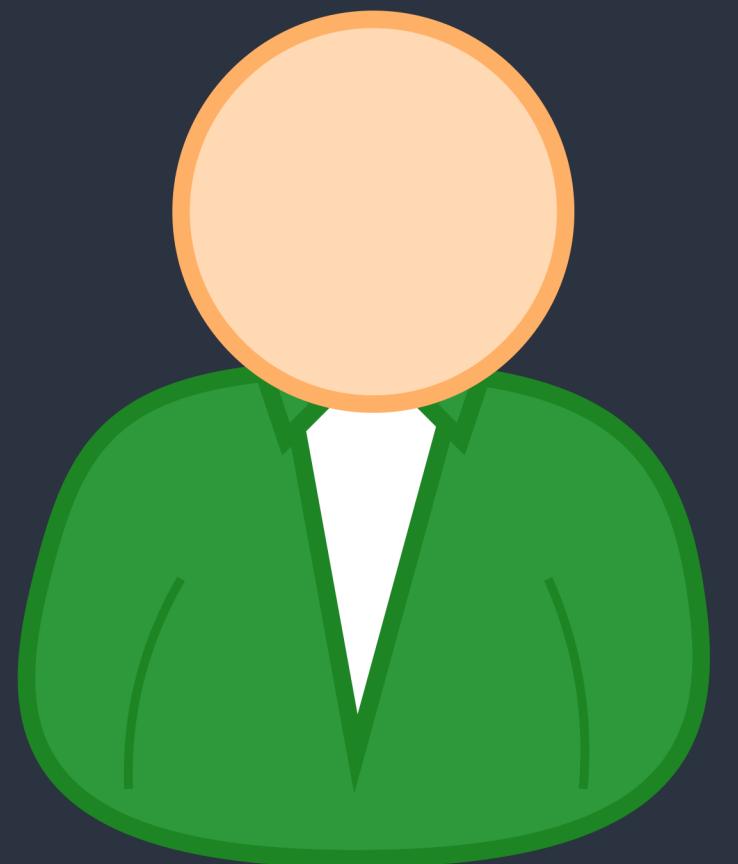


**ARE DISCOUNTS THE KEY TO
ENIAC'S SUCCESS?**

DATA DEPARTMENT



ANDREJ



EDVIN

DATA ANALYSTS



GENERAL INFO



Timeframe

Jan, 2017 - March, 2018



Total Income

15 Million Euro



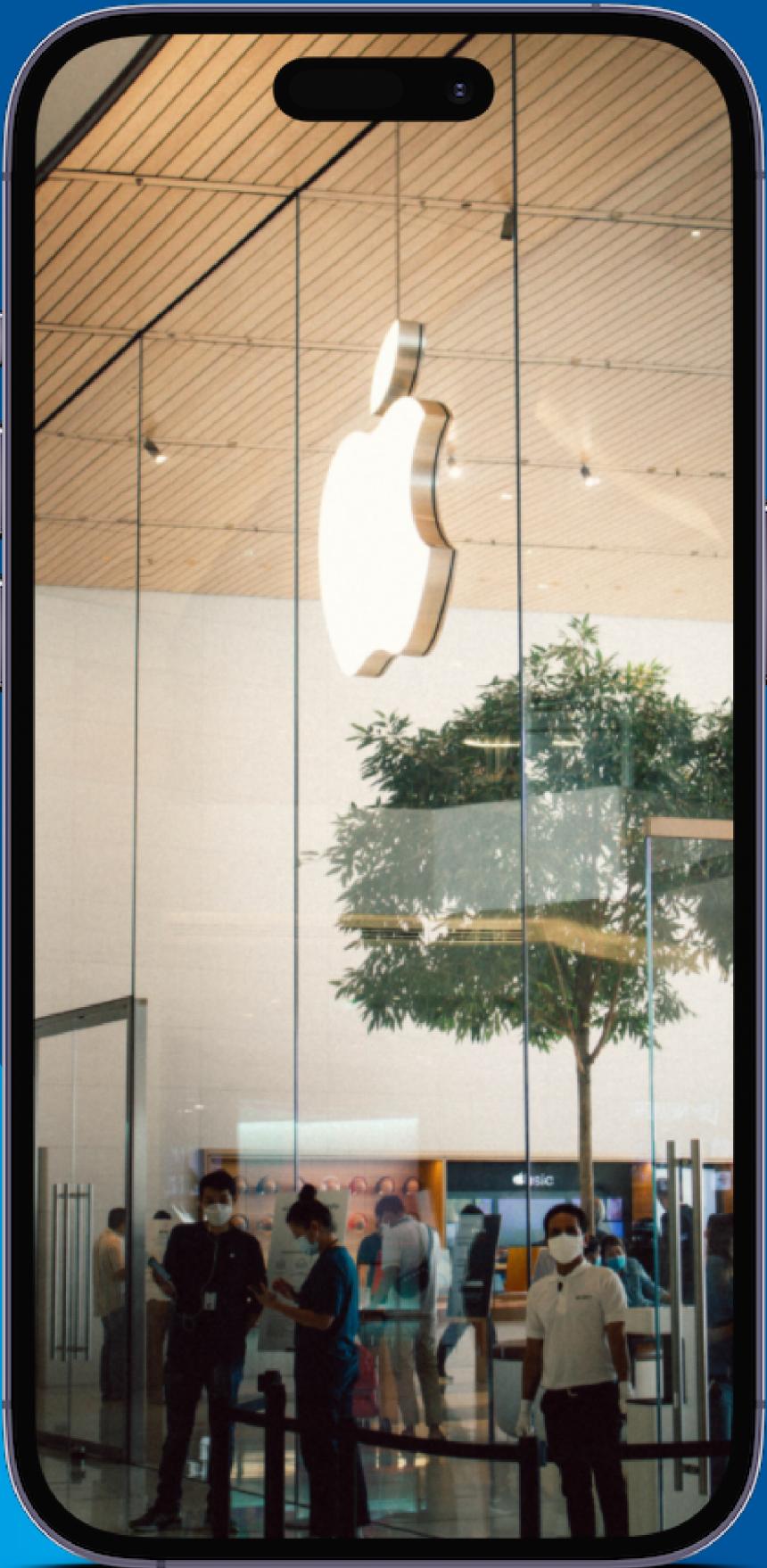
70%

OF TOTAL INCOME
COMES FROM
APPLE PRODUCTS,
AMONG 130 BRANDS

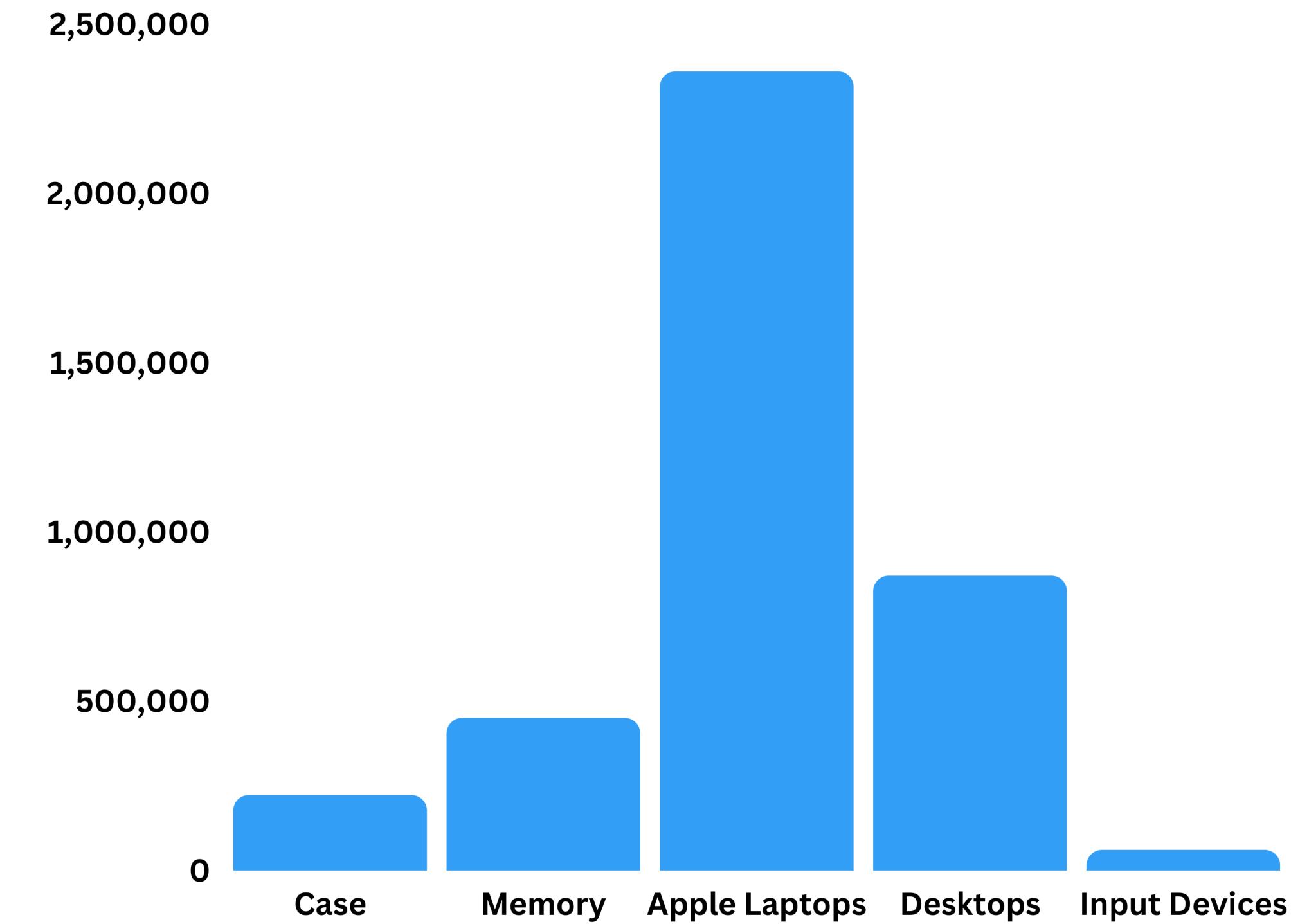
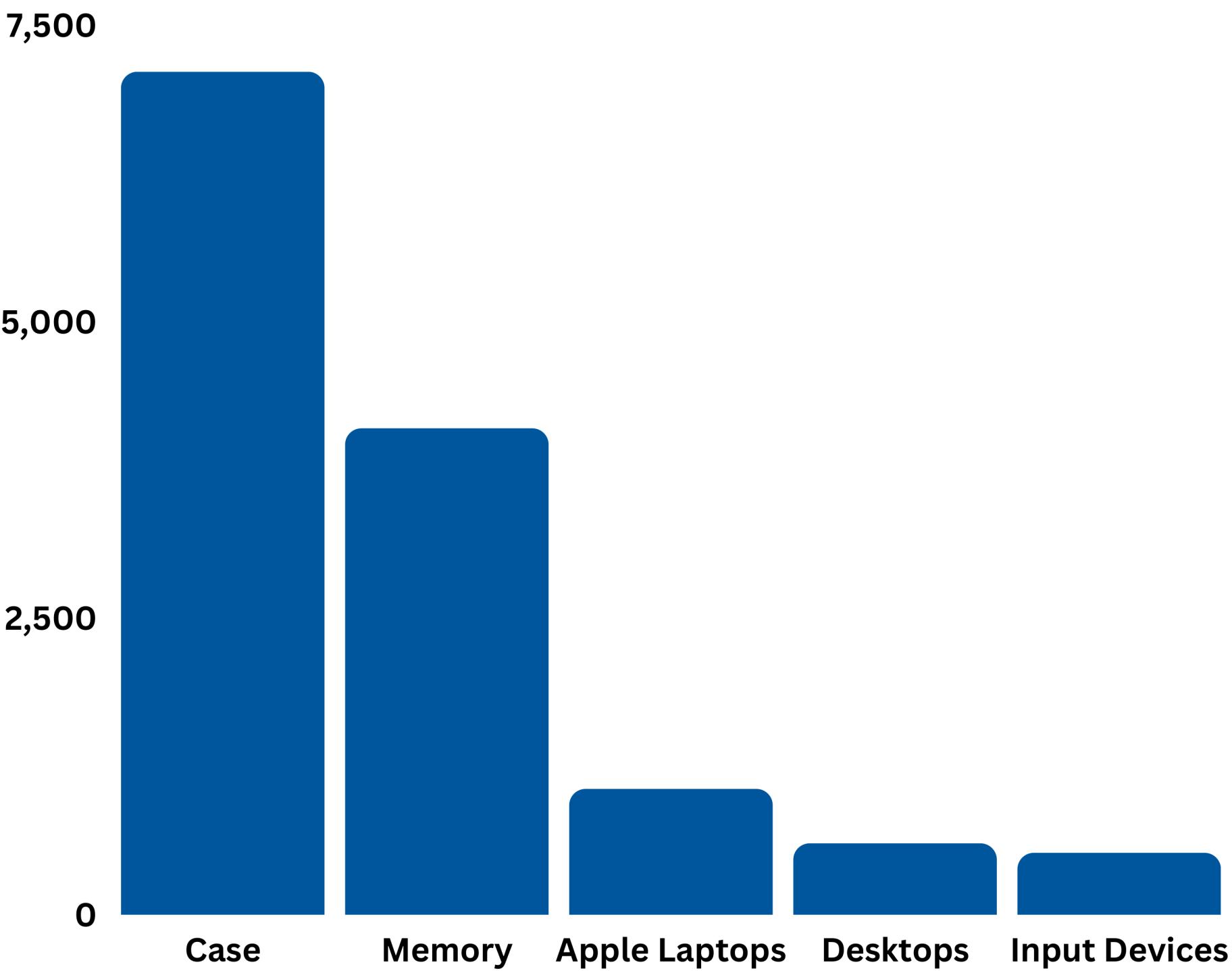


WHAT APPLE DOES?

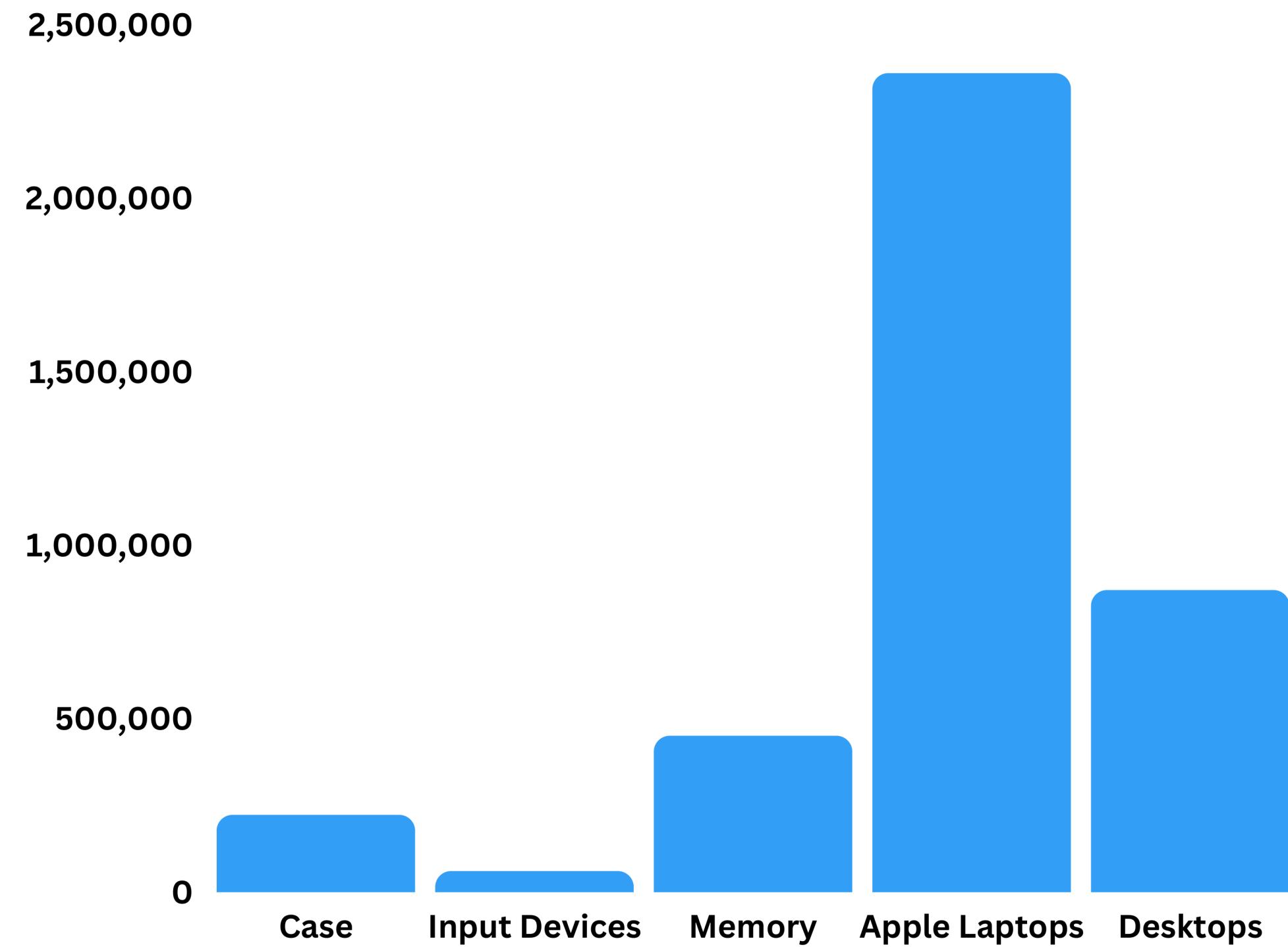
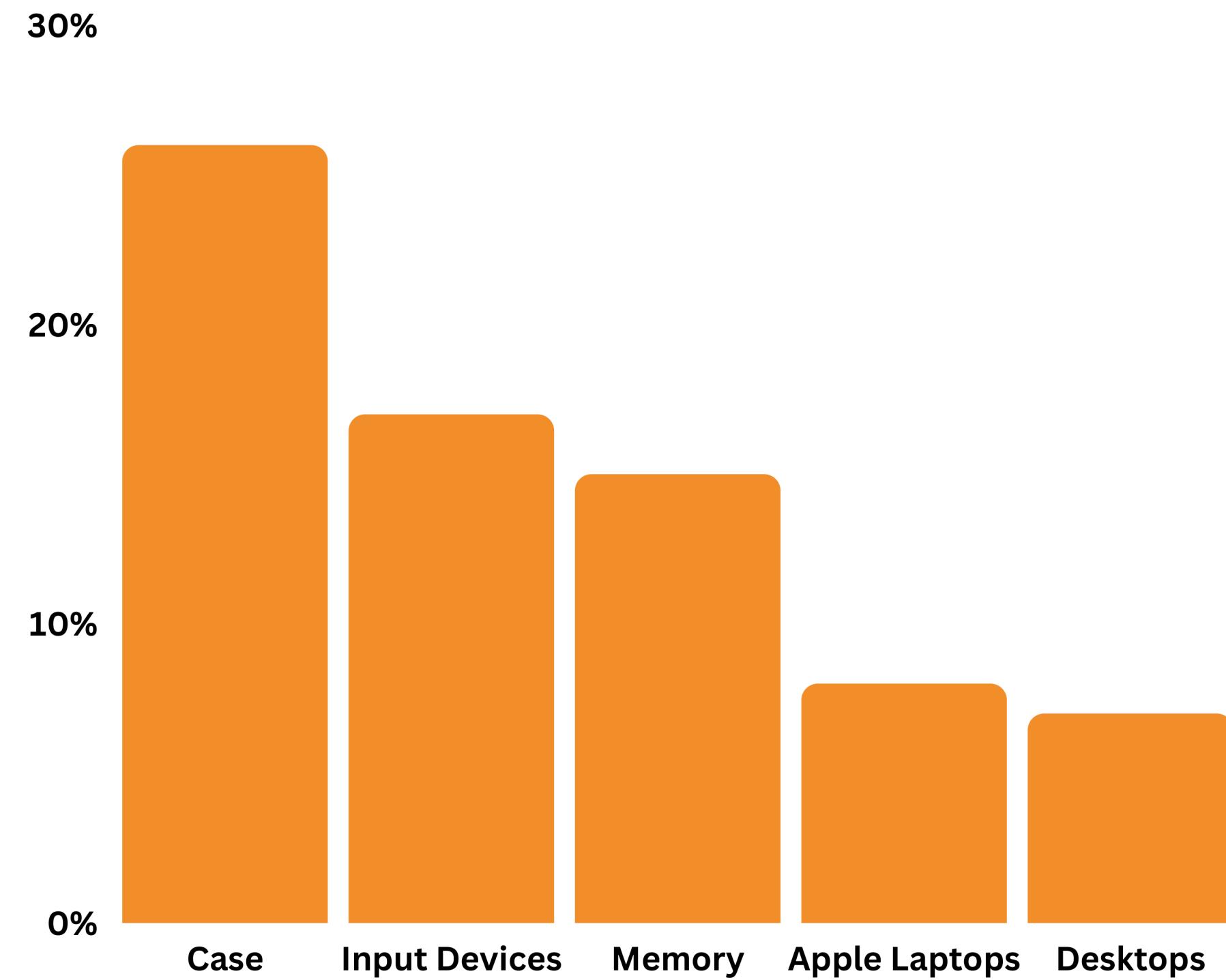
- MAINTAIN A STRICT PRICING POLICY
- MINIMAL DISCOUNTS OR PRICE REDUCTIONS
- FOCUSES ON PROVIDING VALUE THROUGH PRODUCT QUALITY, INNOVATION, AND CUSTOMER EXPERIENCE.



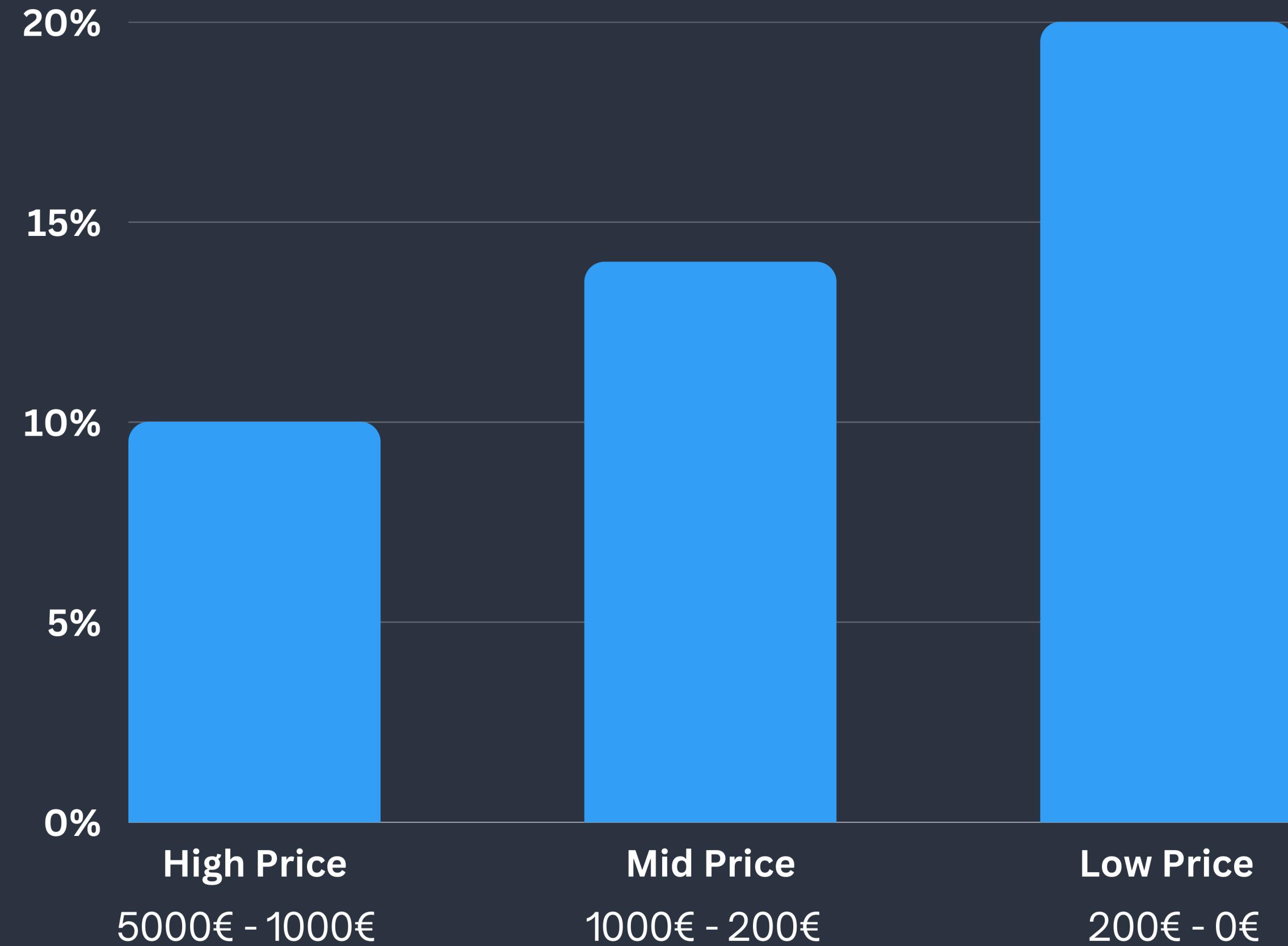
QUANTITY VS REVENUE



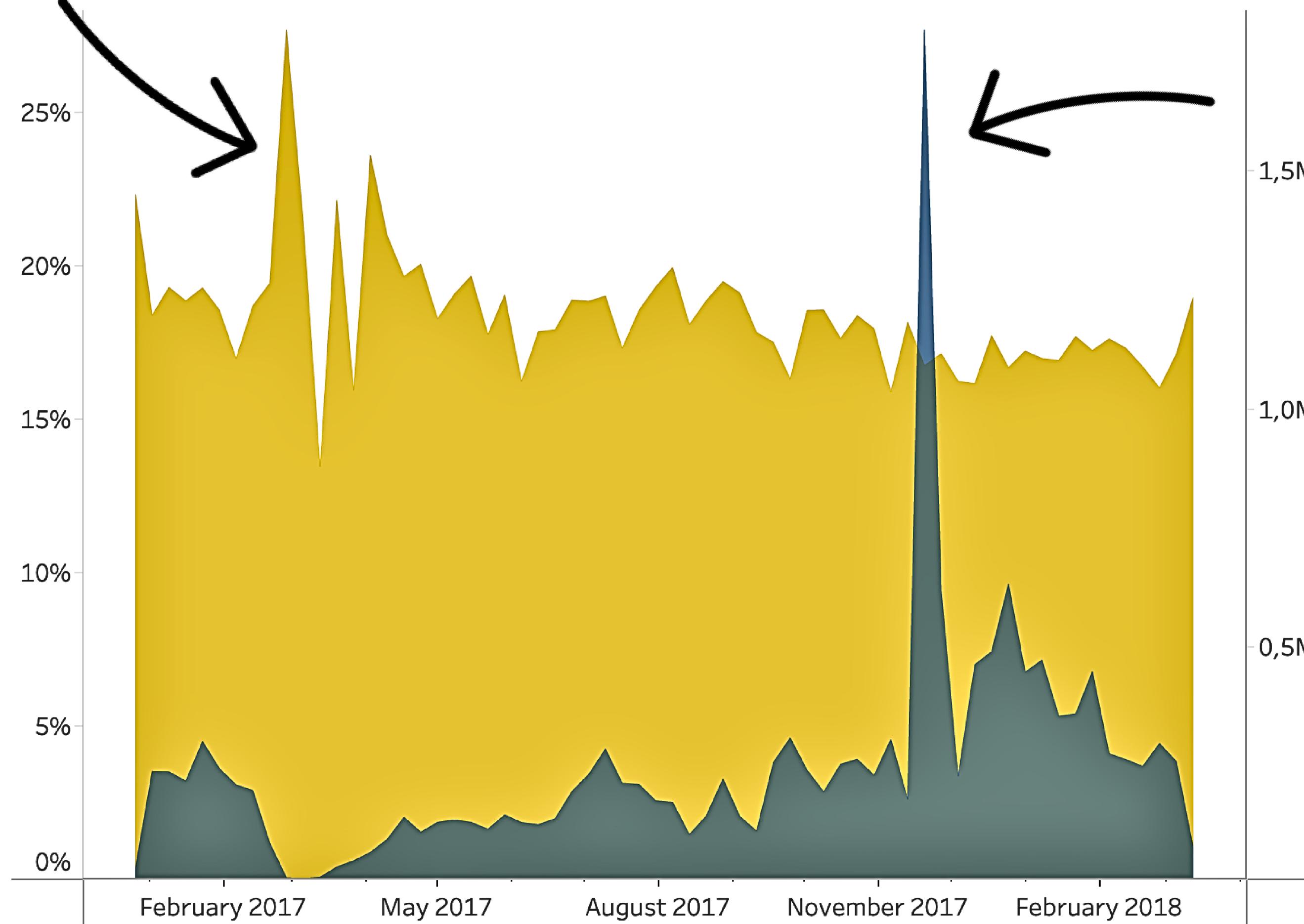
AVERAGE DISCOUNT VS REVENUE



Most Discounted Price Categories



AVERAGE DISCOUNTS WITHIN THE TIMEFRAME VS REVENUE WITHIN THE TIMEFRAME





Suggestions

- There is no evidence that discount effect sales
 - Market values more quality and good customer service.
 - More data needed to check the long run
 - More data needed to check the satisfaction and retention of customers
- 

Thanks For Listening

Connect with us.



edvin@data-eniac.com



andrej@data-eniac.com

