

# Eniac Discount Strategy

**+** How 20% Revealed the Best Discount Formula

Daniela  
Eugen  
Luise  
Maryna

01

# 80%

corrupted data &  
not completed orders

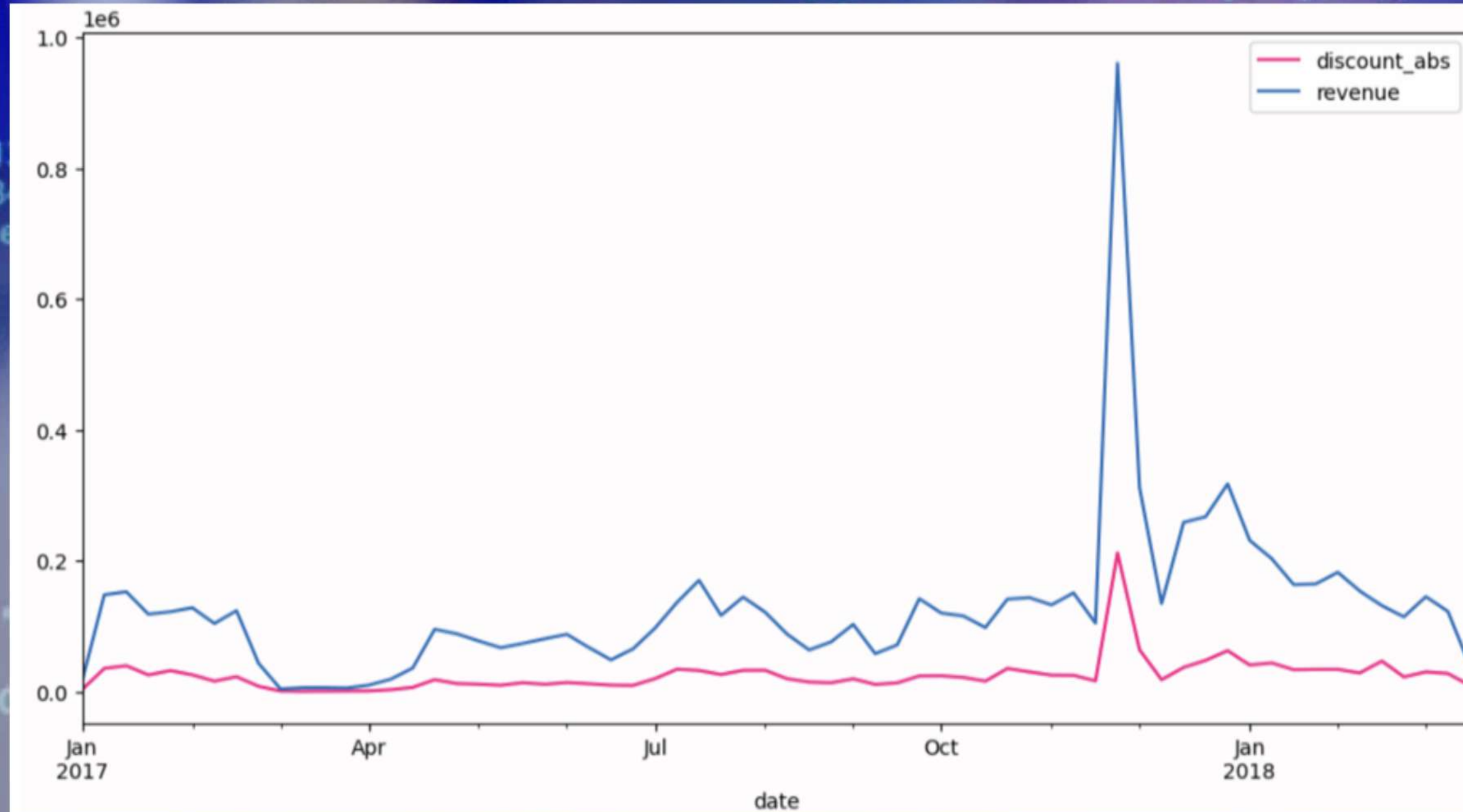
**DROPPED**





# + Boosting Sales with Discounts:

## The Revenue Connection with Marketing Campaign



There is a moderate positive correlation between Revenue and Discount.  
**Timing matters!**

# Product Categories

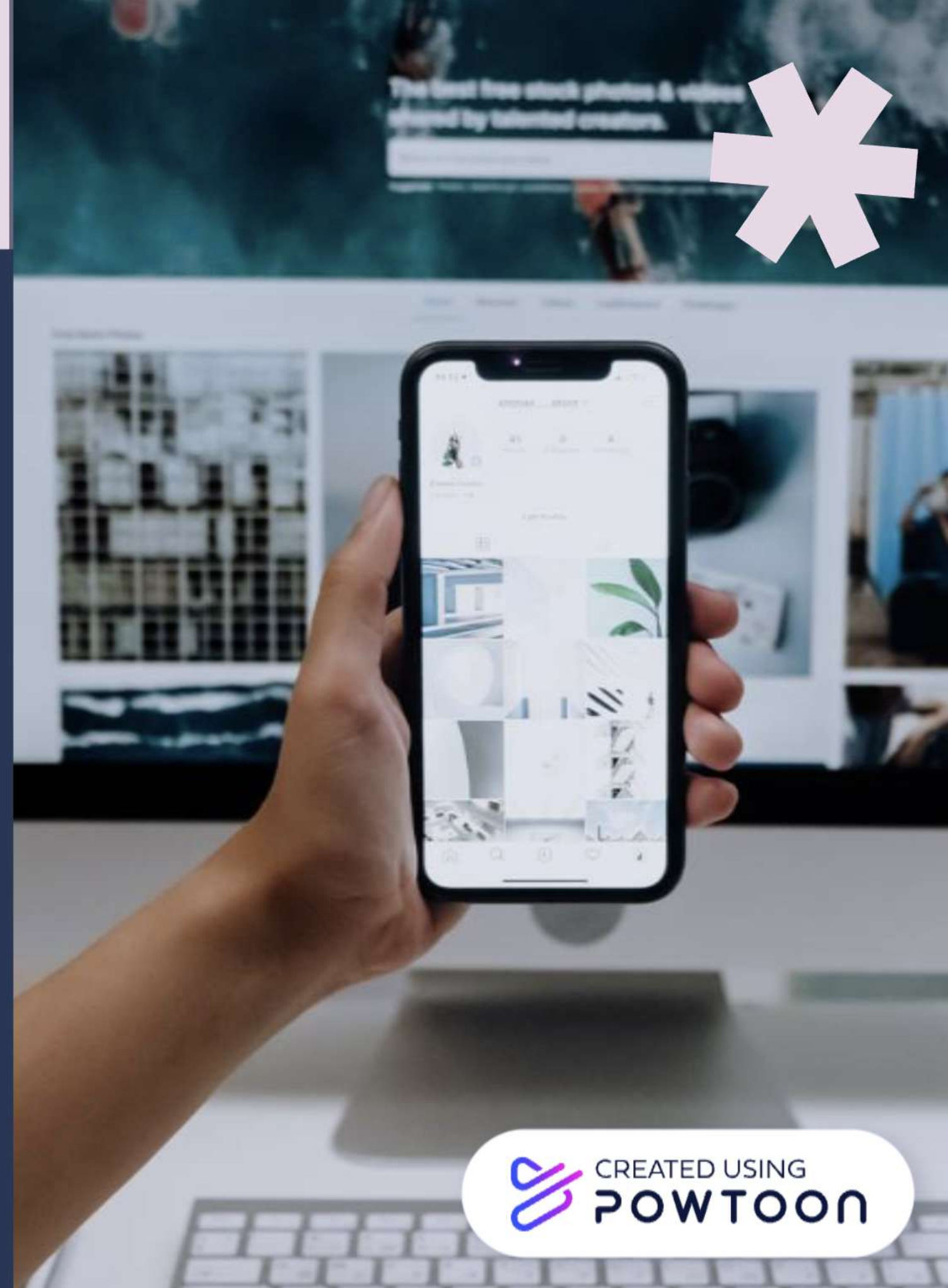
60%



40%

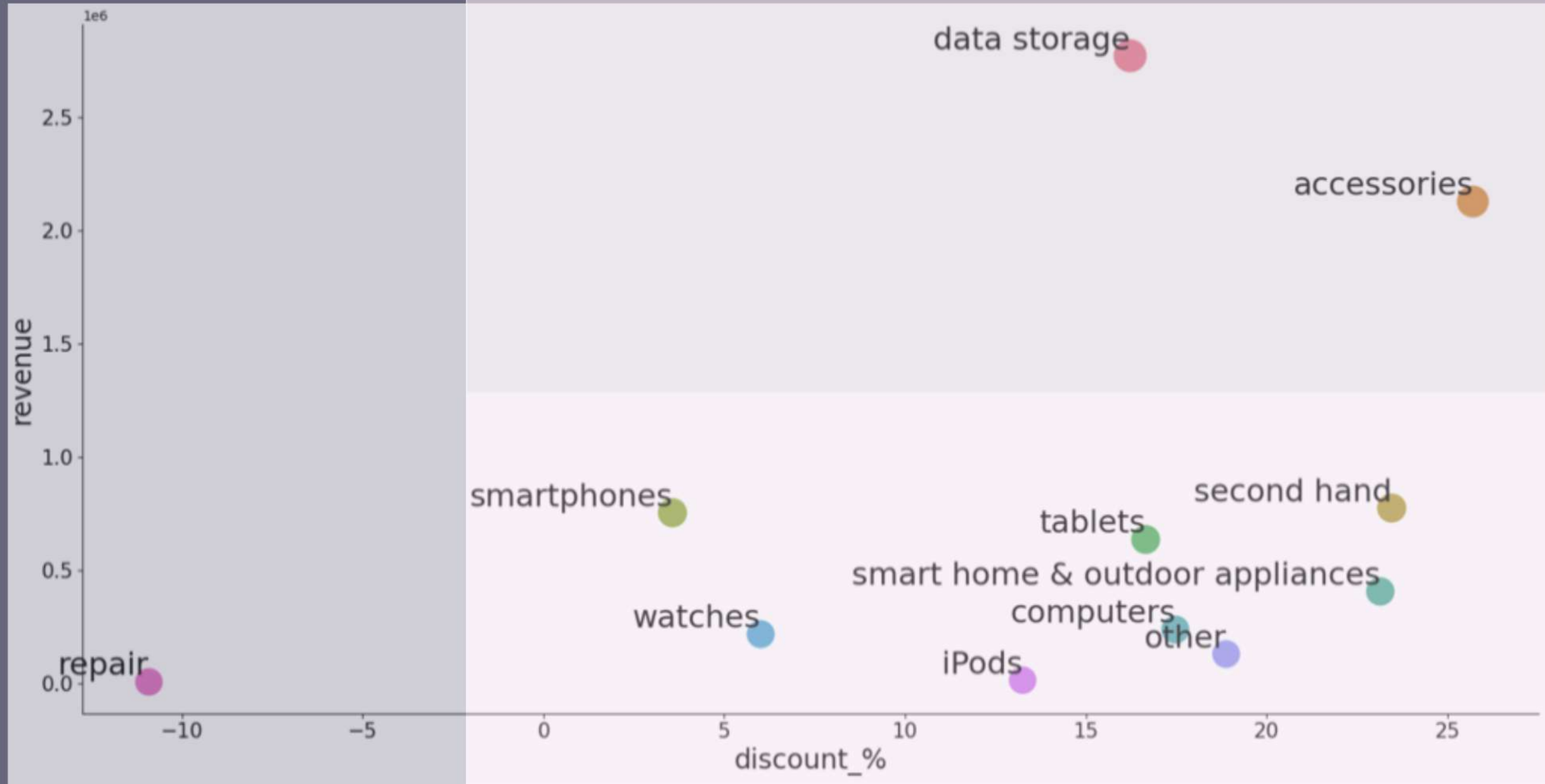
Data Storage  
Accessories

Smartphones  
Tablets  
Smart Home & Outdoor Appliances  
Computers  
Watches  
Other  
iPods  
Repair

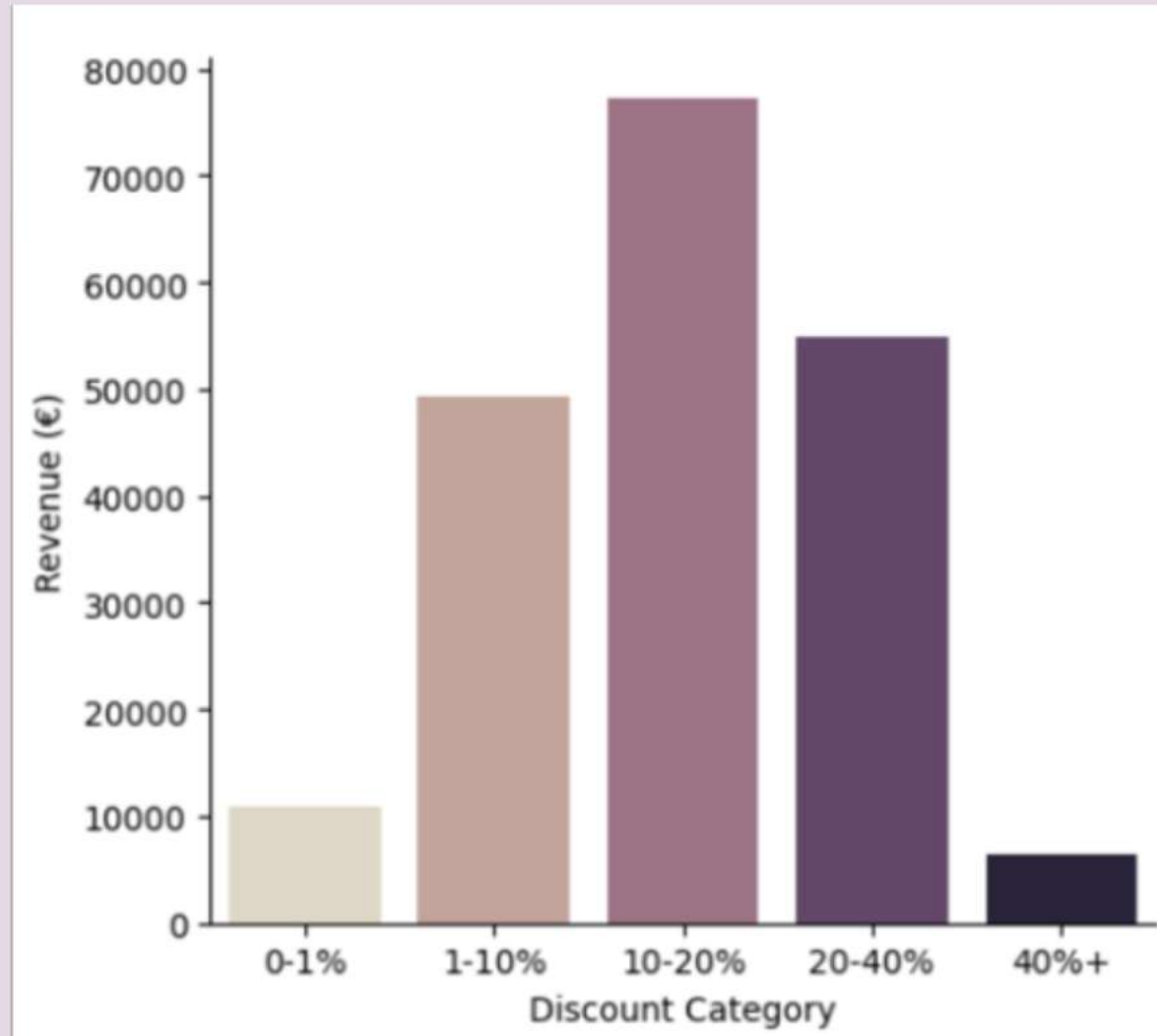




# Moderate discounts boosts Revenue Growth

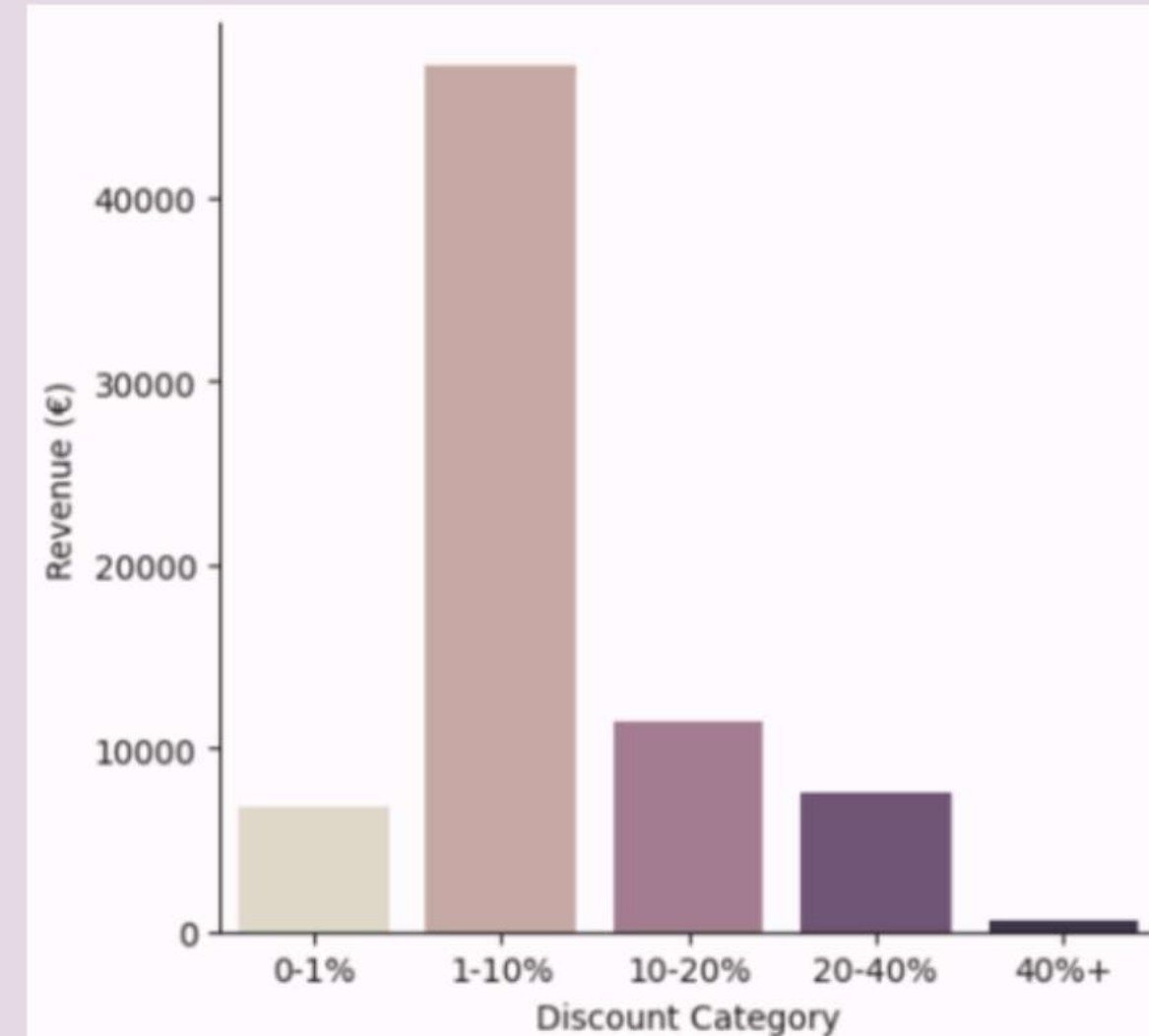


# Most Profitable Discount Range for Categories



**10-20%**

Computer  
Data Storage  
Accessories  
Second Hand  
Smart Home



**1-10%**

Smartphones  
Tablets  
Watches  
iPods

# Advice

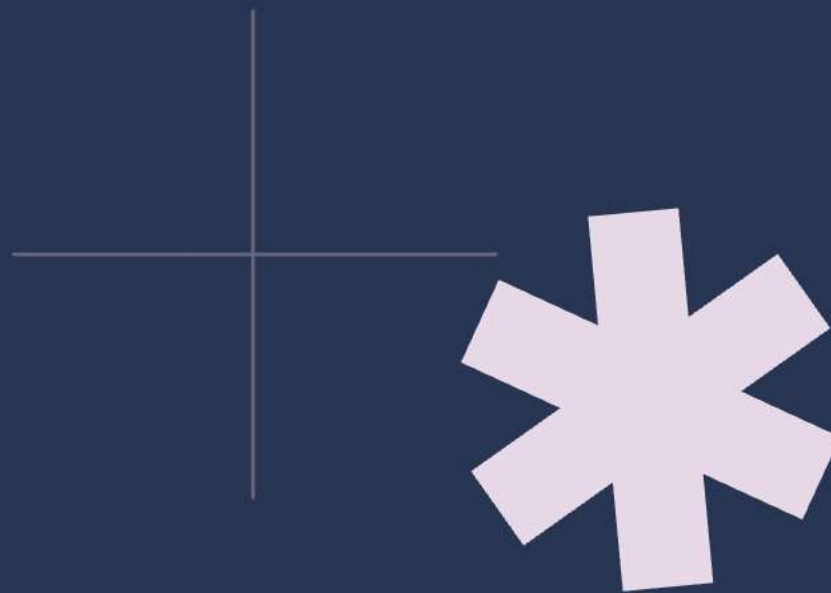
- **Tablets, Phones, iPods, and watches** 1-10% discount
- **Data Storage, Computers, Second-Hand, and Accessories** 10-20% discount
- **Smart Home & Outdoor** 20-40% discount
- **Repair Services** don't need any discount





# Advice

- Customers expect **higher discounts** between **November** and **January**
- **Lower discounts** work well after that but should **increase** again around **July** for best results
- Apply discounts to **big brand** products (Apple, Logitech)





# Have Questions?

## Let's talk strategies!





# Appendix Categories

- **Accessories**

Cases, Cables, Chargers, Adapters, Monitors, Headphones, Speakers, Pointers, Pens

- **Computers**

- **Laptops and Desktops**

- **Tablets**

- **Second Hand**

- **Repair Services**

- **Smart Home & Outdoor Appliances**

Cameras, Drones, Backpacks etc.

- **Data Storage**

NAS Servers, External Storage, SSD Upgrades, Memory Cards, Hard Drives

- **Smartphones**

- **Watches**

- **iPods**

- **Other**

2% that did not fit into any other category





# Appendix

## Revenue Distribution by Discount Category and Brand Ranking

