



# Eniac's Discount Strategy

# Introduction

5 out of 6

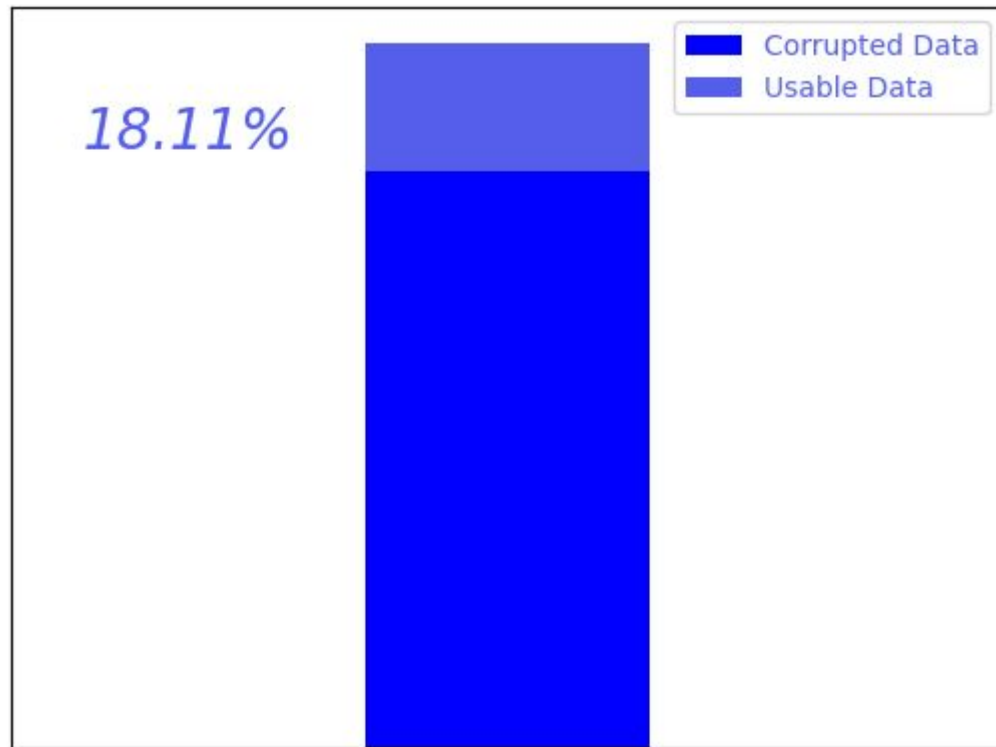
Sales data corrupted

53,231

Transactions analysed

14 ½ months

Covered between  
2017/1/1 and 2018/3/14



# Product Categories

Categories:

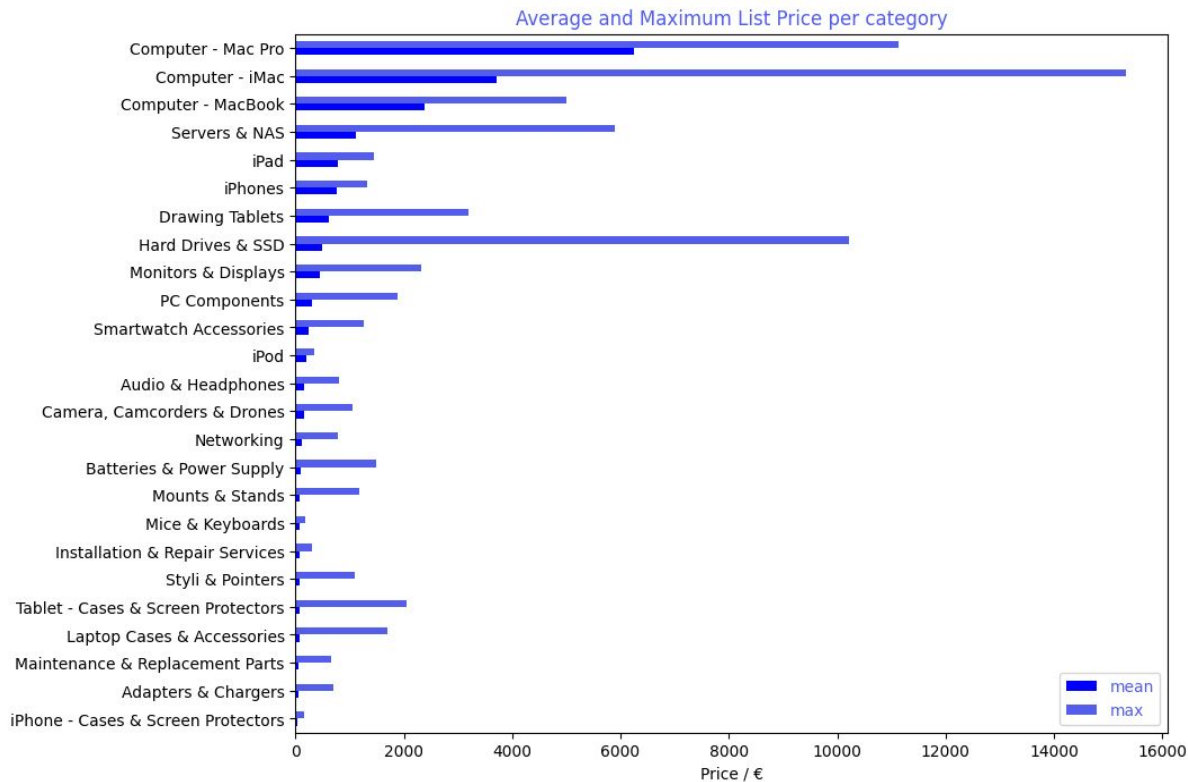
44

Average prices  
between

38.32 €

and

6,245.33 €



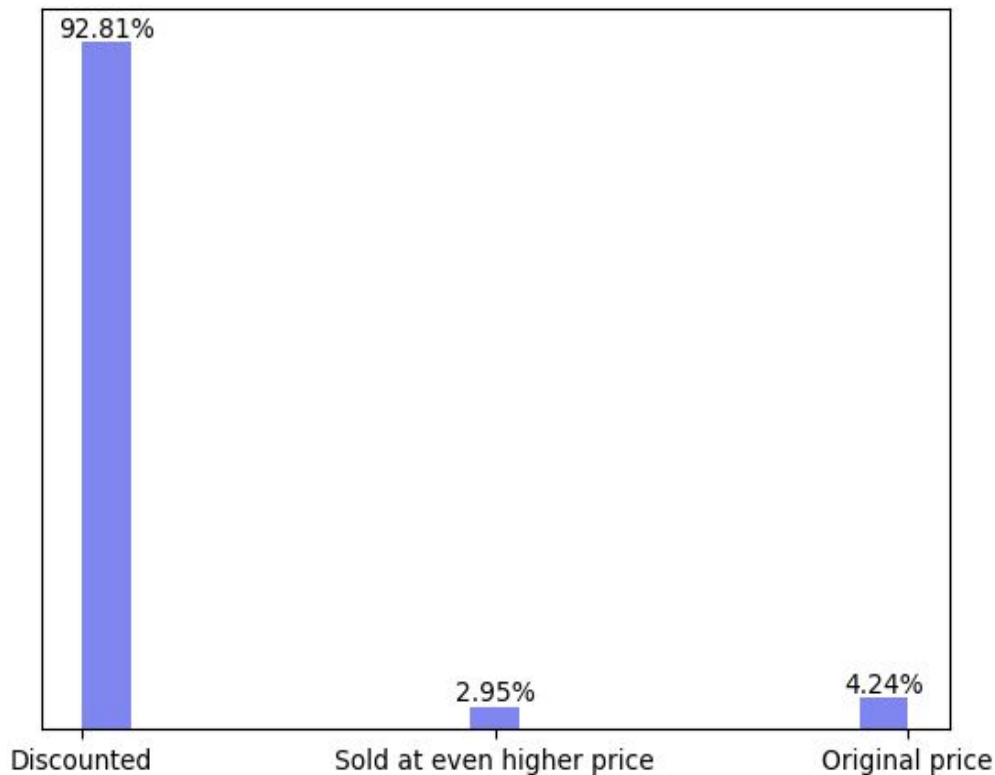
# Data Input Best Practices

- Before adding new items, employees should look for matching product IDs in the products database.
- When adding new products please use the newly created taxonomy.
- All prices should be inputted with only one decimal point used to separate cents.
- Discounts should be determined by preset guidelines.

# How many items are discounted?

92.8%

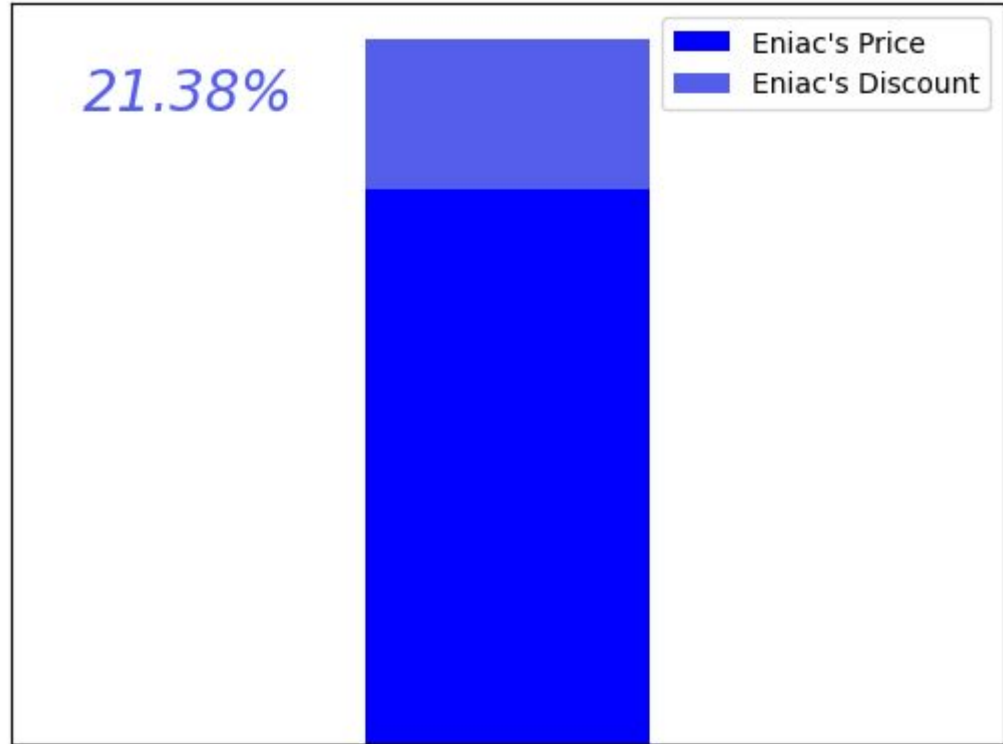
Of our products are  
sold at a discount.



# What is the average discount?

21.38%

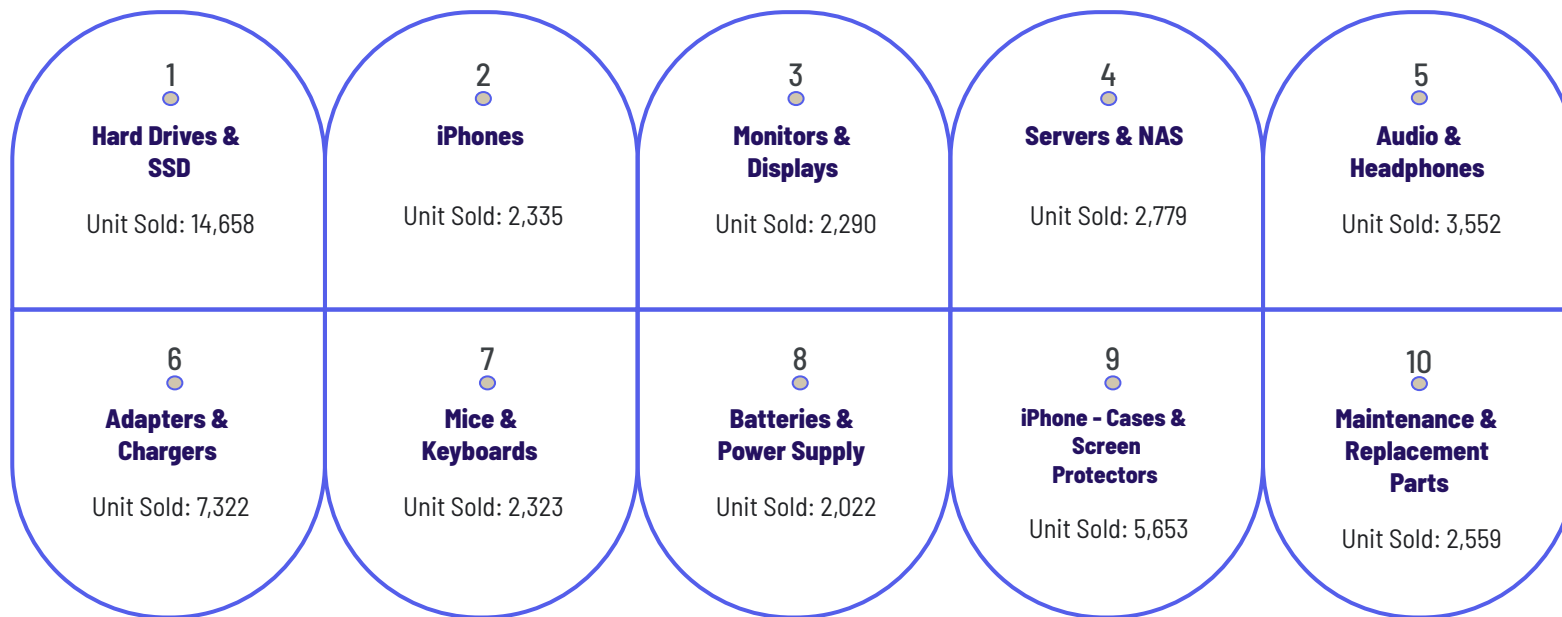
Average discount over  
all products





How should we handle  
discounts in the future?

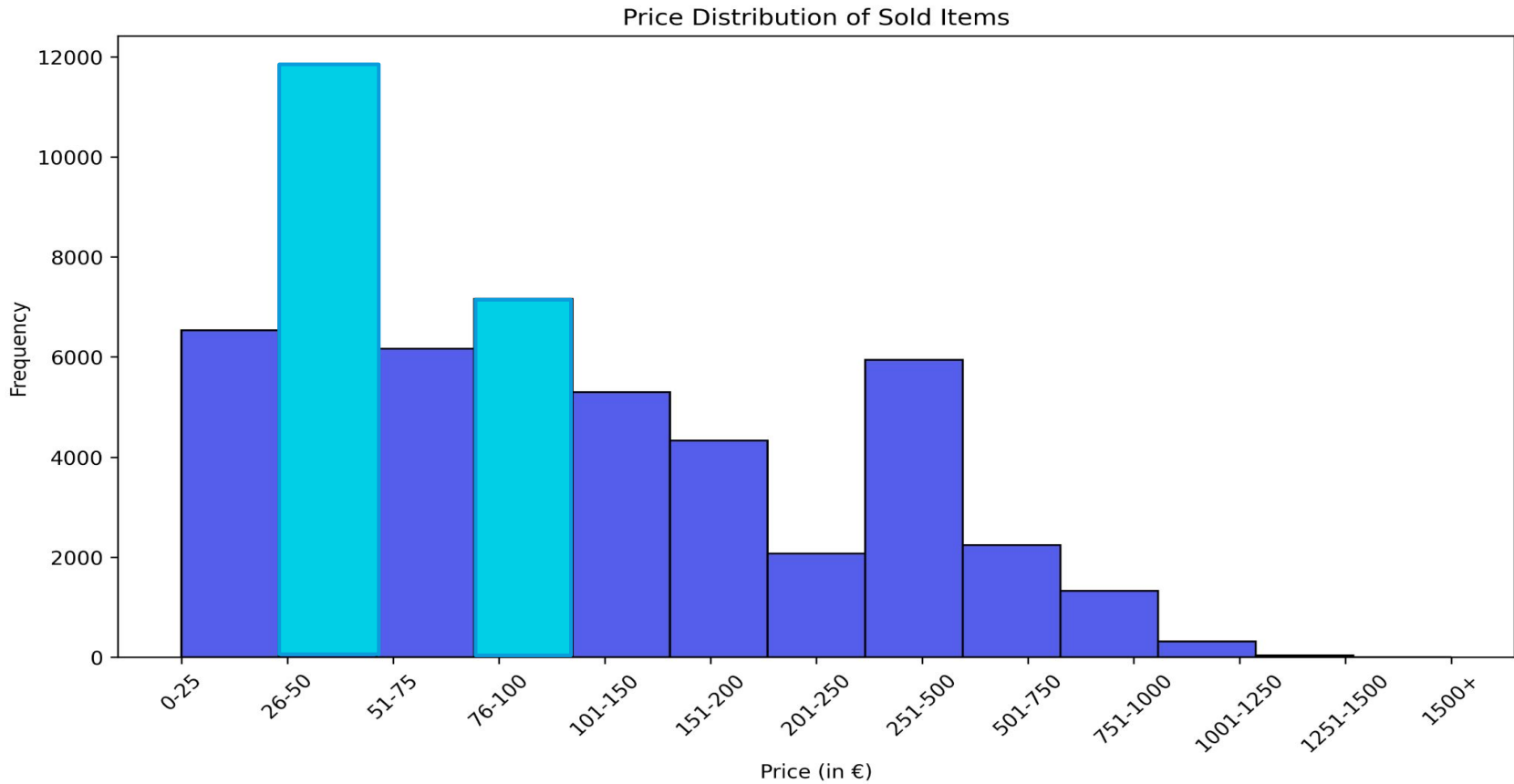
# Strategy 1: Focus on our top 10



The top ten categories account for 68.2% of total products sold.

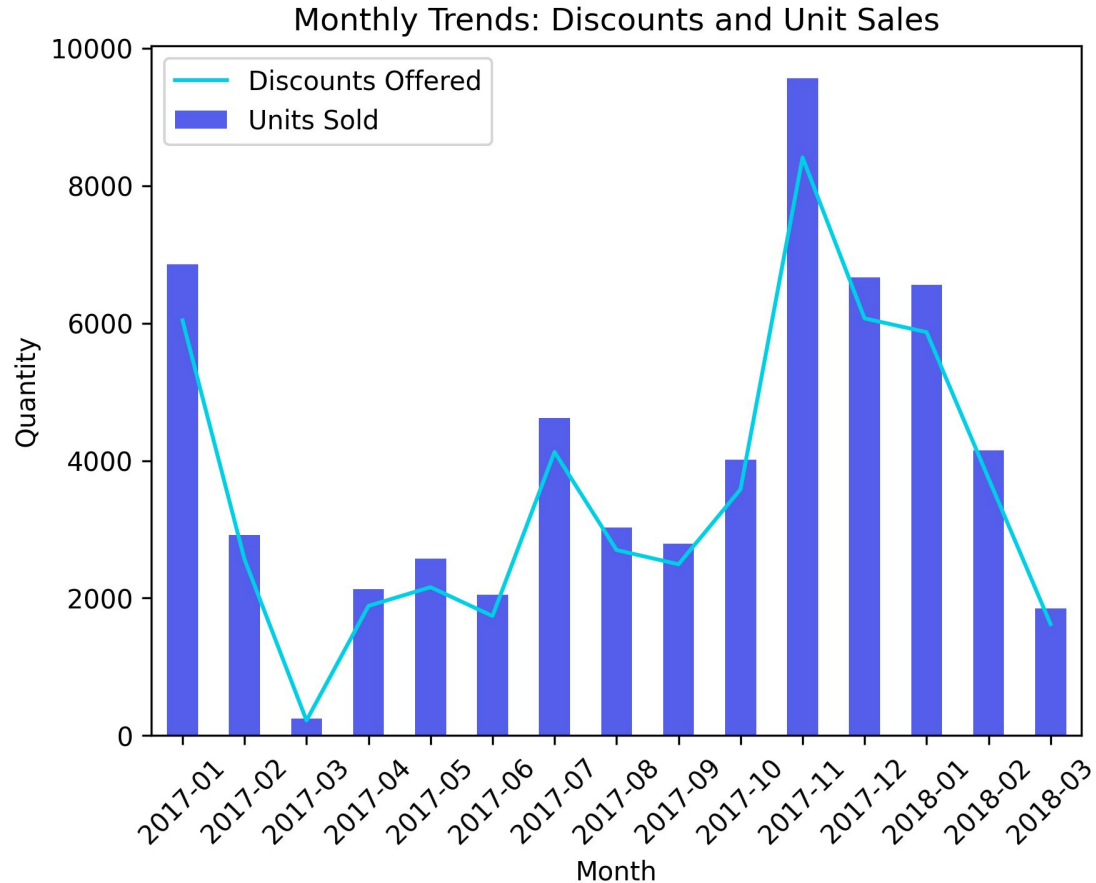
The top categories make up 76.1% the total revenue.



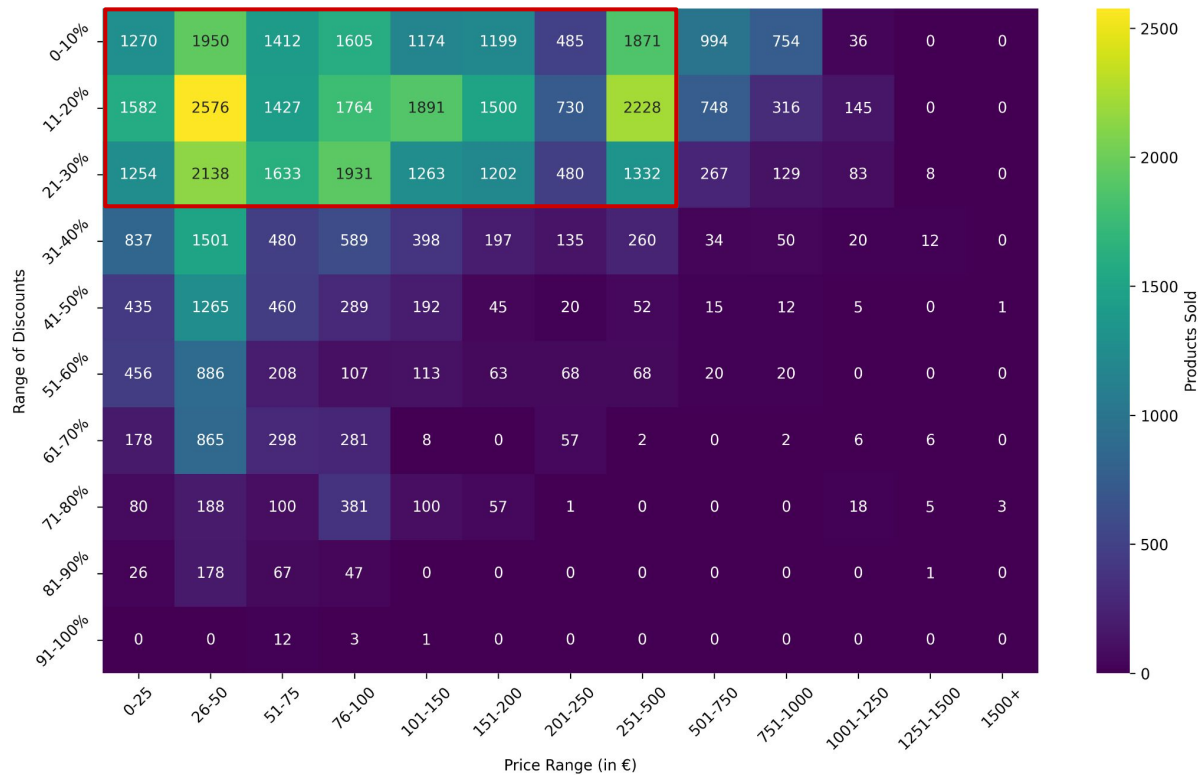


Strategy 2: Focus discounts on items under 500€

Strategy 3:  
Increase discounts  
during the peak  
sales season

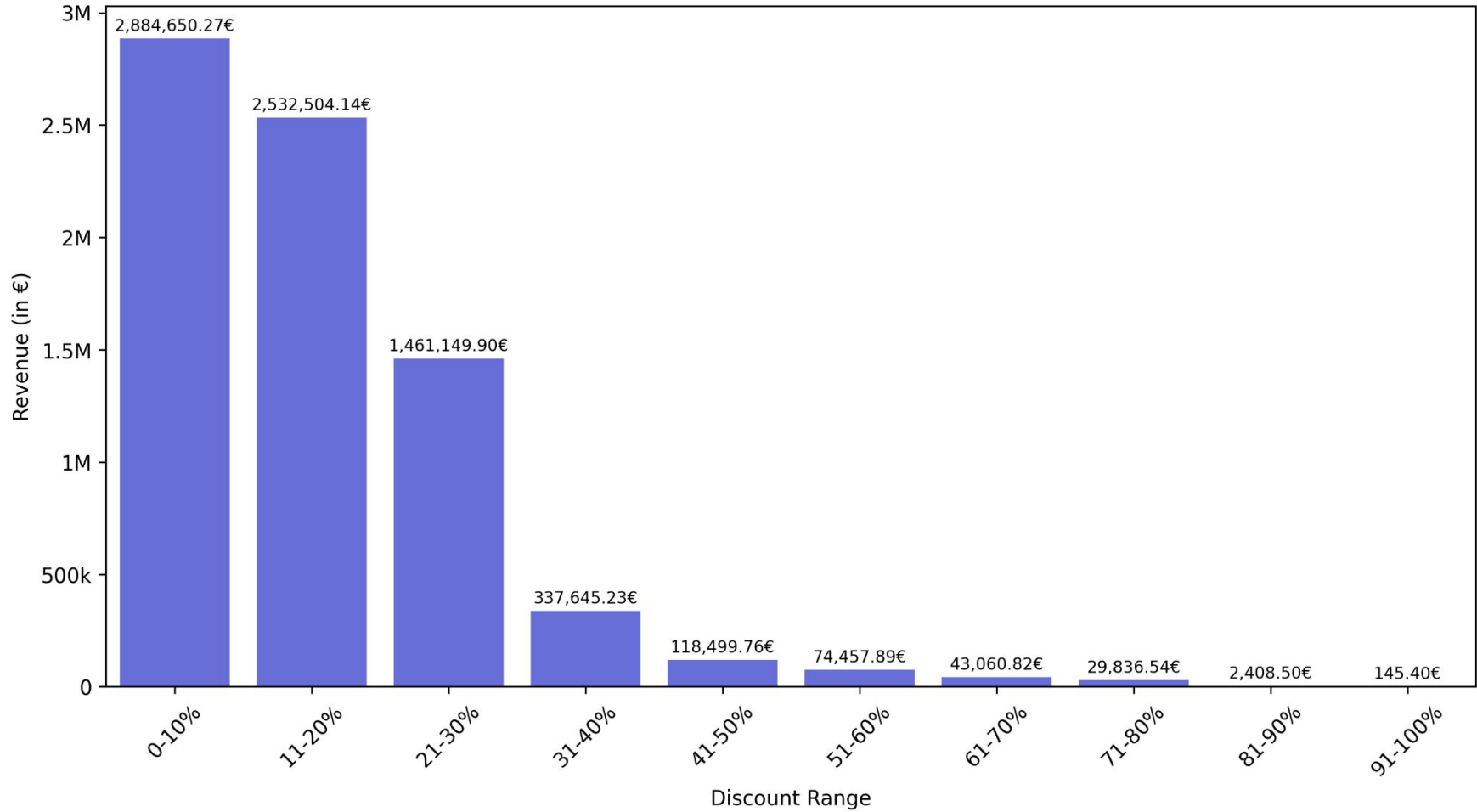


# Keep discounts under 30% !!



\*Exceptions can be made for used products

Lower Discounts Generate More Revenue



# Summary Recommendations



## Discount strategy:

1. Target top selling categories
2. Use higher discounts for items under 500€
3. Use discounts during sales peaks to attract customers



## Discount Range:

- > Cap discounts at 30%
- > Products over 500€ can be discounted, but preferably under 15%
- > Used products can have a larger discount



## Database Maintenance:

- > New items should be categorized within the new taxonomy
- > Before adding new products, make sure they don't exist in the products database

## Remember!

Eniac is a high-end brand.

We should NOT use too many discounts because we risk devaluing our brand.  
Higher discounts are great for enticing our customers to buy accessories for their electronics.  
Alternative incentives should be used for higher-priced items.