



Lower discounts = Higher revenue?



66,425

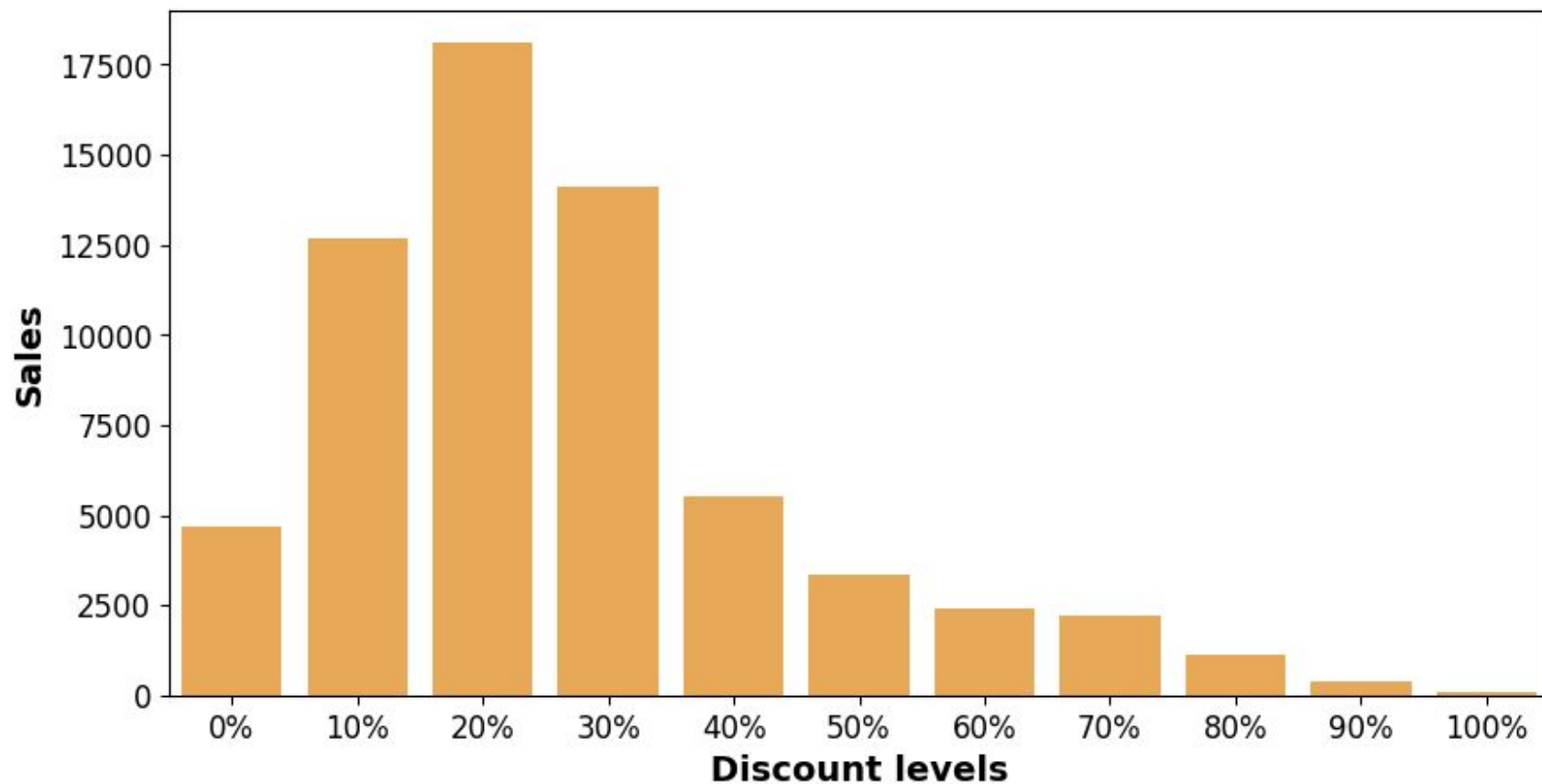
products sold from
Jan 2017 to Mar 2018

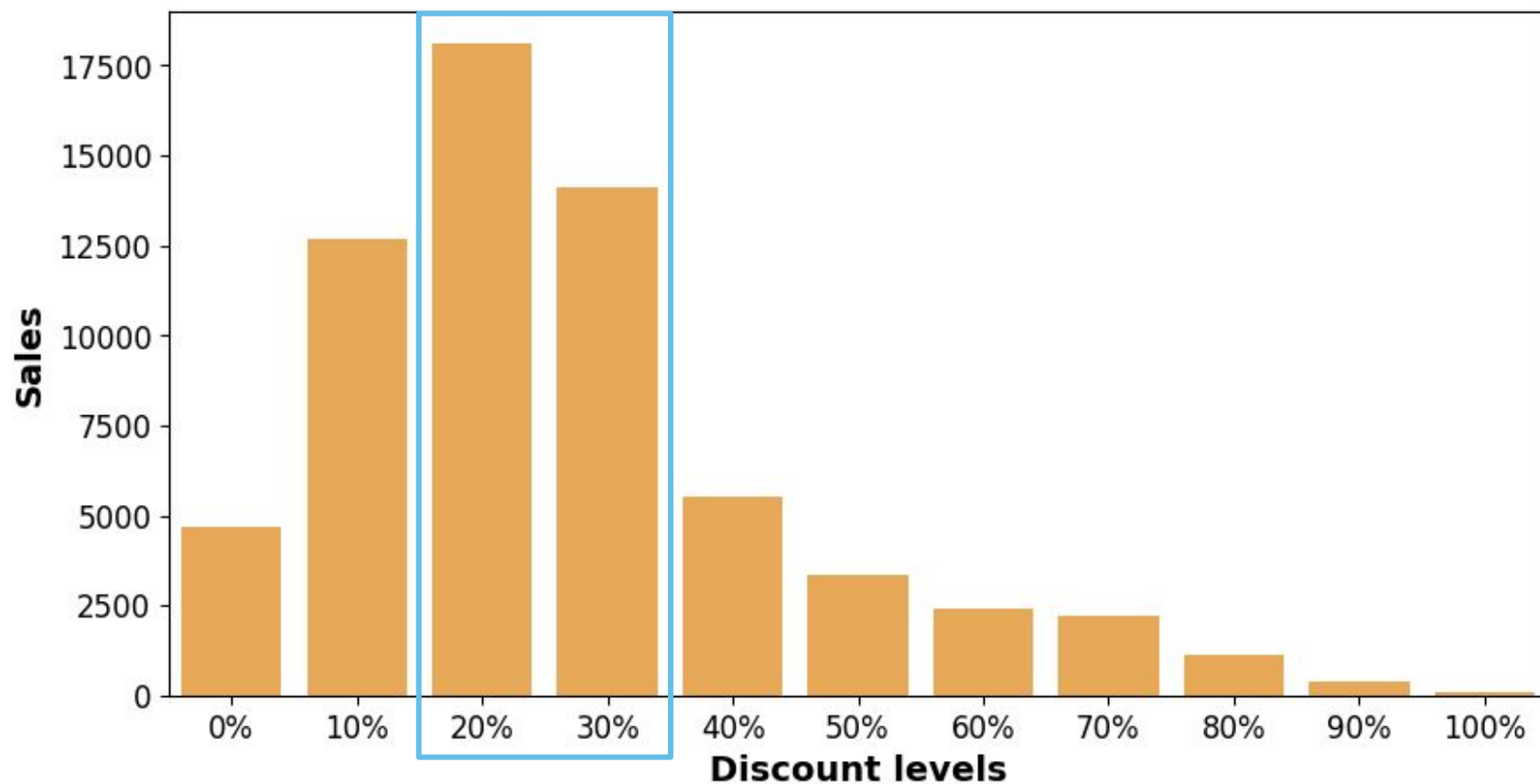


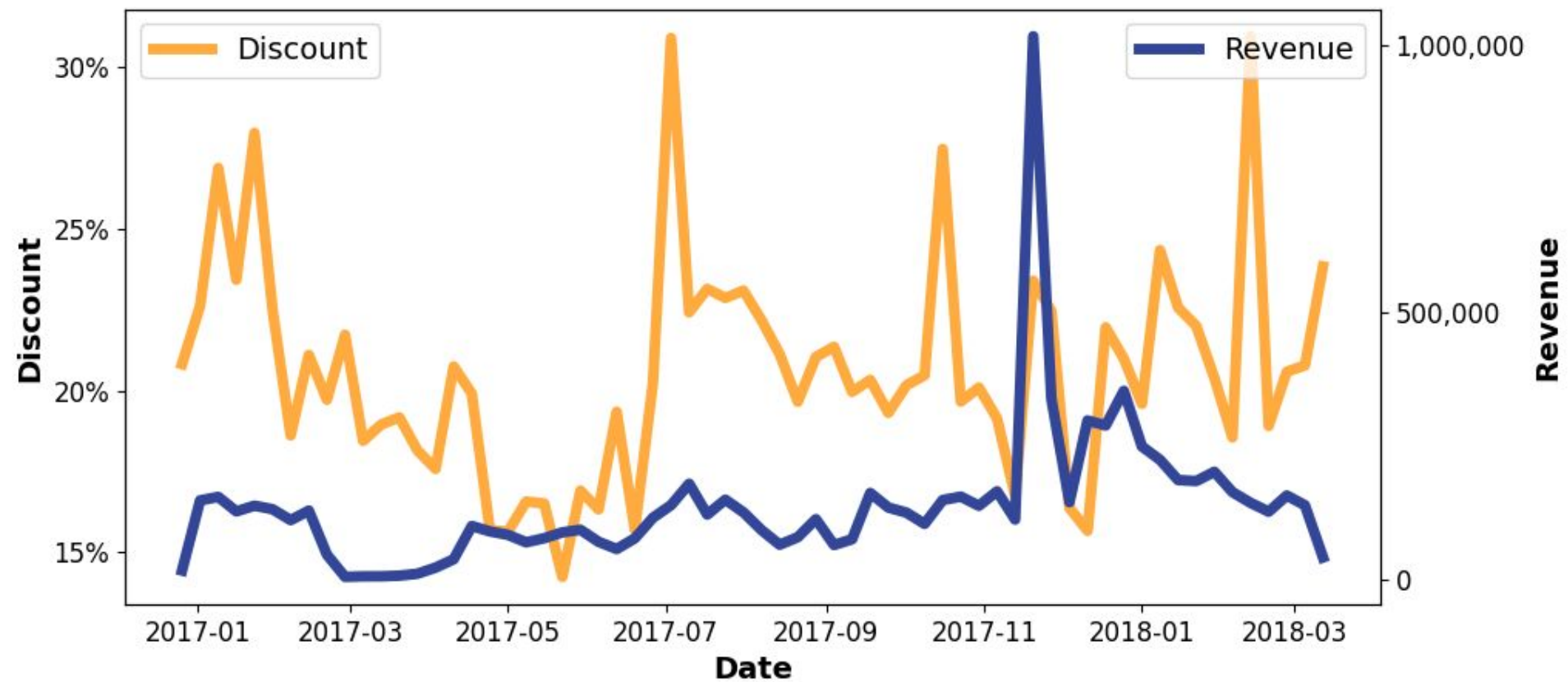
8.4 million €

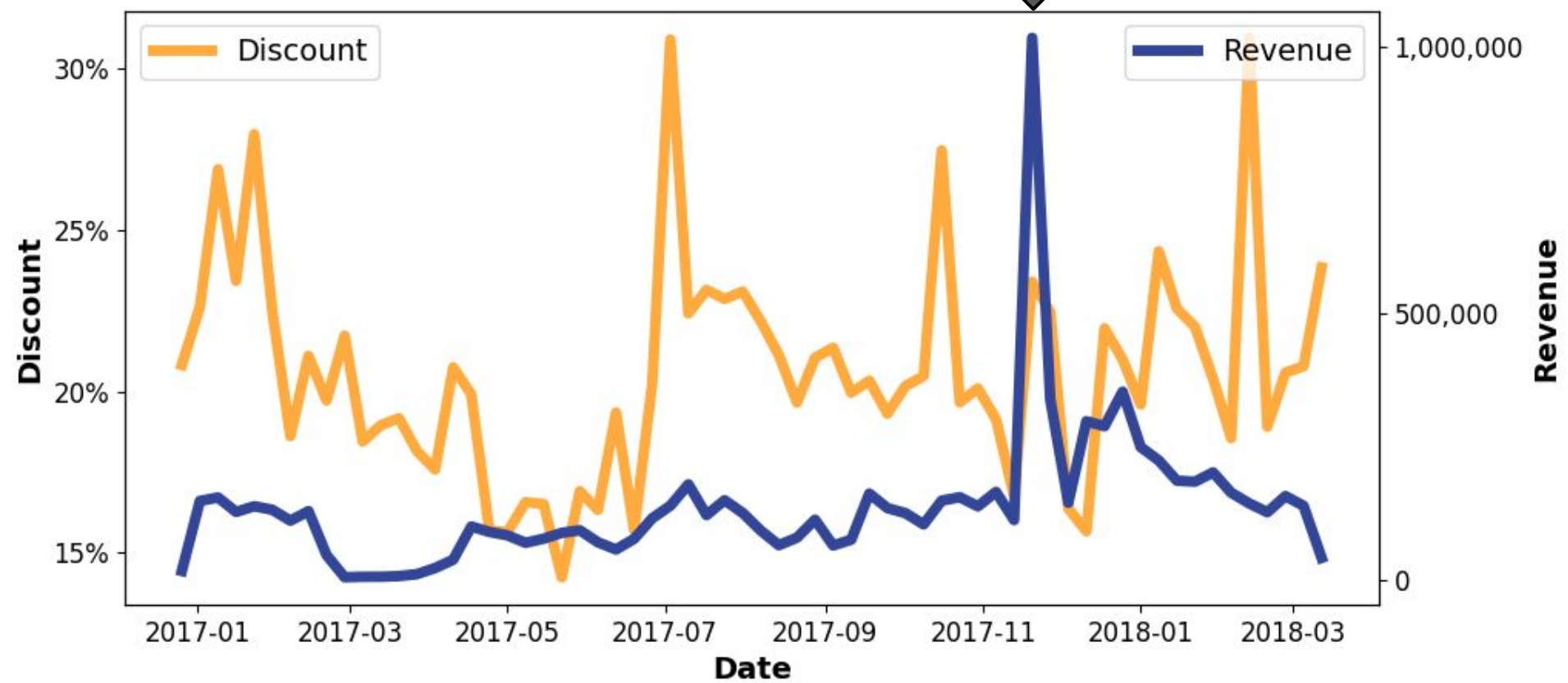
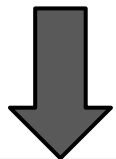


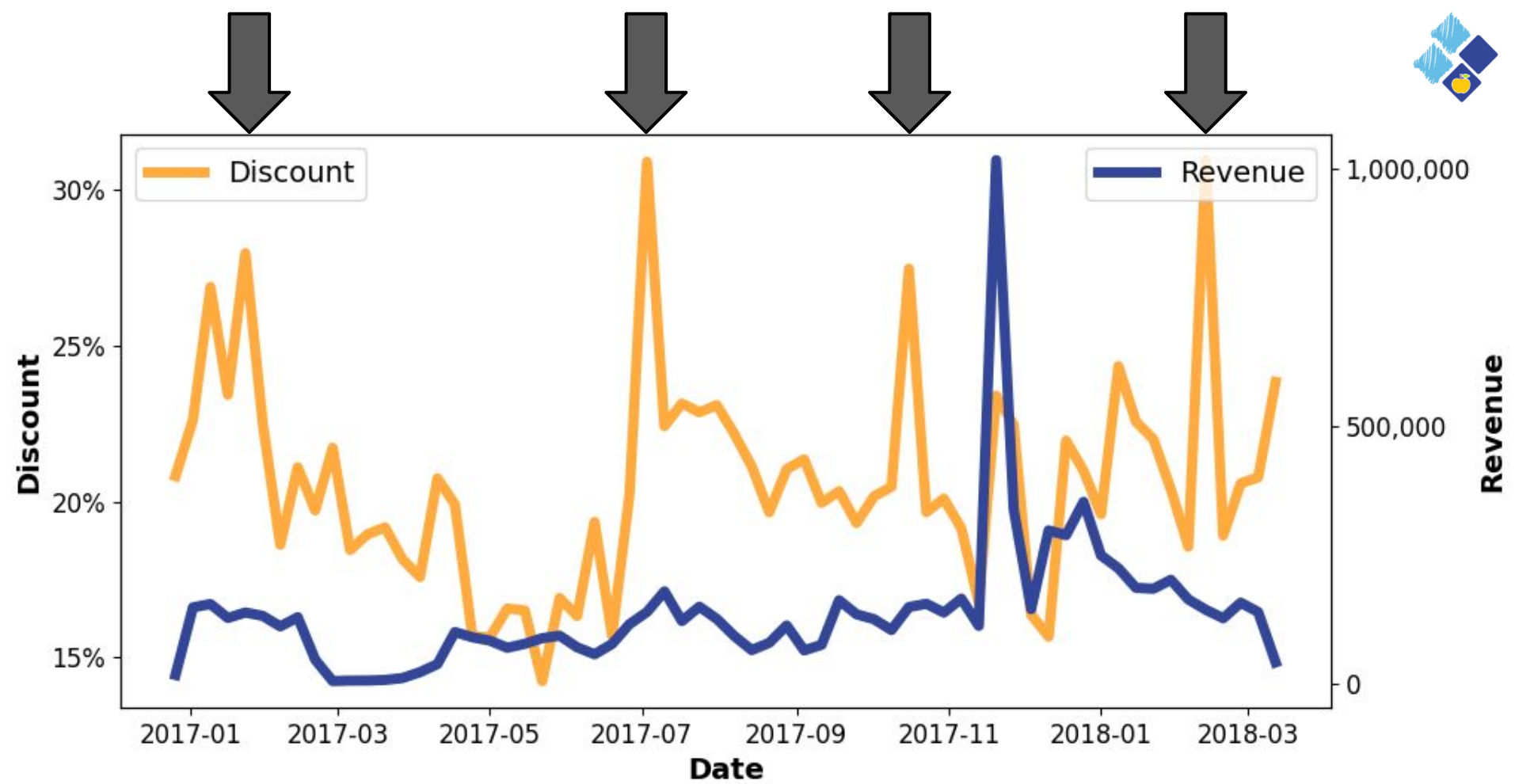
93% of products were discounted



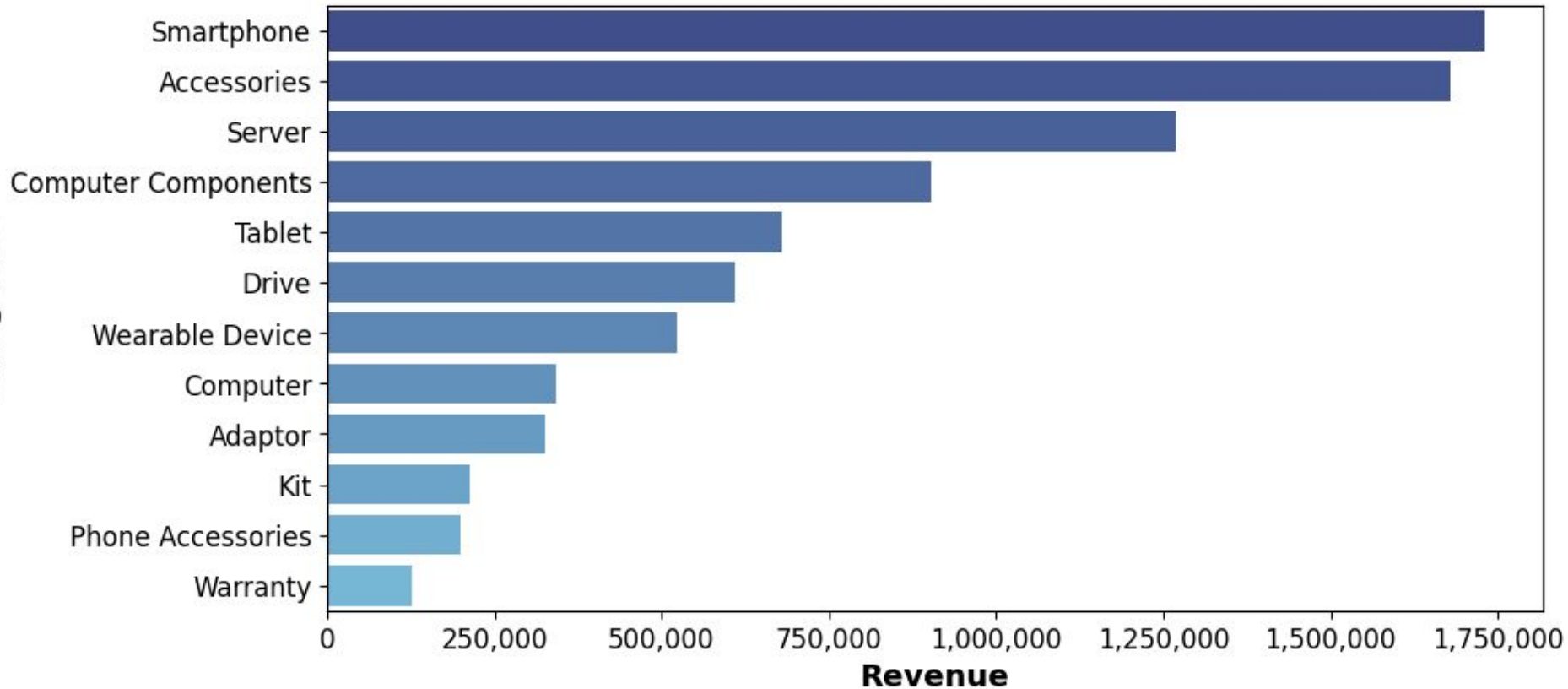




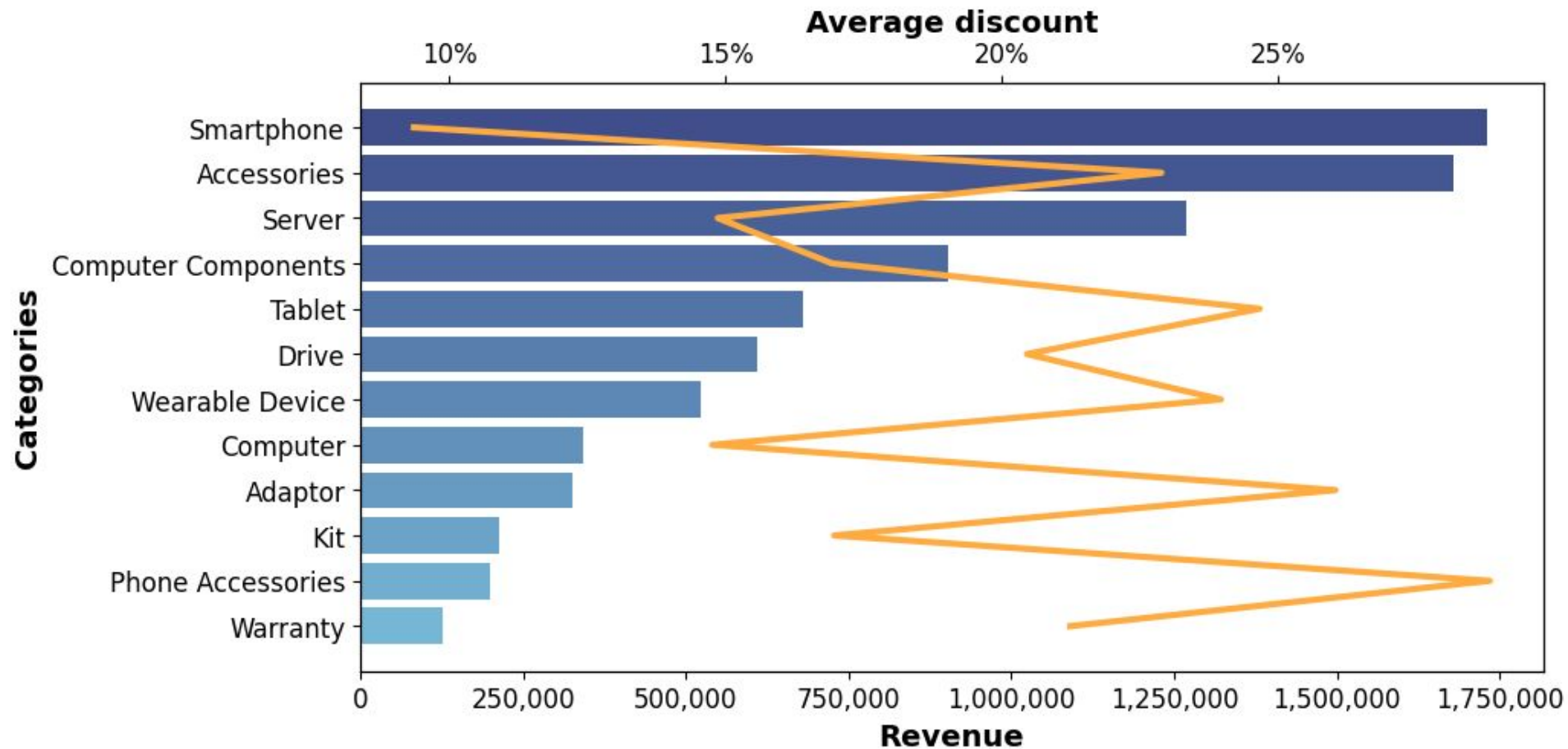




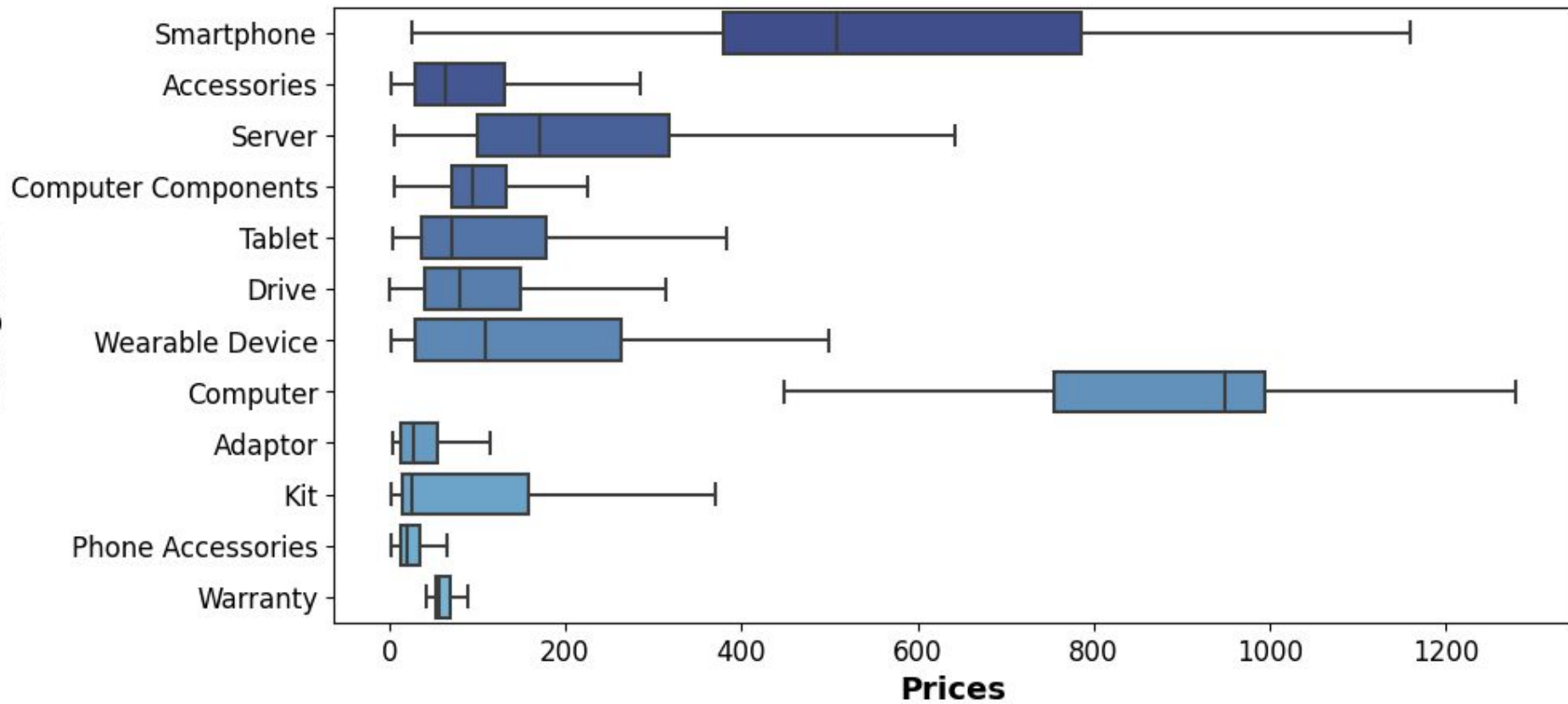
Smartphones & accessories generate the most revenue



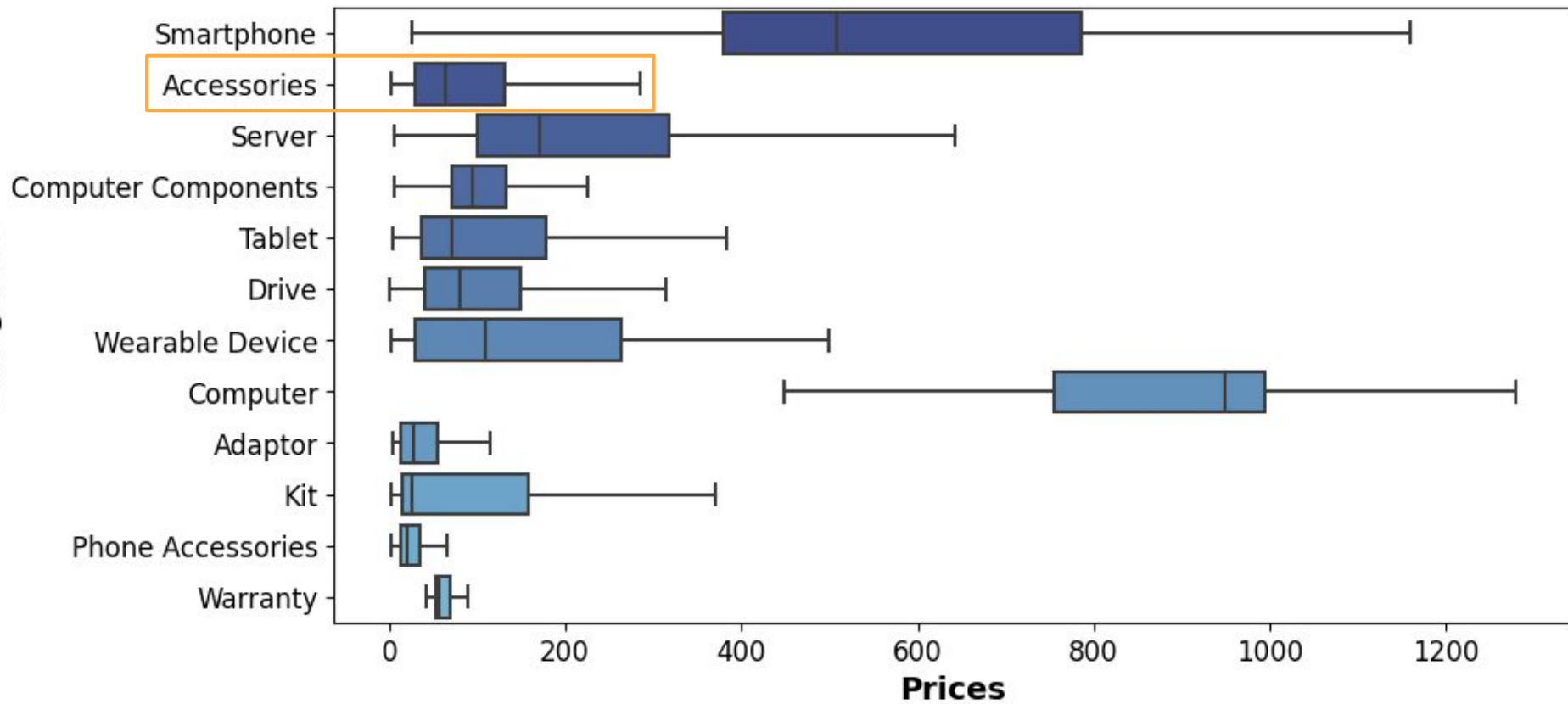
Discounts do not consistently increase revenue



High prices don't always drive revenue



High prices don't always drive revenue



Conclusions



- We offer too many discounts
- In general, aggressive discounts do not drive revenue
- Discounts on low-value products might drive revenue

Suggestions



- Target discounts strategically
 - Accessories
 - Black Friday and holidays

Data collection



- Collect customer IDs to track behavior over time
- Record advertised discounts
- Calculate profit margins