

Eniac's Discount Strategy

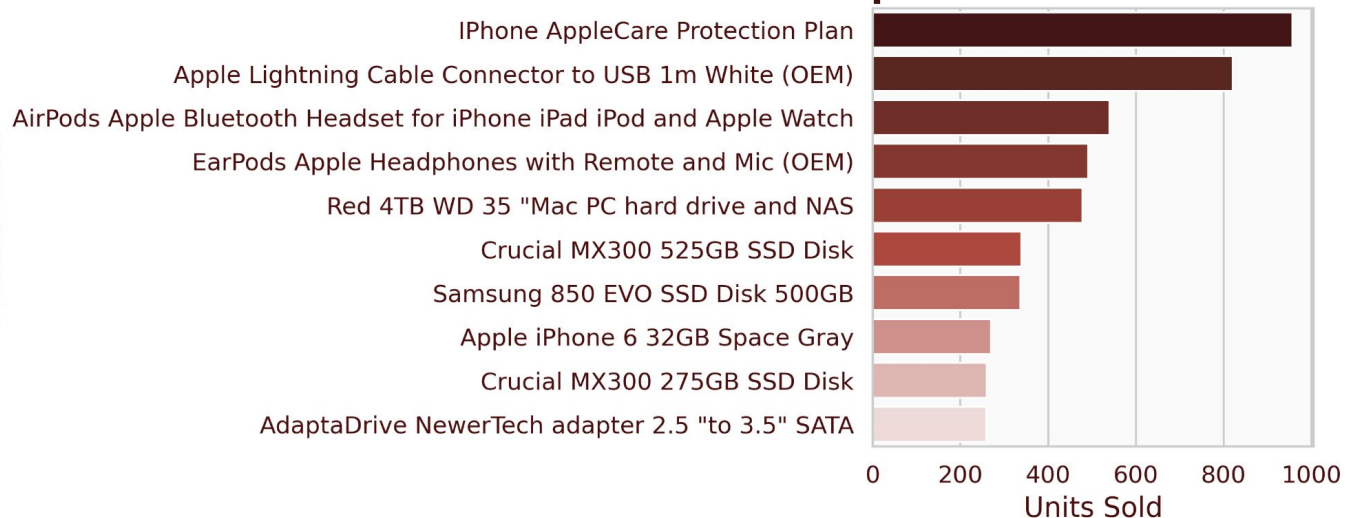
Picante Peppers



Top 10 Most sold Products

Product Name

Top 10 Most Sold Products



80.45% of raw data
excluded after
quality filtering.

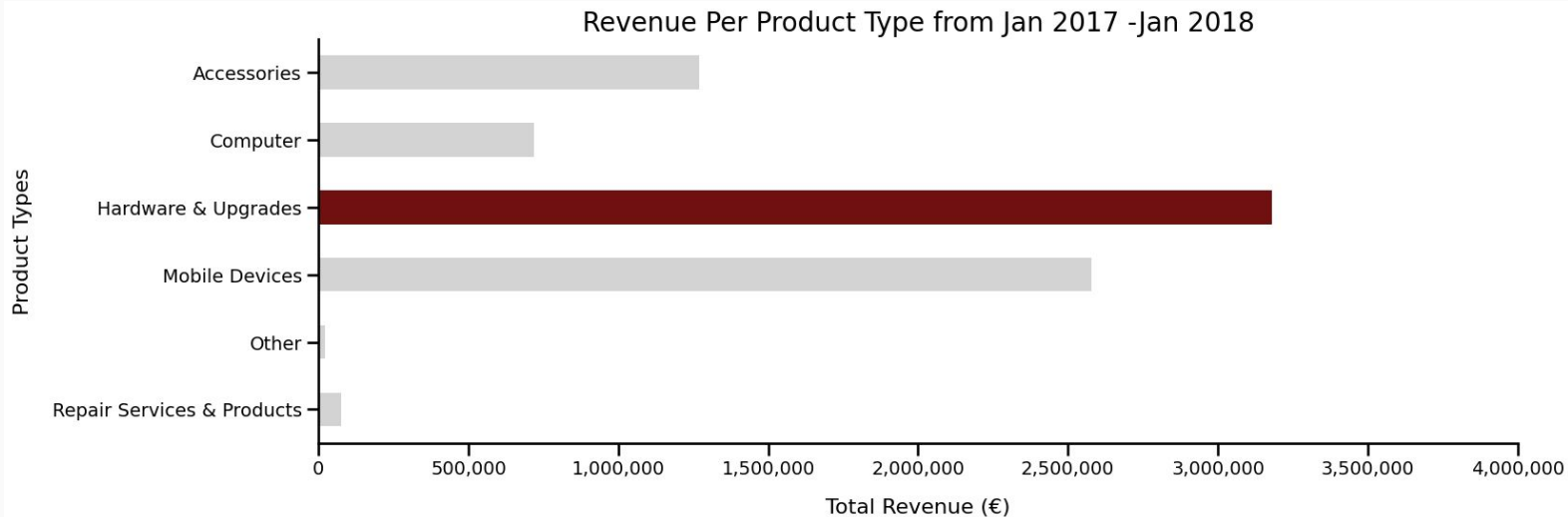
Time range of the
dataset: January 1
2017 – March 14
2018

We recommend
implementing a
maximum discount of
30%

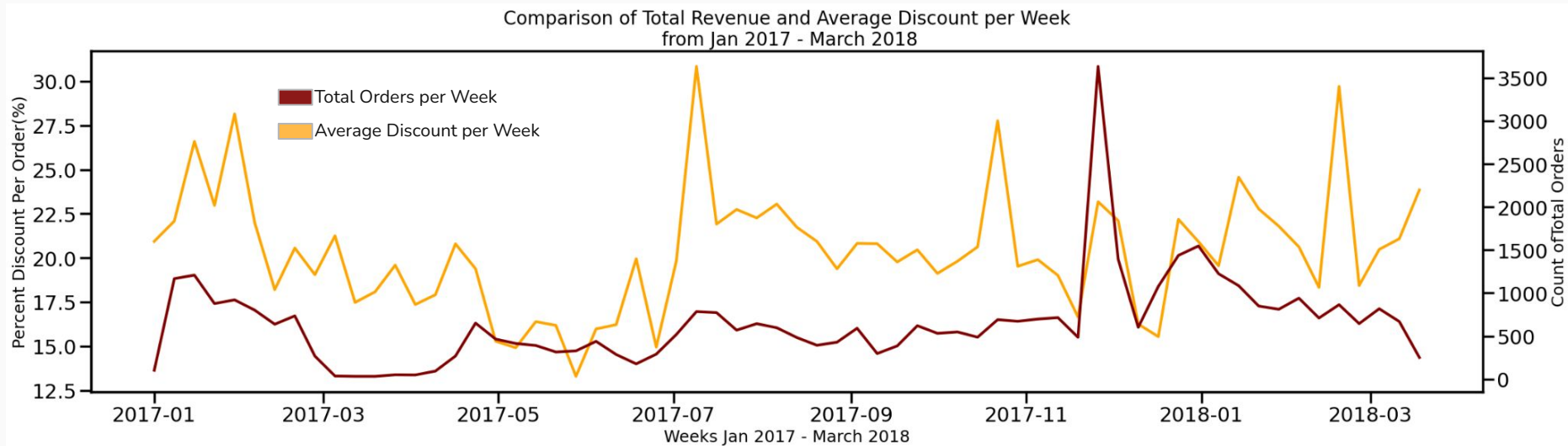
Effect of Discount on Top sales category


Avg. discount was
30% off the total
price.

Higher discounts
between **70% - 97%**
discount was less
than **1%** of all sales




Weekly Average Discount to Total Orders





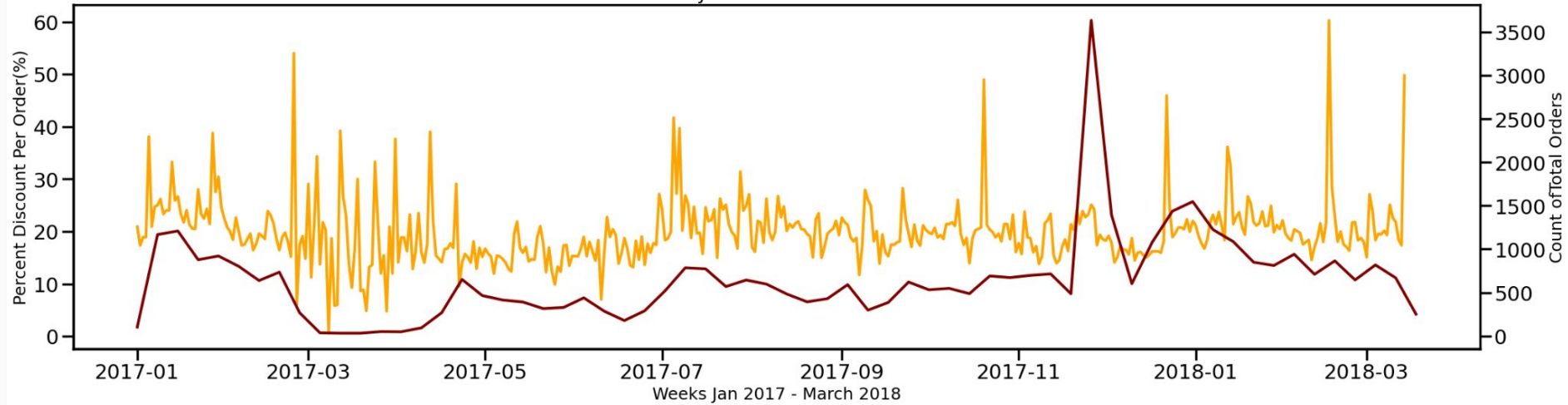
In Review: We recommend implementing
a maximum discount of **30%**





Thank you

Comparison of Total Revenue and Average Discount per Day
from Jan 2017 - March 2018



Top 10 Most Sold Products

