ENIAC DISCOUNT ANALYSIS

TEAM 4

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SUMMARY

Revenue	Products Sold	Avg Discount	Avg Order Value
€6.63M	**50% of Products sold**	**21.85%** avg (Max 97%)	**€146.60**

🔴 Mar '17: €19K, 156 products   🟢 Nov '17: €1.23M, 1778 products

High discounts ≠ High returns → needs rationalization

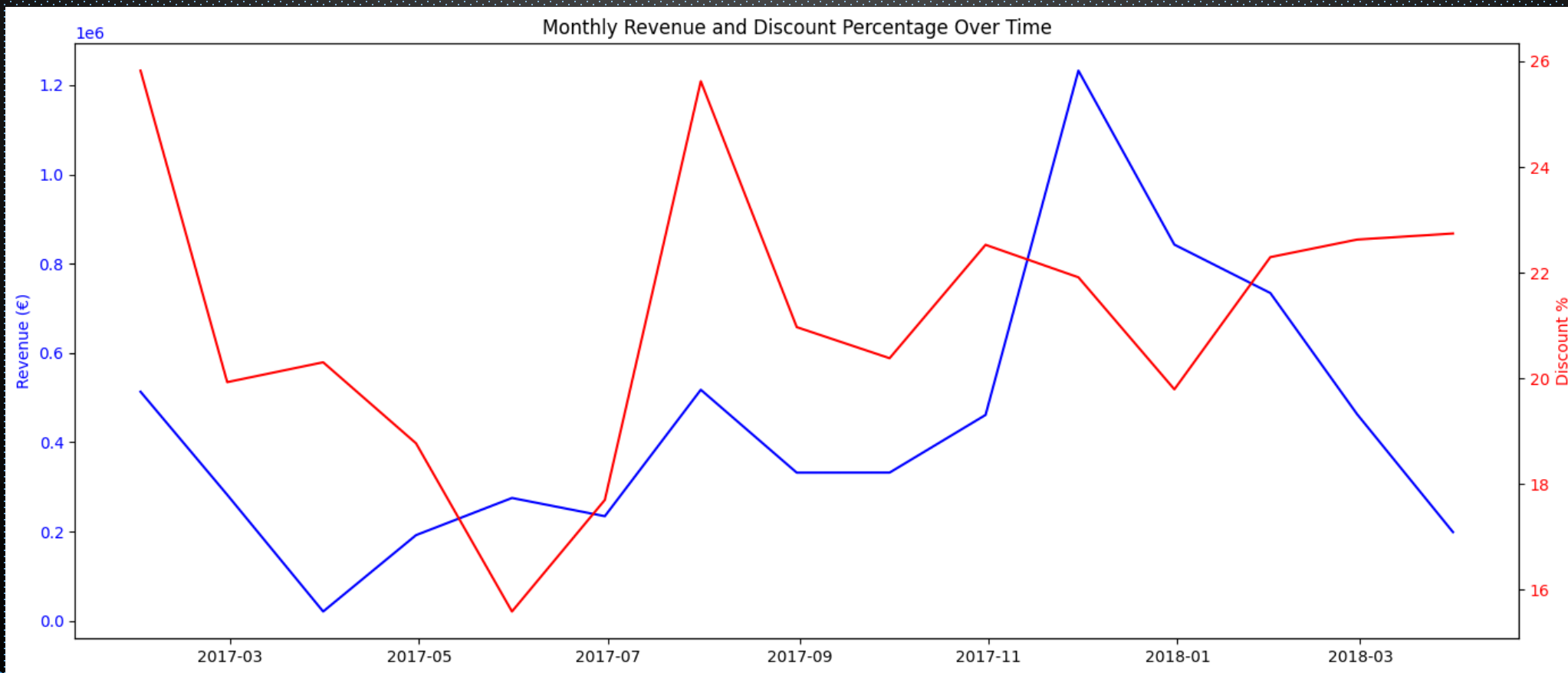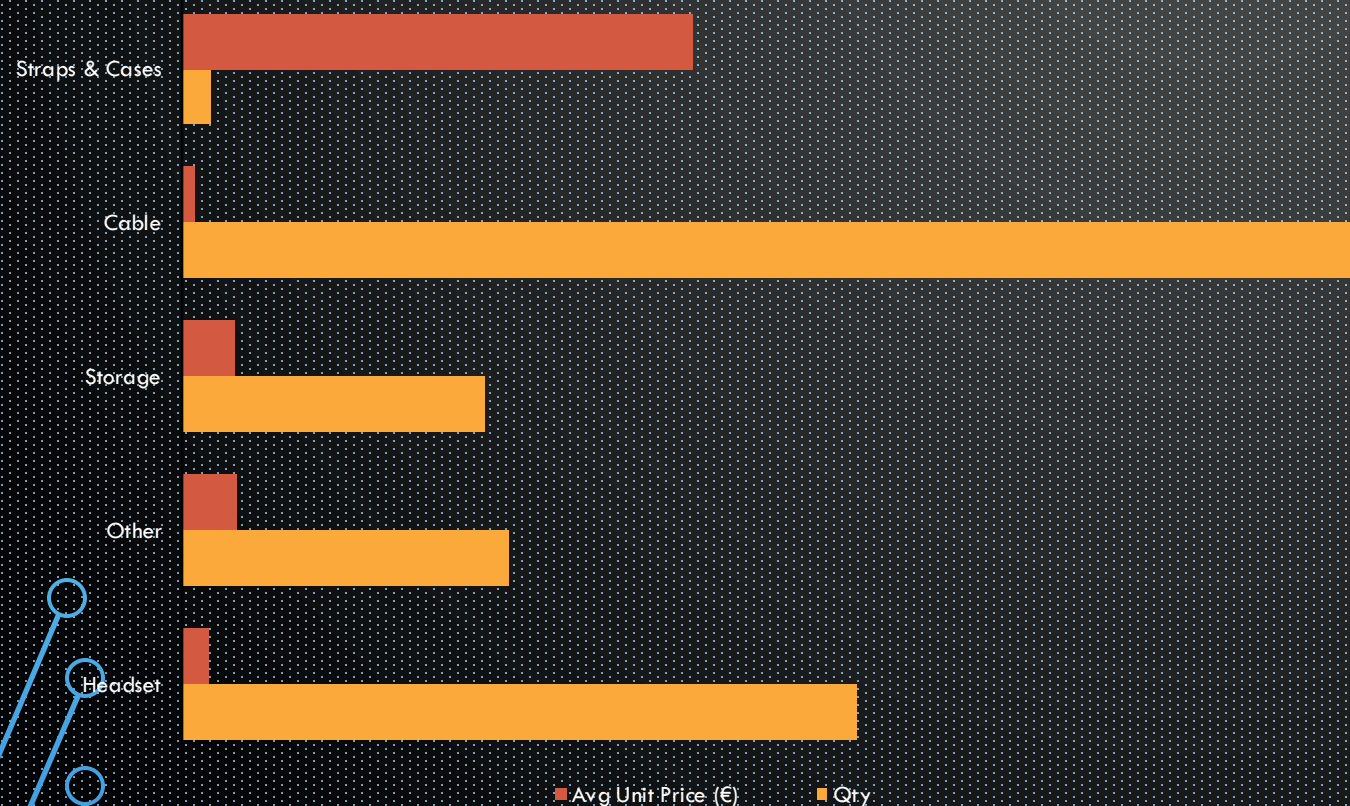🟡 Orders >30% discount → 25% of total   🔴 Revenue from these → only 8%

Half of all SKUs sold, but Top 30 drive just 11% of revenue.

REVENUE & DISCOUNT CO RELATION OVER TIME

Monthly Revenue and Discount Percentage Over Time

HIGH DISCOUNT
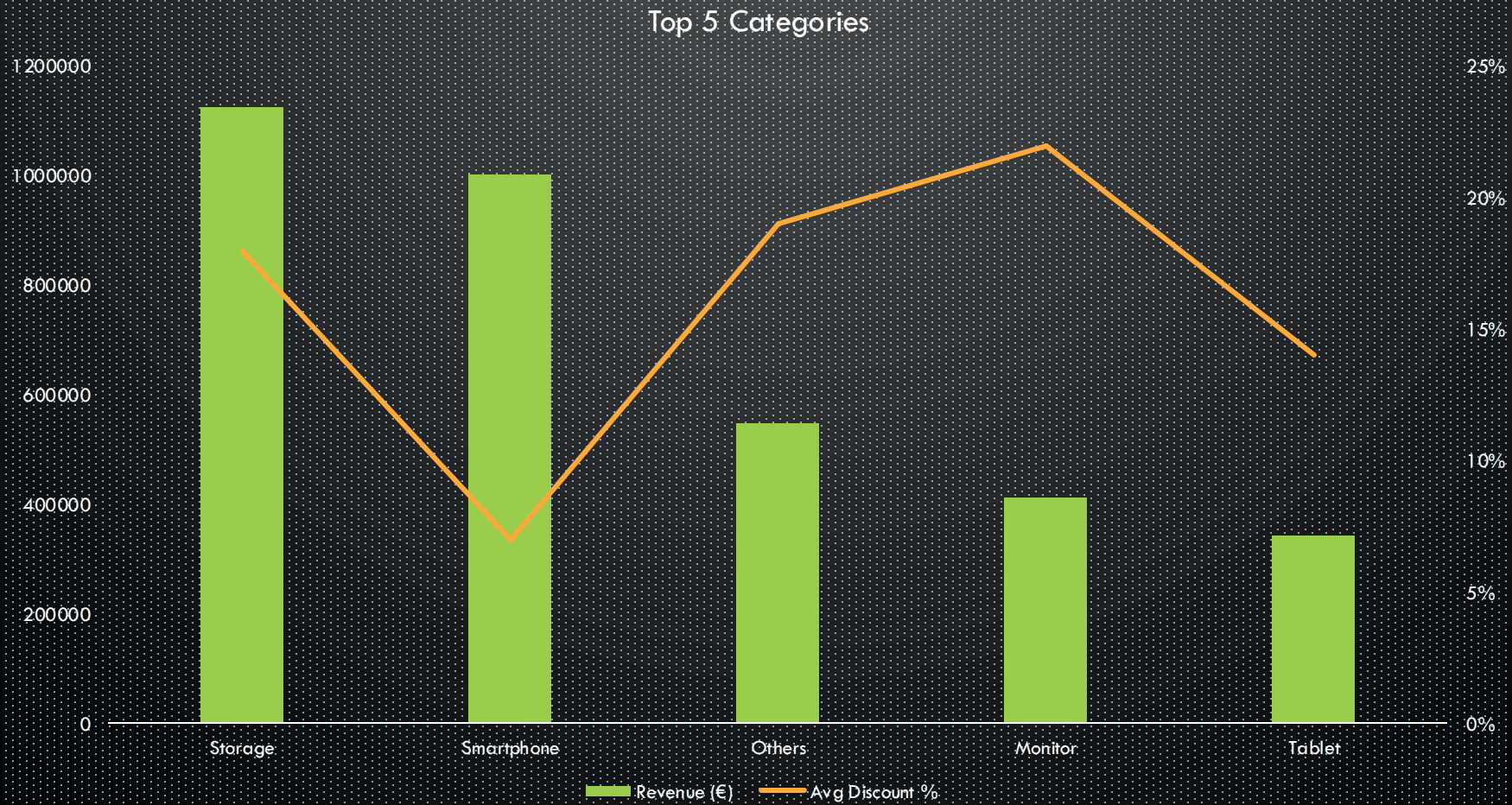

10% of Orders & 2% of Business

Long tail of categories with ony100€ sales

> 50% discount less than 50K € revenue

TOP SELLING CATEGORIES

Top 5 Categories

Legend: Revenue (€) — Avg Discount %

PRODUCT CATEGORY TRENDS: DISCOUNT SENSITIVITY & SALES DRIVERS

Category	Lead Brands	Avg. Discount	Discount vs Sales
Smartphones	Apple	7%	🟡 Weak
Tablets	Apple, WACOM	14%	🟢 *High (WACOM)
Monitors	Dell, LG, BenQ	22%	🔴 None
Storage	Samsung, LaCie, WD	18%	🟢 High
Other	AppleCare & Mix Bag	19%	⚪ Varied

SKU RATIONALIZATION & DISCOUNT EFFECTIVENESS — STRATEGIC INSIGHTS

▼ Drop Low-Performers

50% of products don't sell — dilute focus & inventory

High Discount Alert

Products with >50% discount hurt margins — prune list

AppleCare Misaligned

Discounts inconsistent with Apple brand strategy

Storage Needs Price Sync

Stay aligned with market for Apple external drives

Monitor Strategy Weak

No sales lift from discounting — review pricing logic

Non-Core SKUs?

Electric Bikes & Smart Thermostats — review strategic fit

Seasonality Signals

March & Black Friday matter

THANK YOU