

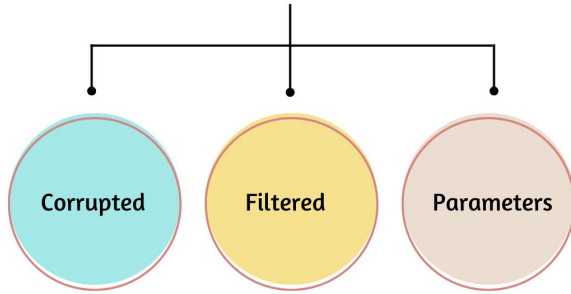


# Product Discount Recommendations

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Haikel Zanina  
Paula Barriga-Denk  
Susanne Feldhoff



### Original data set

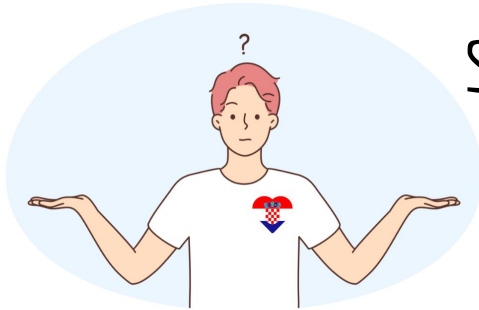
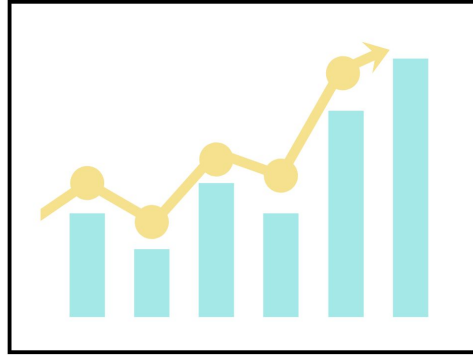


### Parameters

- Price categories
- Product categories
- Seasonal periods
- Discount patterns

Only **20%** of the data given was workable

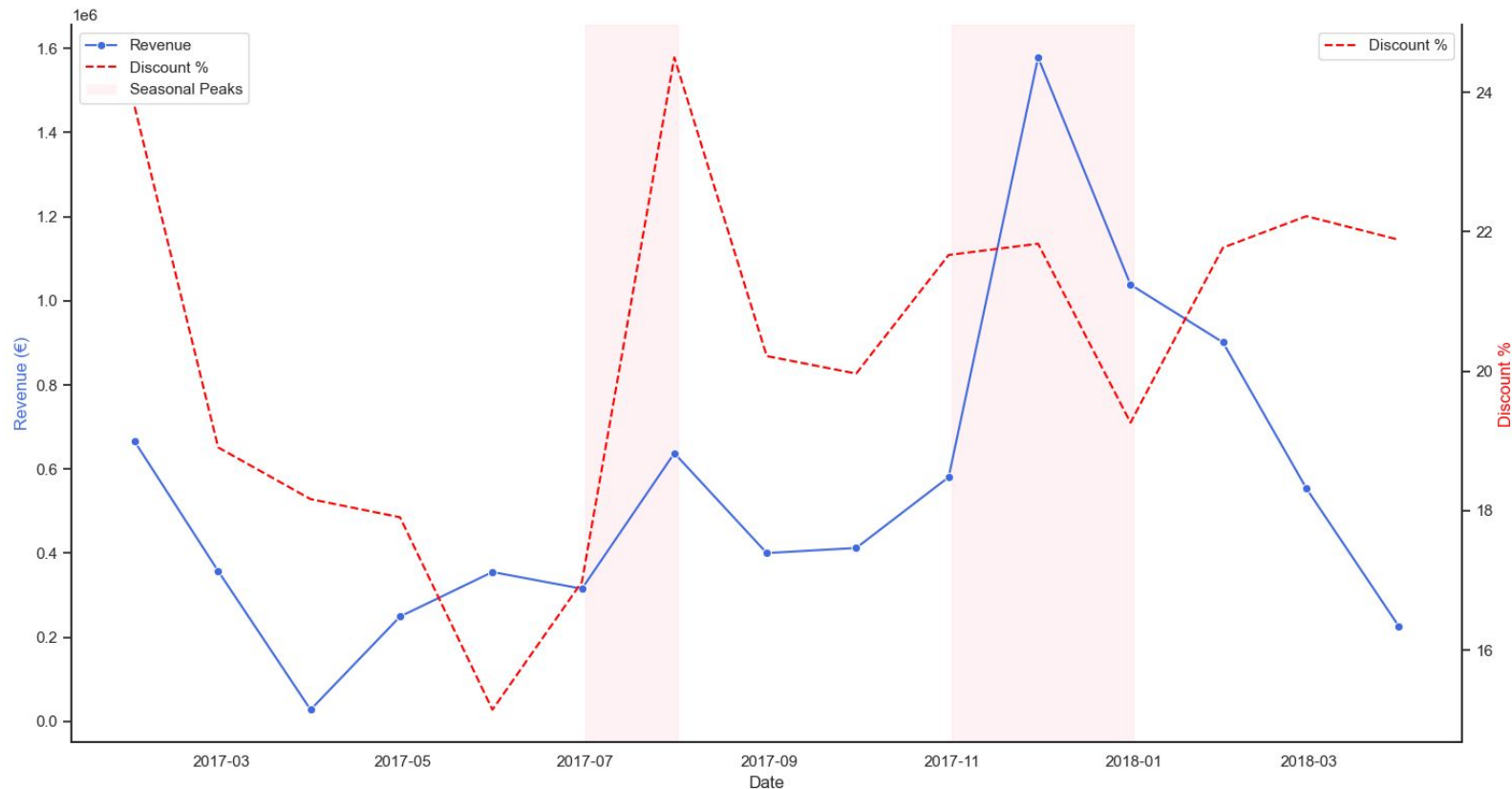
- Seasonal trends
- Revenue trends
- Mark-downs



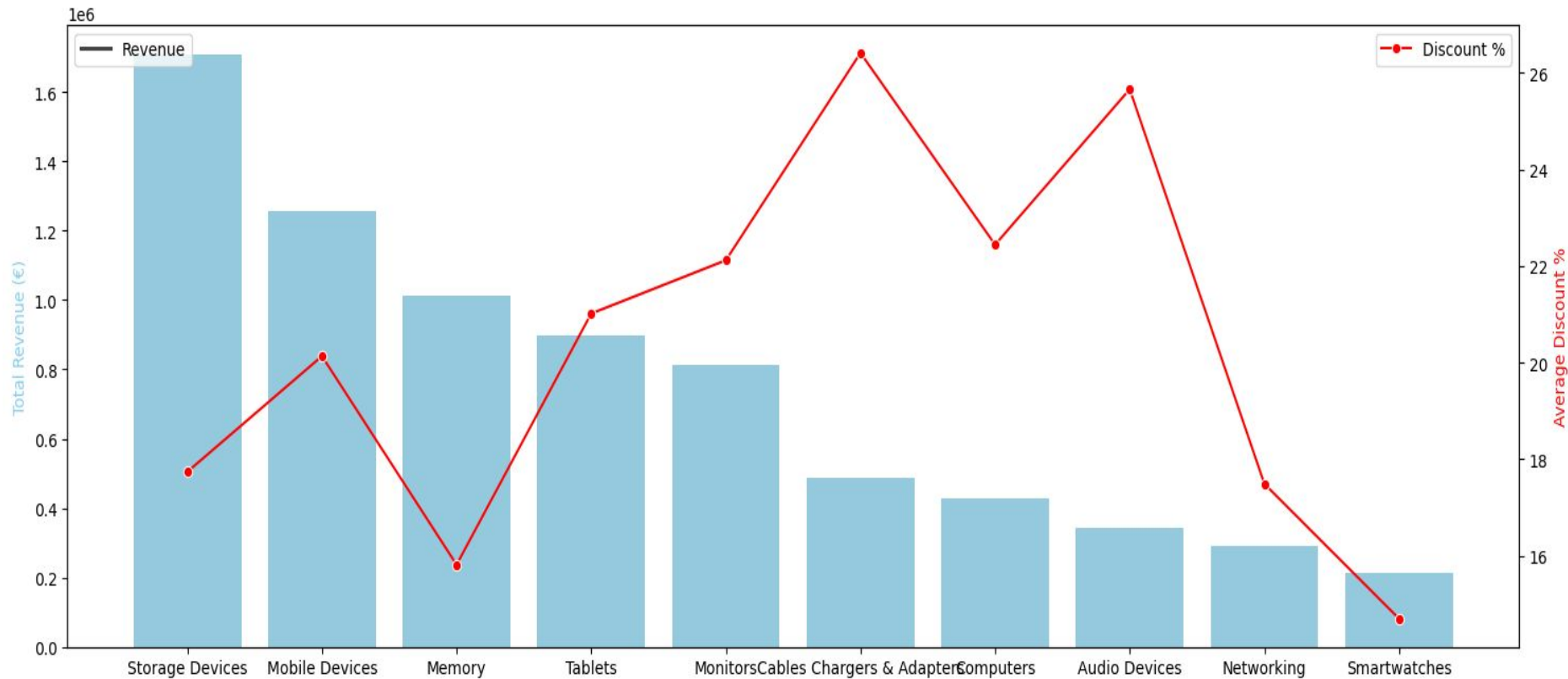
Should ENIAC discount their products?

# Revenue vs Discount Trend Analysis

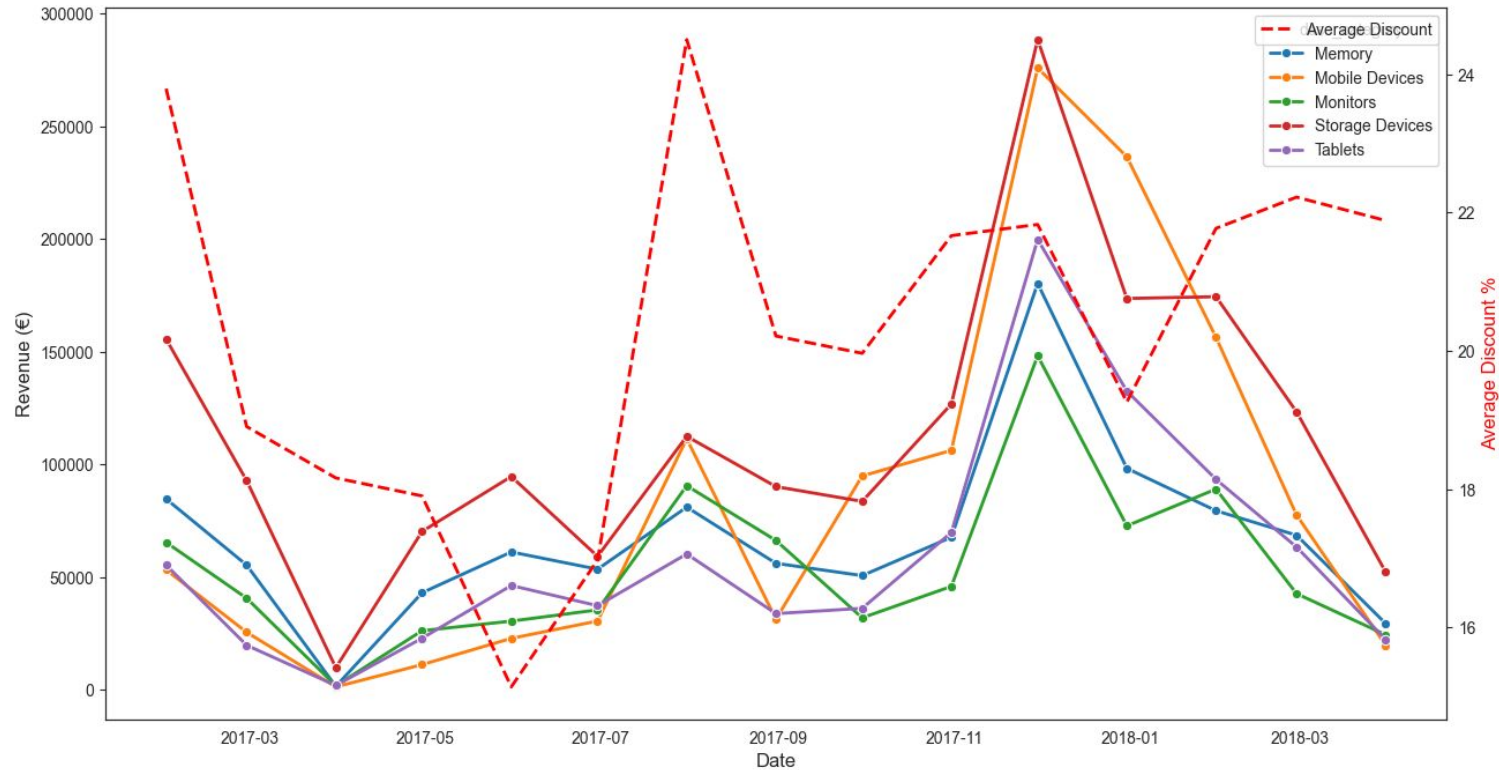
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# Top 10 Categories with most revenue

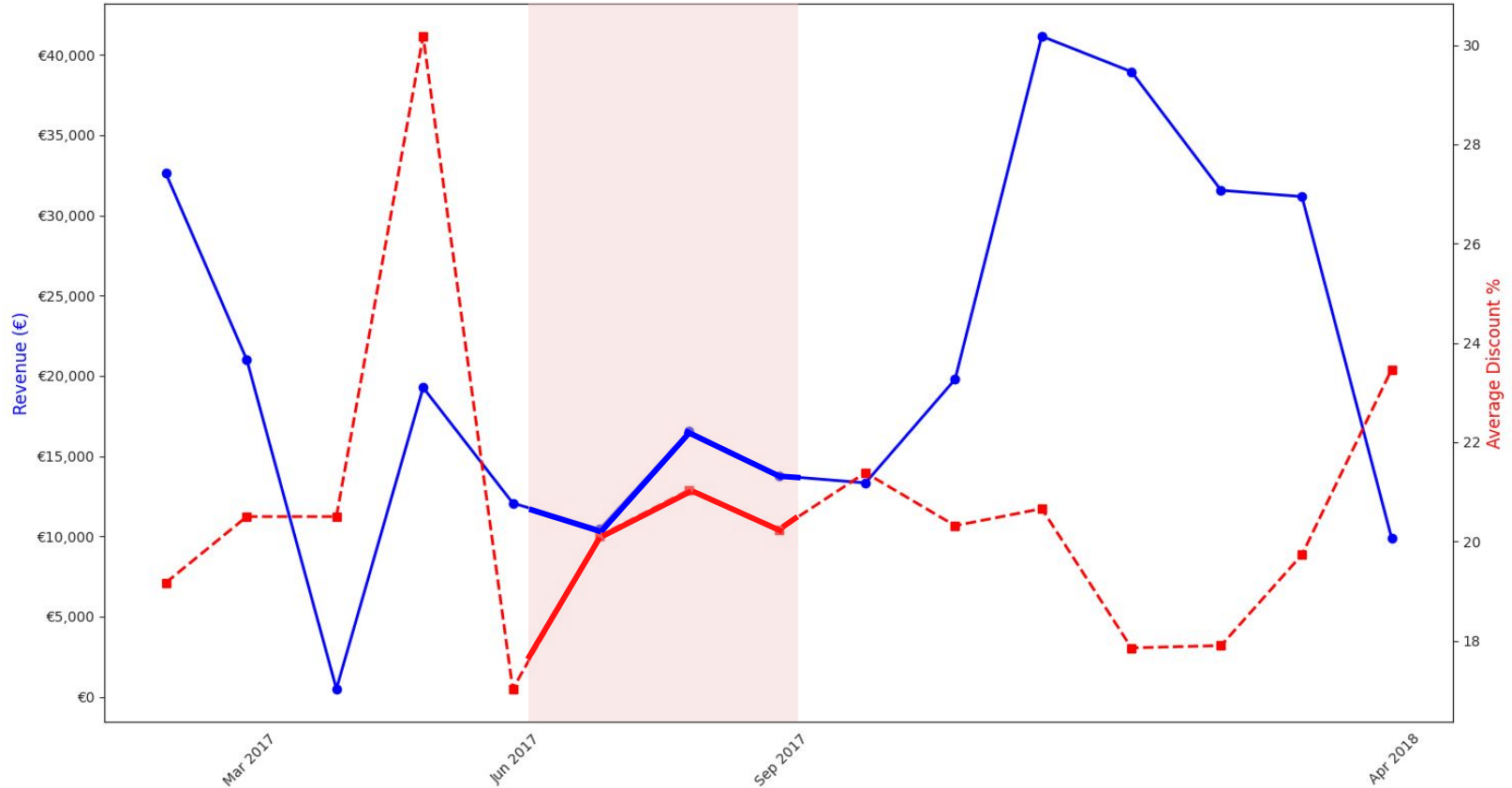


# Top 5 Categories with most revenue

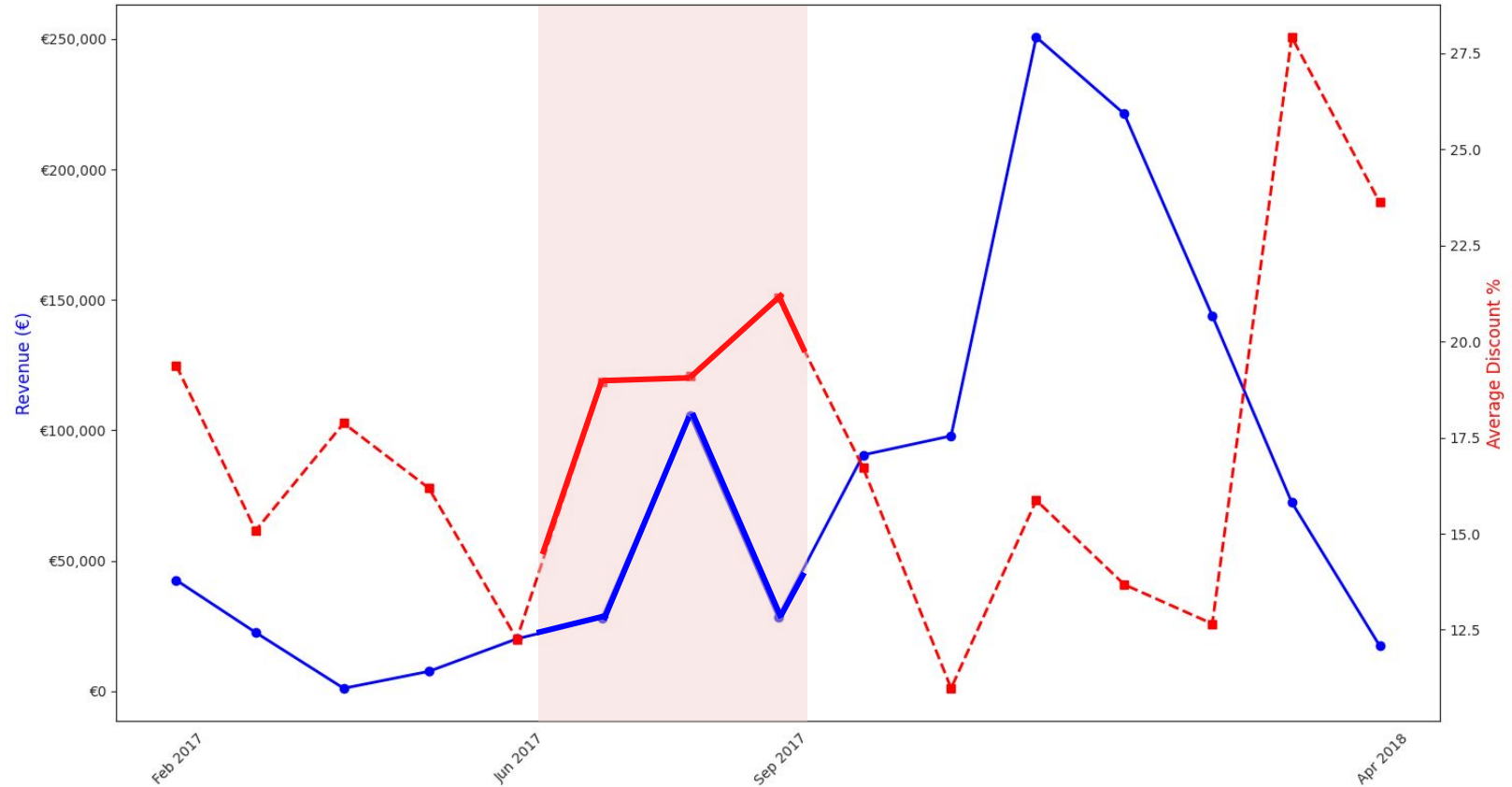


# First Example: Storage Devices

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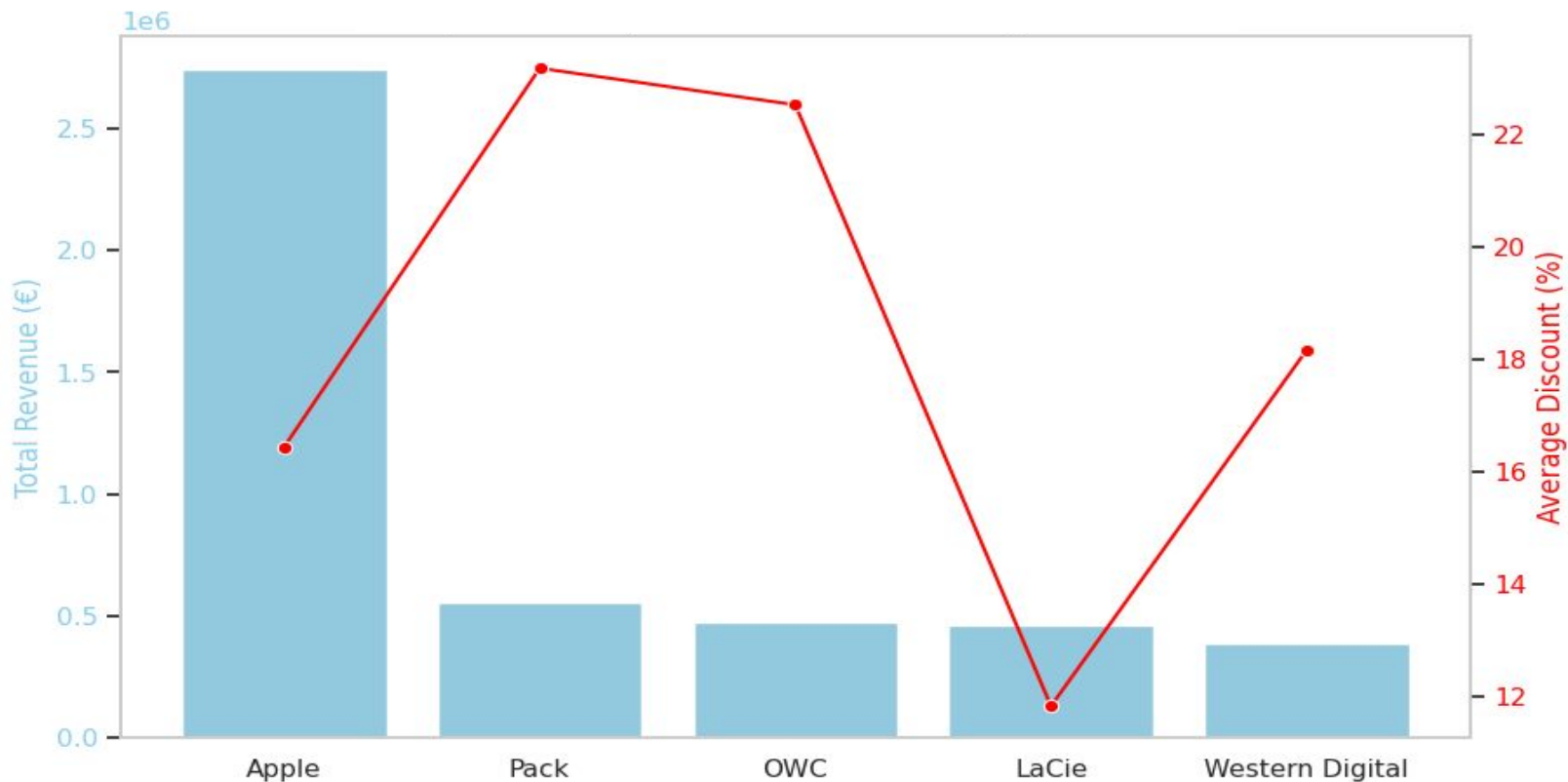
# Second Example: Mobile Devices





# Discount impact on the top 5 brands

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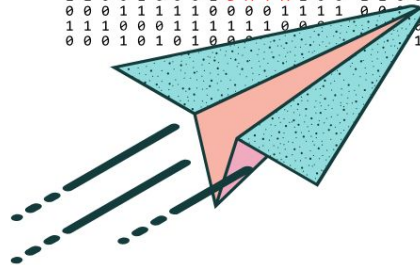
# Recommendations

Based on these insights, discounts could be beneficial, but they should be applied selectively :

- Consider timed promotions during high-sales months, rather than year-round markdowns.
- Focus discounts on product categories that respond well to discounts for efficient use of promotional budgets.
- Offer strategic discounts on complementary items.
- Use data-driven decisions for discount timing and depth by conducting impact analysis on future changes.

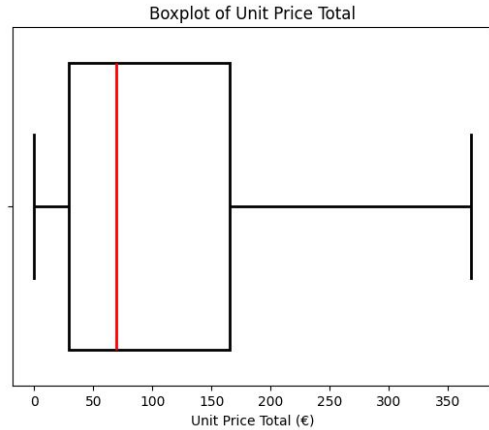
# ENIAC

Thank  
you!



# **Backup Slides**

# Price Categories

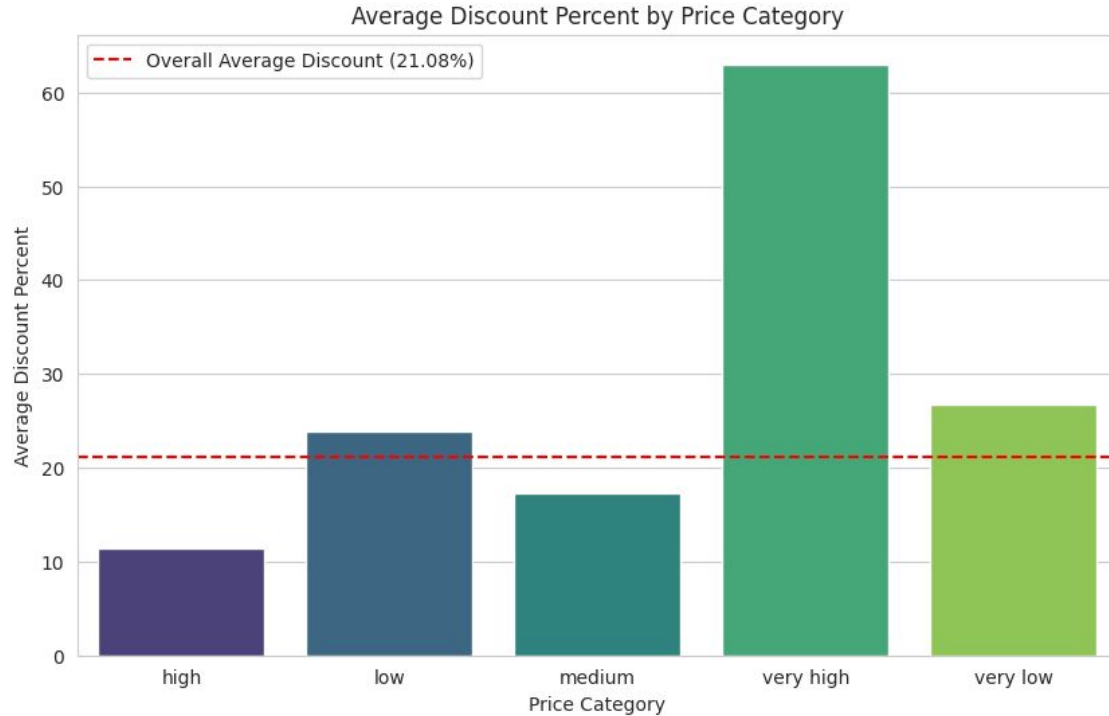


- Very low: 0€ to 42.99€
- Low: 42.99€ to 100€
- Medium: 100€ to 500€
- High: 500€ to 1587.24€
- Very high: 1587.24€ to 5000€
- Corrupted; higher than 5000€

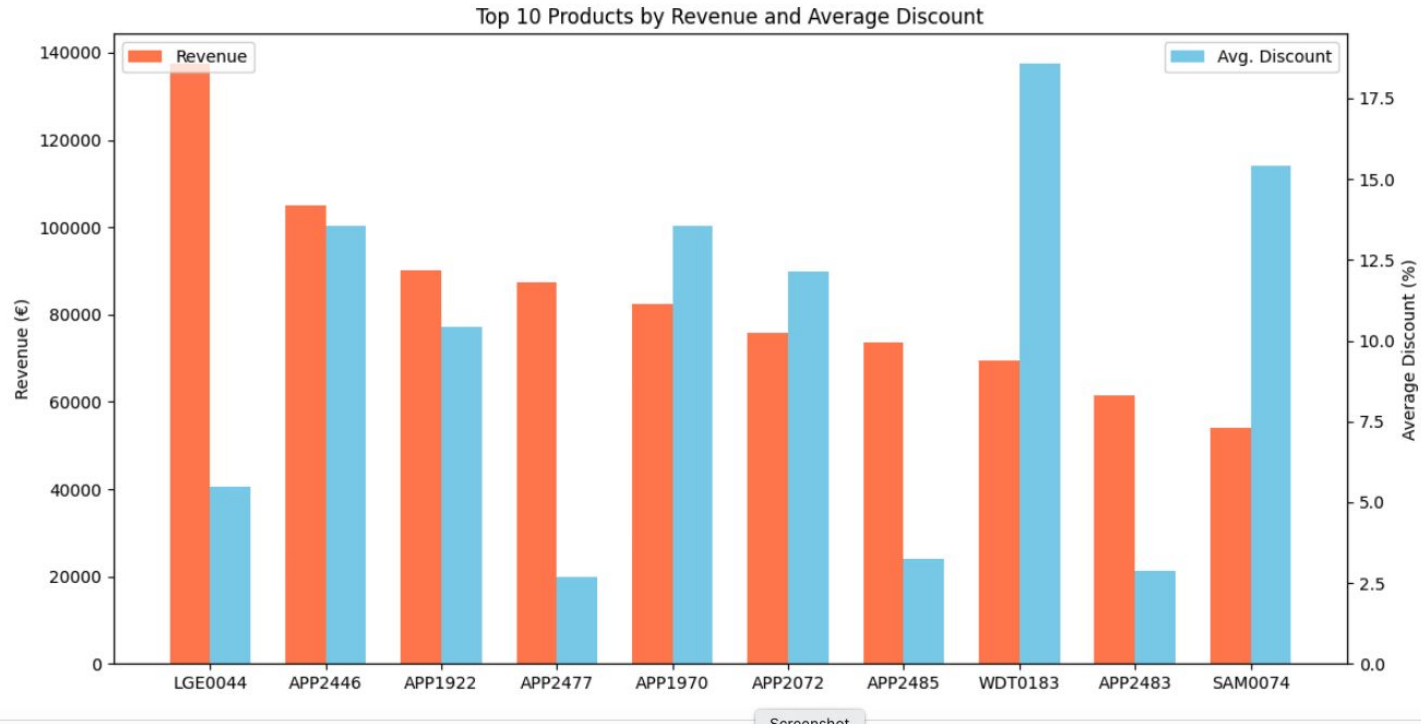
Calculated these with the interquartile range.

# Price categories & discounts

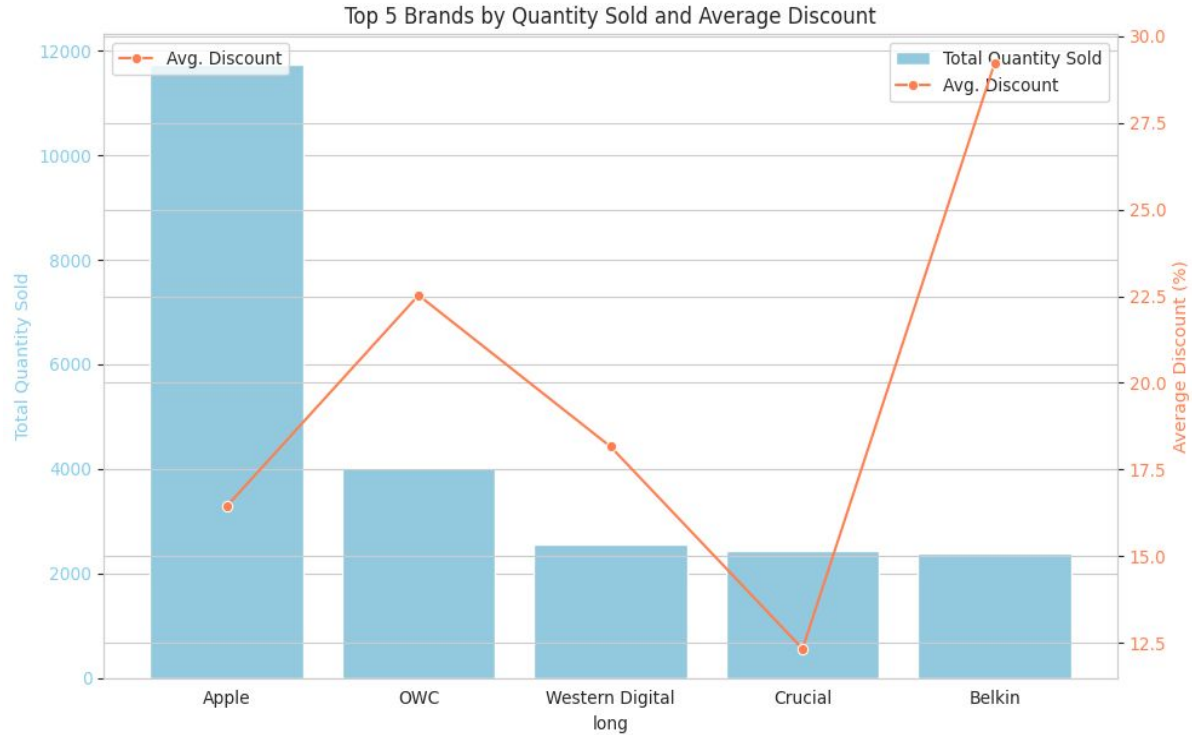
- No discount
- 0 - 10% discount
- 10 - 20% discount
- 30%+ discount



# Top 10 products and their discount



# Top 5 brand by quantity sold





# Revenue and seasons

