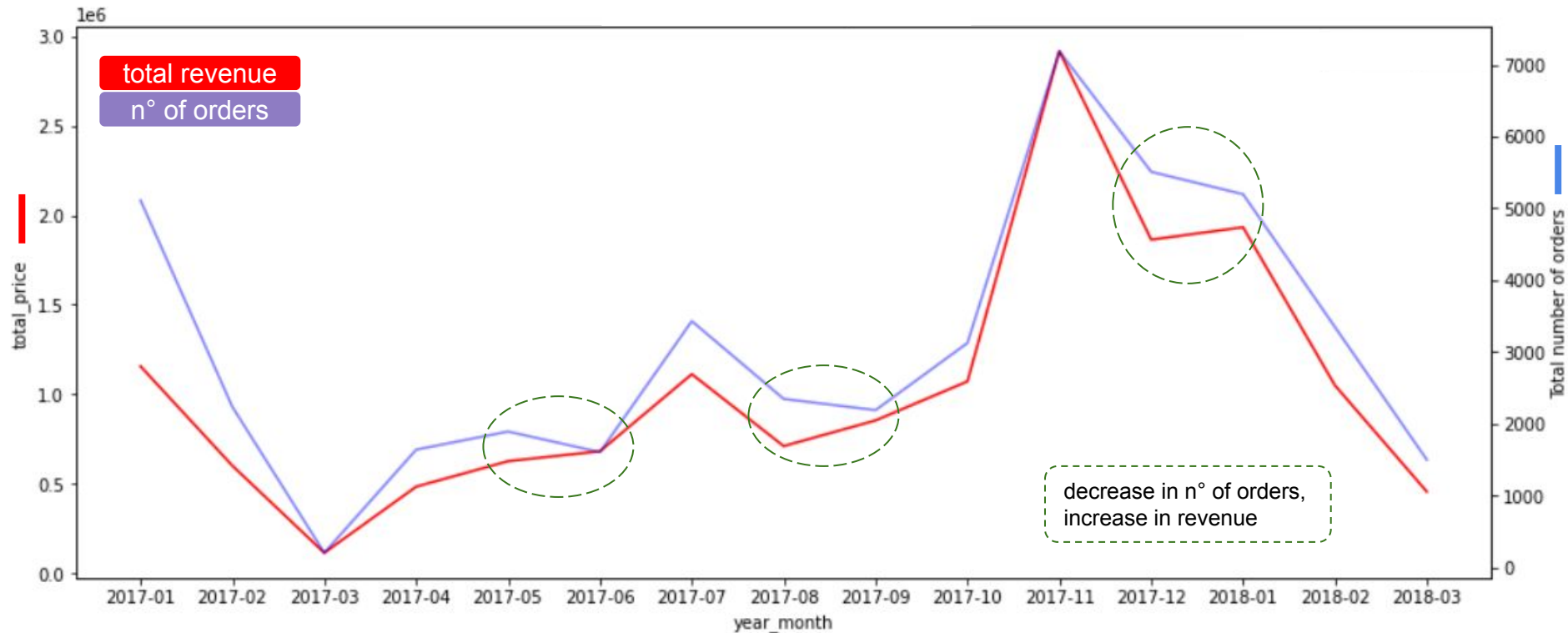




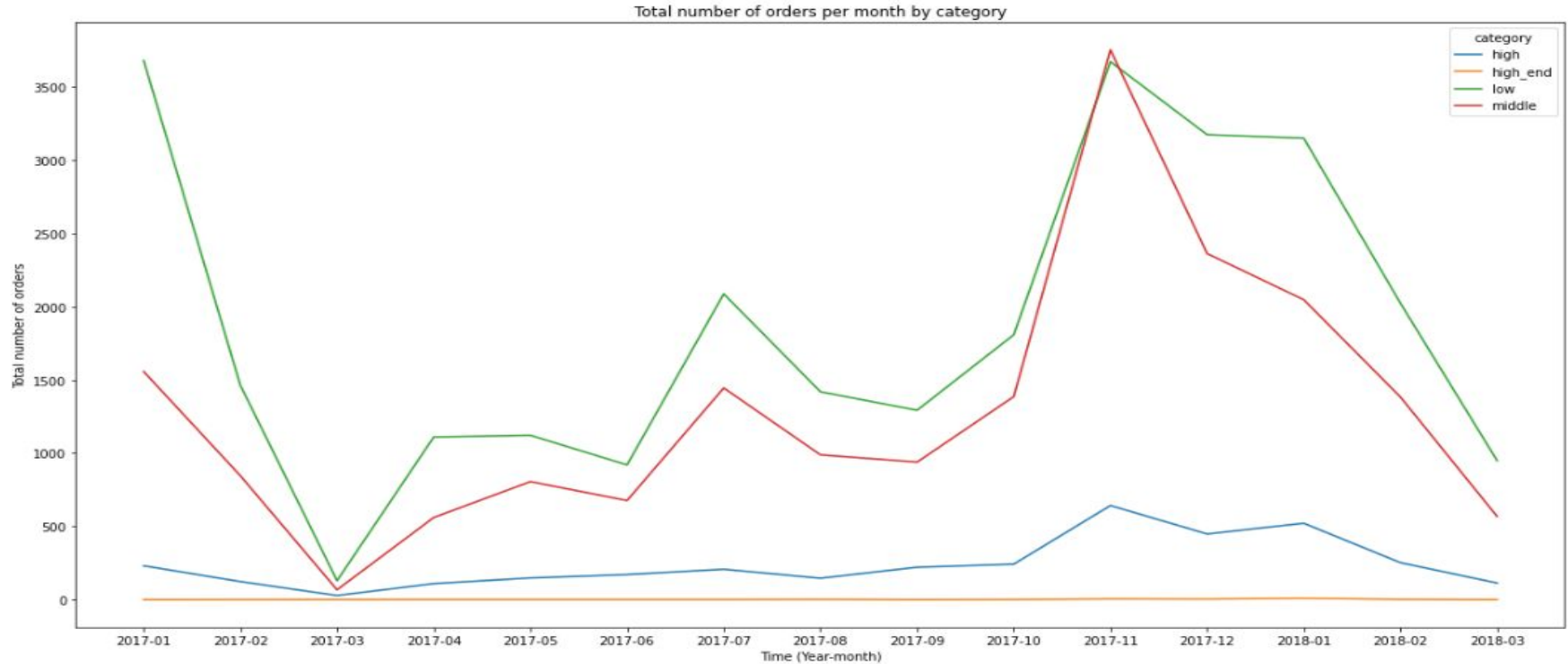
Should Eniac offer discounts on products?



Correlation between n° of orders and total revenue



Highest number of orders for “low” and “middle”



low

0 - 100€

middle

101€ - 1000€

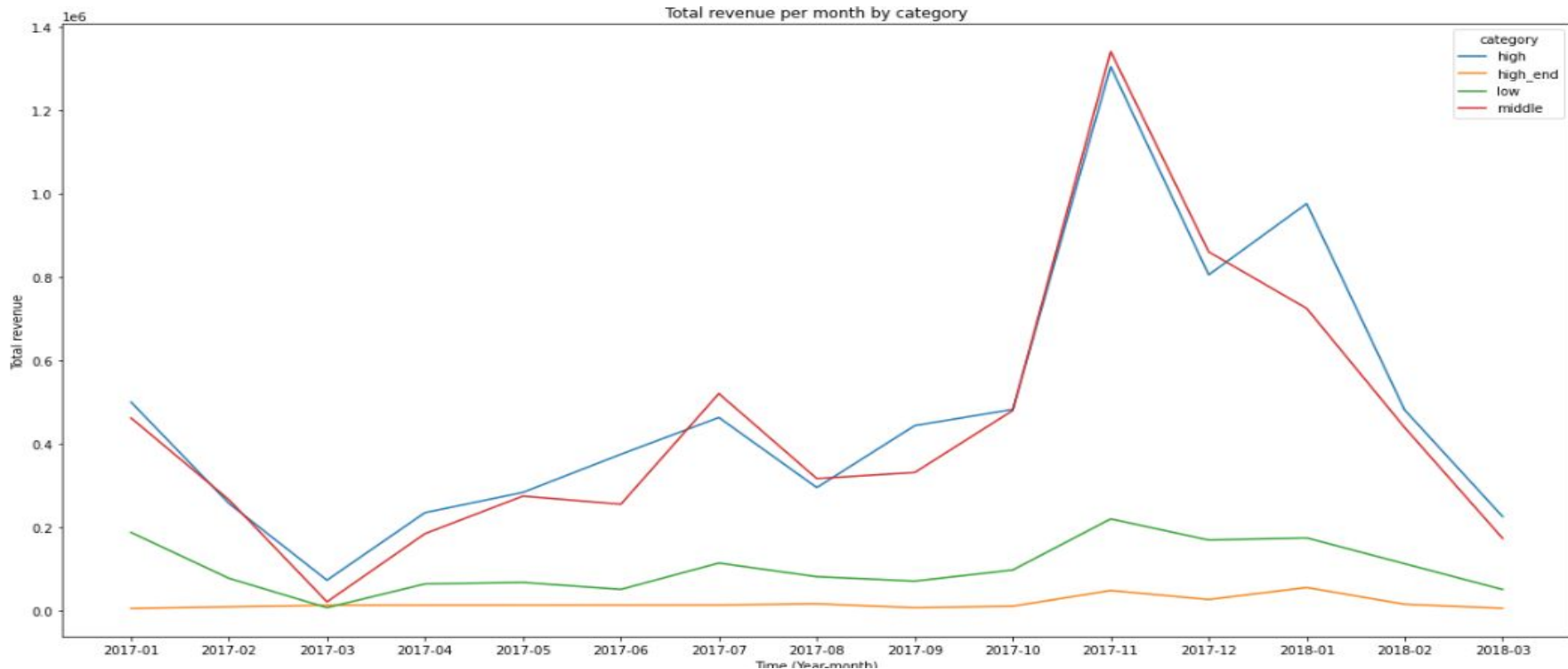
high

1001€ - 5000€

high_end

more than 5000€

Highest revenue for “high” and “middle”



low

0 - 100€

middle

101€ - 1000€

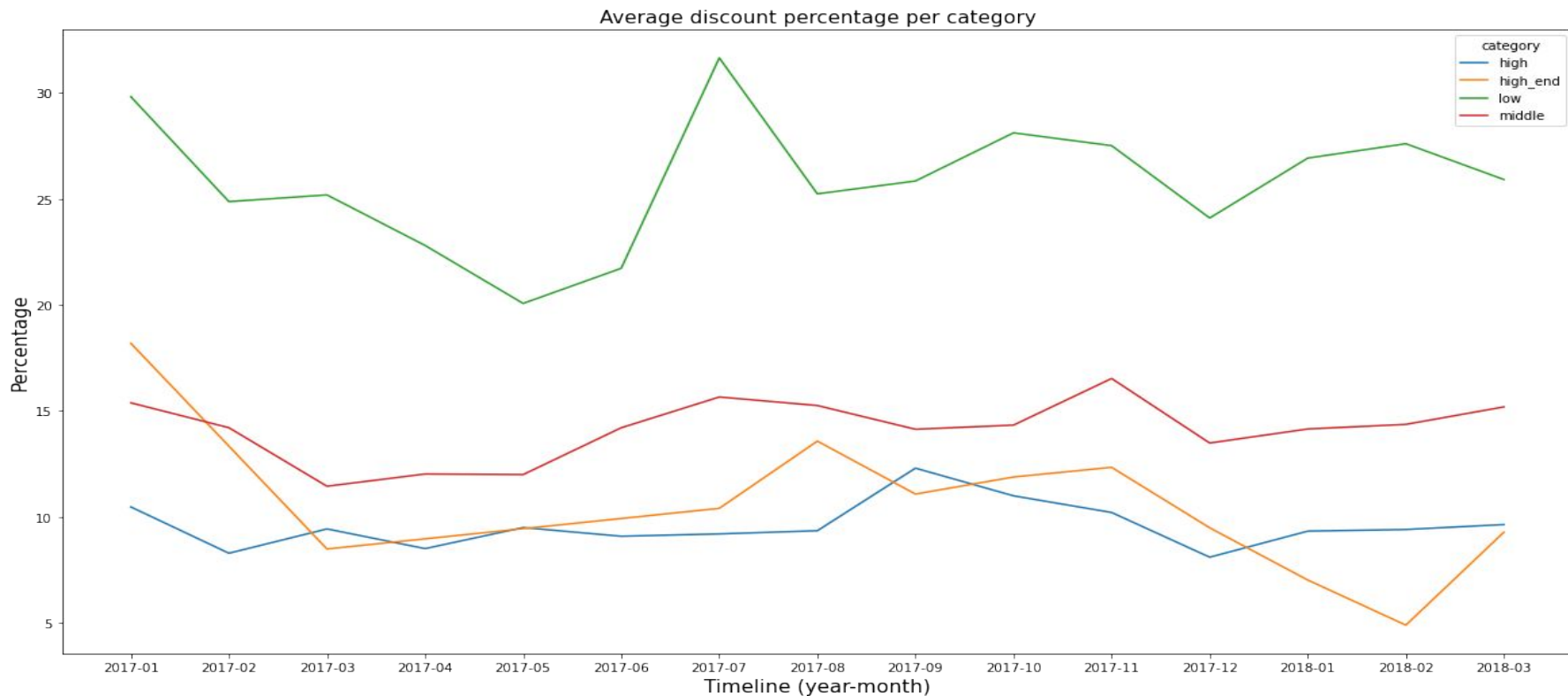
high

1001€ - 5000€

high_end

more than 5000€

Discount strategy: “high” and “middle” should be focused



low

0 - 100€

middle

101€ - 1000€

high

1001€ - 5000€

high_end

more than 5000€

Conclusions & recommendations

- Correlation between total n° of orders and total revenue
- “High” products account for a small percentage of total orders but a high percentage of revenue (the opposite of “low” products)
- Correlation between an increase on the percentage of discounts and total revenue on most months (also on seasonal sales such as Black Friday)
- *Final recommendation:* **increase** the focus on the discount strategy on “**middle**” and “**high**” products