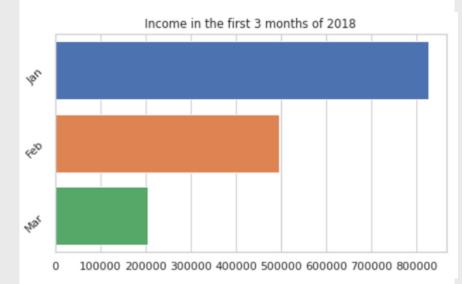


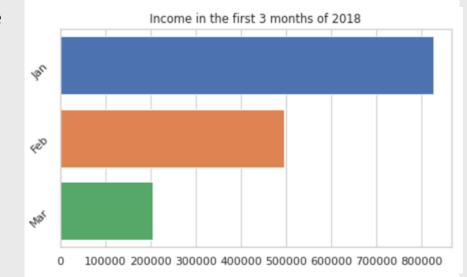
## How do discounts affect revenue?

BY THERESE, BHARATI, AND ANA

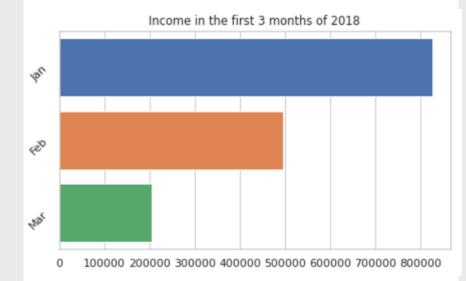
• 94% of products are discounted, while 3% have a price increase.



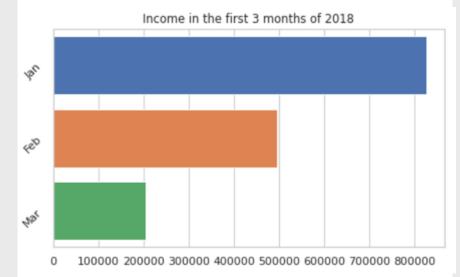
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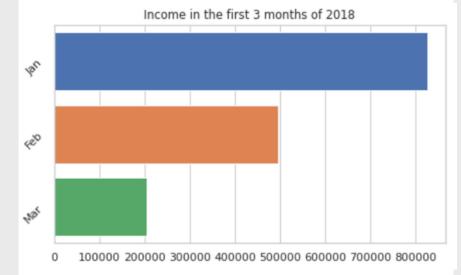
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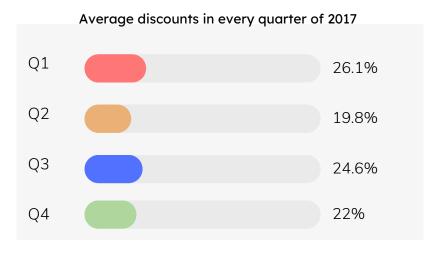
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- An average discount offered is 23 %.
- Mainly cheaper products have discounts.
- Discounts change from month to month, but no relatable data shows that they have a big impact on income.
- In some cases, revenue is *decreased* when *higher* discounts are offered!



### DISCOUNTS HAVE NO IMPACT ON PROFIT WHEN EXAMINED BY QUARTERS!







Higher discounts had no positive effect on sales.

Q3

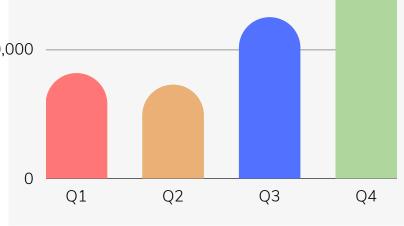
Increase in revenue and discounts.



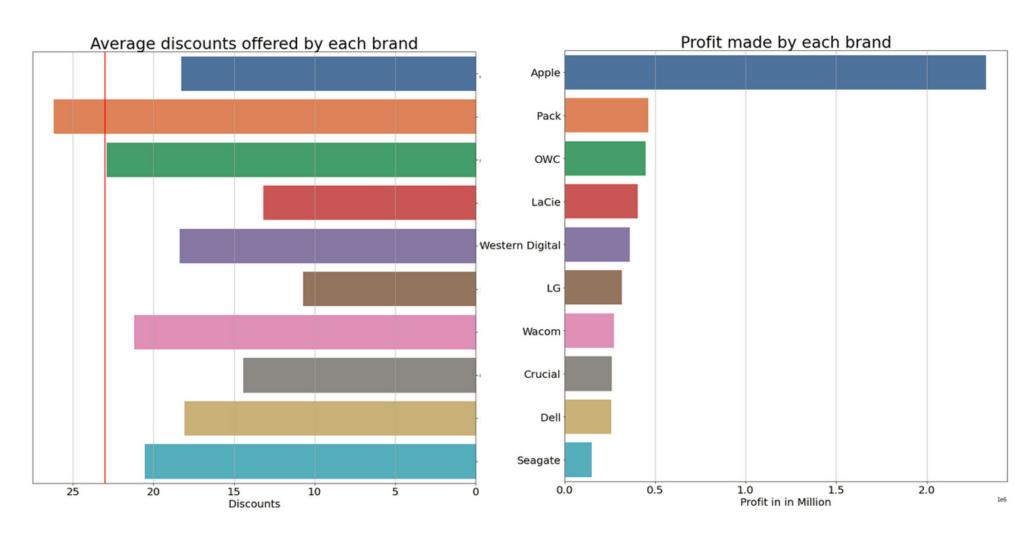
Revenue and discounts were below average.



Most profitable quarter shows a decrease in discounts and an increase in revenue.

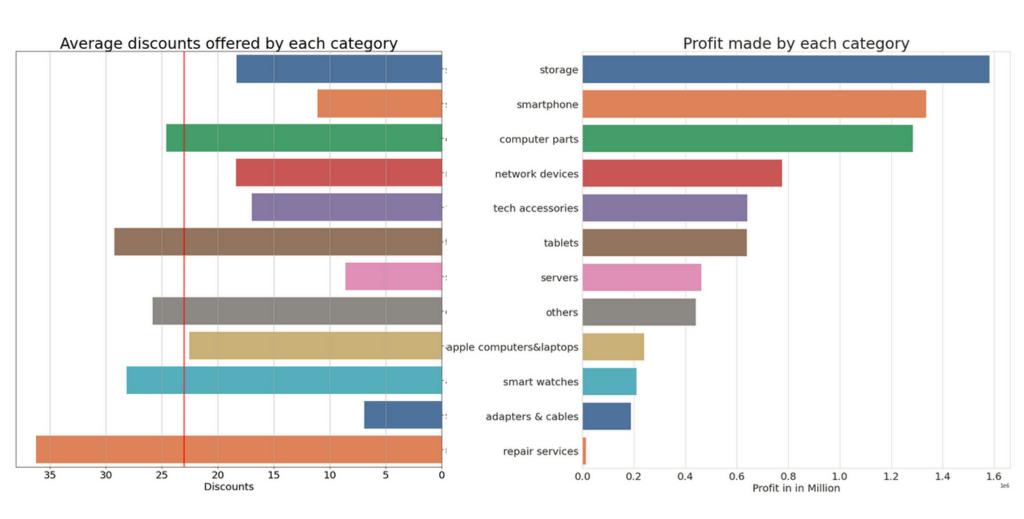


## TOP 10 SELLING BRANDS GIVE LESS THAN AVERAGE DISCOUNTS



# HOW DO CATEGORIES AFFECT SALES AND DISCOUNTS?

- There is no relationship between discounts offered by categories and the income these categories make!
- Storage devices and smartphones are the categories with the highest earnings, but they don't offer large discounts.



### Summary

 The least contributing brands are offering higher discounts: on average 40 %.



discounts.

 Discounts had little impact on profit in the observed period.





