eniac's discount strategy

Where do we stand? - Where shall we go?

by Chen, Dante, Hanna, Shravanti
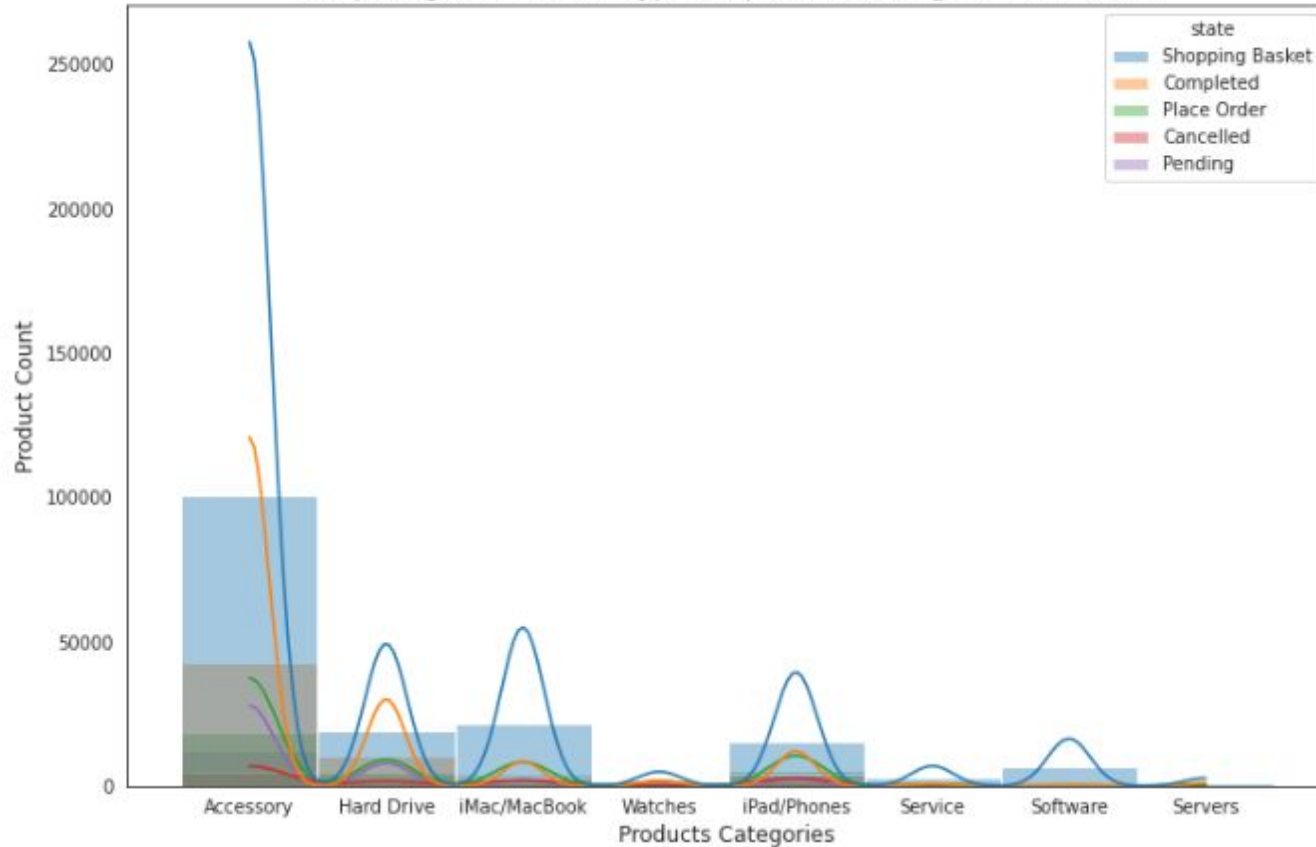
Where do we stand?

Product Categories

Comparing the different types of products categories and states

1.Accessories
2.iMac/MacBook
3.Hard Drive
4.ipad/phone
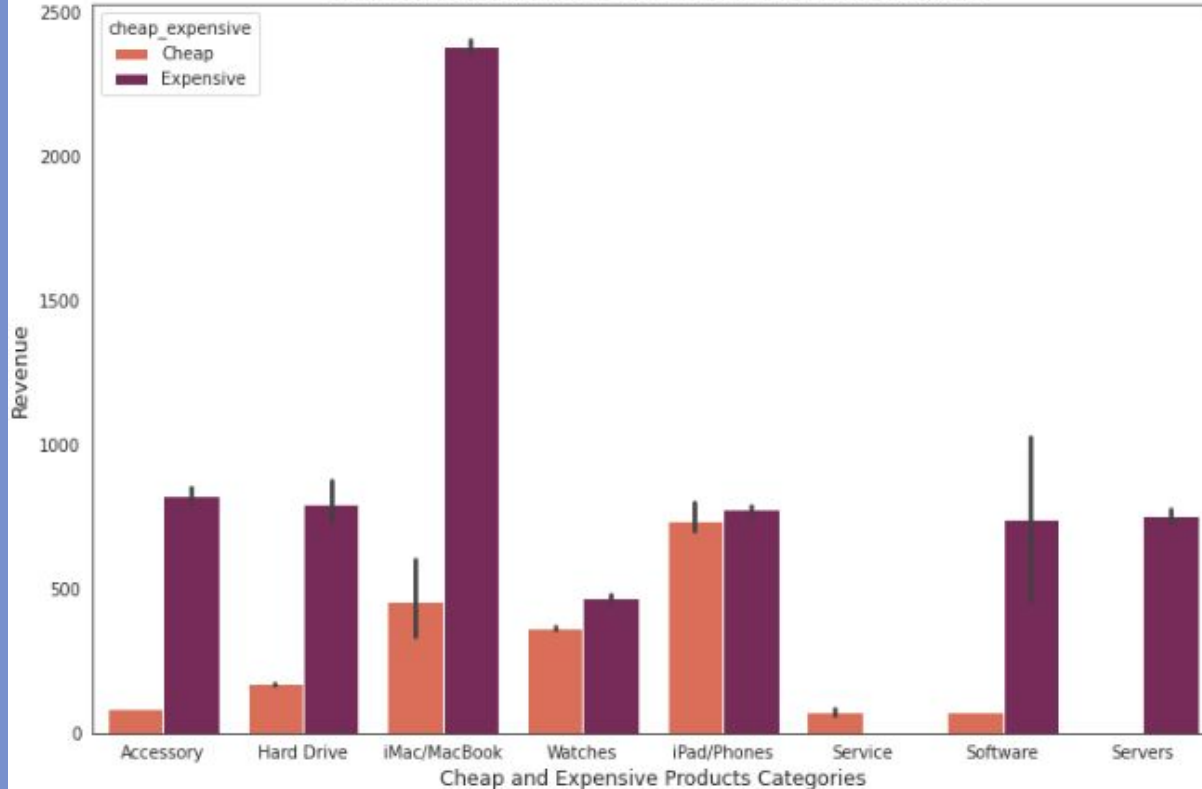5.Watch
6.Servers
7.Service
8.Software

Revenue and Categories
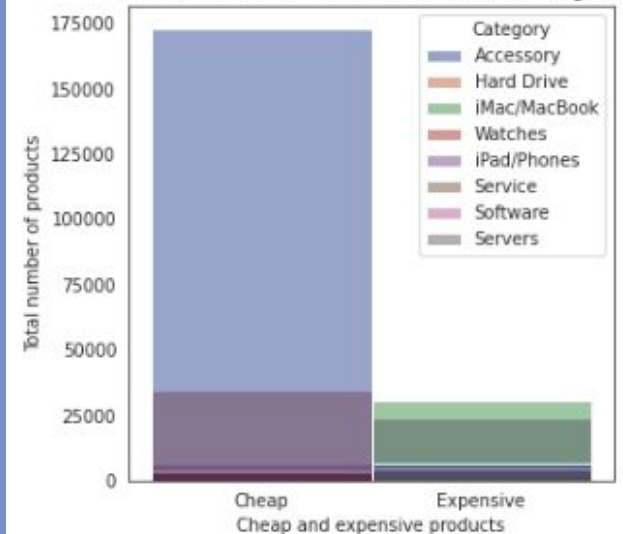
Revenue by Cheap and Expensive products

The Product Revenue Across The Cheap and Expensive Categories

-76.56% cheap
-23.43 % expensive

The distribution of Total Product Across Categories

Discounts and Categories

Distribution and Statistic of Discount

- Products considered are those with +ve discount values
- Total Discounted Product = 273,270
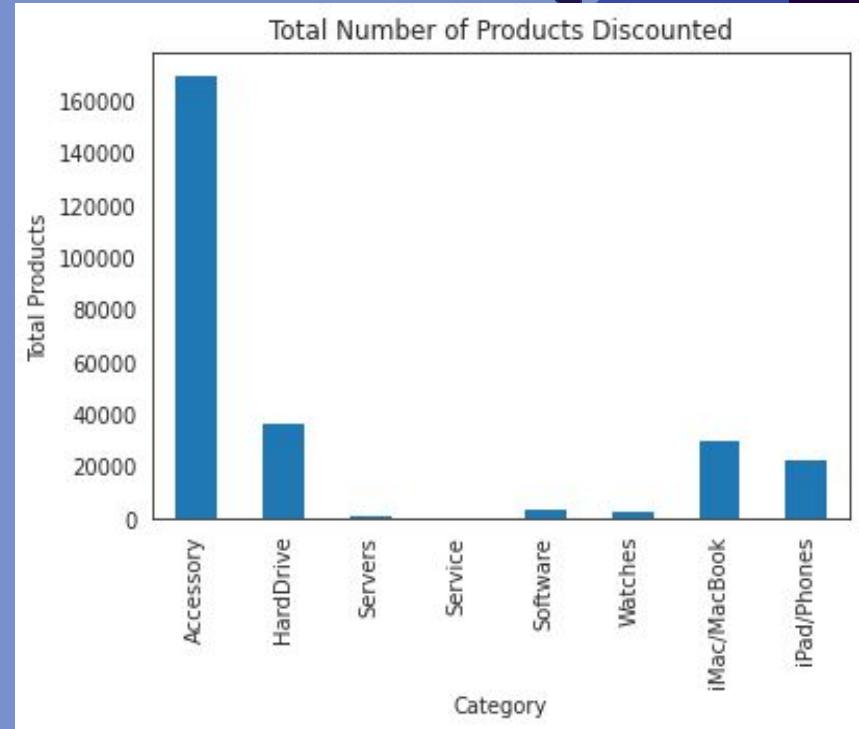- Absolute mean = 54,78
- SD= 140.49 (High volatility)

Is there a difference considering Relative Discount instead?
YES.
The SD exhibits only 2% volatility for the mean.
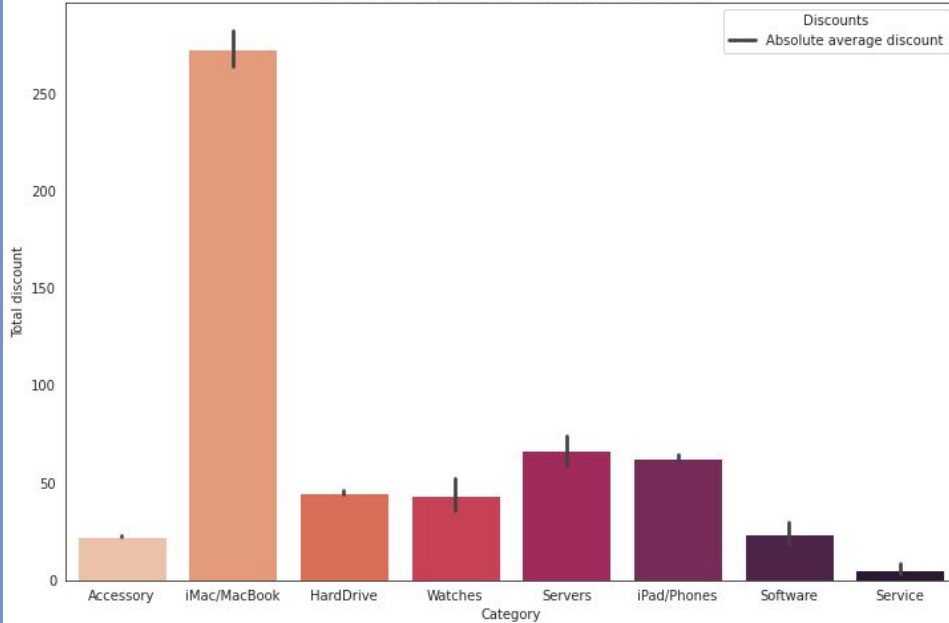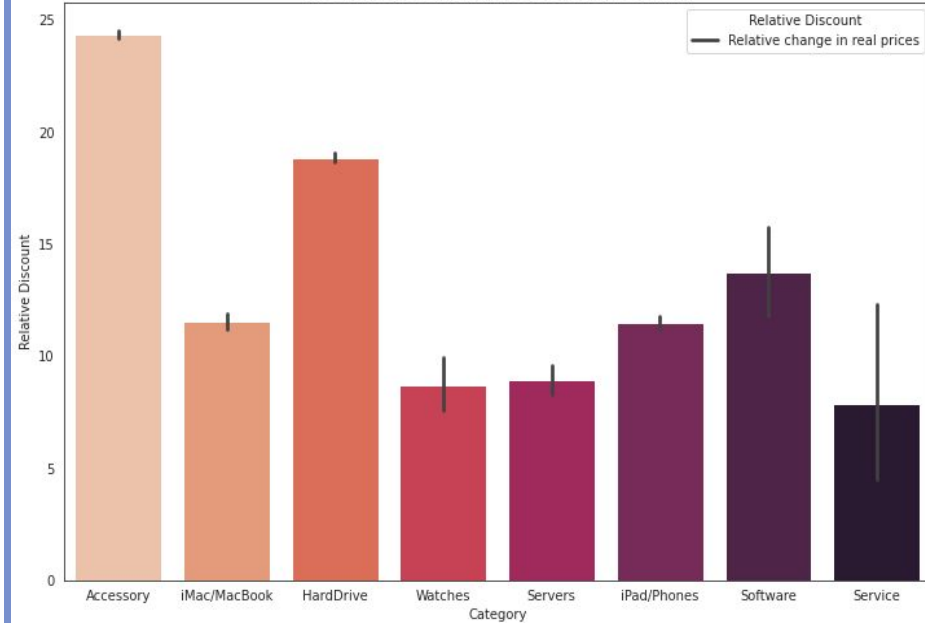Mean = 18.2%
SD = 16.3%

Total Number of Products Discounted

Absolute and Relative Discount by Category

Take out: Discount as percentage of price is higher for Accessories and Hardwares
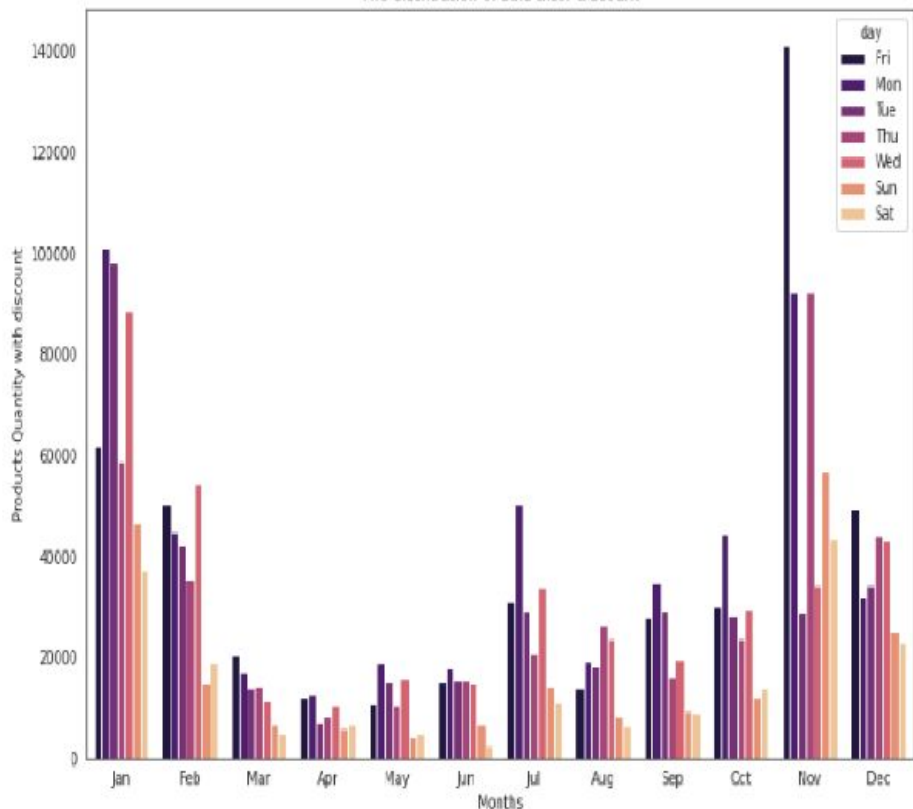
Sales over Time

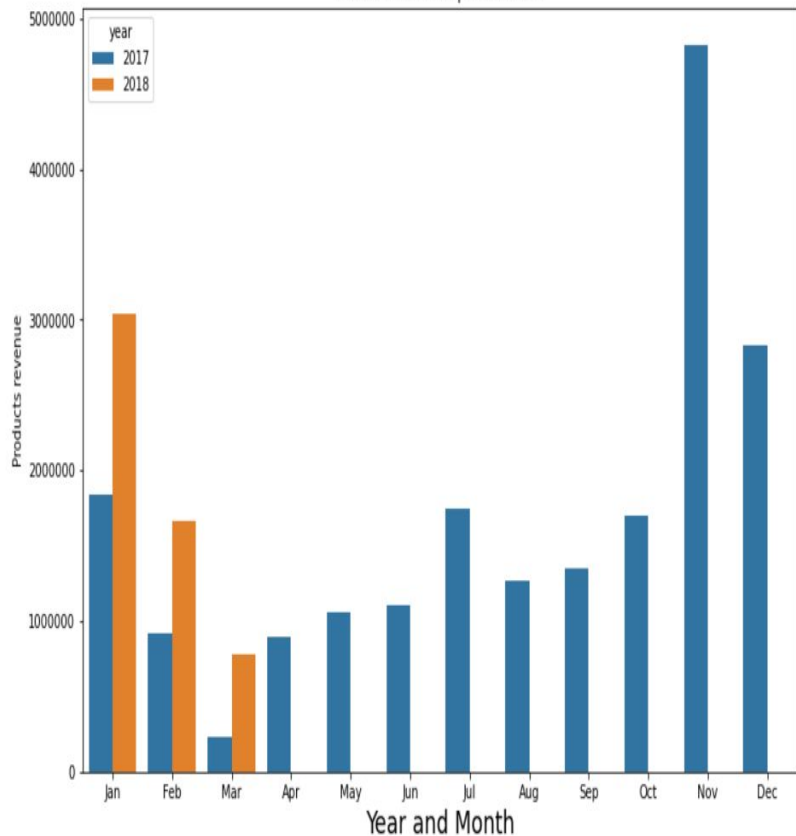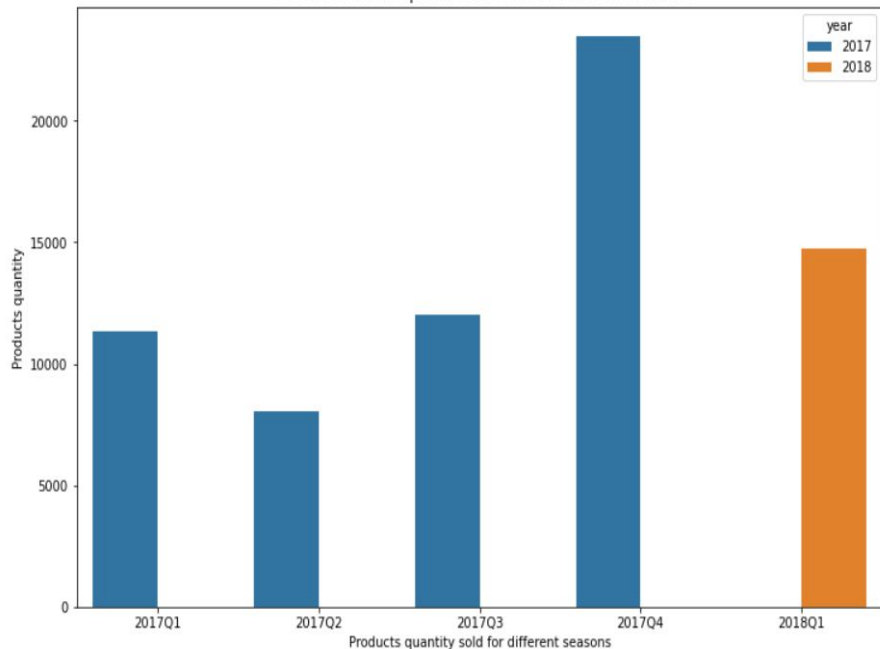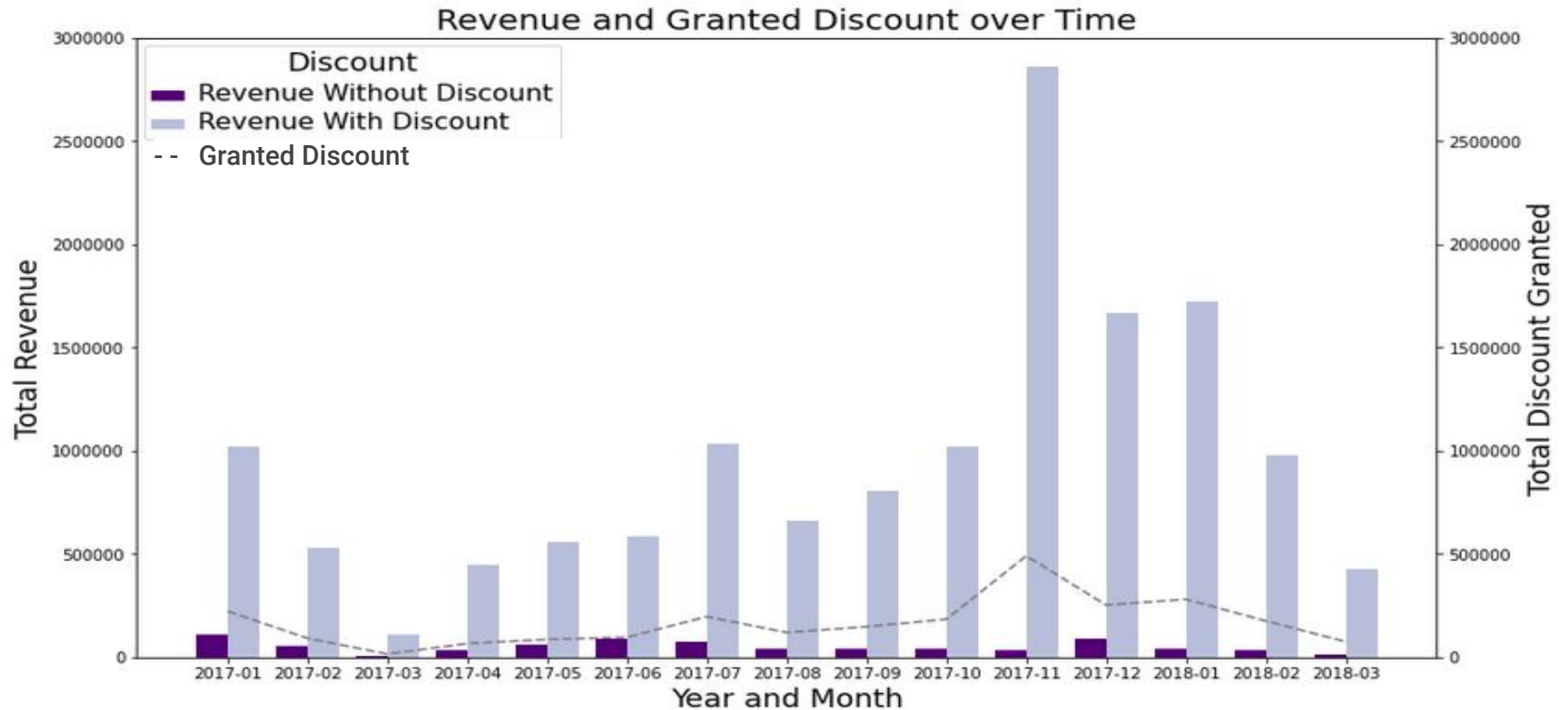# Distribution in months

Distribution in seasons

The distribution of product sales across different seasons

Revenue and Discounts

Revenue and Discounts

Revenue and Granted Discount over Time
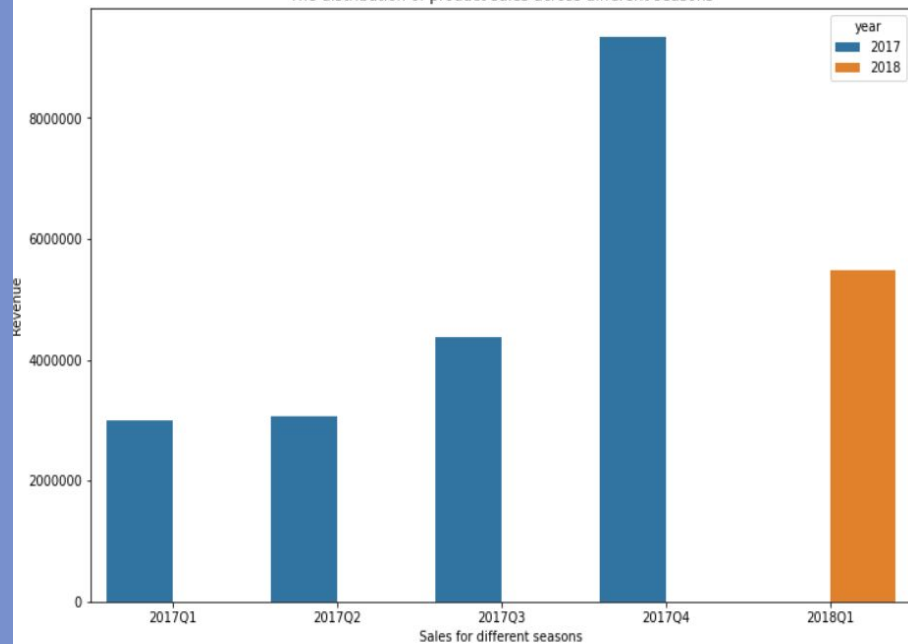
Where shall we go?

Where shall we go?

Discounts

- Yes
- Increase discounts for iMacs/MacBooks
- Decrease discounts for accessories
- Events

Advertising

- Target group
- Timing and Placing
- Events for New Launches

Data Collection

- Costs
- Single decimal point
- List of Categories
- Data on dwell time
- Data on ads
- Survey

Recommendations!

- Summer "black friday".
- Efficient advertising.
- Increase revenue by discount on selected products.
- Add complimentary services or products.
- Launch new product in August to then discount at Black Friday/Christmas.