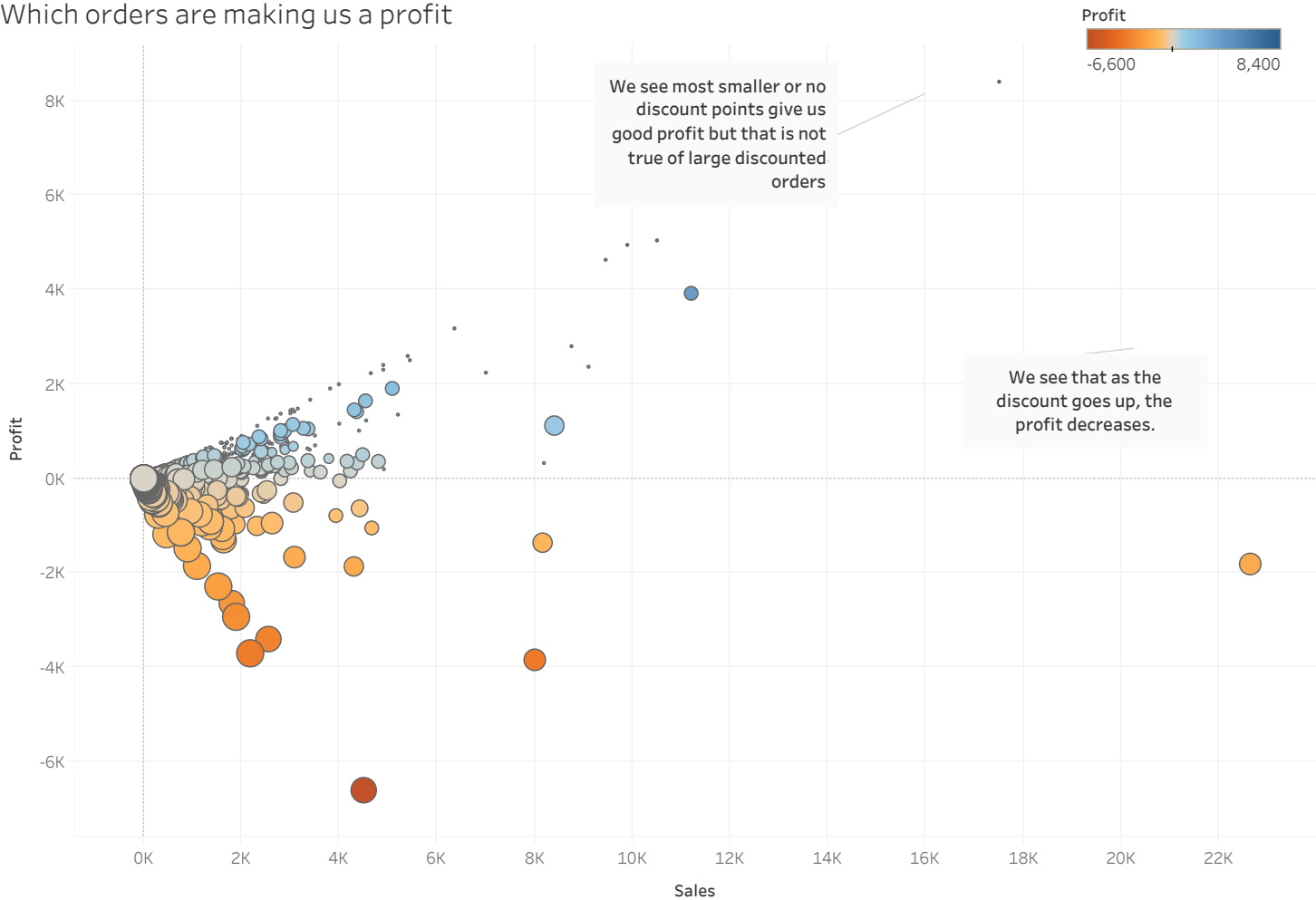


# Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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Which orders are making us a profit



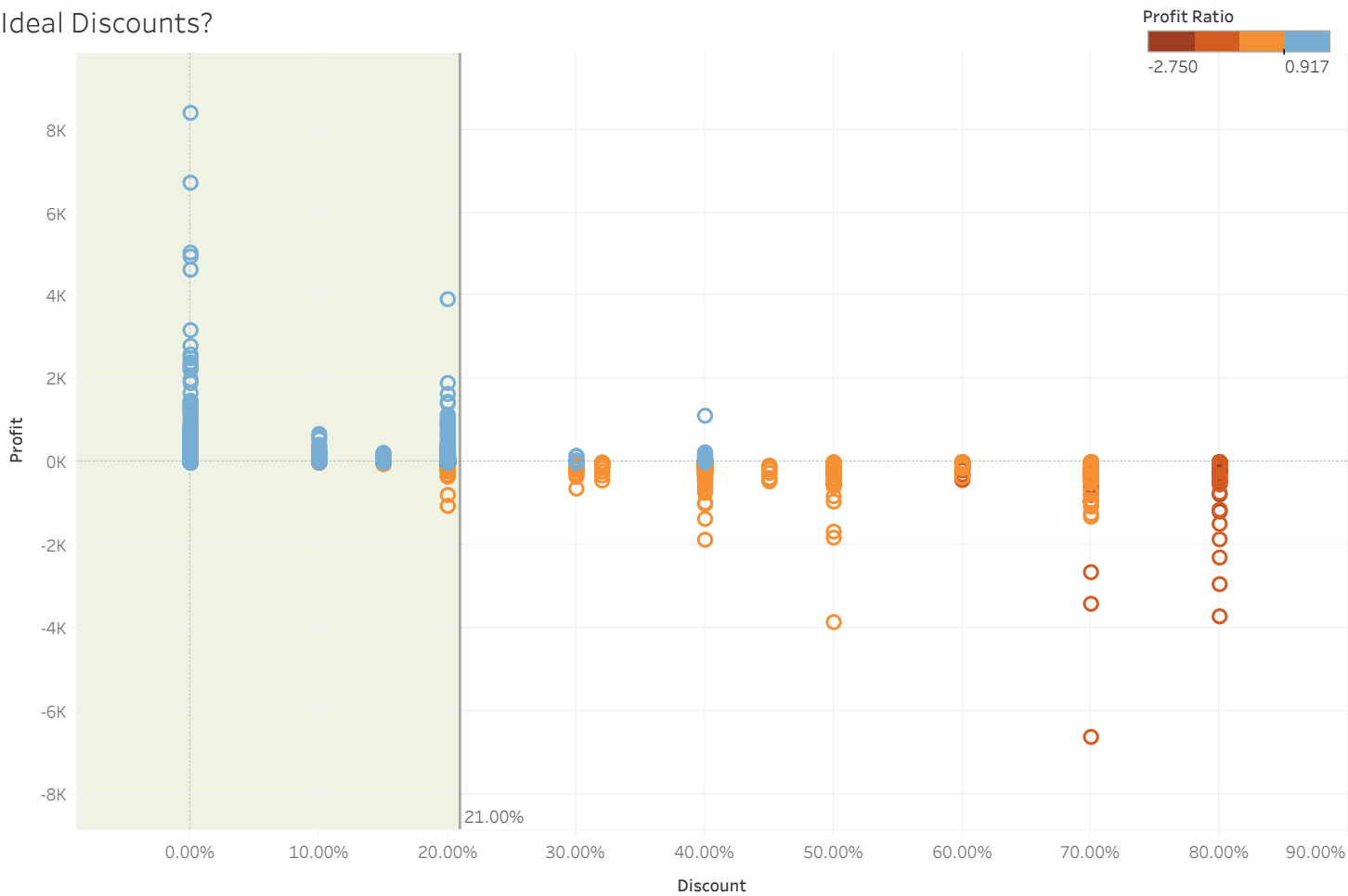
We can clearly see that most discounted orders lead to losses, even if there is a large sale.  
We can say then that discounted orders are clearly not as profitable as non-discounted orders.

However, we can see that there are some discounted orders that can be profitable, that is there may be a discount rate after which our orders become unprofitable. Call this the 'Ideal Discount'

# Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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## Ideal Discounts?



# Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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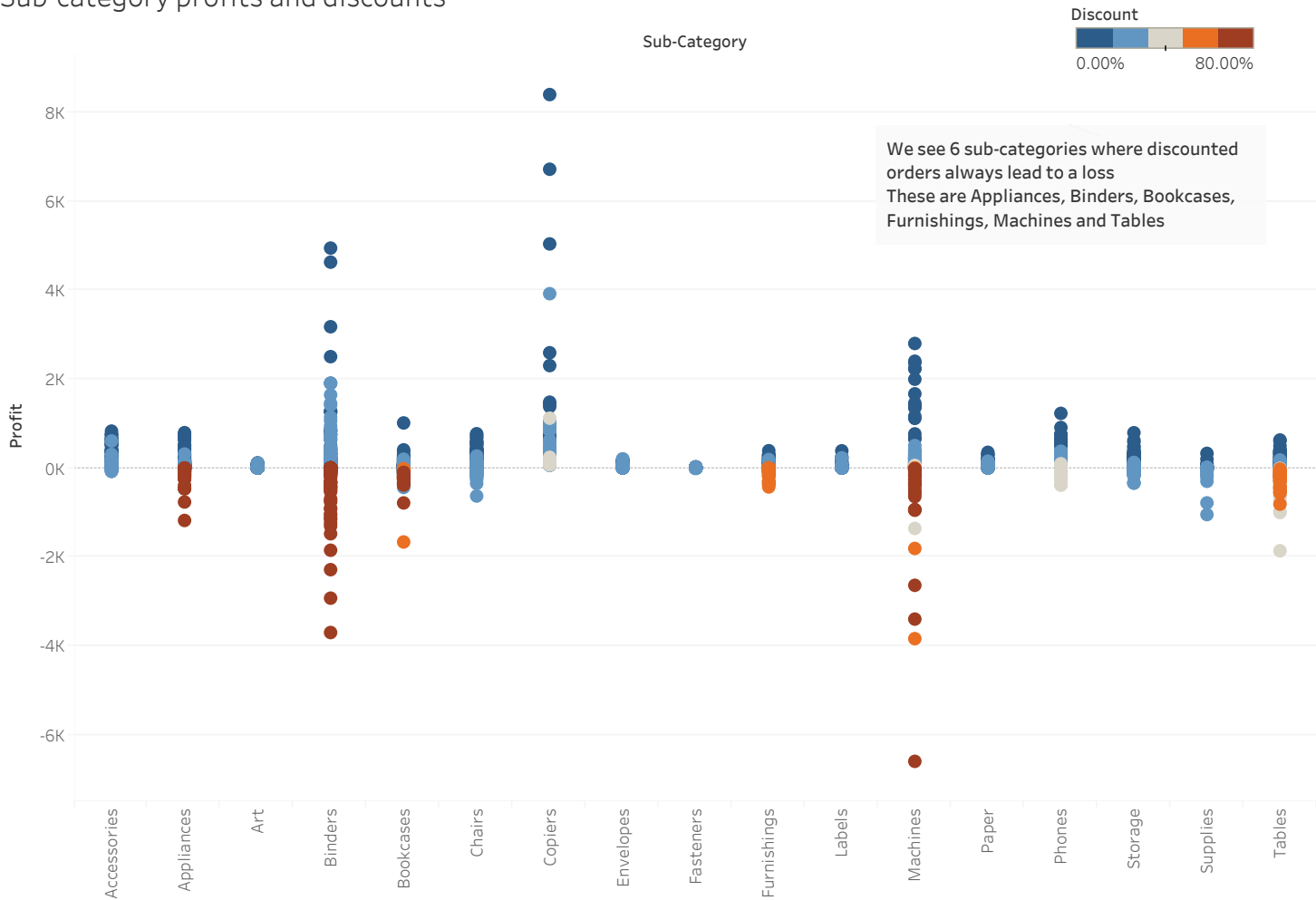
We saw that orders with more than 20% discount rate barely made a profit. There were some orders that made a profit at 40%, but those were the minority

**Actionable Item:** Fix a limit to discounts to around 20%.

# Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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Sub-category profits and discounts



In the 6 categories with the highest discounts, we see that those discounted around 40% tend to losses, whereas even in these categories a discount of around 20% tends to profit.

Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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We have six categories that need a rigid maximum discount rate of 20%. These being:



**Actionable Item:** Focus on the above six categories to see maximum improvement in profits.

# Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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Discounted Orders are not as profitable as non-discounted orders.

However, with a discount set to a maximum of around 20% we can say that we account for most of our profitable orders.

Focusing on reducing discounted orders or setting a limit to the discount rate (of around 20%) will improve our overall profits.

6 sub-categories of products have shown to be major areas of improvement with the use of the above mentioned discount rate.