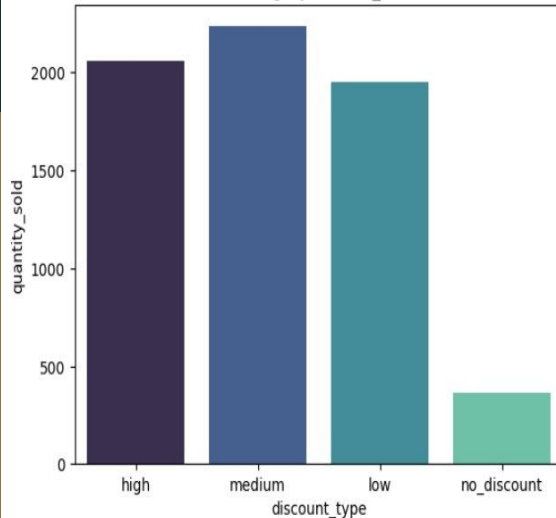
Average Difference to Original Price:

High discount: 108.00 Euros

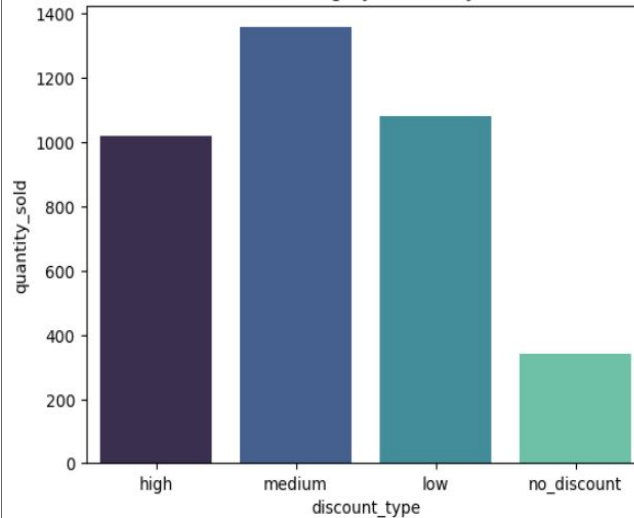
Medium: 62.70 Euros

Low Discount: 32.86 Euros

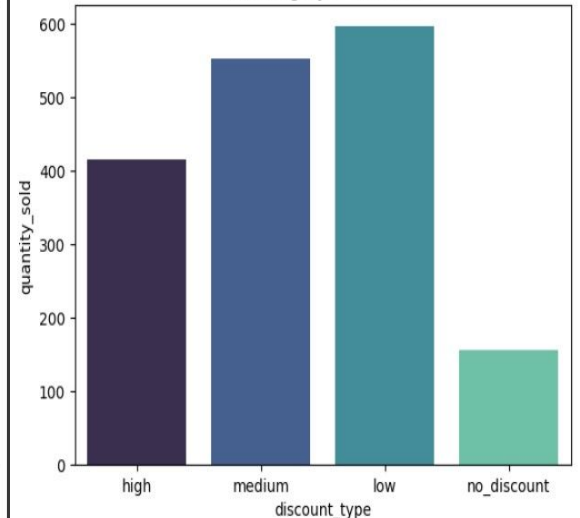
Subcategory = Hard_drives



Subcategory = Memory



Subcategory = Monitors



Conclusion and Recommendations

- **Conclusion:**

Discounts at Eniac **stimulate sales volumes but also decrease the average revenue per order**. To balance this trade-off, Eniac should adopt a data-driven approach to **optimize discounts and also diversity growth strategies** beyond just discounting.

- **Recommendation:**

Eniac should **implement a data-informed discount strategy**, utilizing data analysis or A/B testing to strategically adjust discount levels. Additionally, Eniac should explore **other avenues for growth such as enhancing product quality, improving customer service**, and expanding the product range to ensure sustainable business growth.

Q&A

Thank you for your attention. We are now ready to answer any questions you may have.

The Team:

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