

Does revenue grow with
an increase in discounts?

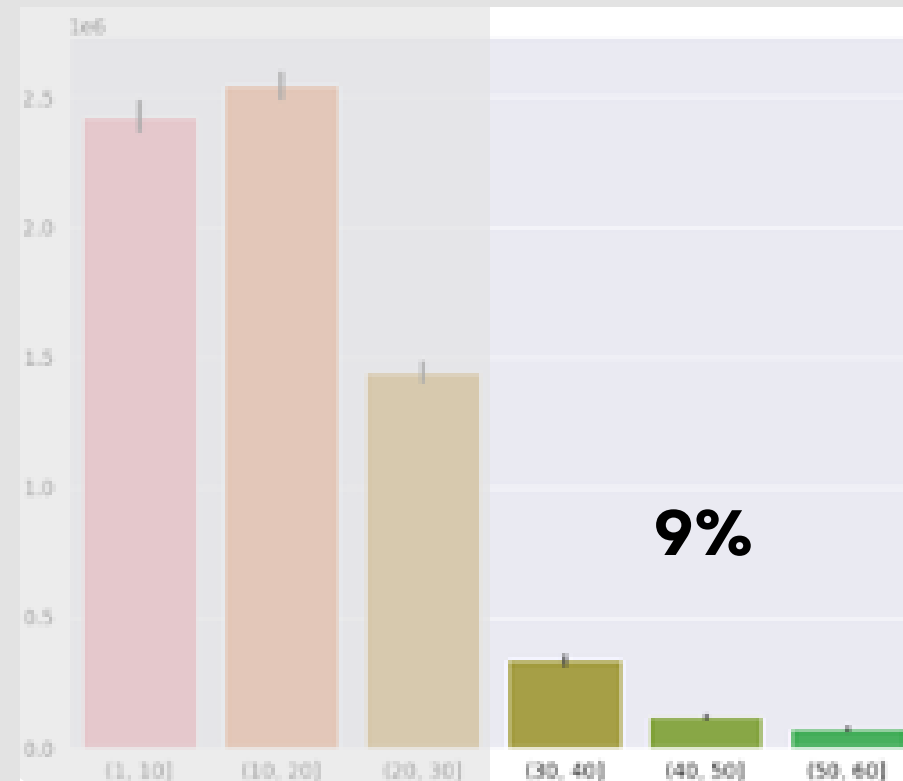
ENIAC'S PRICING STRATEGY

Are discounts helping or hurting?



95%

Over 95% of the products in the catalog are discounted



Discounts greater than 30% account for only 9% of the total revenue

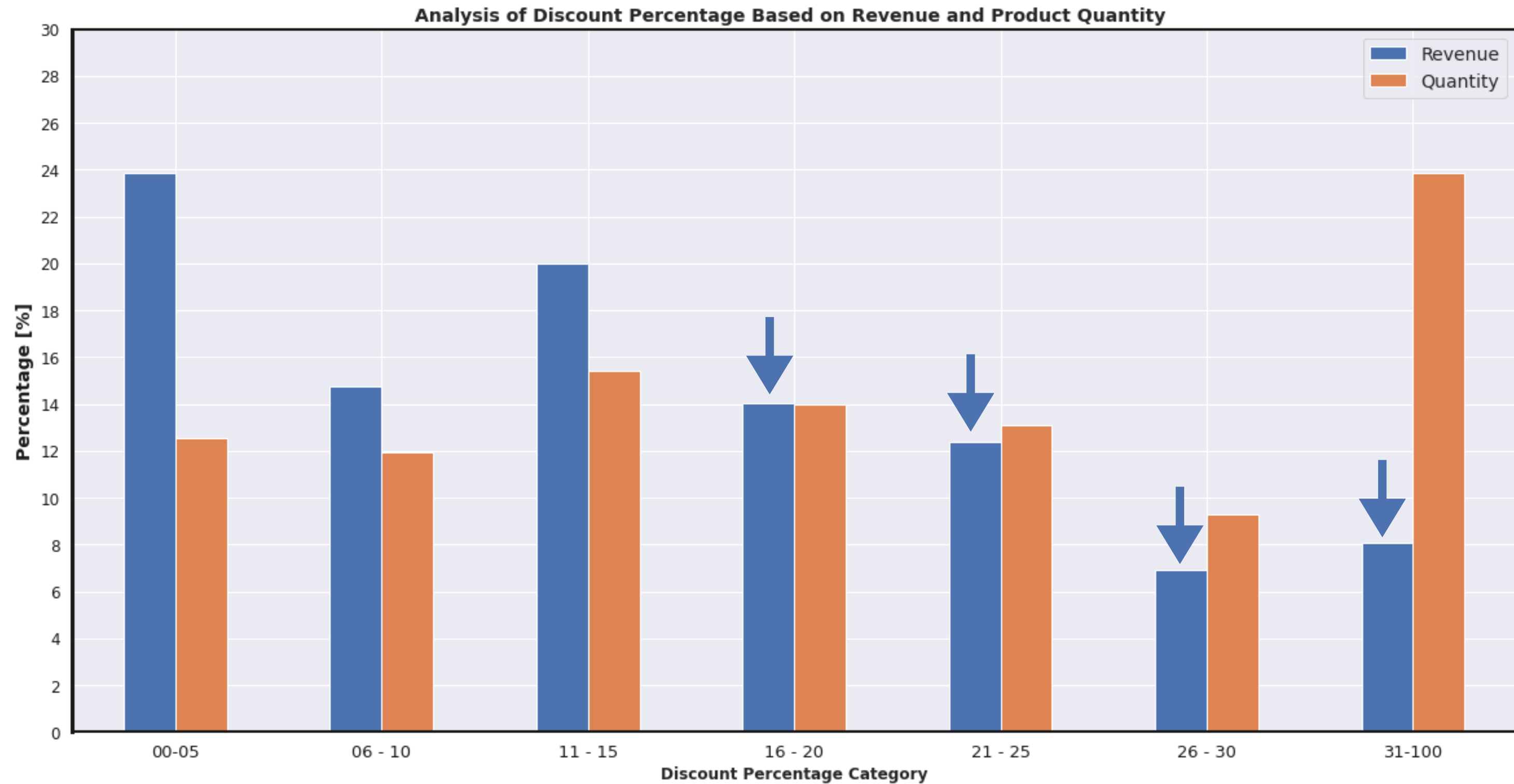


It is unclear that discounts improve sales

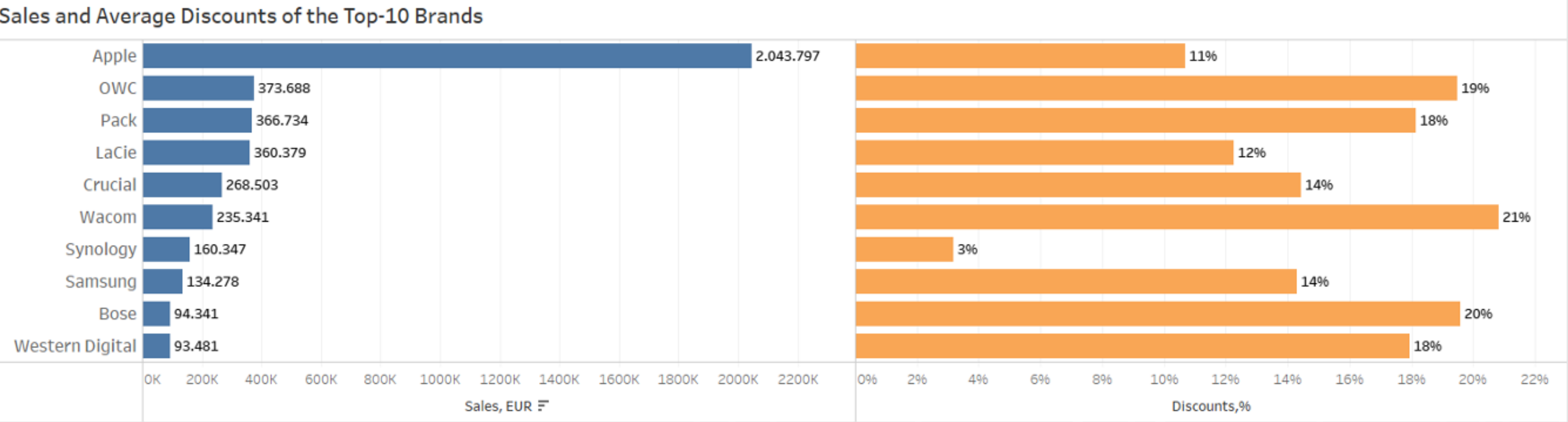




As the discount percentage increases, the revenue decreases

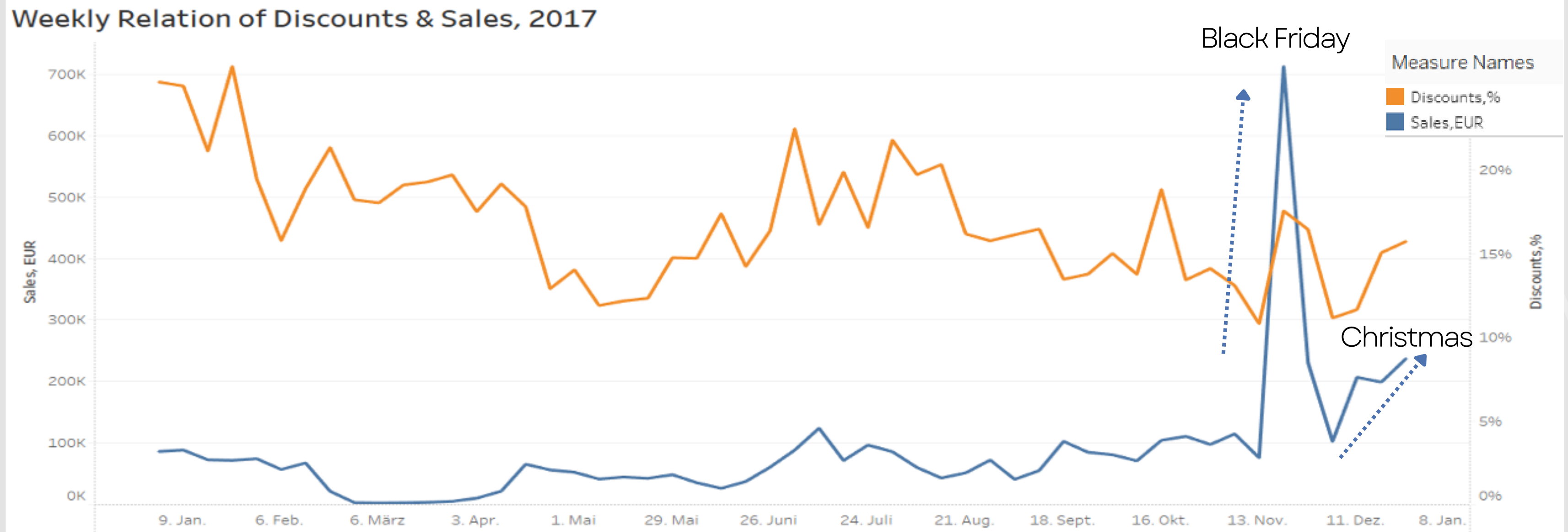


Sales does not correlate with the discount %



Apple's sales of over 2 million euros are currently discounted by only 11%.

Special dates such as Black Friday and Christmas positively affect sales



Conclusions



Based on our analysis, implementing discounts does not appear to significantly increase the revenue.

We have identified seasonality as a prominent factor influencing sales.

DATA RECOMMENDATIONS

Establish data governance and guidelines

This includes including category and discount directly, as well as consistency across the database (ex.: column names).

Makes calculations easier

Streamline revenue calculations by including shipping costs.

Create a dashboard

To review revenue (and profit) while accounting for different factors, including time, brand, and discount.

Audits and documentation

Establish monthly automated data auditing process to ensure data quality.