



WBS CODING
SCHOOL

Eniac Products Discounts Analysis

Presented by:
Maath, Roma, Mohamed, Olaf

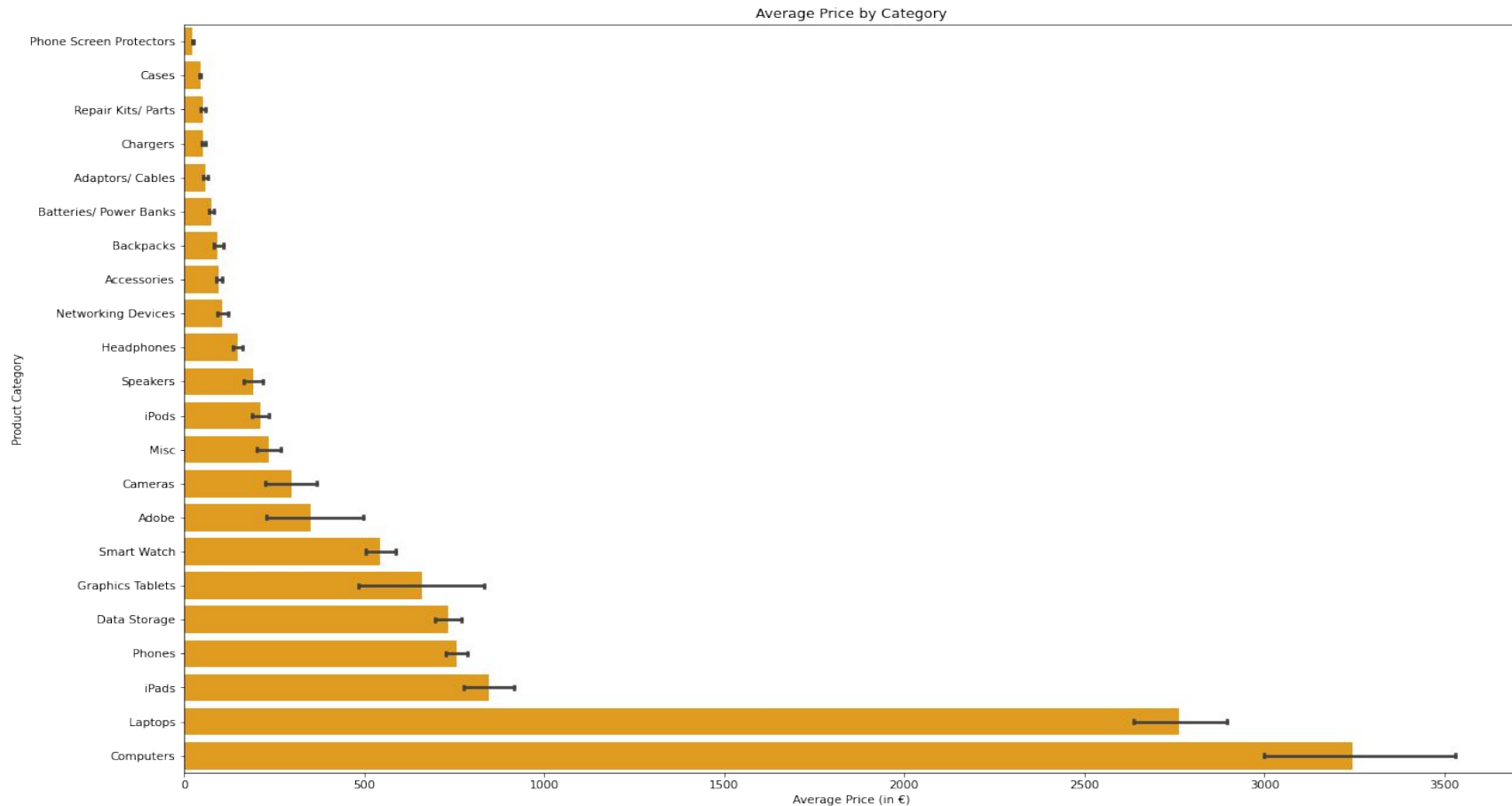
23.01.2023

Project Objective: What is the Effect of Discounts?

Project Approach:

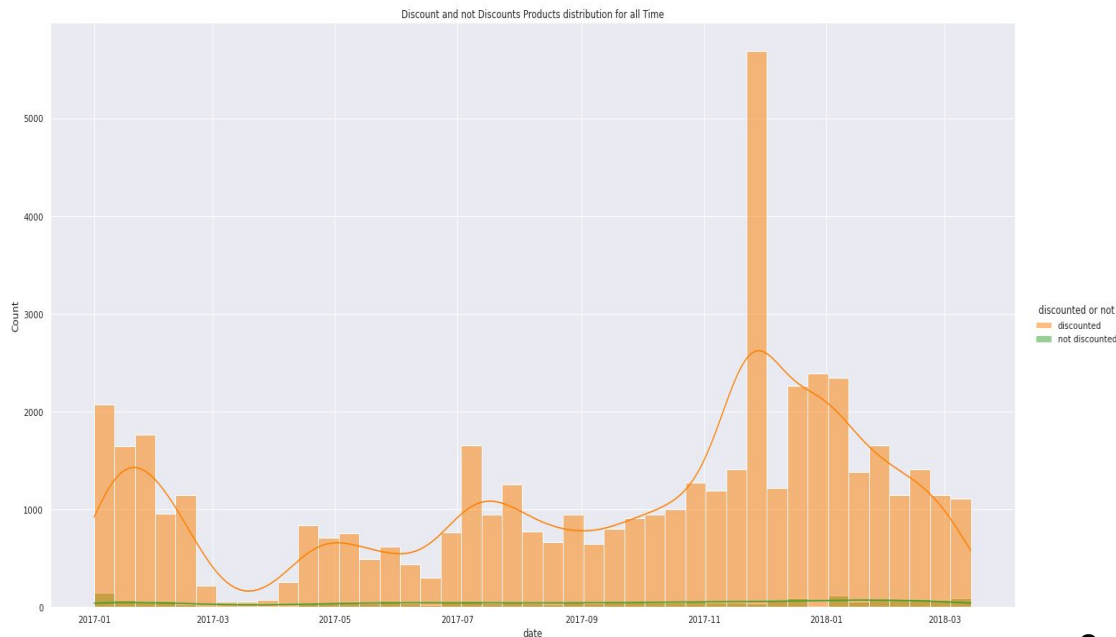
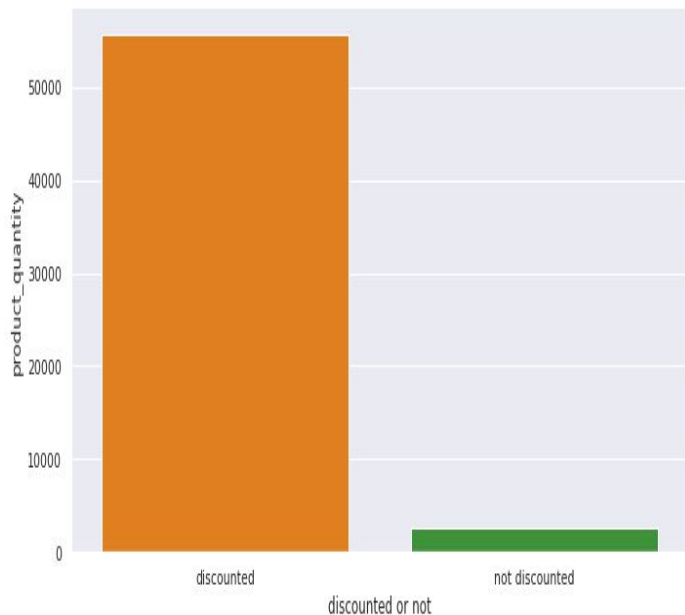
- Data Preparation
 - Data Cleaning
 - Data Quality
- Data Analysis
- Recommendations
- Further Improvement

The distribution of prices across different categories:



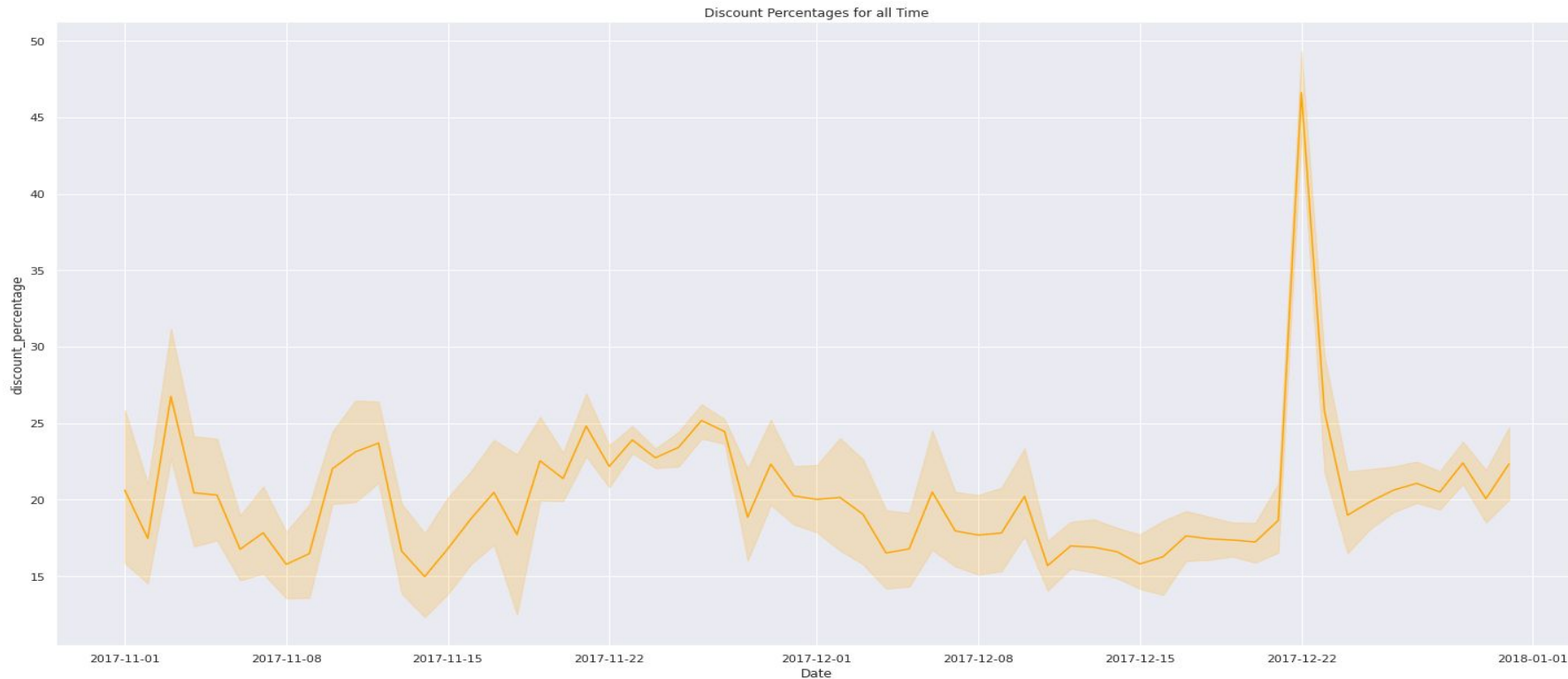
Discounts distribution :

- Small Number of not-discounts products.
- Discounted Products presents more than 95% from the total Products



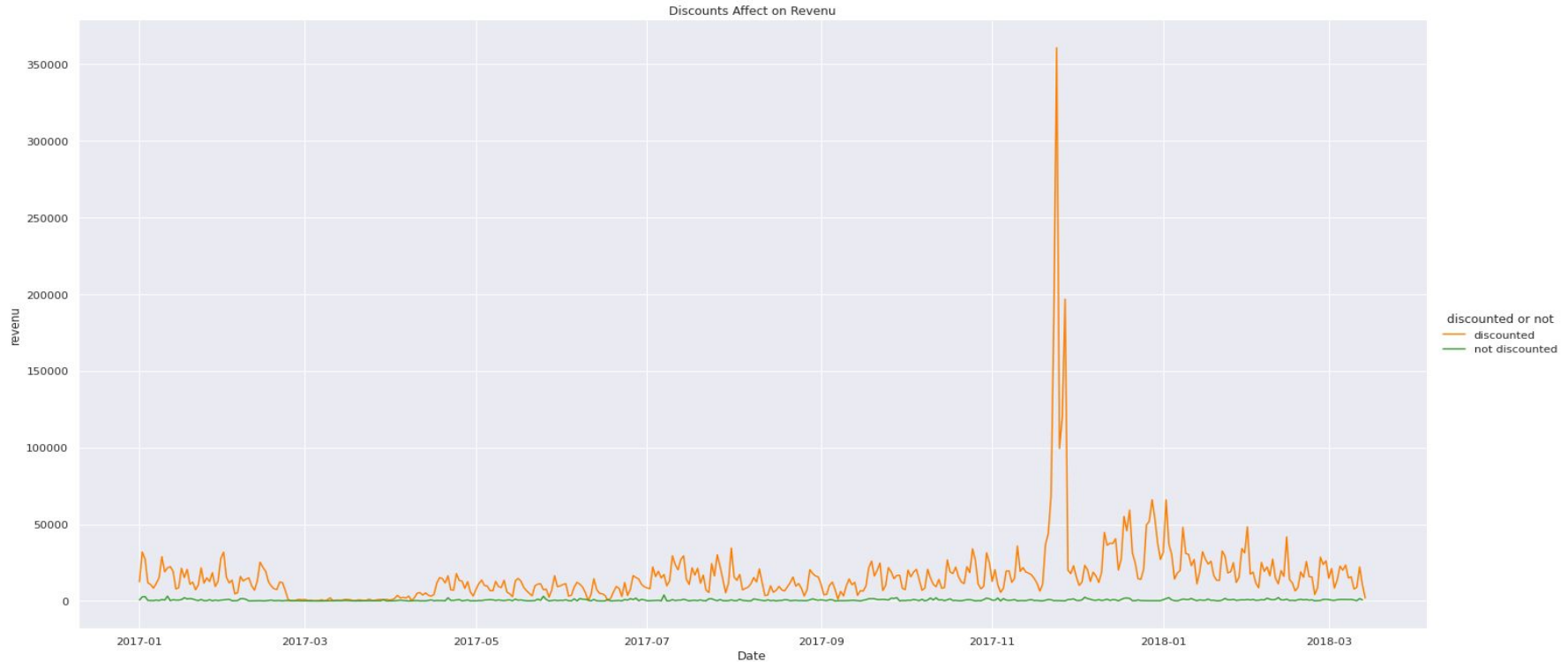
Percentage of discounts in special dates:

- The discount Percentage is nearly 50% in New Year's Eve.



Recommendations:

- To have Discount during the years is not a good strategy.
- Eniac should to look a new Strategy.



Further Improvement :

01

More Market Data

- Customers Analysis
- Competitors Prices Analysis
- Product Lifecycle

02

More Financial Data

- Marketing Spend
- Cost and Profitability Analysis

03

Longer Time Frame

- More Realistic Insights
- Time Series Analysis

04

Controlled Experiments

- Actual vs. Forecast (for different factors)
- More Reliable Decisions

Improvement of data collection:

01

Change ERP Suite

- Thus **avoiding** future corrupted & undefined data entries
- Tax audits issues

02

Fix Data Pipeline

- Use service of highly recommended fullstack company

03

Manually Corrections

- Inhouse or outsourcing
- Reliable Information
- eg. Discounts, Type designations & descriptions

Thank you for your attention