An Analysis of Consumer Electronic Pricing Schemes

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Datafiniti collected and compiled 7,249 records containing 26 features regarding electronic consumer goods for sale. There are two business objectives regarding this information that we set out to solve. The first is to create a foundation to compare sales to pricing schemes in hopes to find a replicable pattern that will boost sales for other prospective brands. This will be done by finding brands with the largest volume and looking into their use of sale prices. We will then look at prospective brands to apply similar schemas to. These will be companies with lower quantities but higher value products as there will be a greater profit margin after a sale price is applied.

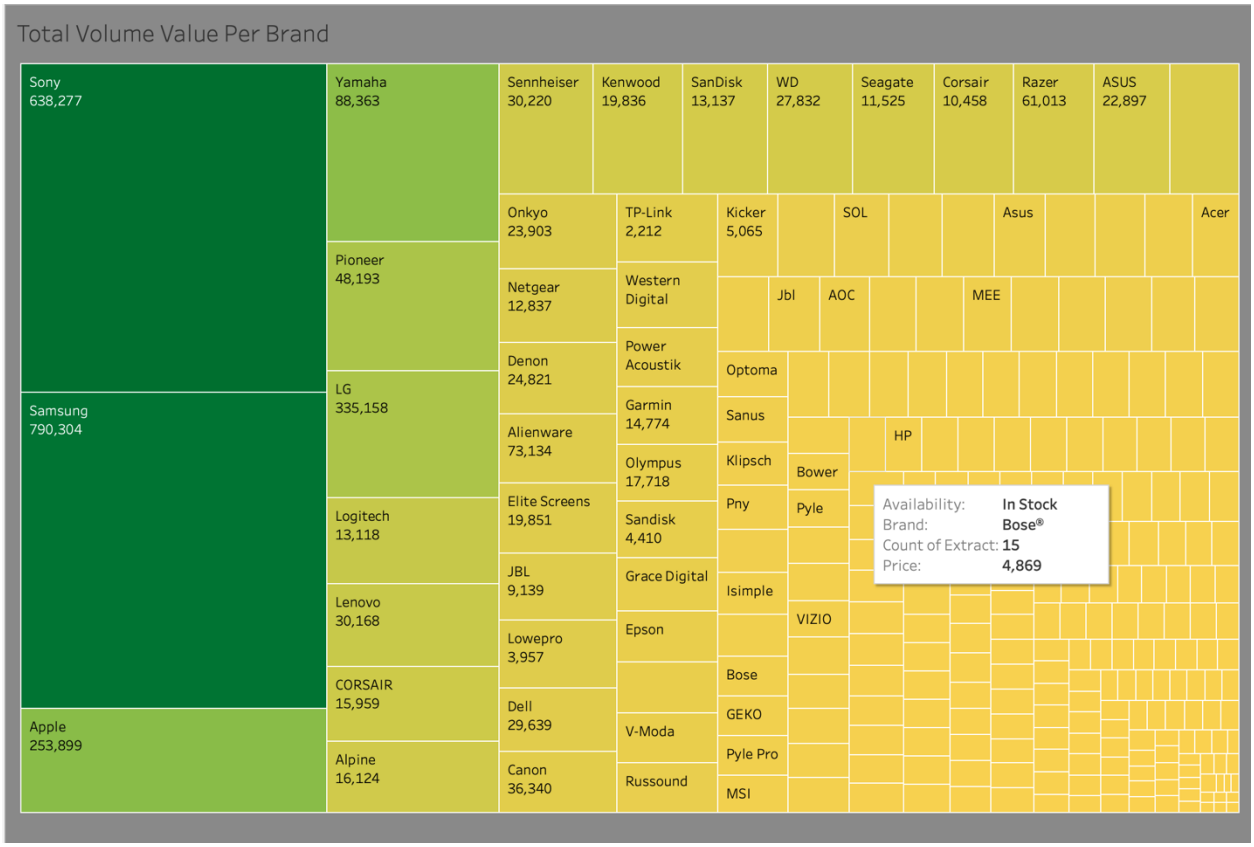
The dataset used had 26 columns and 7,249 rows. Bringing this information into tableau, it was clear there was much to do to properly clean the data. There were many values that were the same but off by a lowercase or uppercase. Some of the columns had little to no data and were then removed. After renaming columns and eliminating columns, null values were less than five so those records were simply removed. Looking into the useful columns for what we are trying to achieve, they were narrowed down to a select few. Within the dashboard, there were many companies that had less than ten products making them small brands with less importance of pricing schemes. Therefore, all brands with fewer than ten items were excluded in the visualizations to bring forward the larger brands with more potential.

Once the data was loaded into tableau, the visual understanding started to show through. The initial visualization shows the total volume value per brand. The largest squares in this heatmap represent the top brands based on total value of products on the market. Looking at this heatmap we can now have a direction in brands we need to inspect closer. Moving on to the next visualization we can see the companies that frequently utilize sale prices. The next visualization is the scatterplot that accomplishes our second objective of finding prospective brands to implement sale price schemas to. The fourth and final visualization dives deeper into the top brands and how they utilize sales prices. Armed with this information, the next steps in another analysis will be to compare sales amongst these brands to the sale price schemas as well.

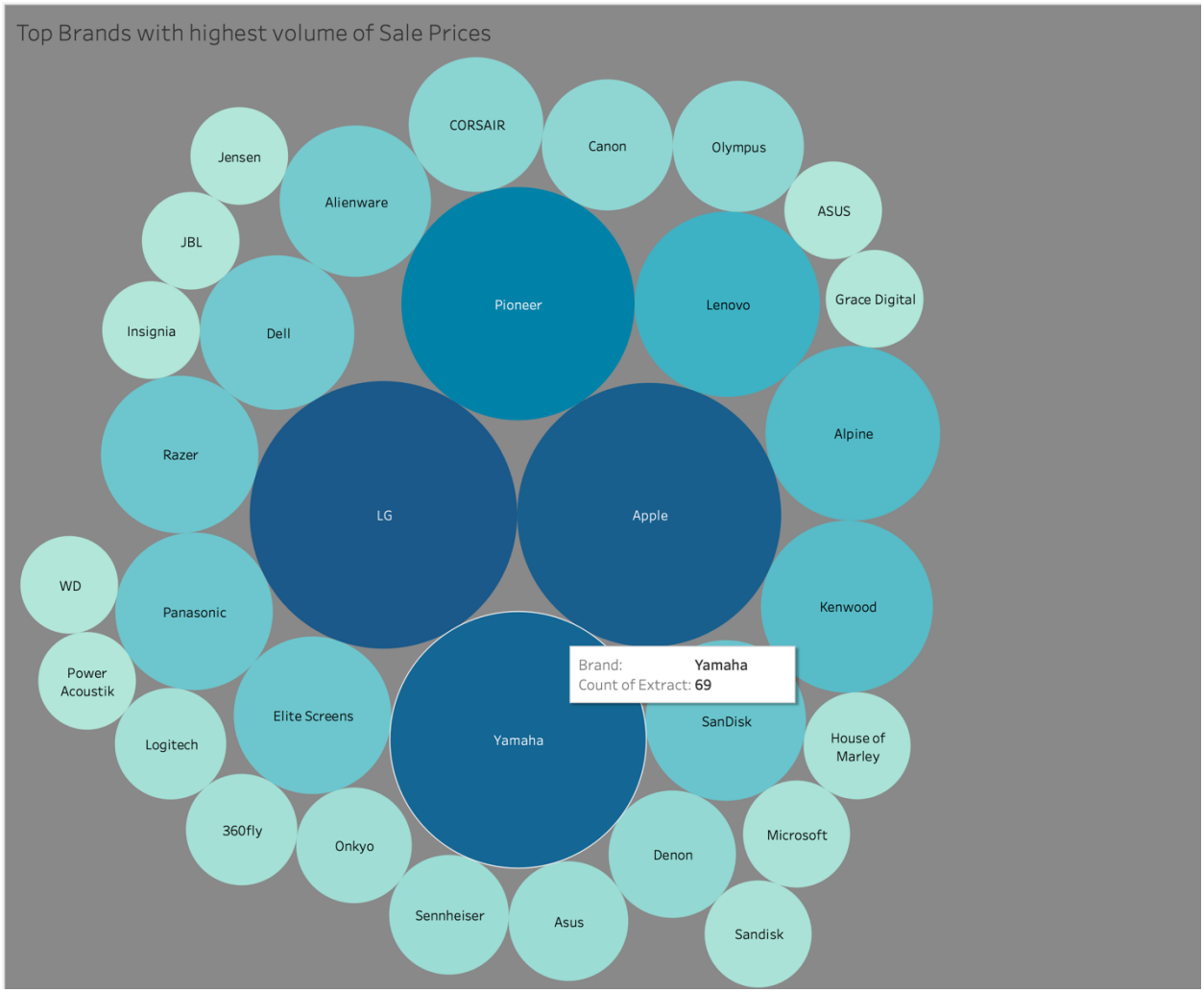
Dashboard URL:

https://public.tableau.com/app/profile/travis.lloyd/viz/AStudyofPricingStrategyinElectronics/Dashboard1

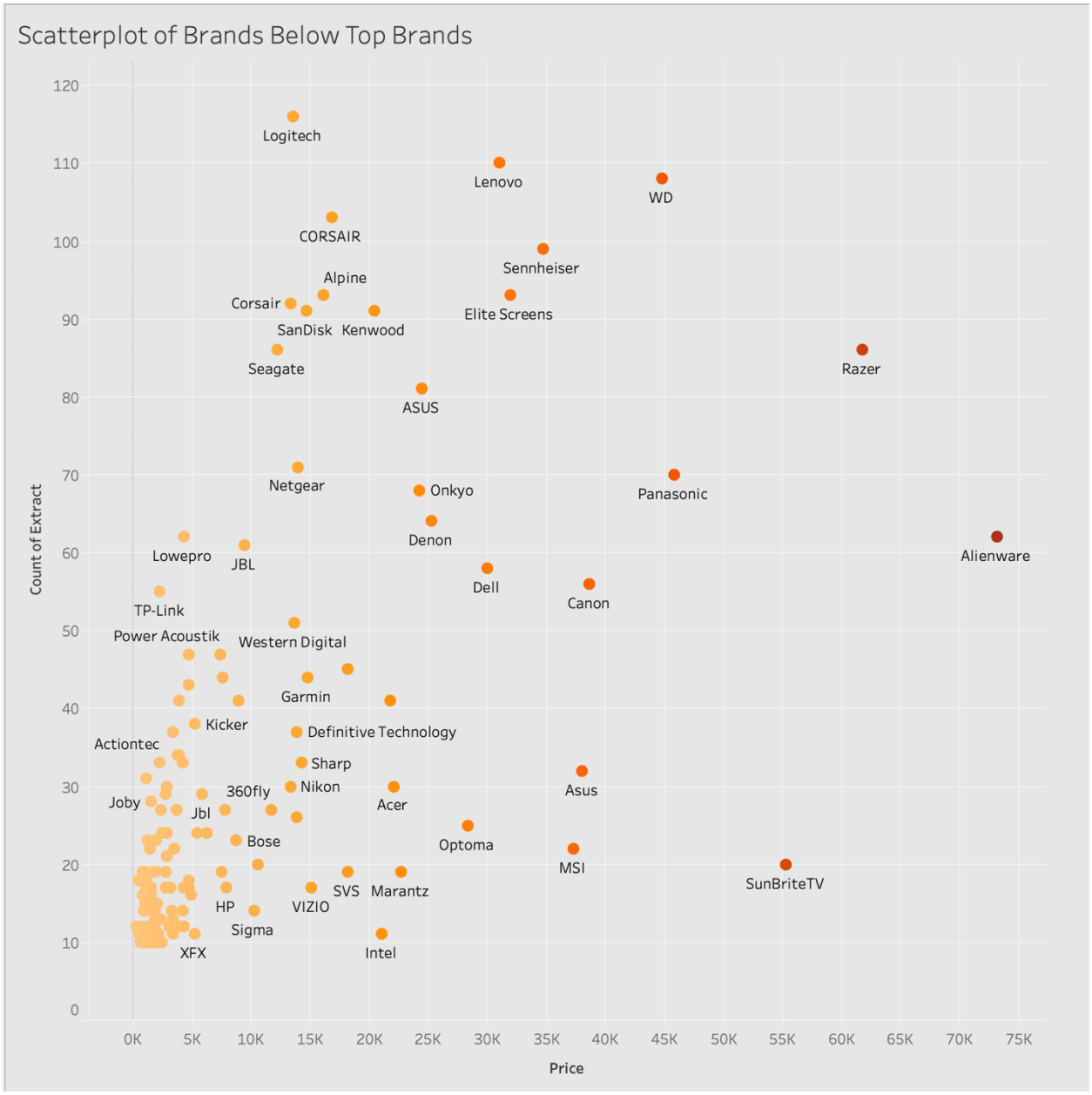
The first slide in the presentation displays the total value in volume.



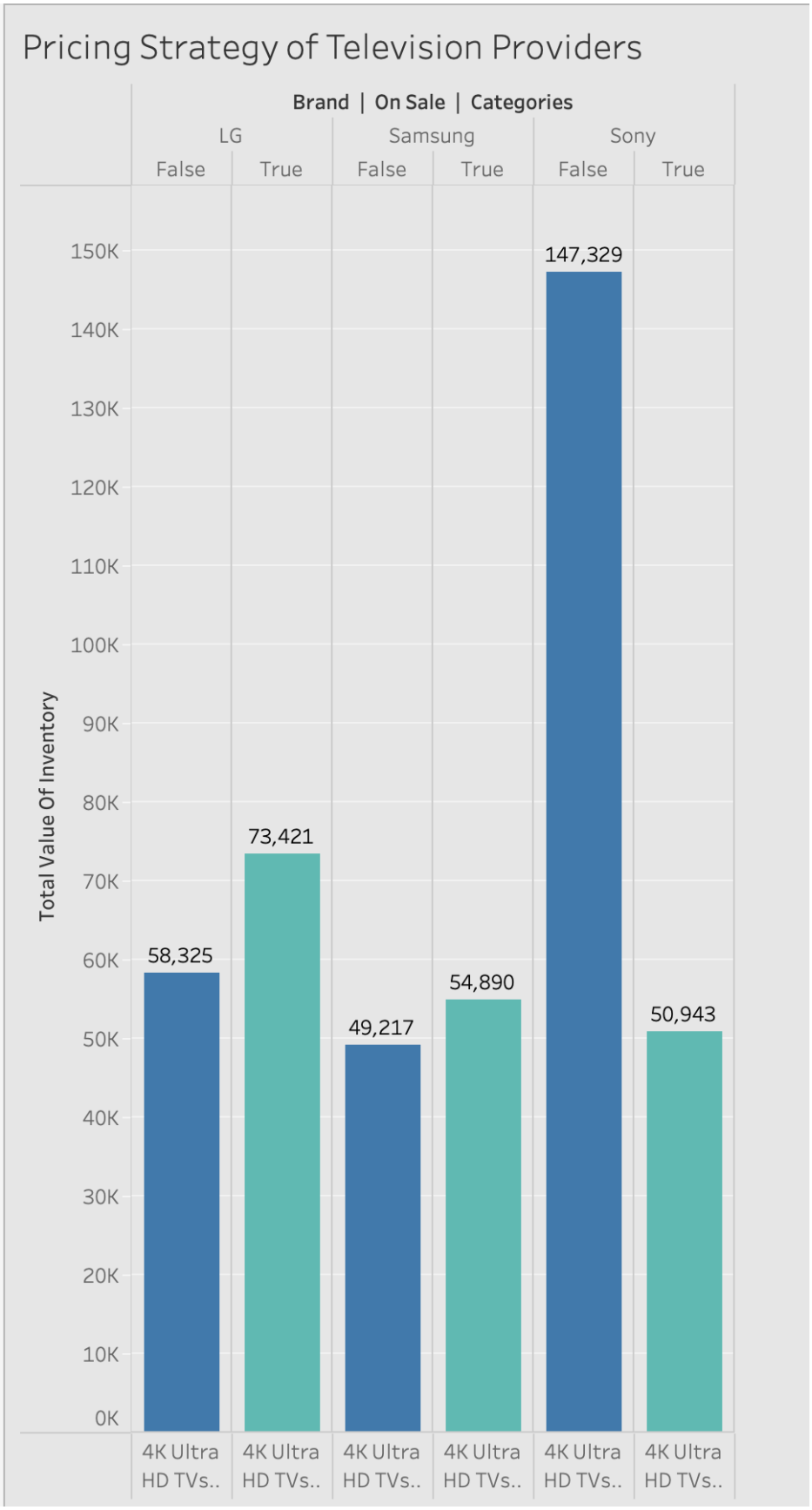
The following Sheet shows the brands that are below the major brands that use sales prices



The scatterplot in the dashboard displays potential brands that could benefit from pricing strategies.



The last slide below gives a breakdown of the three brands that sell televisions and account for the majority of the volume. It shows how the three utilize sale prices.


Pricing Strategy of Television Providers
Brand | On Sale | Categories
LG
Samsung
Sony
False
True
False
True
False
True
Total Value Of Inventory
150K
140K
130K
120K
110K
100K
90K
80K
70K
60K
50K
40K
30K
20K
10K
0K
58,325
73,421
49,217
54,890
147,329
50,943
4K Ultra HD TVs..
4K Ultra HD TVs..
4K Ultra HD TVs..
4K Ultra HD TVs..
4K Ultra HD TVs..
4K Ultra HD TVs..