

Does revenue grow with  
an increase in discounts?

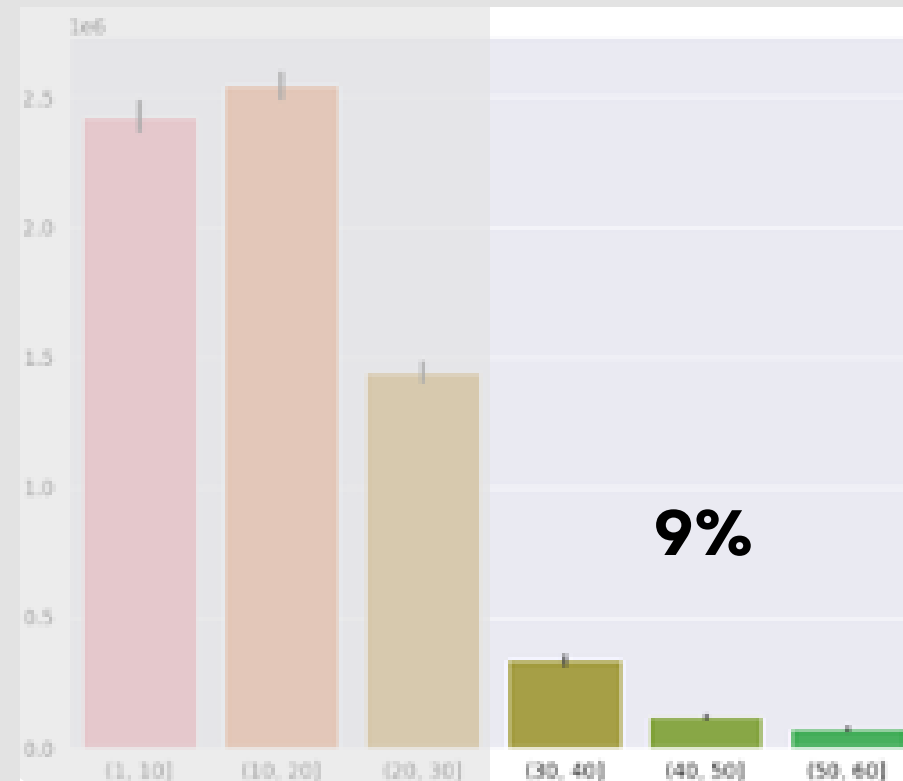
ENIAC'S PRICING STRATEGY

# 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

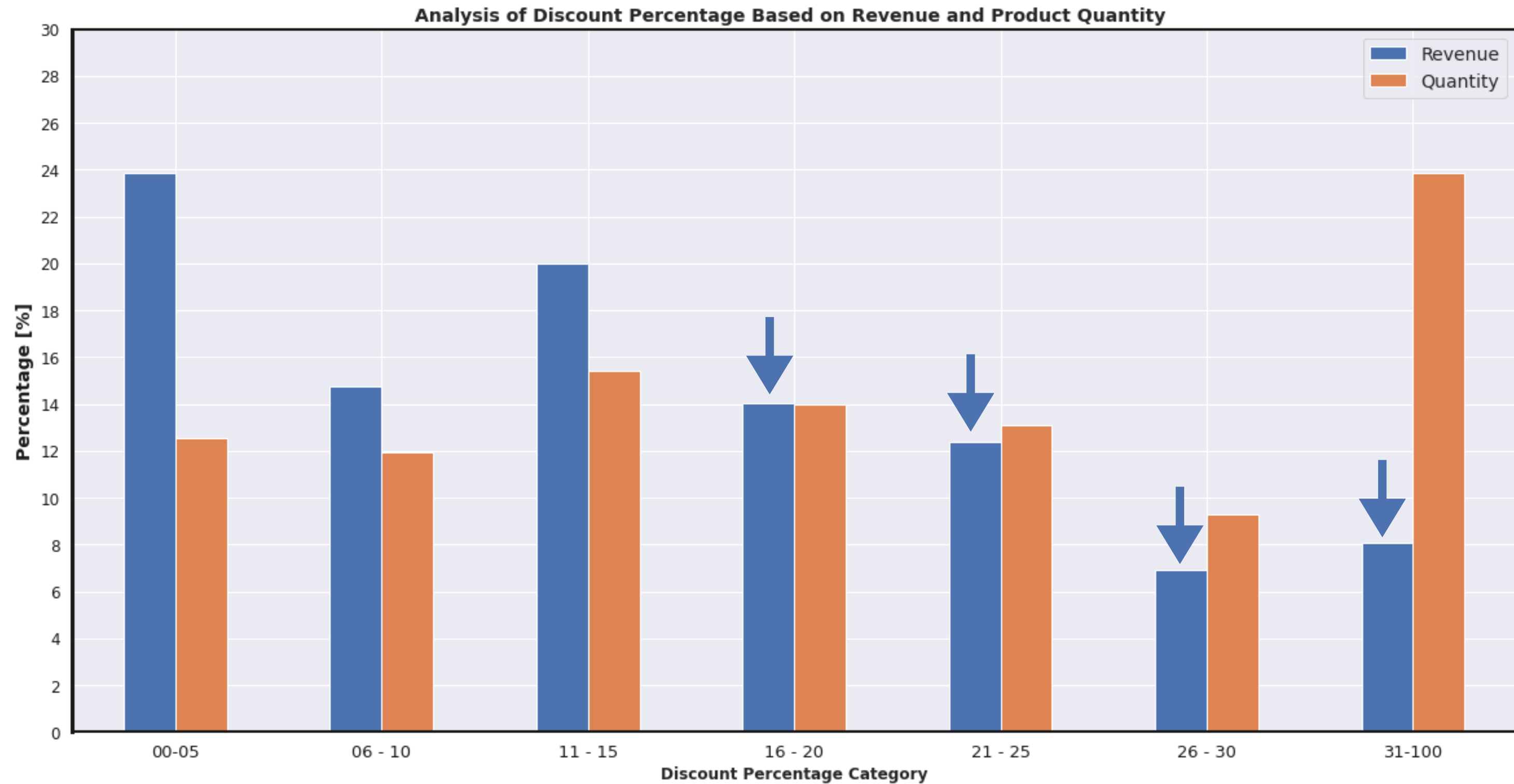


It is unclear that discounts improve sales

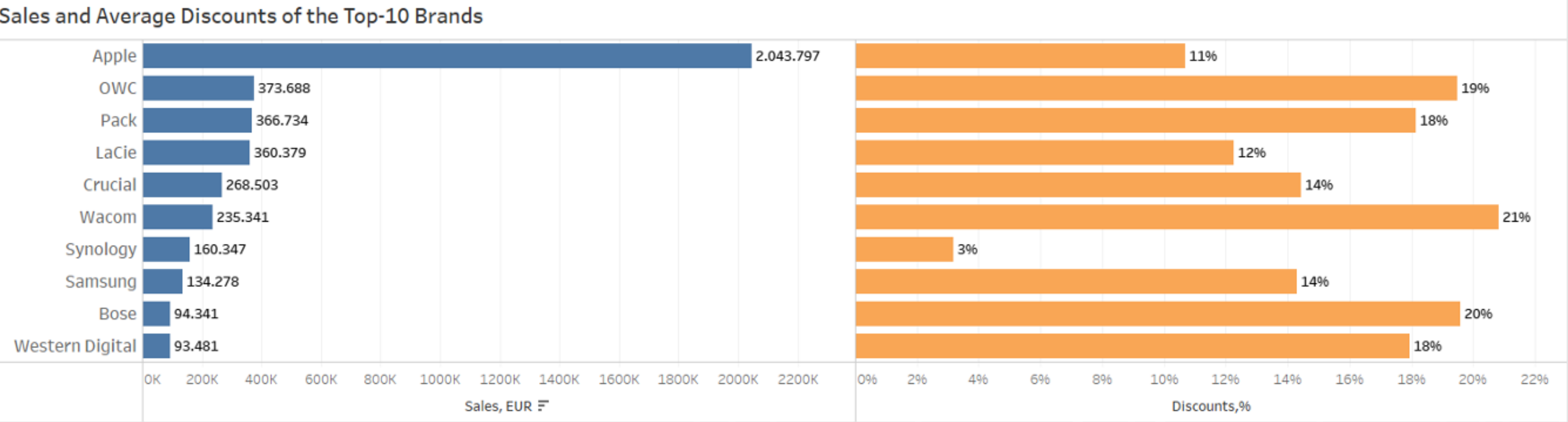




**As the discount percentage increases, the revenue decreases**

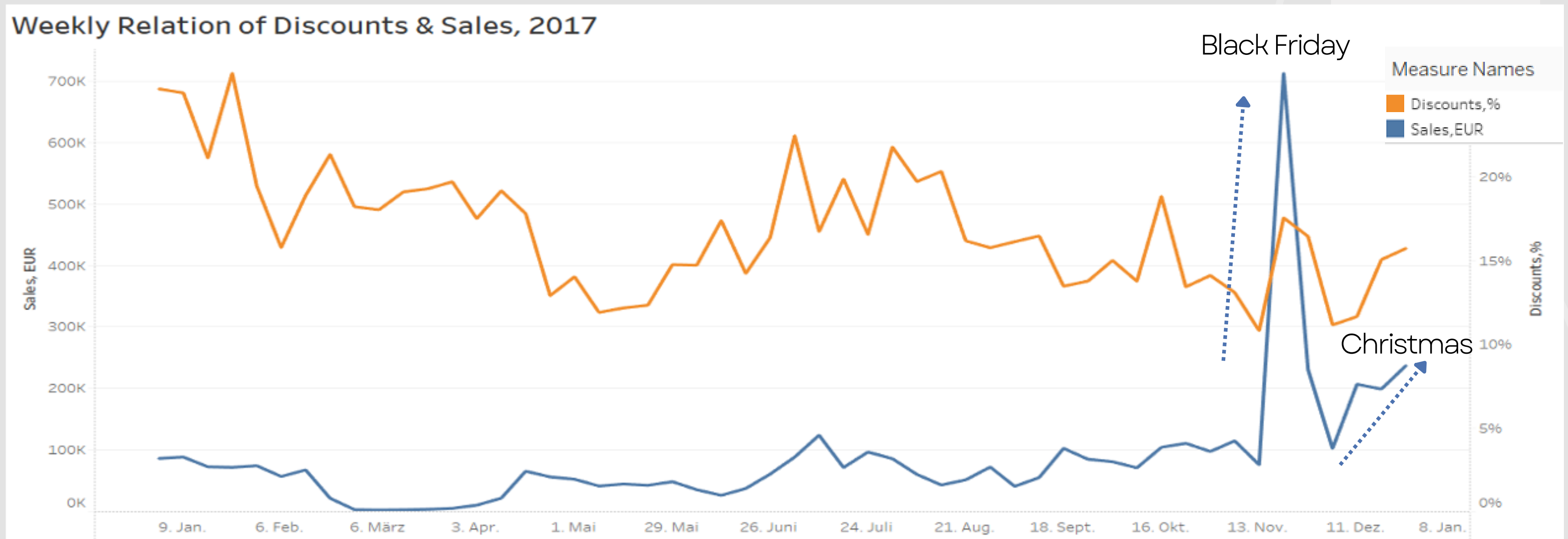


# Sales does not correlate with the discount %



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



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

# 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.