



Exploratory Data Analysis

**Evaluasi Penggunaan Diskon dalam Penjualan
Produk SaaS dari Amazon Web Service (AWS)**

Background

Budget Discount Terbatas

Kebutuhan Efisiensi

Discount Mengurangi Margin

Nama : Ian Arif Rahman
Posisi : Data Analyst AWS

Audience :

C-Level Sales & Marketing

Project : Evaluasi Penggunaan Discount

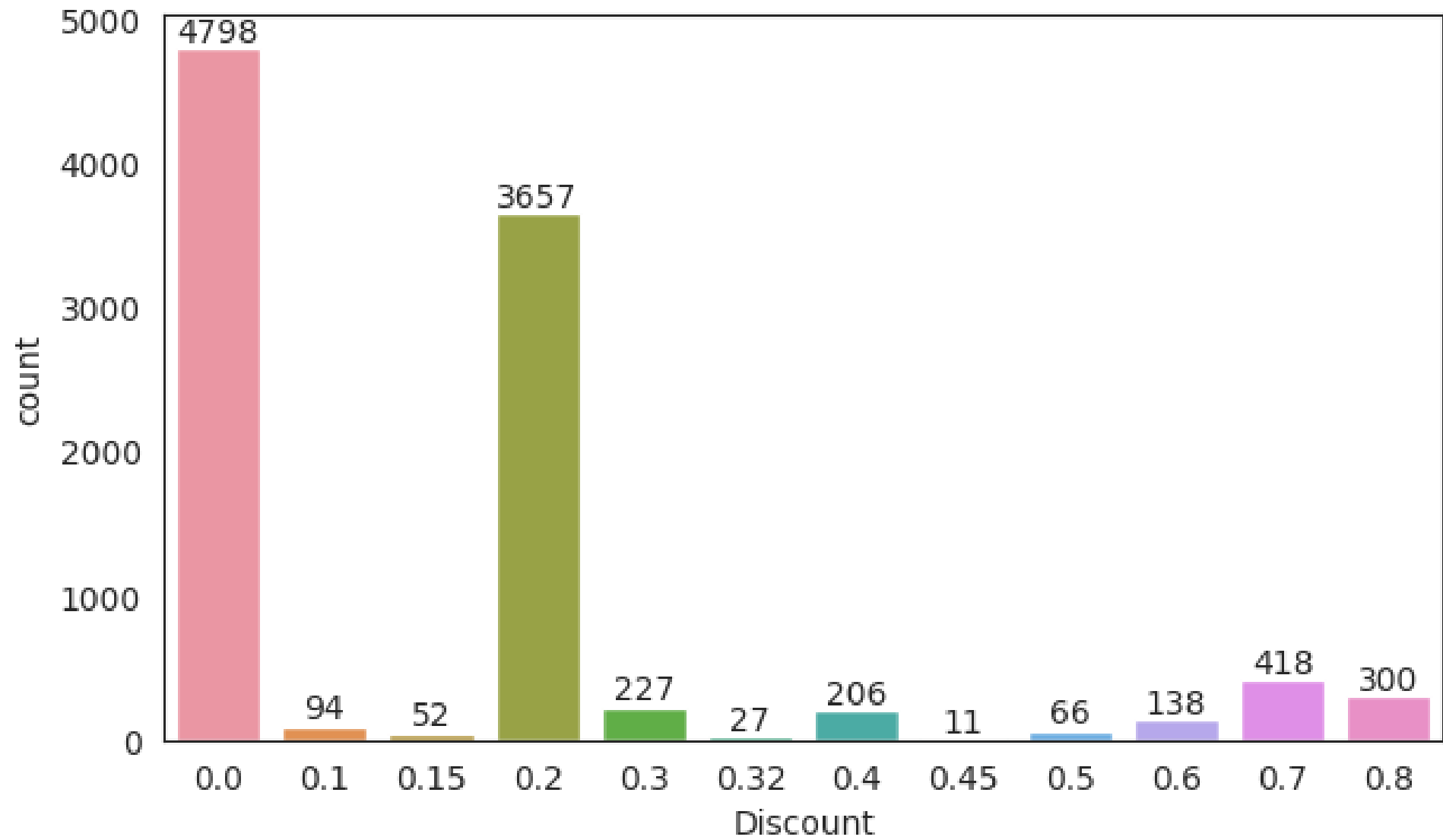


**51.99%
Transaksi Deal
jika dengan
discount!**

Peringkat Discount?

1. 20%
2. 70%
3. 80%

Margin?



Alasan?

- menurut www.statista.com/Amazon-Maintains-Lead-in-the-Cloud-Market, AWS memang sedang menjaga keunggulan market
- market size yang terus berkembang seperti yang ditulis oleh *Brainy Insights* memperkirakan bahwa pasar layanan cloud senilai 621,4 miliar USD akan mencapai 2.294,3 miliar USD pada tahun 2032 www.globenewswire.com/Cloud-Services-Market-Size-to-Surpass-USD-2694-3-Billion-Growth-by-2032/.

harus ada keseimbangan antara mengejar market share dan profitability

The background is a detailed hand-drawn illustration in a sketchy, artistic style. It features various business-related icons and concepts. At the top, there's a 'search' icon with a magnifying glass and a 'Time' icon with an alarm clock. Below these, there are labels like 'brain', 'creativity', 'genius', and 'idea'. A large, colorful, multi-layered sphere is positioned in the center. To the right, there's a 'PLAN' and 'BUSINESS' label. The bottom section includes a bar chart with four bars labeled 1, 2, 3, and 4, and a line graph showing an upward trend. There are also icons for a lightbulb, a gear, and a network of nodes and arrows. The overall theme is business strategy and innovation.

Business Question?

1. Sebutkan 3 persentase diskon yang sering digunakan? Berapa prosentase transaksi yang tidak menggunakan discount?
2. Kapan waktu terbaik mengeluarkan discount menurut tanggal, bulan, & tahun?
3. Siapakah customer yang jarang dan sering menggunakan discount? Berapa spending discount yang dikeluarkan untuk mereka?
4. Apa Product, industry & Segment yang paling resistance dan tidak dengan discount? berapa spending discount untuk pduct tersebut?

After EDA

Sebutkan 3 persentase diskon yang sering digunakan? Berapa prosentase transaksi yang tidak menggunakan discount?

20%, 70%, dan 80%

Yang tidak menggunakan discount 48%

Kapan waktu terbaik mengeluarkan discount menurut tanggal, bulan, & tahun?

- kita bisa gunakan *gimmick* promo terbatas akhir bulan (*promo berlaku ditanggal 29,30,31*) untuk membuat urgency dan push payment
- *Months* yang memiliki jumlah transaksi paling *low* adalah february dan January
- parameter waktu dari tahun tidak perlu digunakan karena tidak mendapat temuan yang berharga

Customer

| | |
|-----------------------------|----------------------------|
| Good Sales Good Quantity | Bad Sales Good Quantity |
| Good Sales Bad Quantity | Bad Sales Bad Quantity |

Siapakah customer yang jarang dan sering menggunakan discount? Berapa spending discount yang dikeluarkan untuk mereka?

| Customer | Valero Energy | Anthem | Tyson Foods | Citigroup | General Electric | Safeway | Berkshire Hathaway | Gazprom |
|---------------------|---------------|----------------|-------------|-----------|------------------|--------------------|--------------------|----------|
| Total_Revenue | 295566.45 | 283233.05 | 235455.84 | 38613.63 | 36691.65 | 32679.87 | 28226.89 | 20808.96 |
| 1 rows x 99 columns | | | | | | | | |
| Customer | Anthem | Morgan Stanley | Allstate | Tesco | Safeway | Berkshire Hathaway | | |
| Cost_Discount | 79493.22 | 45086.46 | 43625.78 | 3476.86 | 3468.82 | 3118.72 | | |

Apa Product, Industry dan Segment yang berkontribusi banyak dan sedikit pada spending Cost_Discount?

| Product | ContactMatcher | FinanceHub | Site Analytics | Marketing Suite - Gold | Big Ol Database | Data Smasher | Alchemy |
|---------------|----------------|------------|----------------|------------------------|-----------------|--------------|------------------------|
| Total_Revenue | 2157968.46 | 1733392.72 | 1628827.96 | 1099229.48 | 914789.88 | 878922.52 | 657721.17 |
| Product | ContactMatcher | FinanceHub | Site Analytics | Big Ol Database | Marketing Suite | Alchemy | Marketing Suite - Gold |
| Cost_Discount | 460298.44 | 242488.33 | 241146.74 | 223856.15 | 111063.29 | 73030.93 | 60473.5 |



| Support | OneView | SaaS Connector Pack | ChatBot Plugin | SaaS Connector Pack - Gold | Storage |
|---------------------|-----------|---------------------|----------------|----------------------------|----------|
| 590640.24 | 547368.45 | 454116.81 | 136021.11 | 74179.35 | 17057.79 |
| SaaS Connector Pack | Support | OneView | ChatBot Plugin | SaaS Connector Pack - Gold | Storage |
| 40297.19 | 39044.56 | 35081.86 | 9240.0 | 5867.46 | 1512.01 |

Apa Product, Industry dan Segment yang berkontribusi banyak dan sedikit pada spending Cost_Discount?

| Industry | Transportation | Tech | Retail | Misc | Manufacturing | Healthcare | Finance | Energy | Consumer Products | Communications |
|---------------|----------------|-----------|-----------|-----------|---------------|------------|------------|-----------|-------------------|----------------|
| Total_Revenue | 499334.75 | 1263390.0 | 1143277.1 | 180184.53 | 1387801.64 | 1384935.65 | 2386784.91 | 1565656.4 | 1105021.4 | 571675.7 |
| Industry | Transportation | Tech | Retail | Misc | Manufacturing | Healthcare | Finance | Energy | Consumer Products | Communications |
| Cost_Discount | 84062.99 | 201345.3 | 128066.45 | 9994.65 | 189718.85 | 231628.98 | 349441.11 | 191148.74 | 130748.32 | 77722.73 |

| Segment | SMB | Strategic | Enterprise |
|---------------|-----------|------------|------------|
| Total_Revenue | 5819347.4 | 3516107.67 | 2152607.0 |
| Segment | SMB | Strategic | Enterprise |
| Cost_Discount | 820255.74 | 443423.85 | 330198.54 |

Terimakasih
