



Data-Driven Sales Excellence

An Analysis for Eniac's Long Term Discount Strategy in the market ...



Agenda

1. Meeting Objectives
2. Insights Product Portfolio & Sales
3. Impact of Seasonality & Discounts
4. Conclusion & Recommendation Summary

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Background & Context



Client: Eniac, an e-commerce technology company



Project Focus: Internal data (non-anonymized, unstructured)

Key Stakeholder Conflict:



- Marketing Lead supports discounting for growth via customer acquisition & retention
- Investors are concerned about revenue loss and prefer a premium positioning



This analysis aims to inform the strategic direction on discounting

Meeting Objectives



Present key insights from internal product and sales data.



Provide data-driven recommendations on the impact of discounts



Clarify implications for marketing, pricing strategy, and data operations



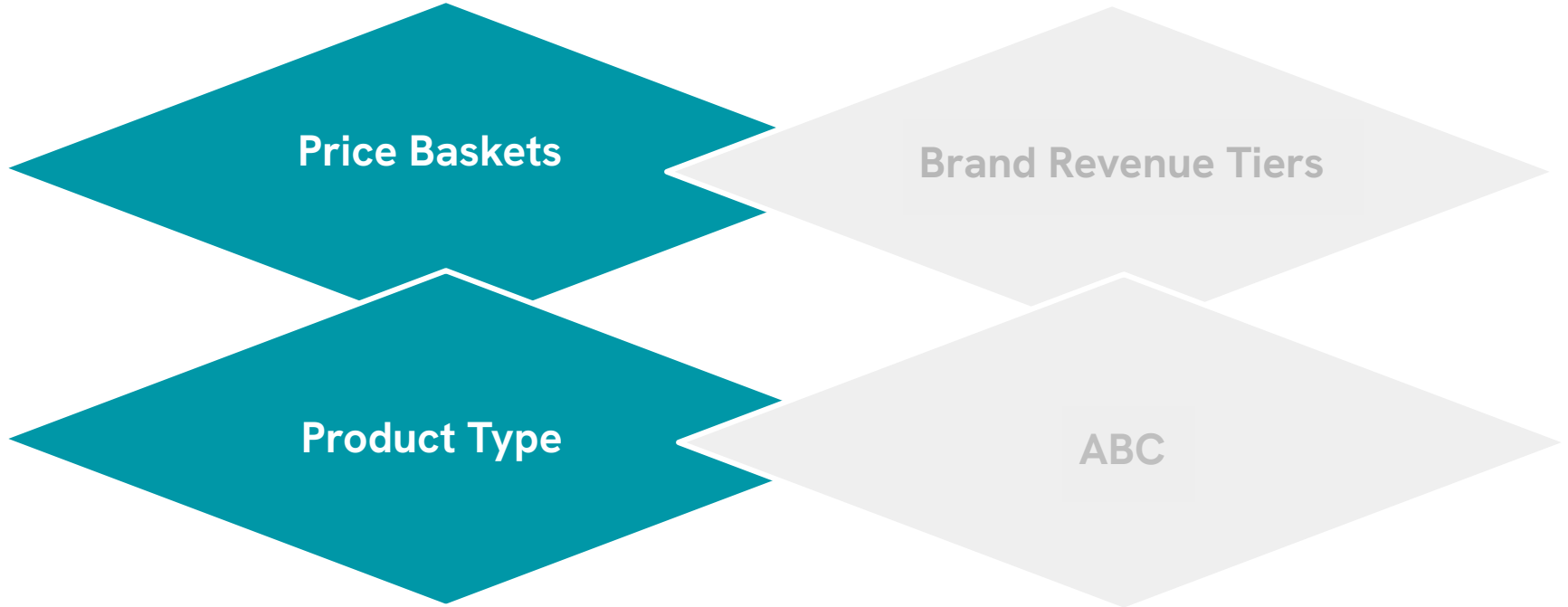
Align stakeholders on next steps for deeper analysis or decision-making

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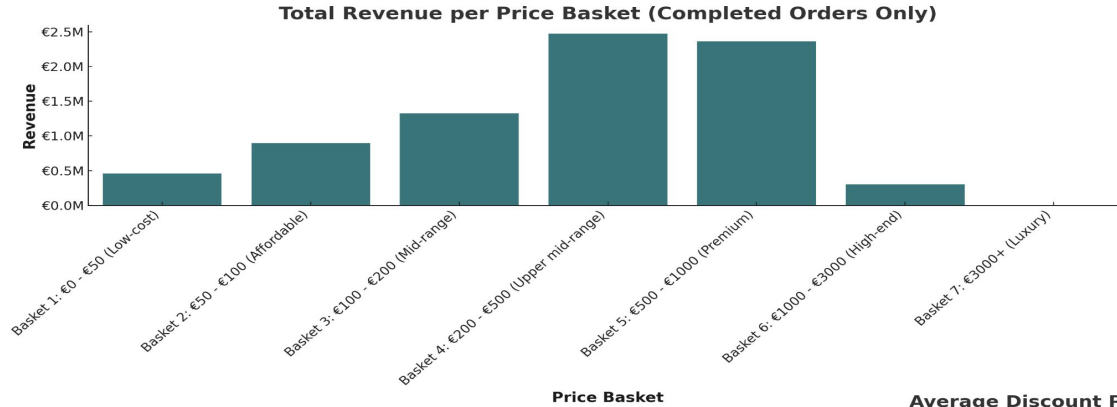
Product Categorization for Strategic Insights

Categorizing and Analyzing Performance Using..



Analyzing performance using Price Baskets

Revenue and Discount

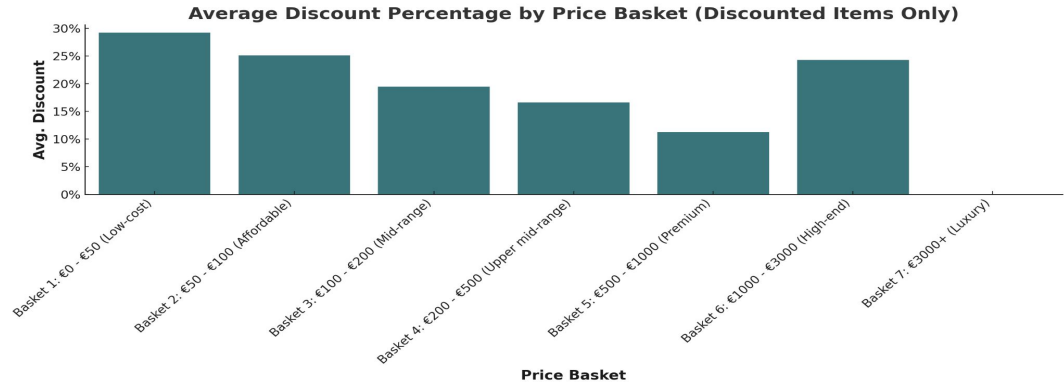


Total Revenue ≈ €7.8M

- **Top 3 baskets**(Mid-range, Upper Mid-range, Premium) ≈ **€6.2M ≈ 79%** of total revenue.
- **Top performing basket (Basket 4: Upper mid-range)** brings ≈ **€2.6M ≈ 31.6%** of total revenue.

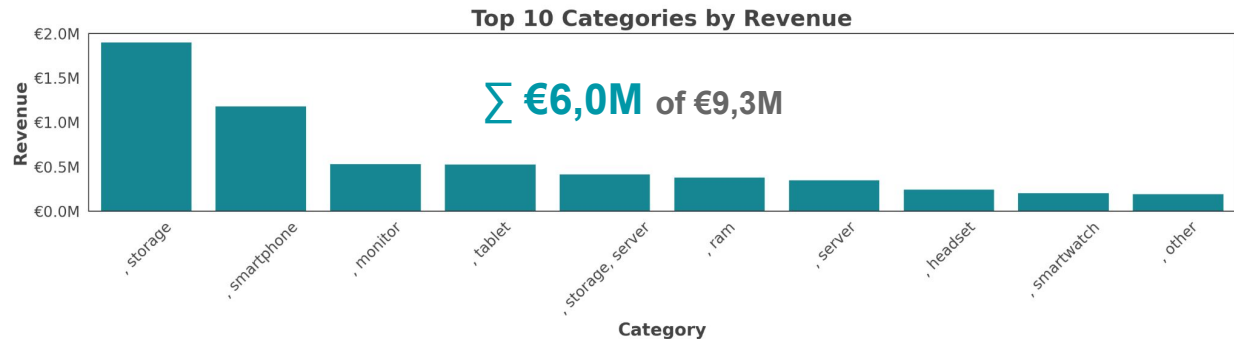
**Average Discount
≈ 23.2%**

- **Combined average discount for the top 3 revenue-generating baskets is ≈ 17.0%**



Analysing performance using Product Type

Revenue and Discount



Top 10 Product Types account for $\frac{2}{3}$ of the total revenue

Average discount spans from 5% to 25% among different Product Types



Which Categorization Works Best?

Comparative Takeaways:

Metric	Price Basket	Product Type
Volume (unit sold)	Dominated by low-cost	Dominated by 10 product types
Revenue	Mid-to-premium wins	Top 10 types = $\frac{2}{3}$ of revenue
Discounts	Highest in low-cost	Ranges from 5% to 25% , avg 15%

Recommendation:

- **Both methods reveal important layers:**
 - Price basket helps understand consumer price sensitivity.
 - Product-type categorization uncovers performance patterns across product categories (e.g., laptops vs. chargers etc), helping identify category-specific trends and opportunities.
- **Combine both for more targeted marketing, pricing, and inventory strategies.**

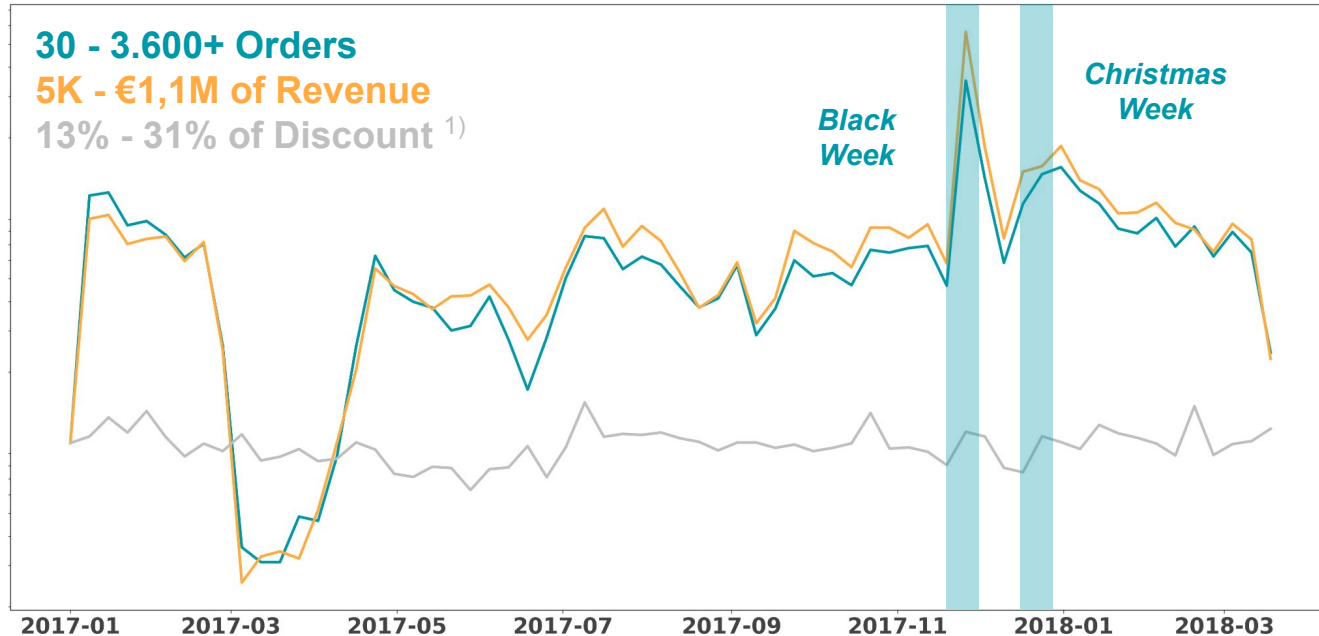
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Strong seasonality – no overall discount impact

Total revenue driven by external events (Black Week & Christmas) and not by discount.

Normalized and log scaled sales figures per week:



¹⁾ Discounts calculated as relative discounts (based on regular price and applied price in orderline) and averaged across all orderlines.

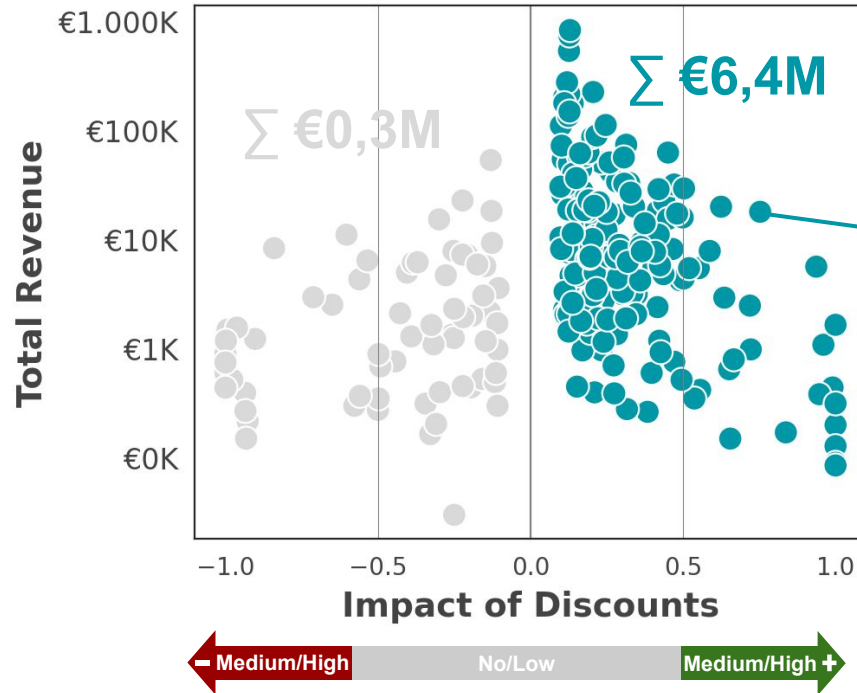
Historically, an increase in orders always resulted in an increase of the revenue

➤ With no significant dependency on discounts ¹⁾.

Drill down into product categories reveals potential

Within product type and price bucket groups, discounts are driving high-volume sales

In-depth analysis
of discounts ¹⁾
within **dedicated
groups** based on:
1. Product Type
2. Price Basket
and **filtered for
statistical
significance** ²⁾.



Exemplary

Product Type:
*Storage, Protection,
Server*

Price Basket:
*Upper mid-range
(€200 - €500)*

Revenue:
€18K

Average discount:
4 %

**» Increase
discount for
revenue
increase**

¹⁾ Discounts calculated as relative discounts (based on regular price and applied price in orderline).

²⁾ Pearson correlation calculated and P-Value threshold of < .05 applied for indicating statistical significance.

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Boost sales with smart discounting and categorization

Monitoring impact of strategic discounts by category is enabled by a clean data-pipeline



No negative impact from discounts on total revenue

- In some cases, even a **positive effect** on **certain product groups**
 - **Requires deeper analysis** and smart discount limits
-



Strong influence of external events (e.g., Black Week, Christmas)

- Sales spikes **should trigger proactive procurement & discount planning**
-



Categorize products (by price and type)

- Enables **simplified reporting** and **real-time adjustment tracking**
-



Optimize data pipeline

- **Ensures a clean, consistent database**
 - Enables **automated analysis** (e.g. promotion events / discounts) and **real-time KPI insights**
-

Data Pipeline Audit

Current Data Structure



Product categories are not explicitly defined



Marketing data like locations absent



Basic product metadata

Pain Points and Gaps



Manual grouping of products



Poor visibility into inventory trends and stockouts



Limited tracking of customer returns, reviews, and reasons

Proposed Improvements

1

Track promo prices directly

2

Categorize products explicitly

3

Track promotions & discounts

4

Monitor inventory over time

5

Track returns & refunds (opt)

6

Enhance product metadata

7

Create a centralized data dictionary

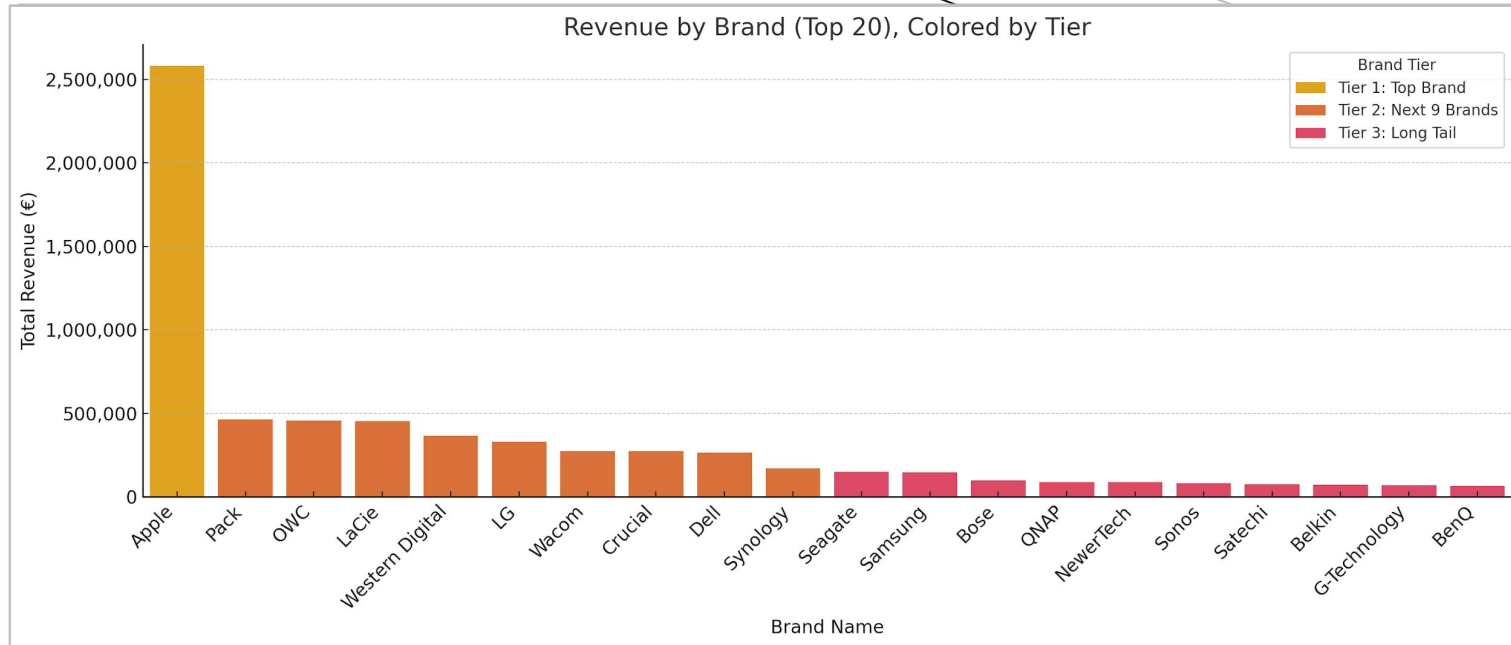
Appendix

SLIDES FLOW:

1. Establishing a baseline for revenue and discount with individual categories.
2. General analysis of discount and revenue.
3. Further analysis of discounts and revenue based on categories.
4. conclusion

Analyzing performance using.... (4 slides)

Brand Revenue Tiers



Analyzing performance using....

ABC

Average Discount by Revenue Class





1. **Import the data**
Load the orders, order lines, and products datasets.
2. **Filter for completed orders only**
Only include orders marked as "Completed" to focus on actual sales.
3. **Categorize products by price**
Each product is placed into a price "basket" based on its price range (e.g., Low-cost, Premium, Luxury, etc.).
4. **Merge data sources**
Combine order lines with completed orders and product details to get all necessary information (product price, quantity, etc.).
5. **Calculate revenue per order line**
Multiply unit price by quantity sold to get revenue for each line item.
6. **Summarize revenue by price basket**
Group the data by price basket and sum up the total revenue per basket.

How Discount baskets are created? Slide-07

1. **Identify discounted sales**
Flag any order line where the selling price (unit price) is lower than the original product price.
2. **Calculate discount percentage**
For those discounted items, calculate the discount as a percentage of the original price.
3. **Filter only discounted items**
Focus only on rows where a discount was actually applied.
4. **Group by price basket**
Group the discounted items based on their price basket (e.g., Low-cost, Premium, etc.).
5. **Calculate average discount per basket**
For each price basket, compute the average discount percentage across all discounted items.

How price basket is created? Slide-07