

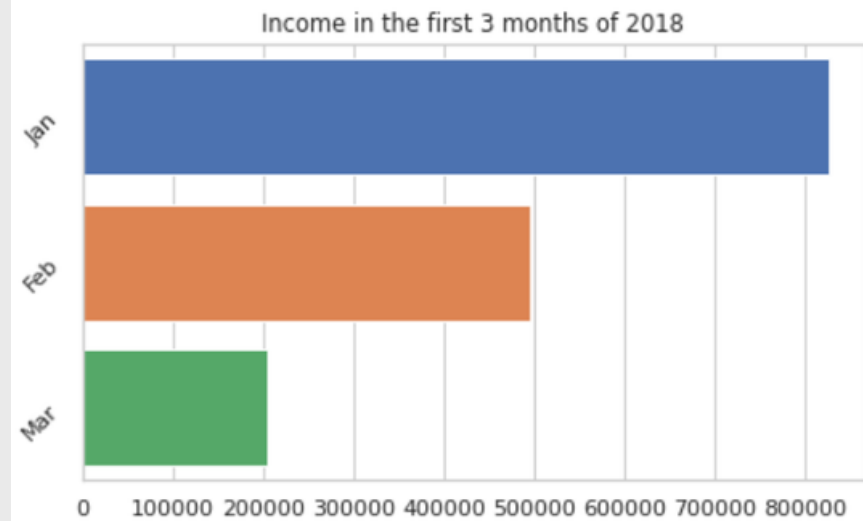


How do discounts affect revenue?

BY THERESE, BHARATI, AND ANA

INTRODUCTION

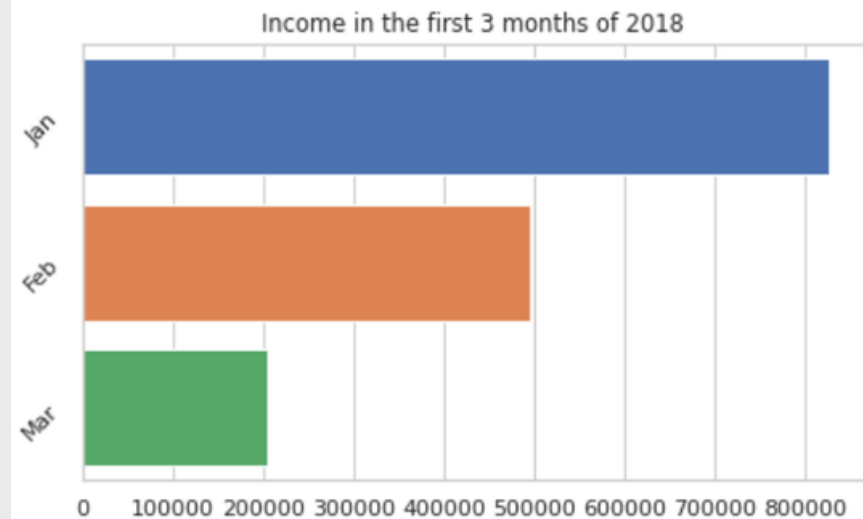
- 94% of products are discounted, while 3% have a price increase.



- Income differs, but discounts are approximately the same

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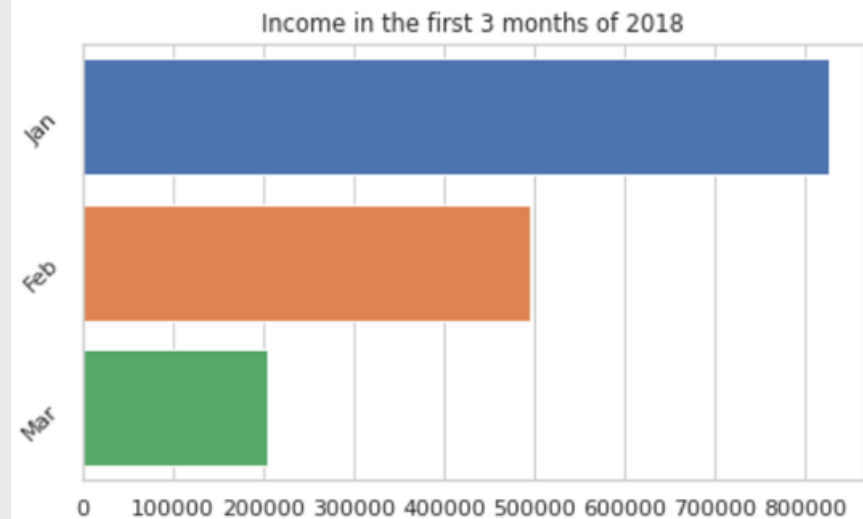
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- An average discount offered is 23 %.



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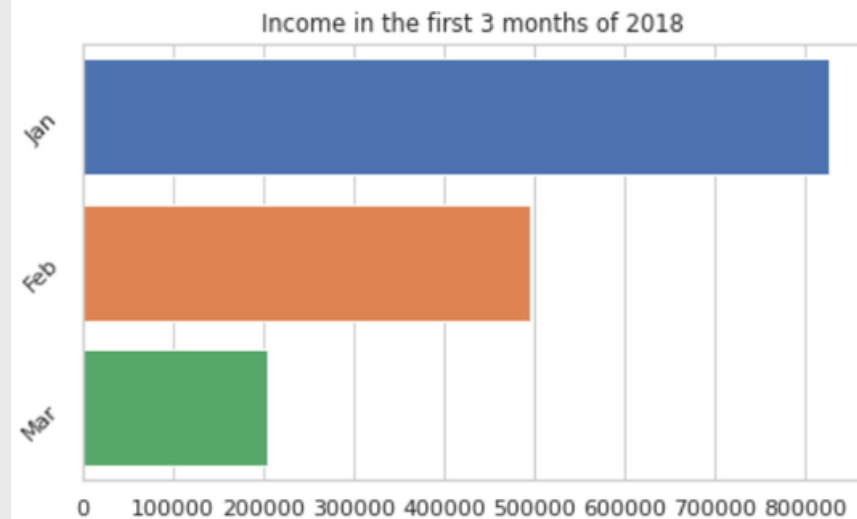
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- Mainly cheaper products have discounts.



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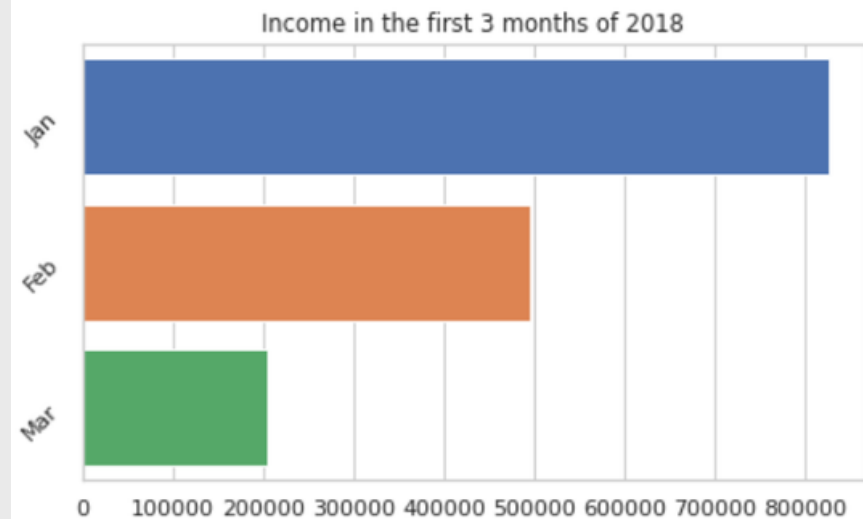
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- Discounts change from month to month, but no relatable data shows that they have a big impact on income.



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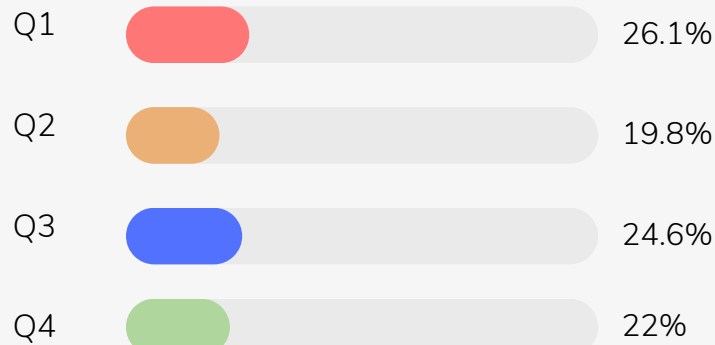
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- An average discount offered is 23 %.
- Mainly cheaper products have discounts.
- Discounts change from month to month, but no reliable data shows that they have a big impact on income.
- In some cases, revenue is *decreased* when *higher* discounts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



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DISCOUNTS HAVE NO IMPACT ON PROFIT WHEN EXAMINED BY QUARTERS!

Average discounts in every quarter of 2017



Q1

Higher discounts had no positive effect on sales.

Q3

Increase in revenue and discounts.

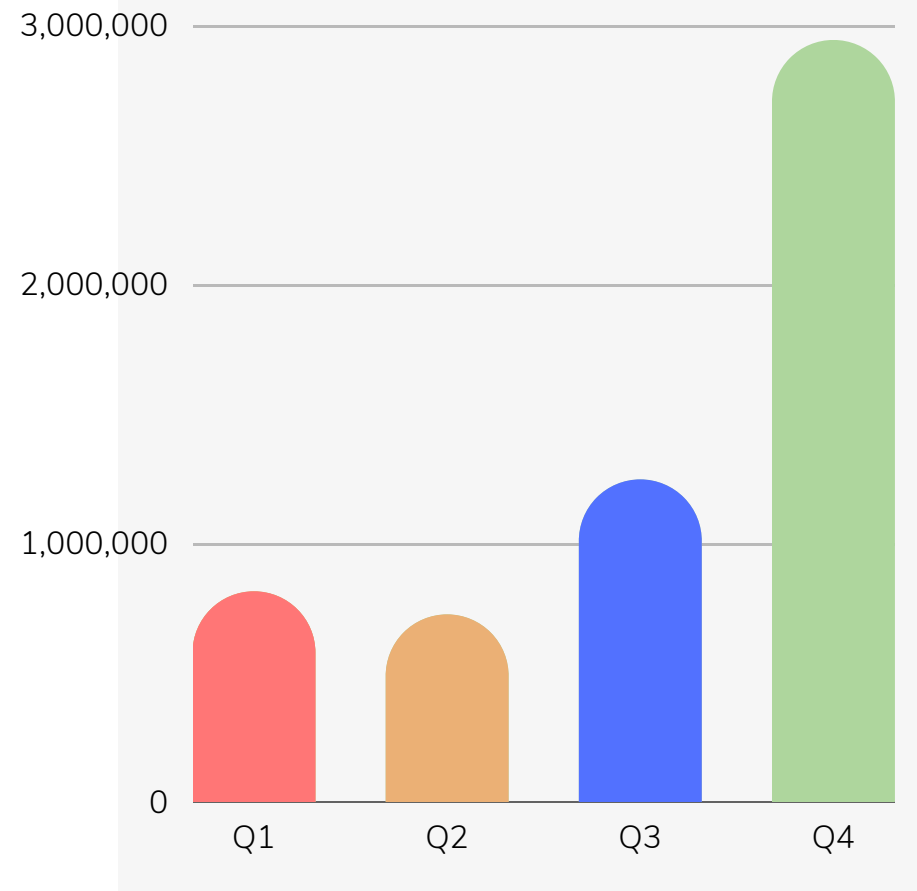
Q2

Revenue and discounts were below average.

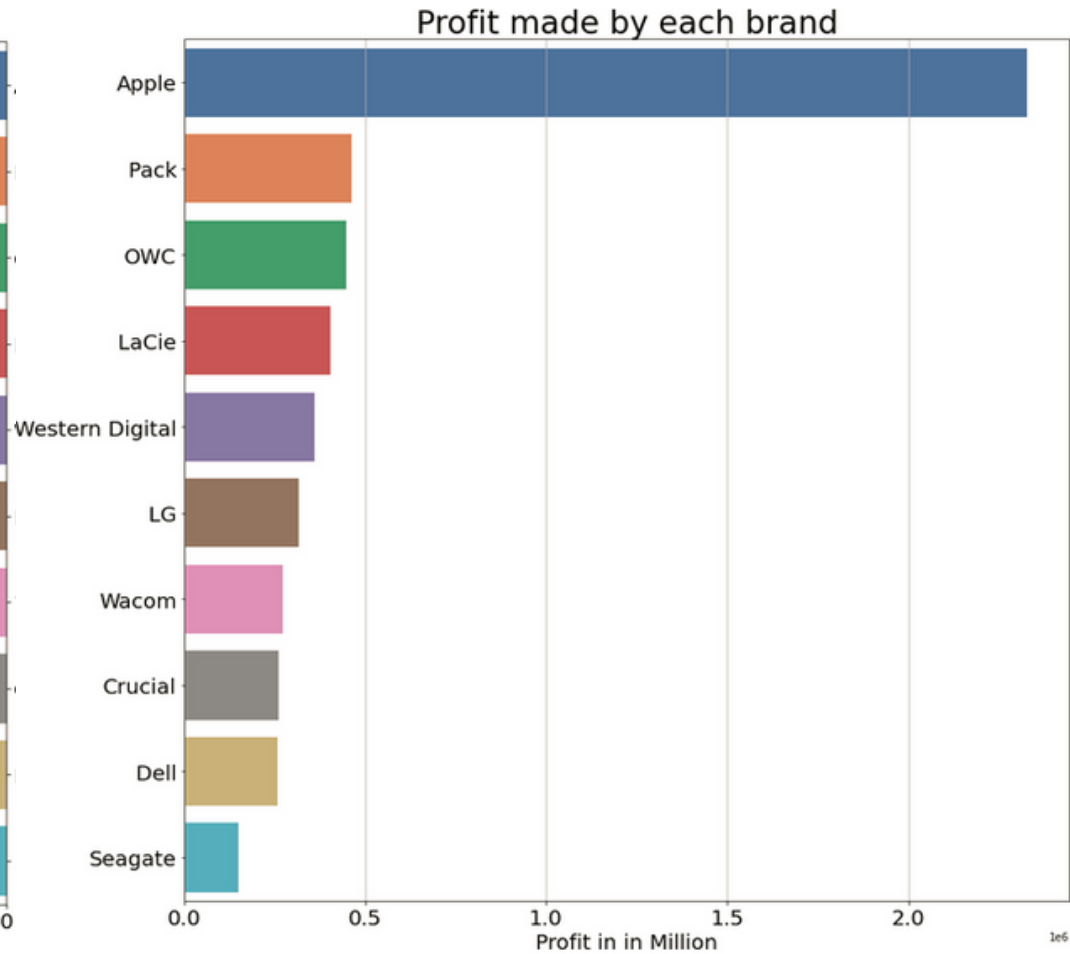
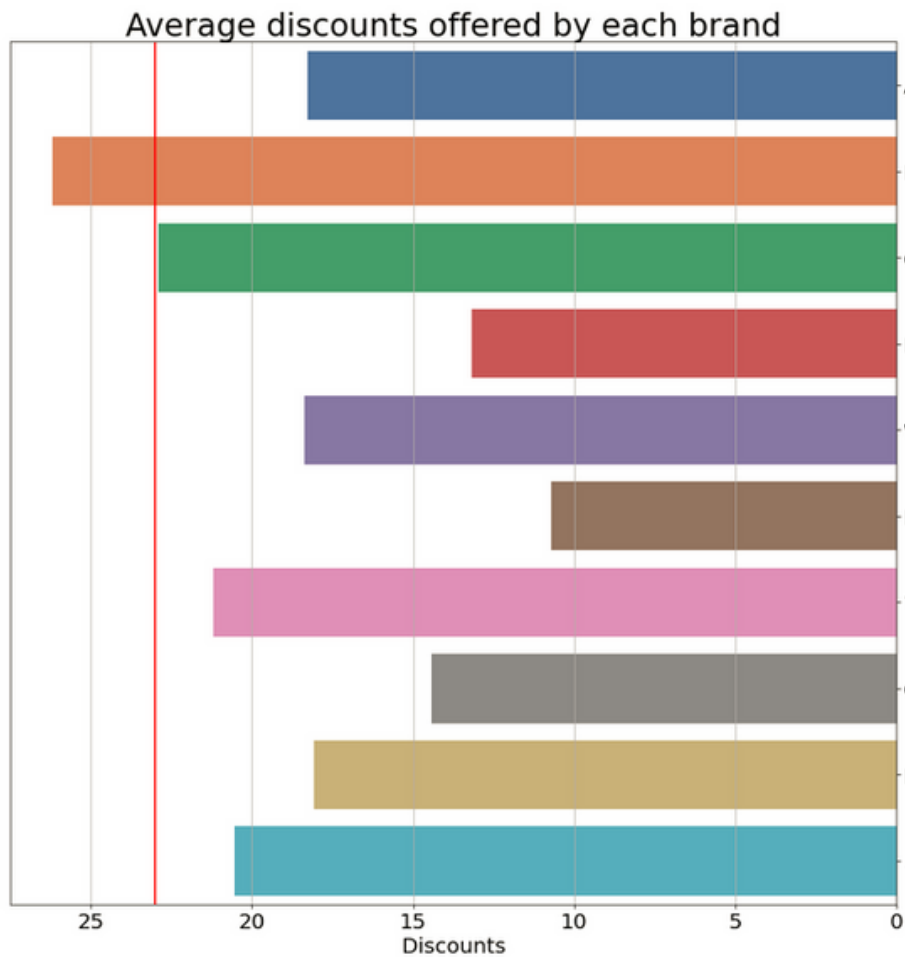
Q4

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

Income in every quarter of 2017



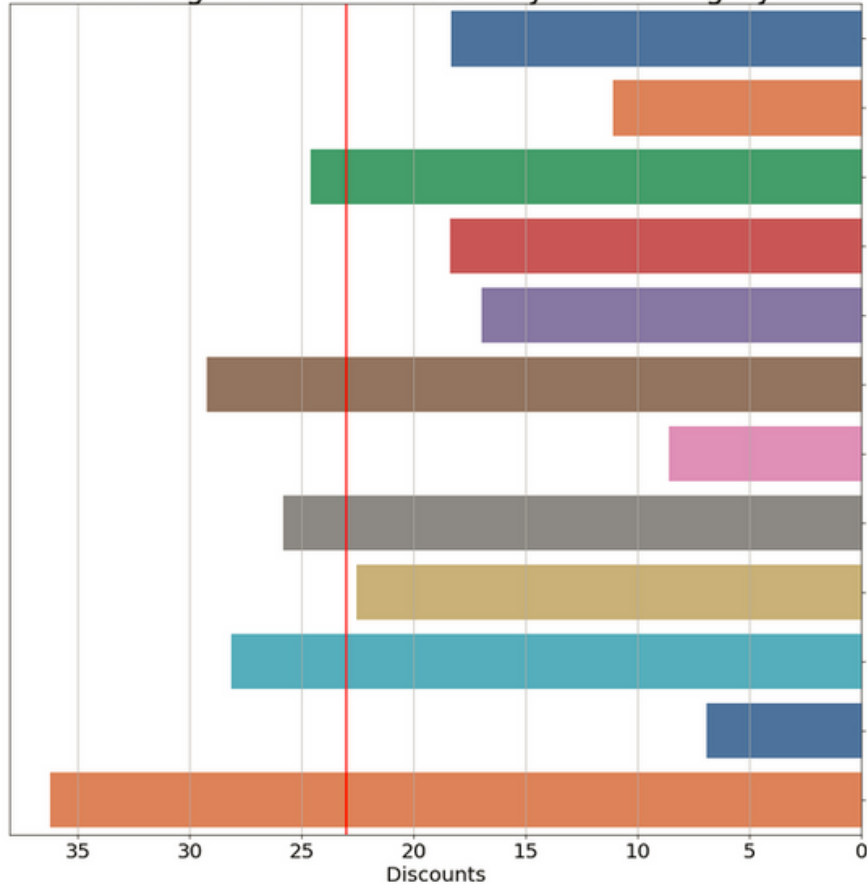
TOP 10 SELLING BRANDS GIVE LESS THAN AVERAGE DISCOUNTS



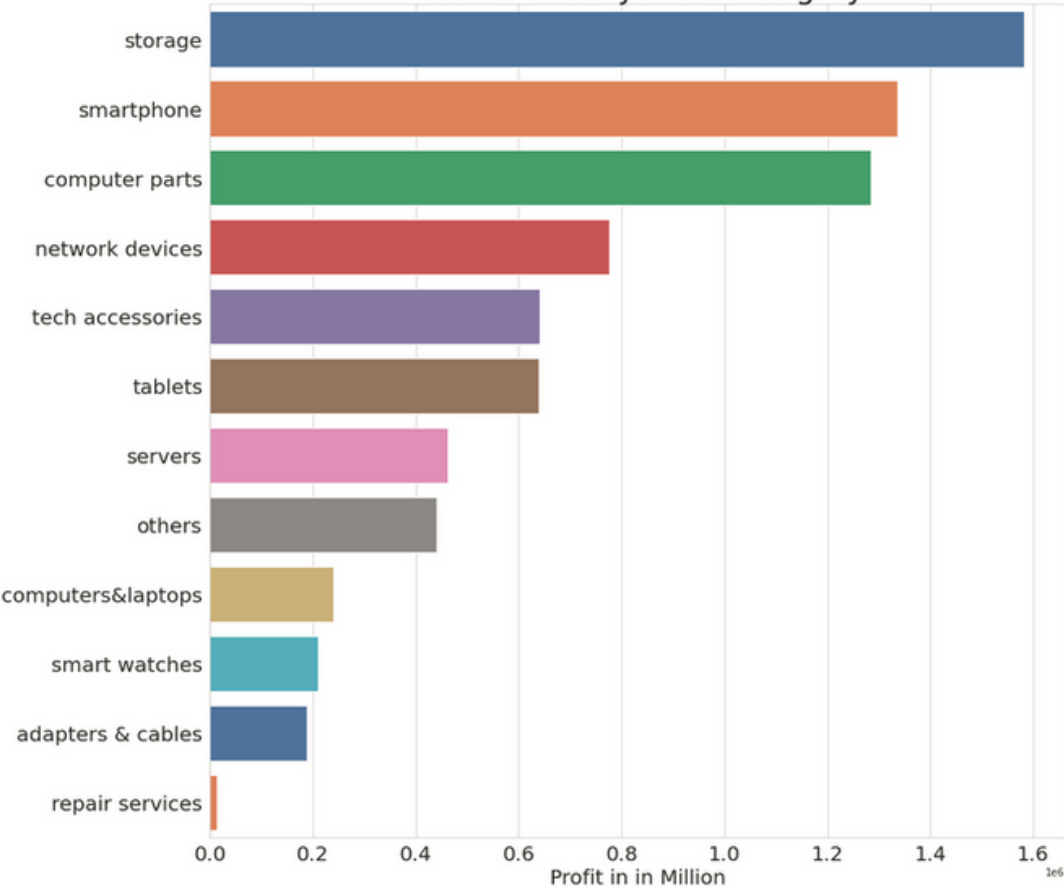
HOW DO CATEGORIES AFFECT SALES AND DISCOUNTS?

- 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.

Average discounts offered by each category



Profit made by each category



Summary

- The least contributing brands are offering higher discounts: on average 40 %.
- No indicator supports the relationship between categories and discounts.
- Discounts had little impact on profit in the observed period.

