



# Eniac Discounts Performance

**Presented By**

**Divya, Nesrine, Prashadhini and Shamsun**

# Outline

1. Business Questions: Main Takeouts
2. Discounts Performance & Impact on Revenue
3. Recommendations
4. Q&A

# Why 2018 year is excluded

2017

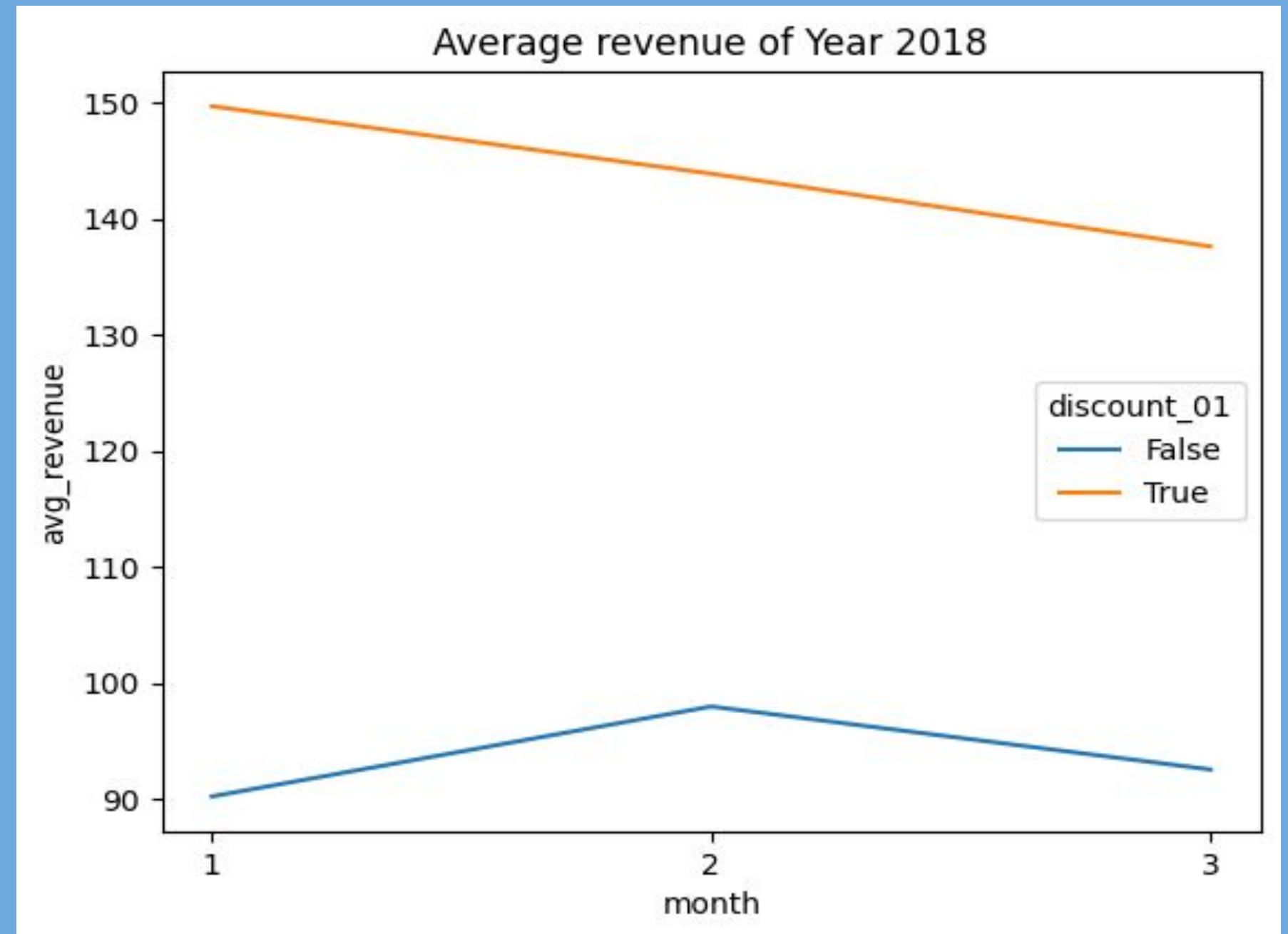
Provides a full  
calendar year for  
analysis.

Sufficient data to  
evaluate the seasonal  
and discounts trends.

2018

Only January–March  
data available.

Including it could lead  
to biased or  
incomplete  
conclusions.



# Business Questions: Main Takeouts

Business Questions:  
Main Takeouts:  
41 category name

93%

Products  
Discounted

19%

Average  
Discount

230 €

Average  
Category  
Price

# Price Distribution (by count of products)

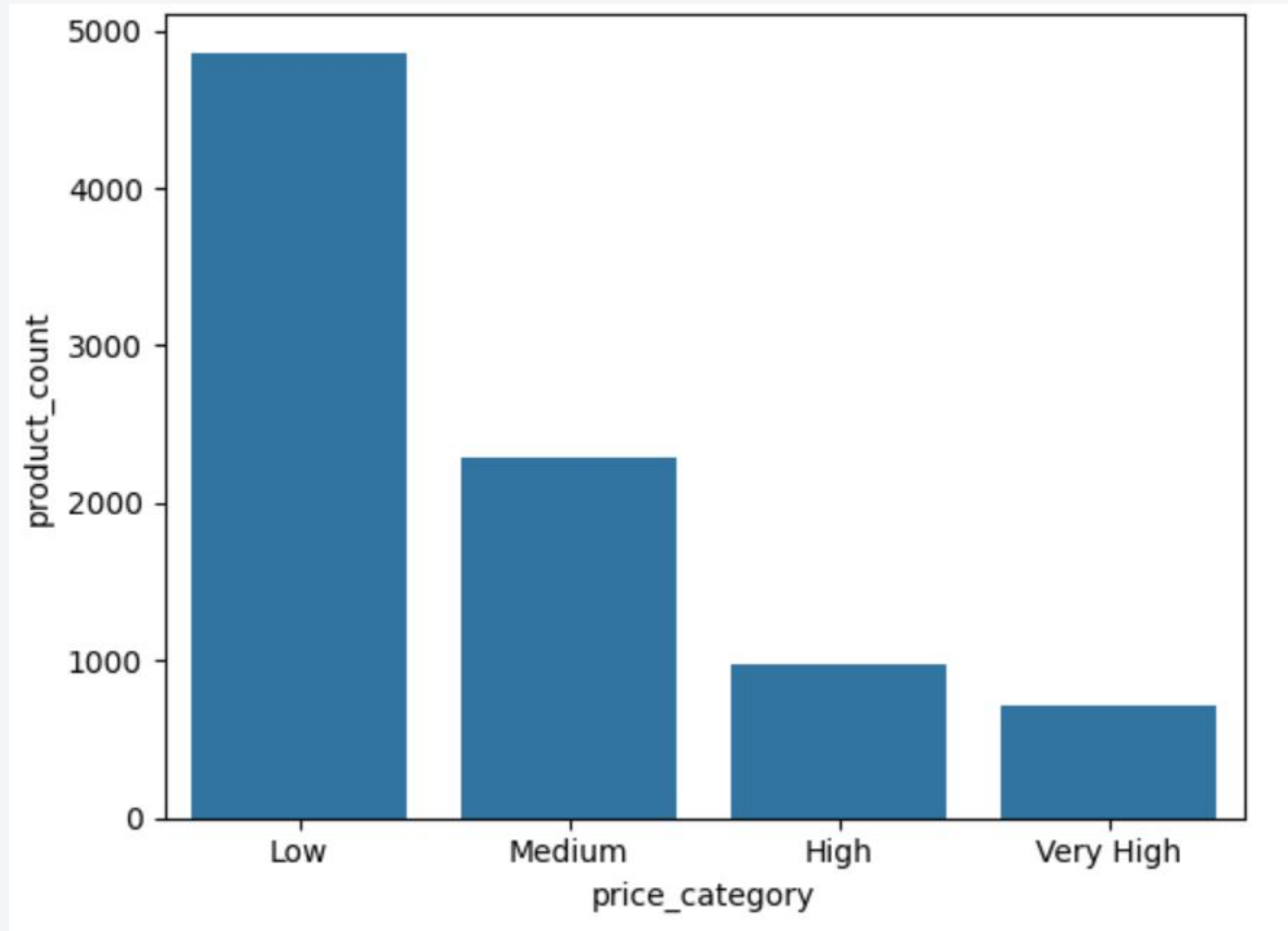
(in euros)

Low: 2.99 - 100

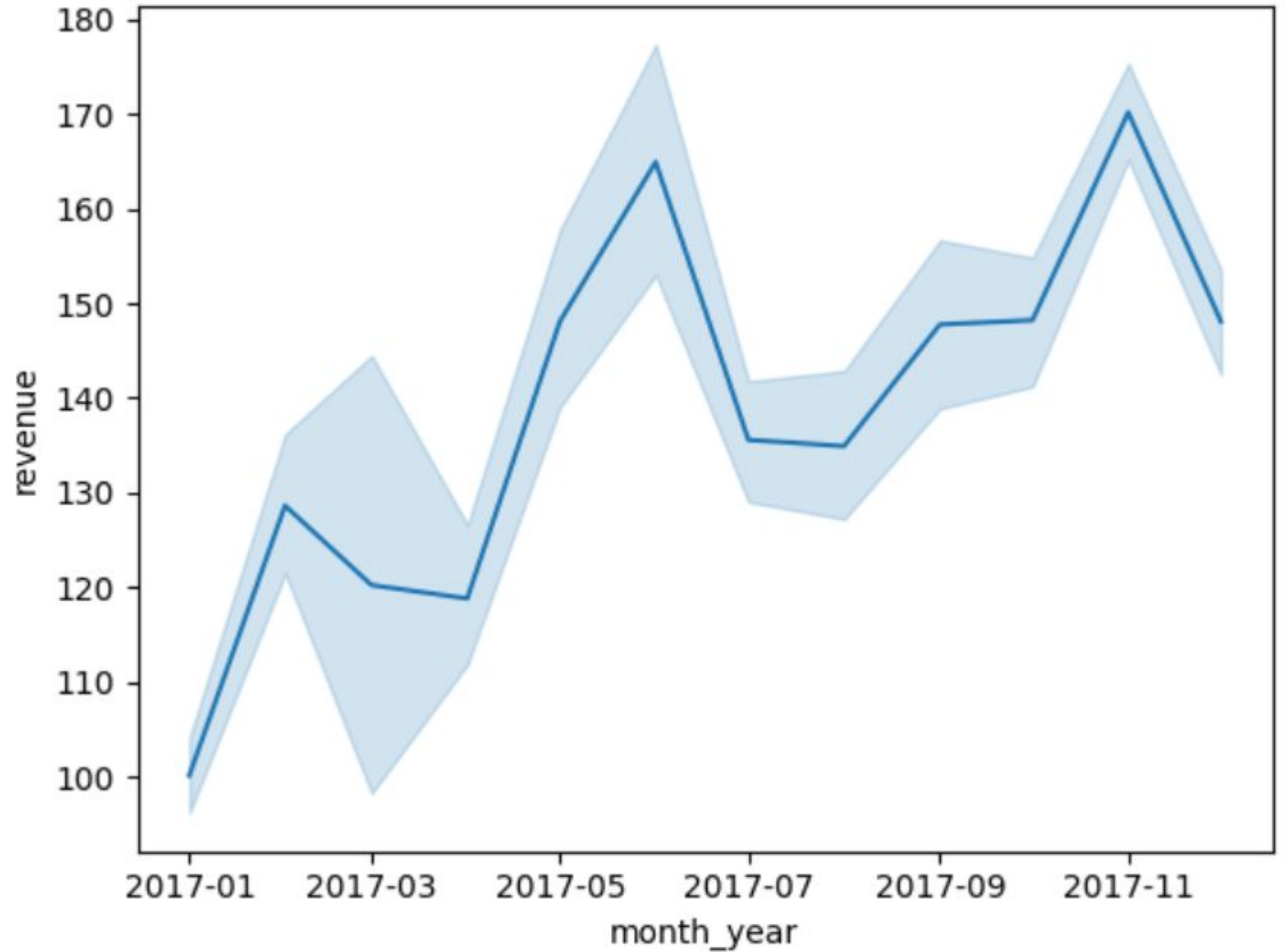
Medium: 100-500

High: 500-1000

Very high: 1000-1799



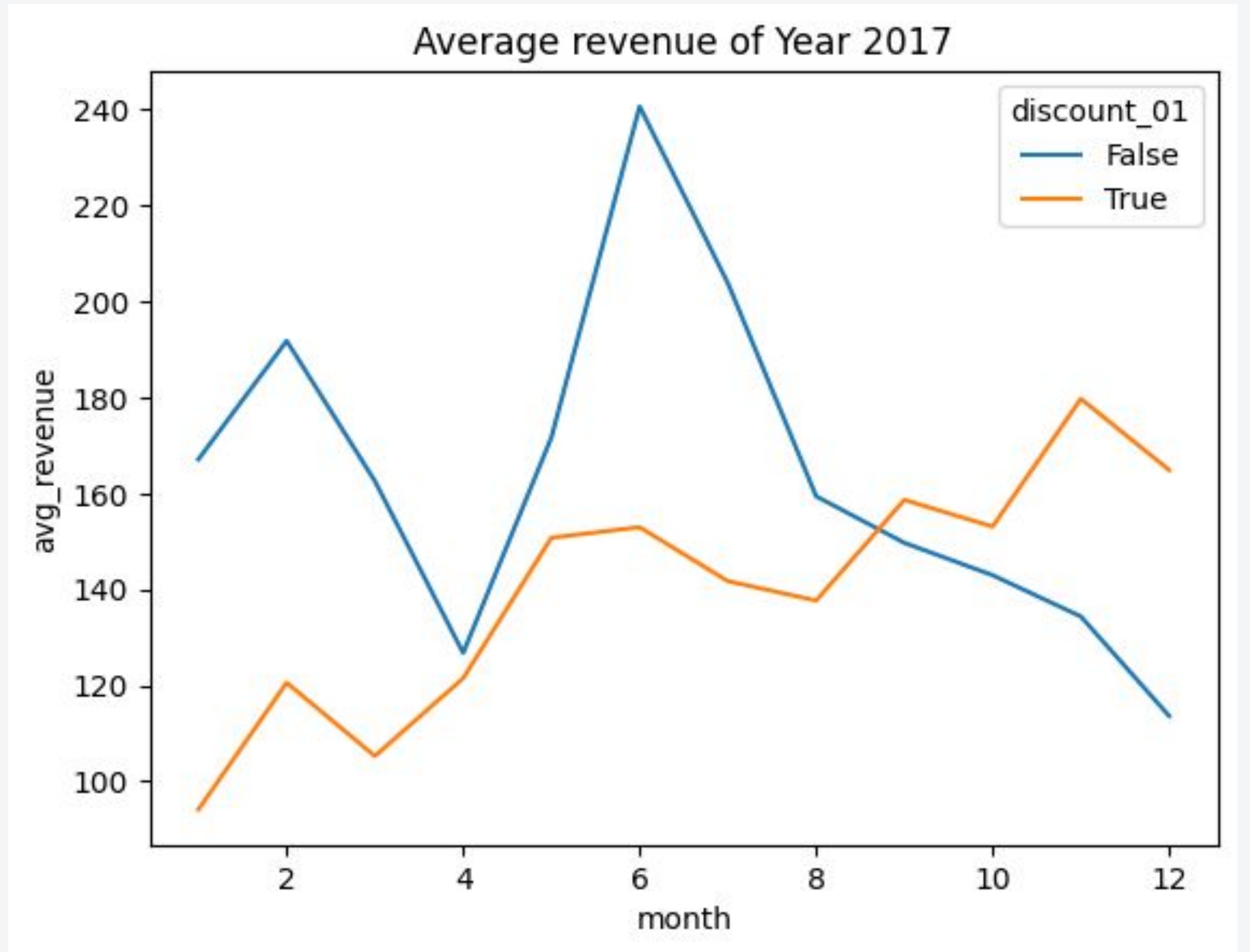
# Revenues and Seasonality



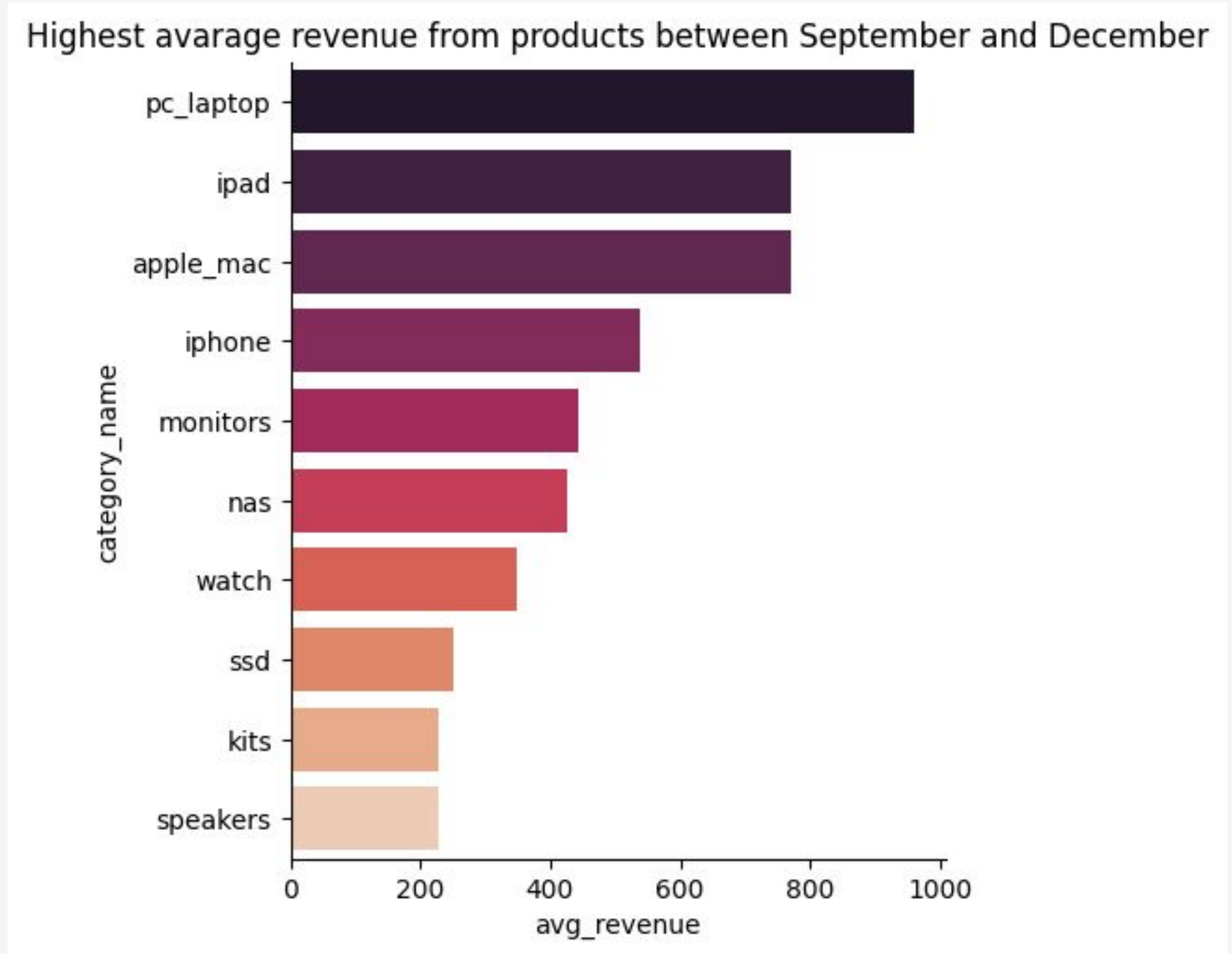
# Discounts Performance & Impact on Revenue



# Discounts and Revenues based on Seasonality



# Products to be Discounted



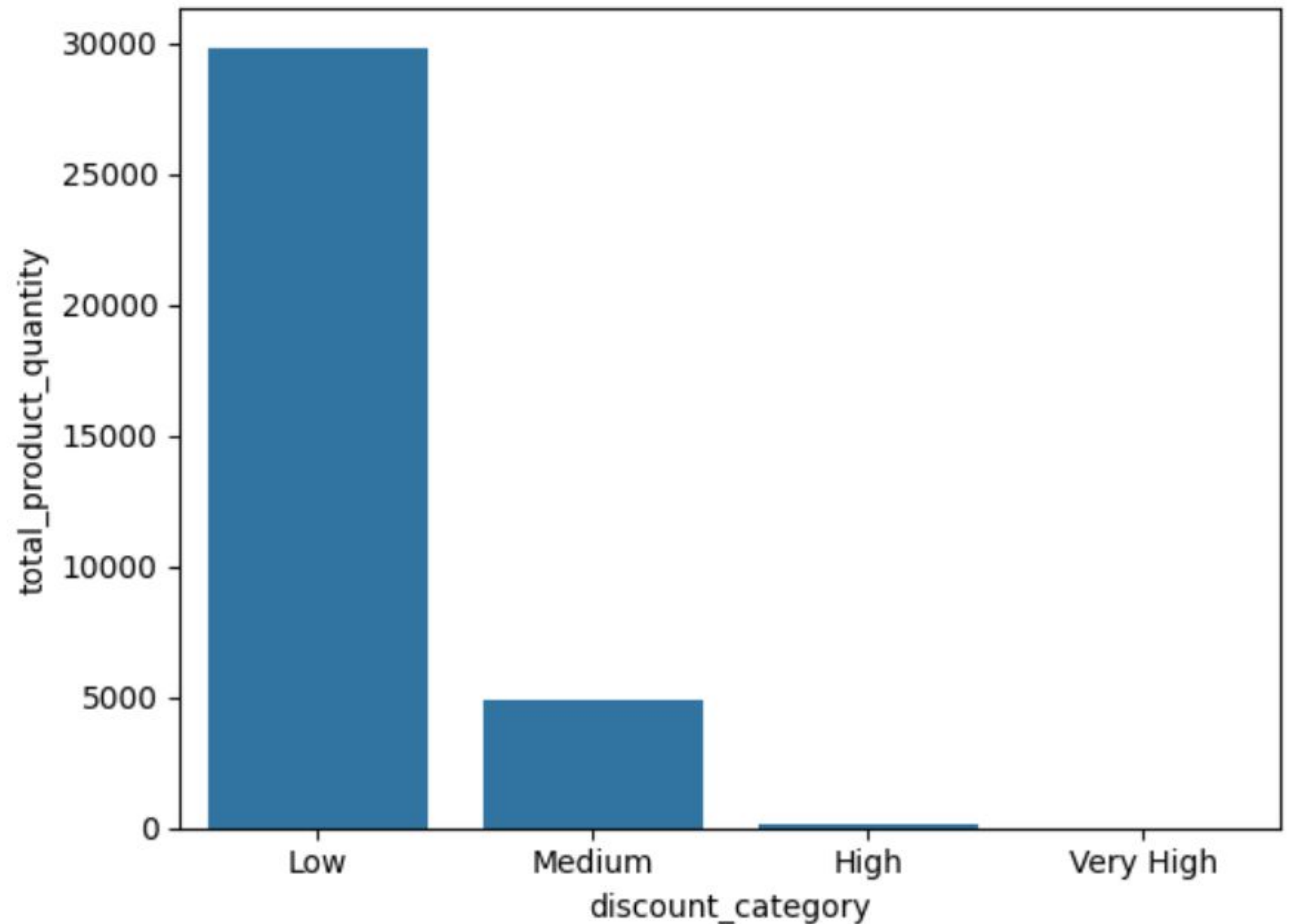
# Discount percent range and total quantity

Low: 0-35%

Medium: 35-70%

High: 70-90%

Very high: 90-100%



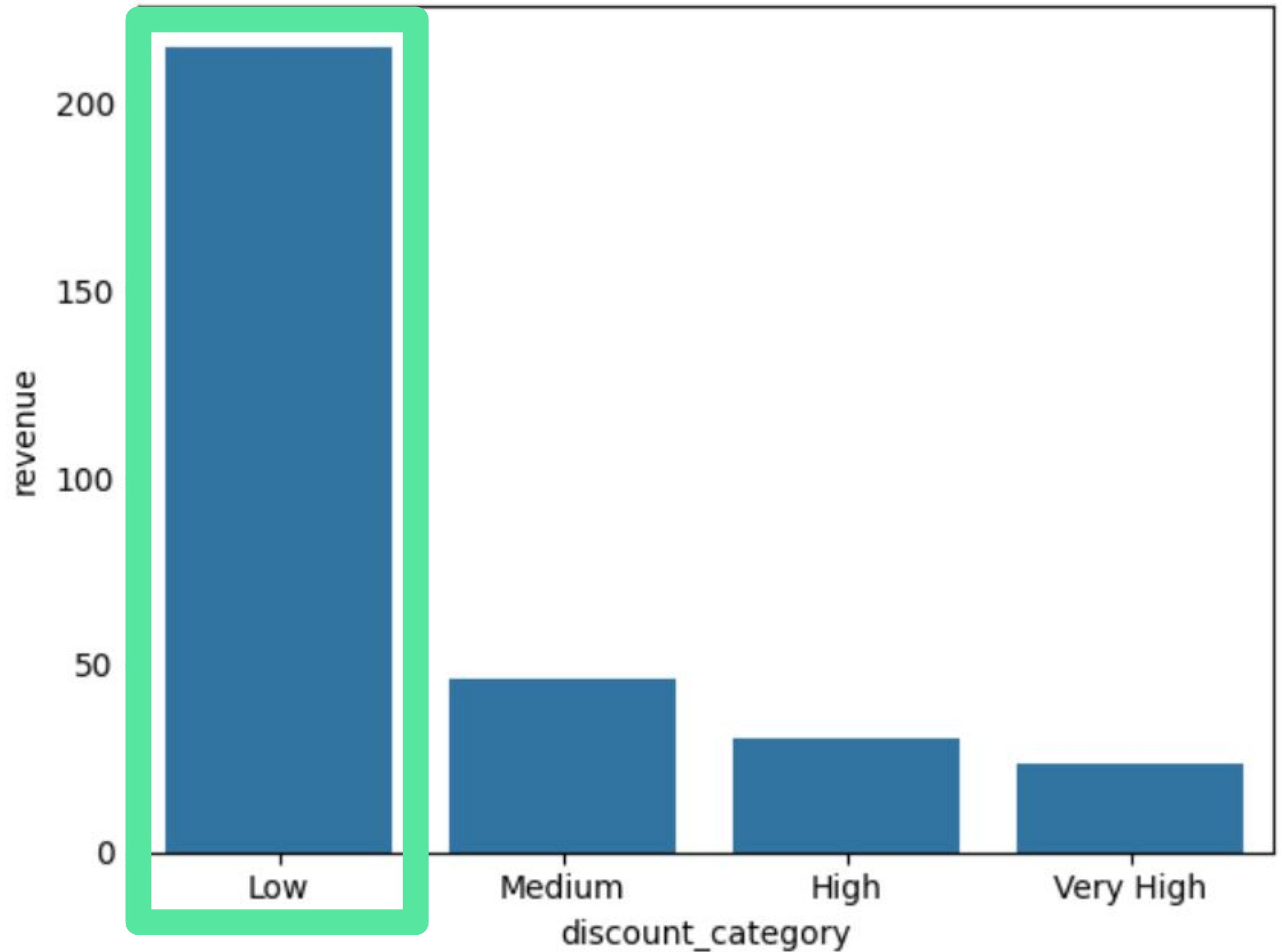
# Discount percent range and average revenue

Low: 0-35%

Medium: 35-70%

High: 70-90%

Very high: 90-100%



# Recommendations

# Recommendations for Marketing Team: Data Quality

Add restrictions when  
writing numbers (no more  
than 1 decimal)

Create standard categories for  
our products: Hardware,  
Software, Accessories, Services,  
etc.

Add a field for regions to  
analyze geographical  
performance in the future

Create standard product names  
Customer-level data  
Product-level data

Thank you  
Q&A

# Discount percent range and average quantity

Low: 0-35%

Medium: 35-70%

High: 70-90%

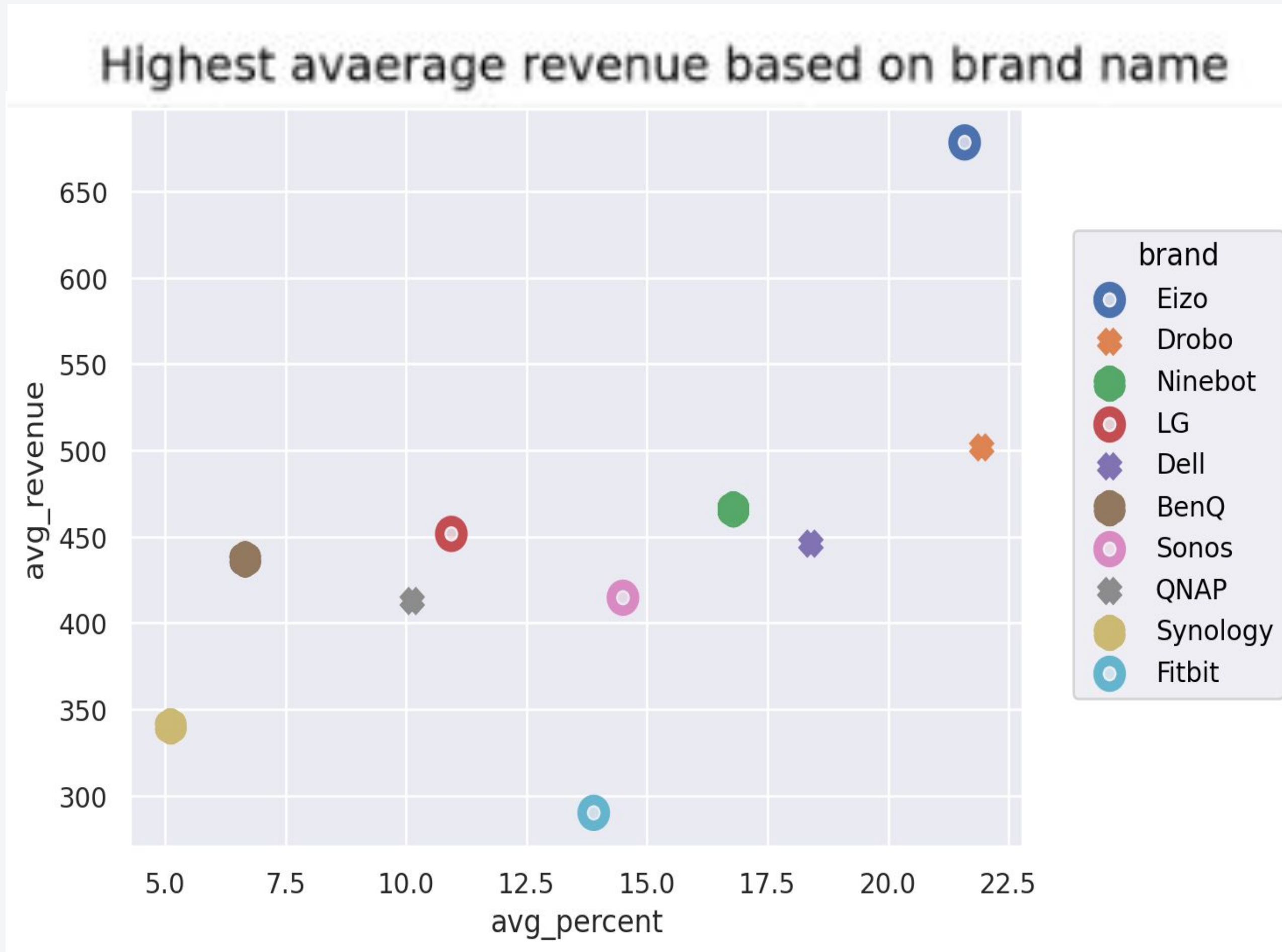
Very high: 90-100%

	discount_category	order_count	total_product_quantity
0	Low	16254	21462
1	Medium	2721	3509
2	High	78	94
3	Very High	1	2

	discount_category	order_count	avg_product_quantity
0	Low	16254	1.142386
1	Medium	2721	1.216291
2	High	78	1.205128
3	Very High	1	2.000000



Brands  
to be  
Discounted

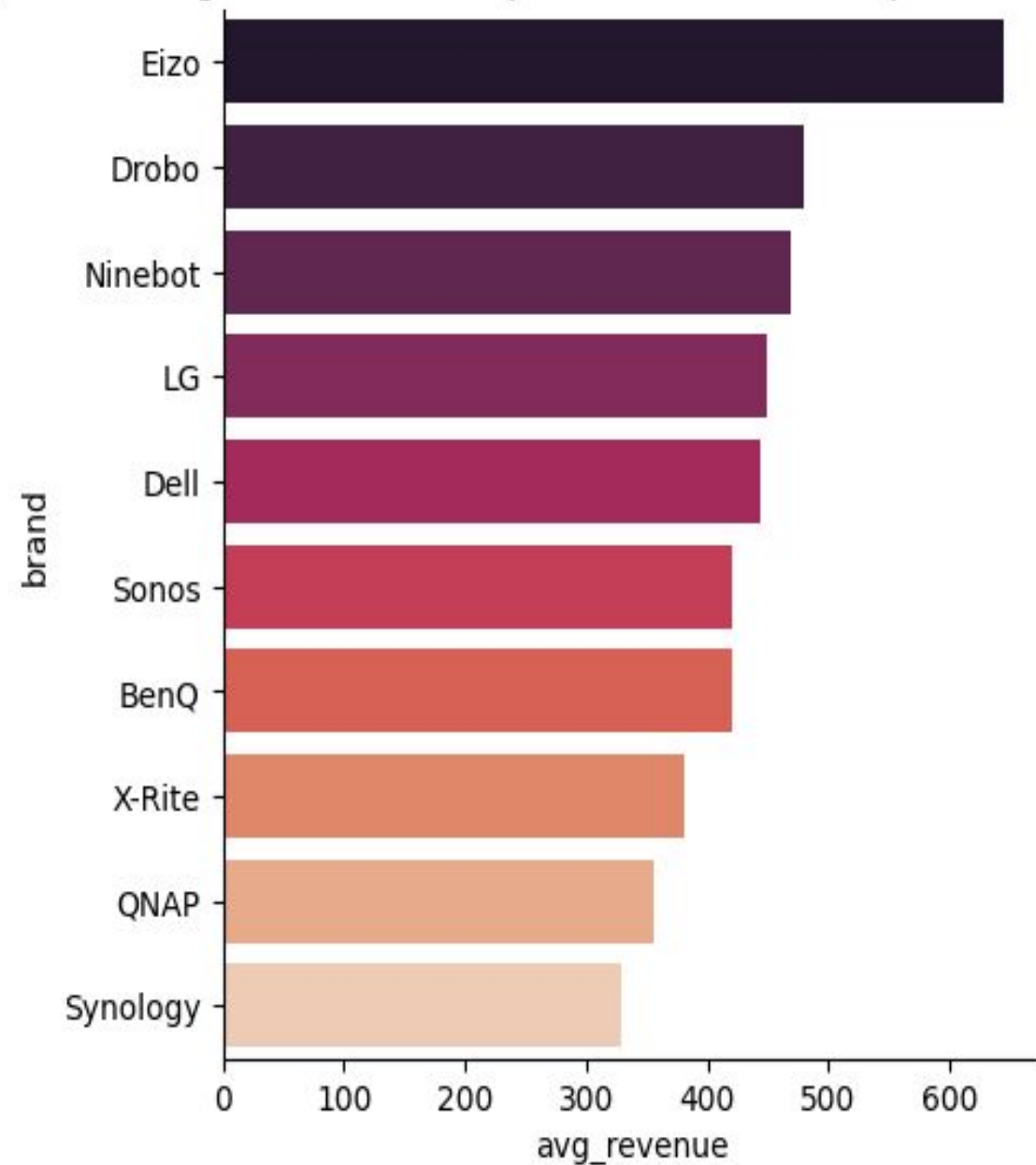


## Highest priced categories

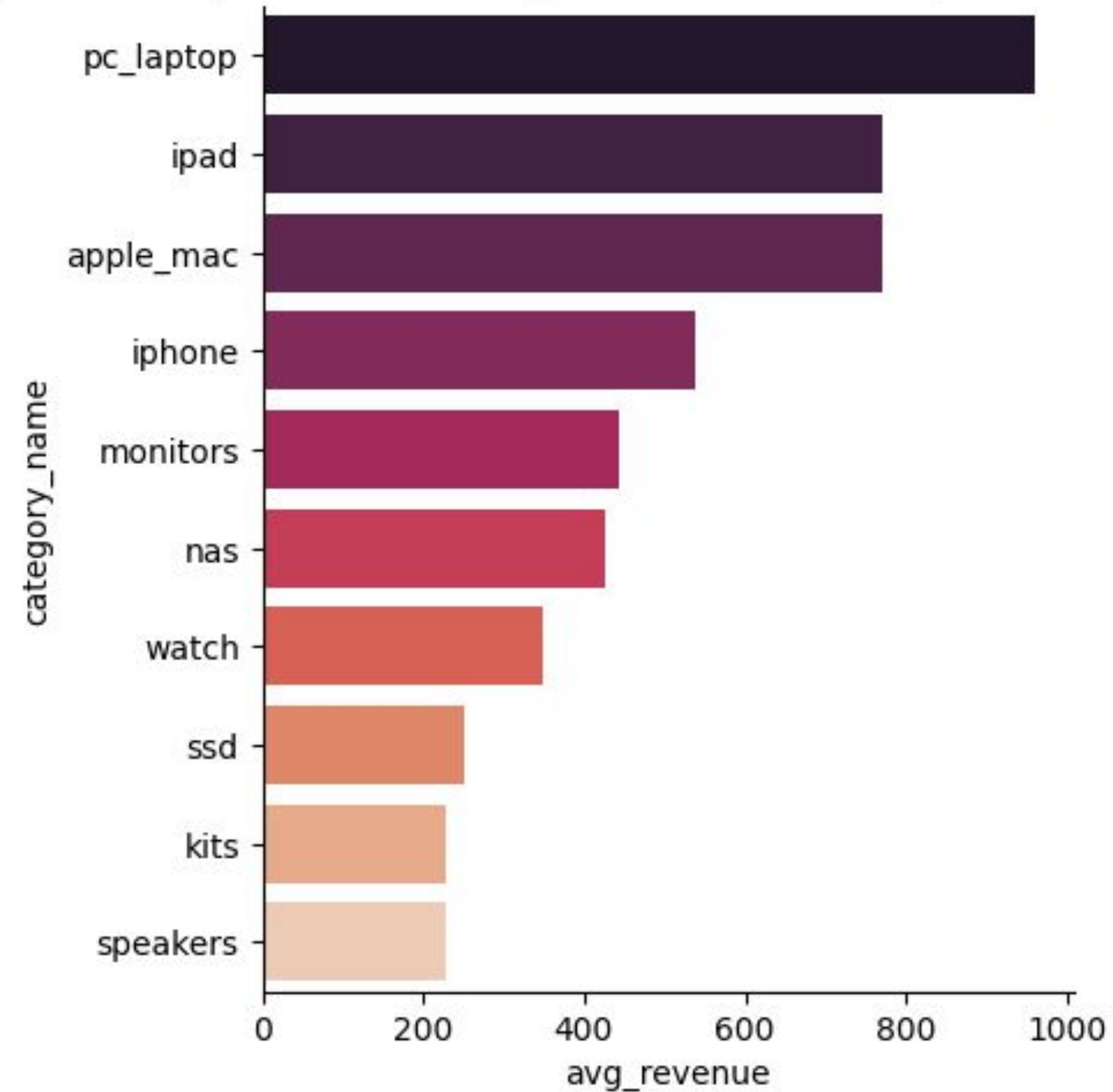
- Apple Macbooks
- Drives
- Battery-related products
- Cases
- Adapters

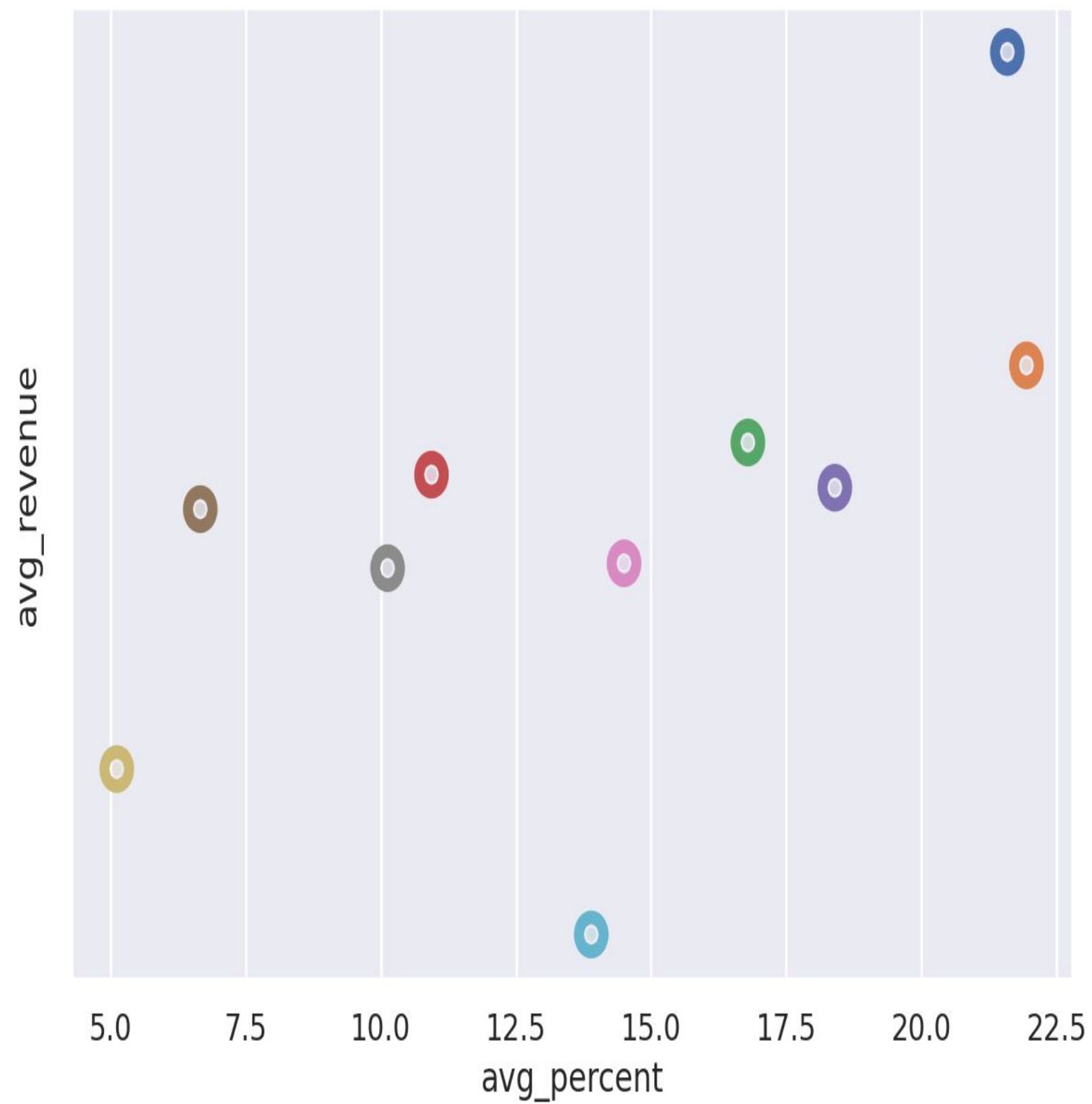
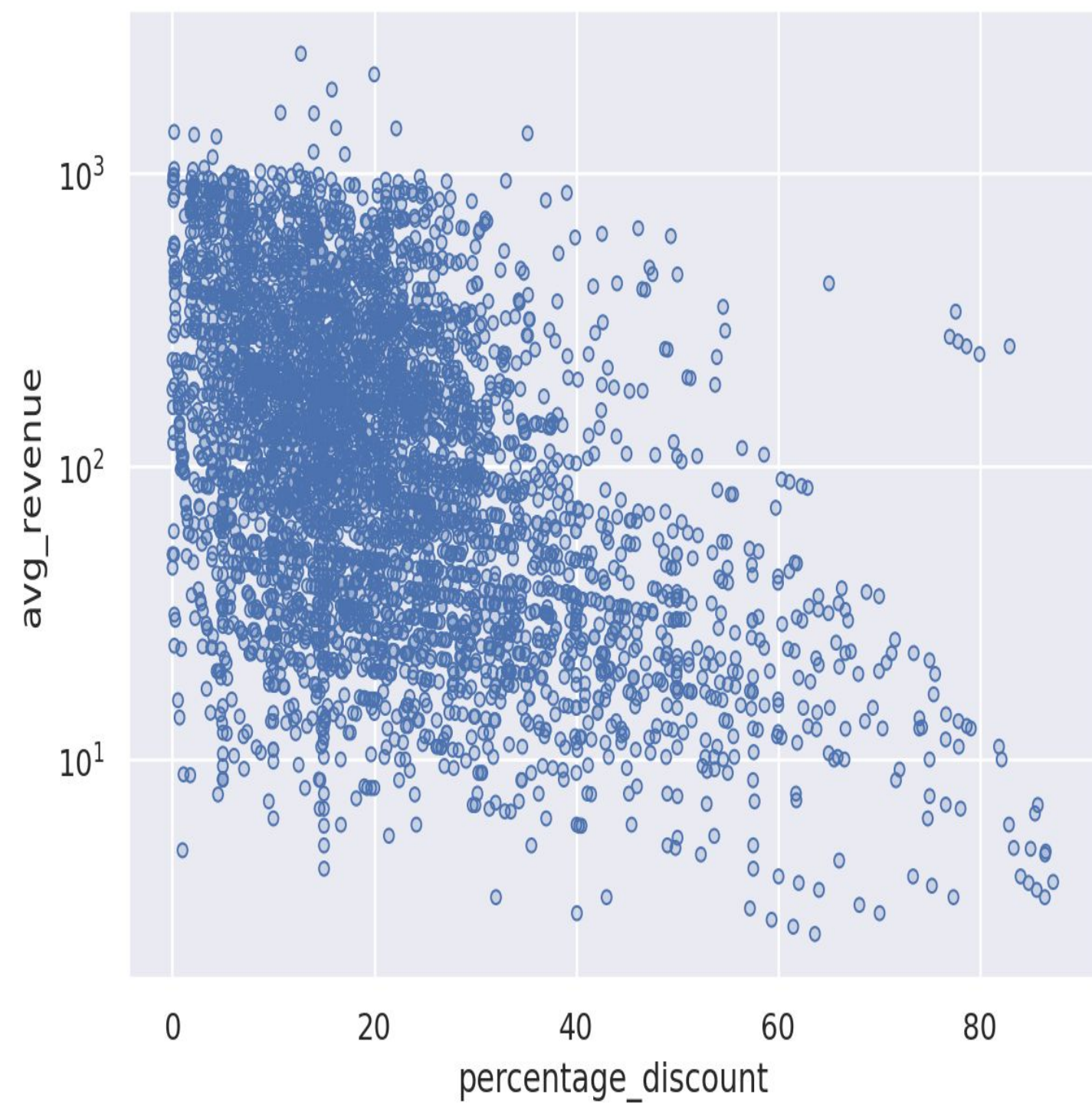
# Products/brands to be Discounted

Highest average revenue from products between September

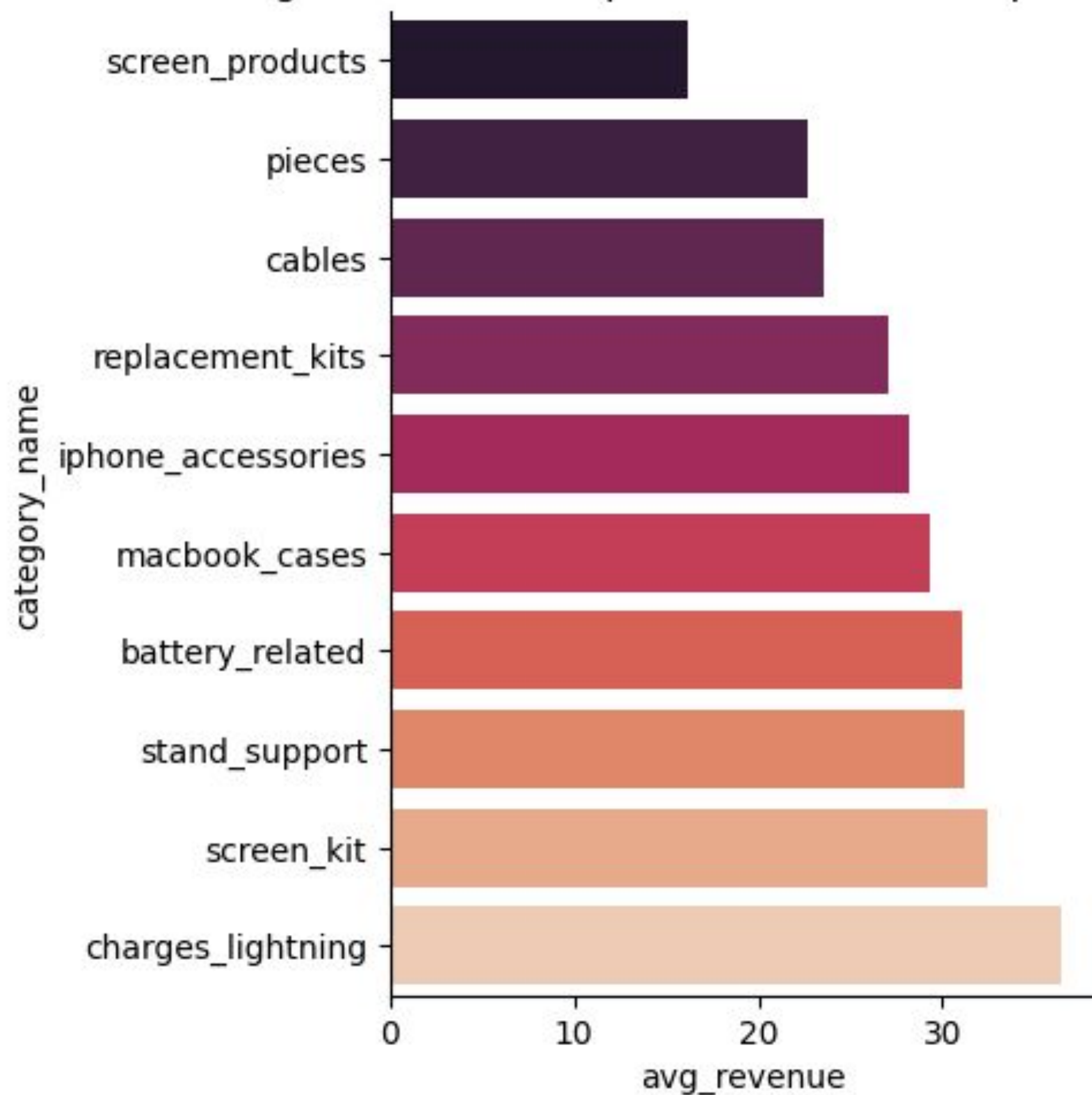


Highest average revenue from products between September and December



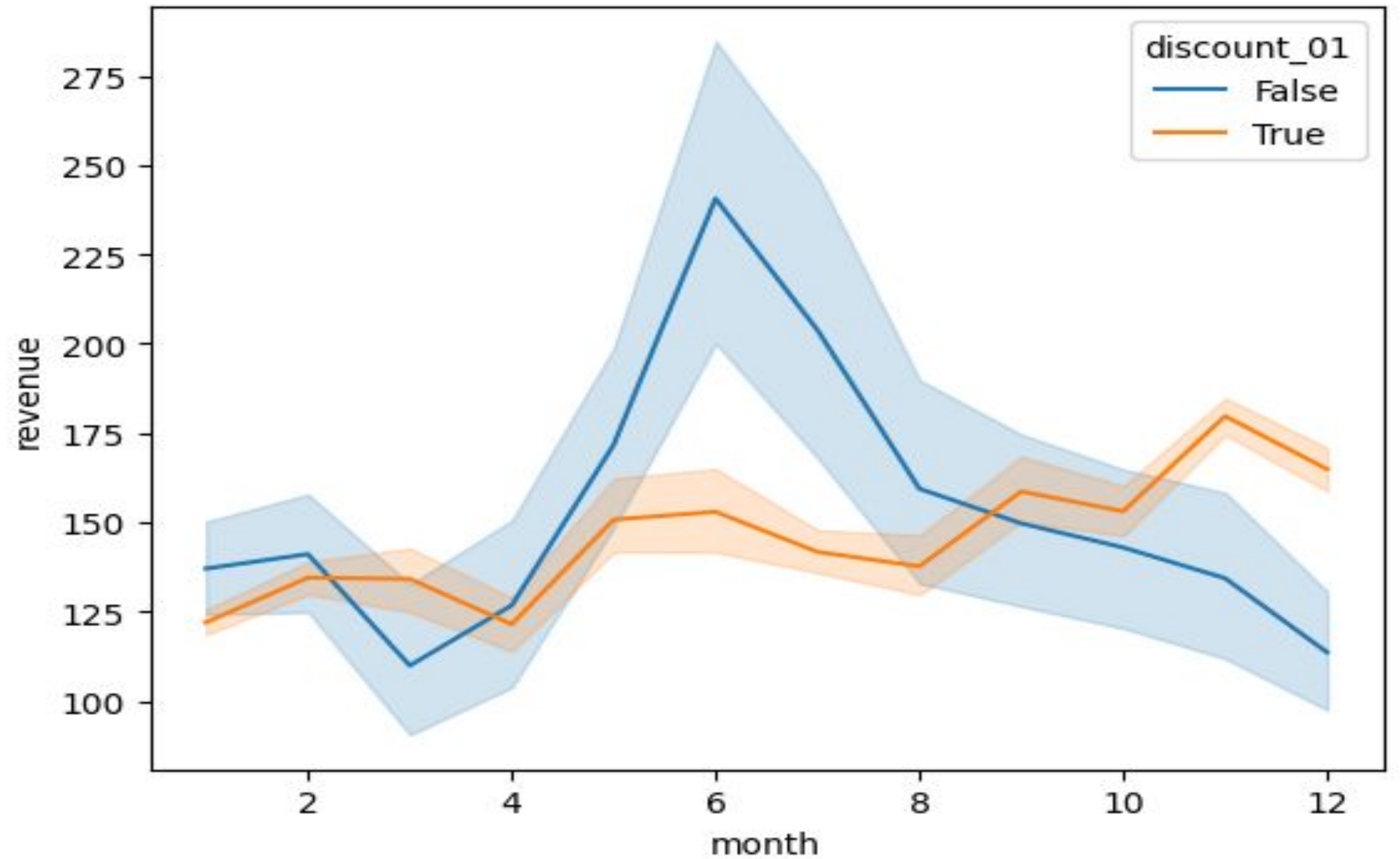


Lowest avarage revenue from products between September and December

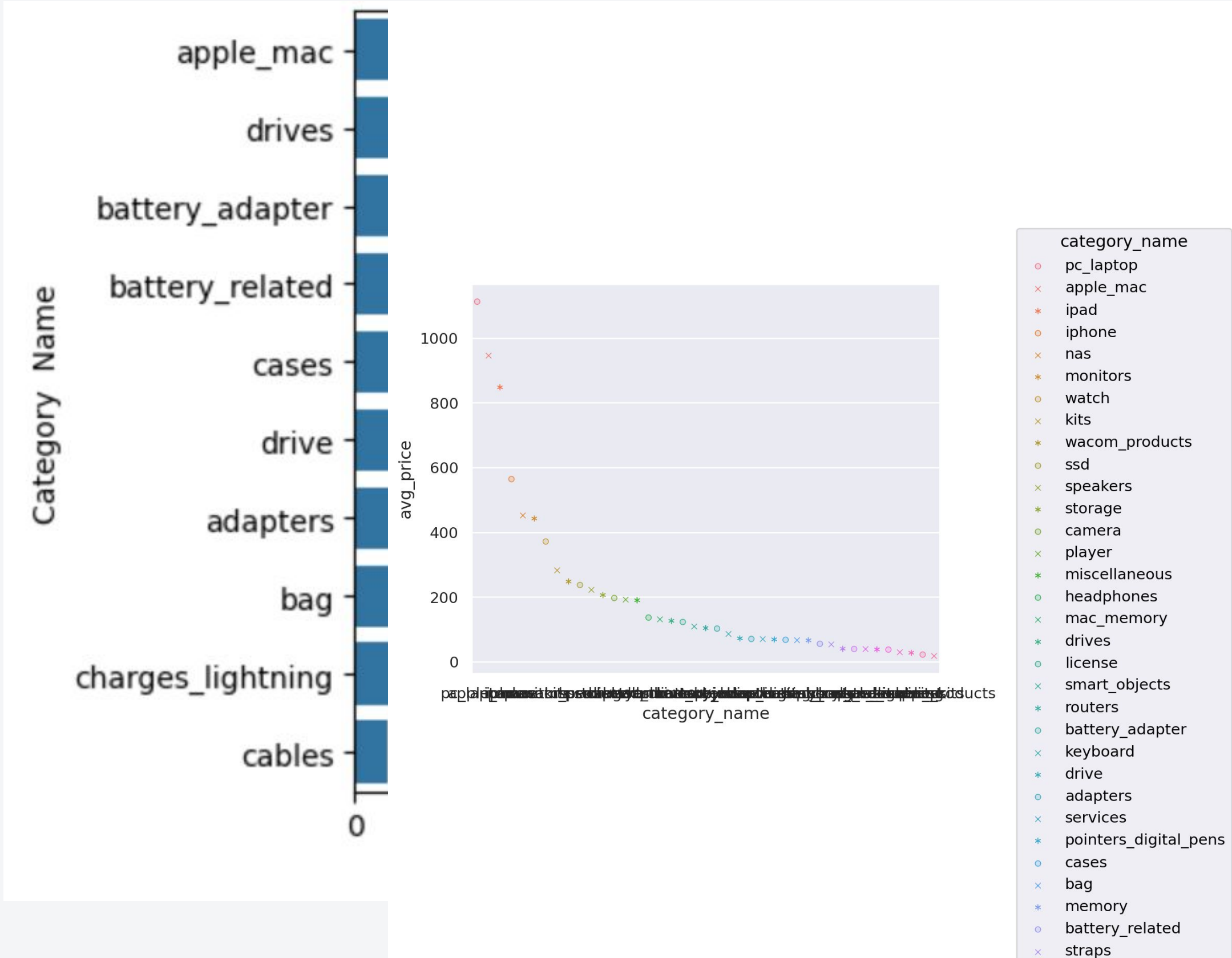




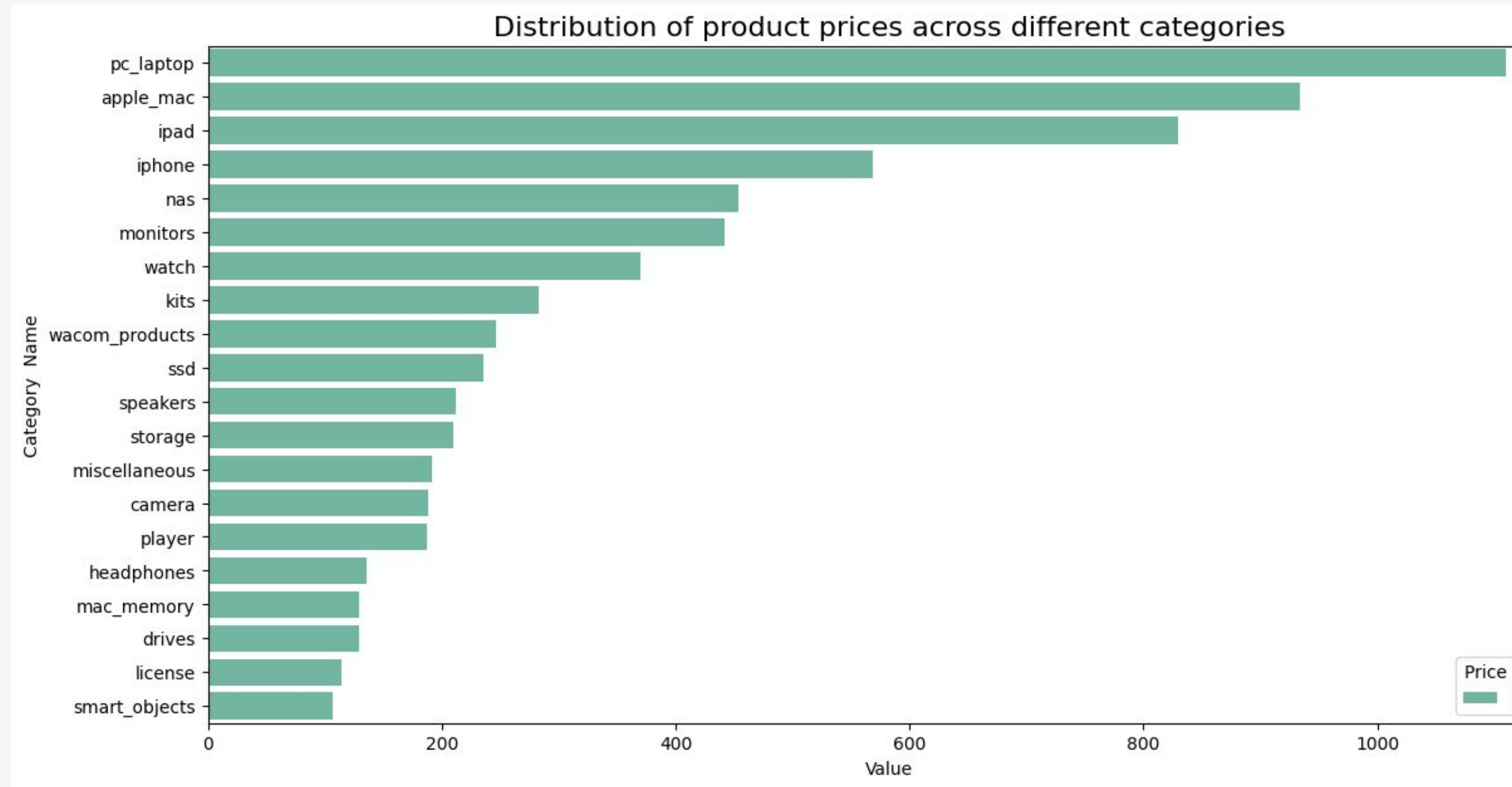
# Discounts and Revenues based on Seasonality



What is the distribution of product prices across different categories?



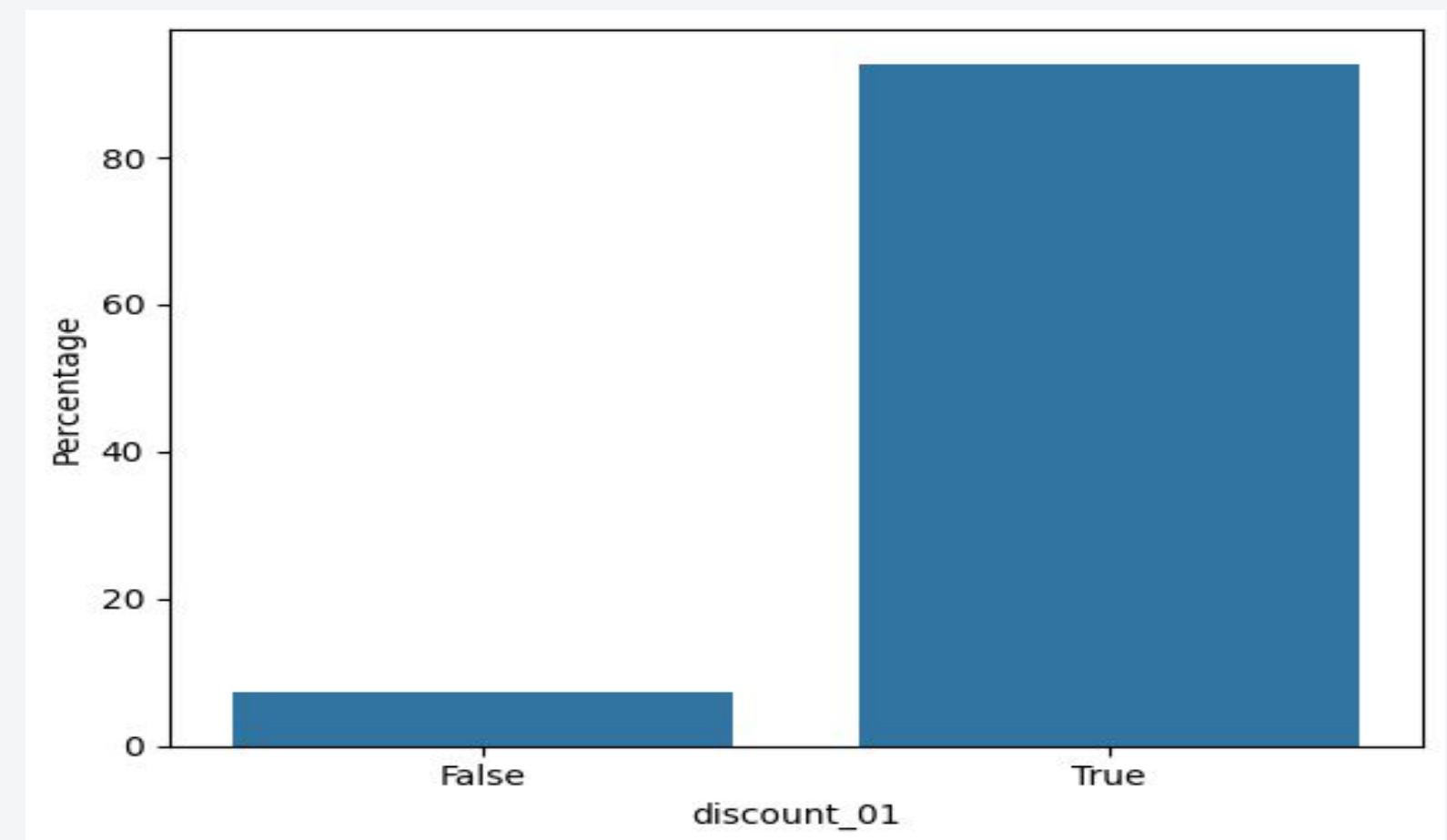
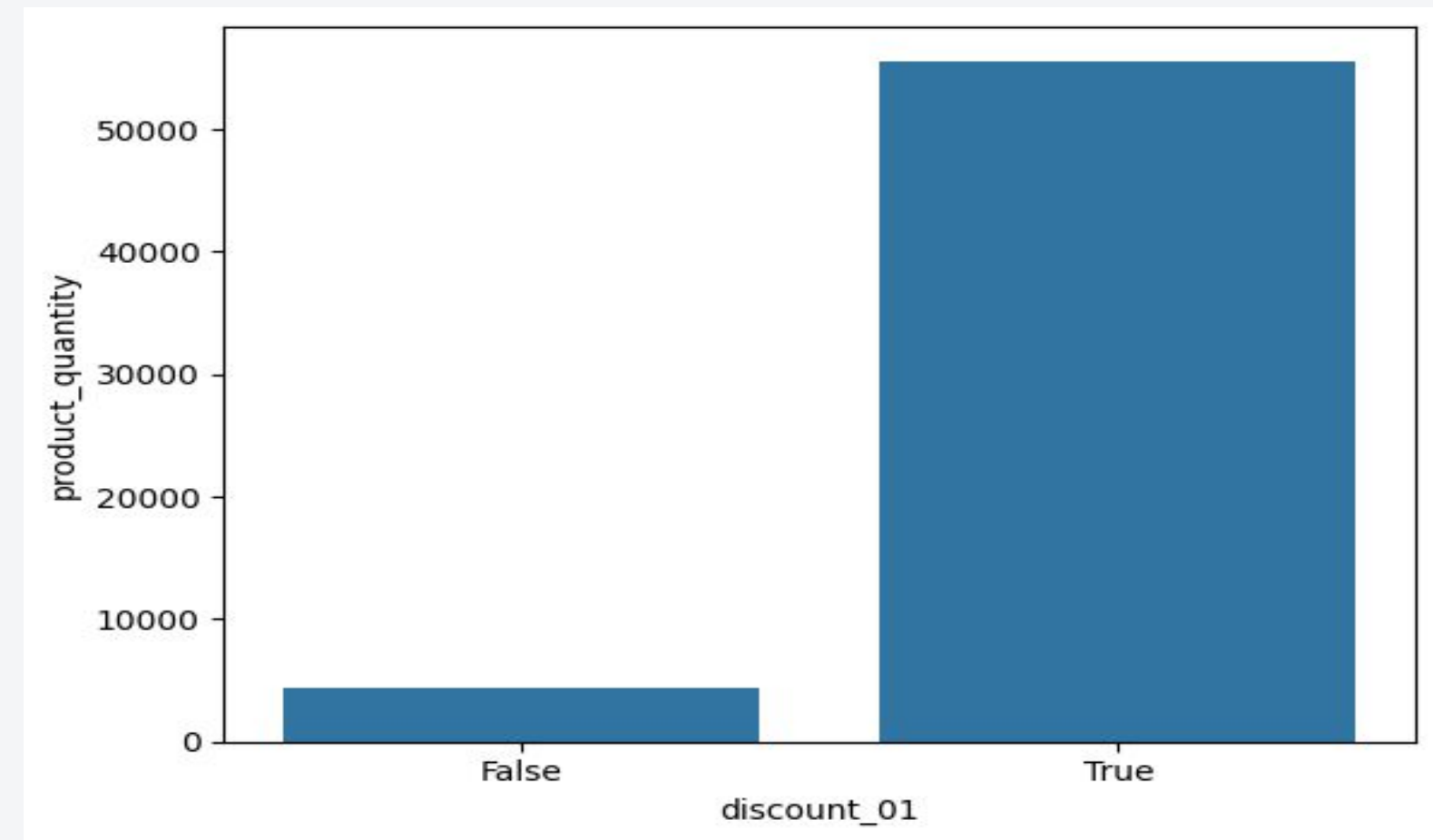
What is the distribution of product prices across different categories?





How many  
products are  
being  
discounted?

discounted =  
7%,  
discounted =  
93%



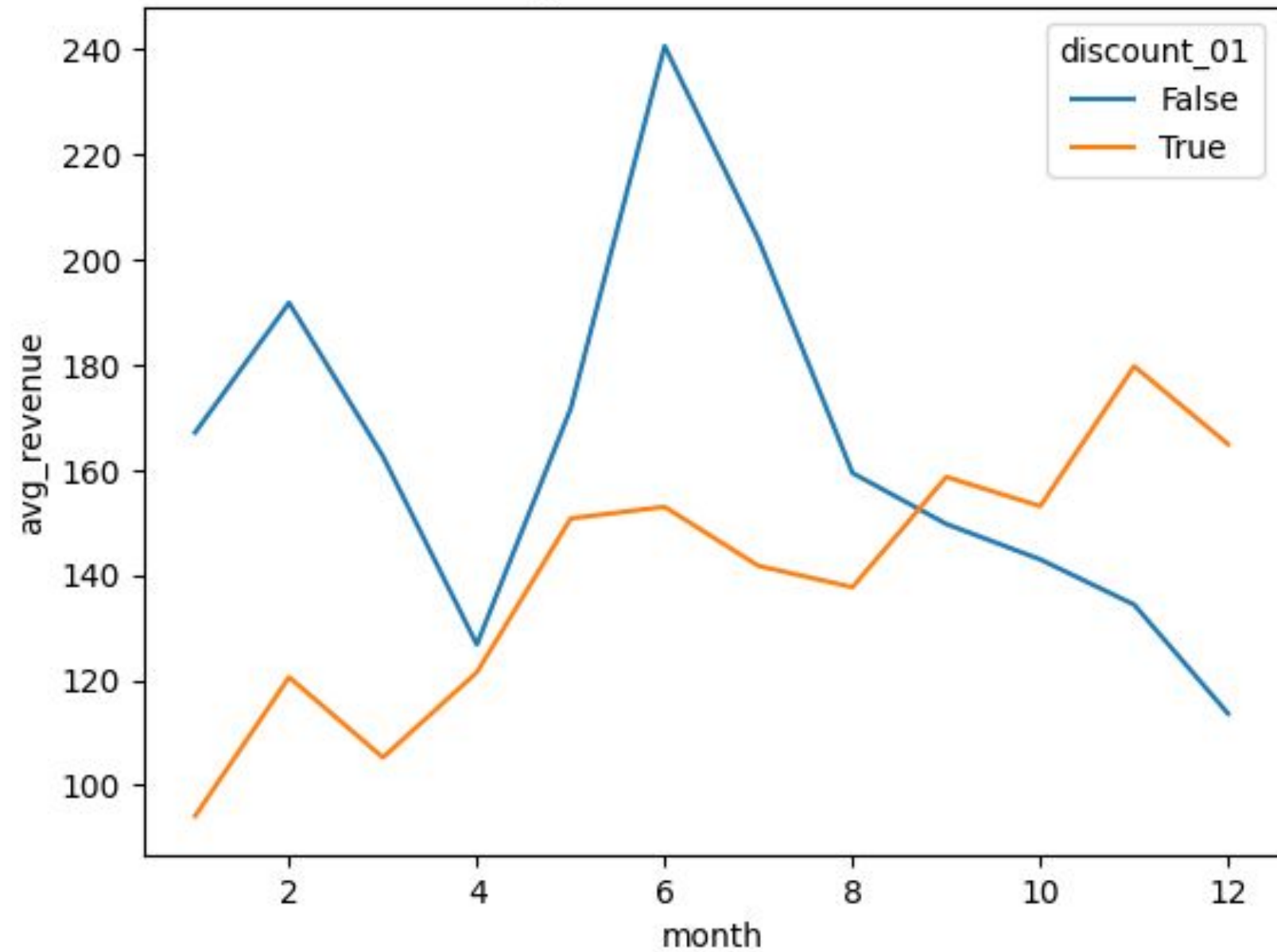
How big are  
the offered  
discounts as a  
percentage of  
the product  
prices?

Average discount is 19%



# Why 2018 year is not considered

Average revenue of Year 2017



Average revenue of Year 2018

