DISCOUNTS INSIGHT

BROUGHT TO YOU BY: GROUP 3

ENIAC

ANALYSIS OVERVIEW

PRODUCTS OVERVIEW

- HOW BIG IS OUR REVENUE?
- WHAT ARE OUR MOST SOLD PRODUCTS?

DISCOUNTS INSIGHT

- HOW MANY PRODUCTS ARE WE DISCOUNTING?
- HOW BIG ARE THE DISCOUNT WE OFFER IN RELATION TO OUR PRODUCT PRICE

BUISNESS INQUIRES

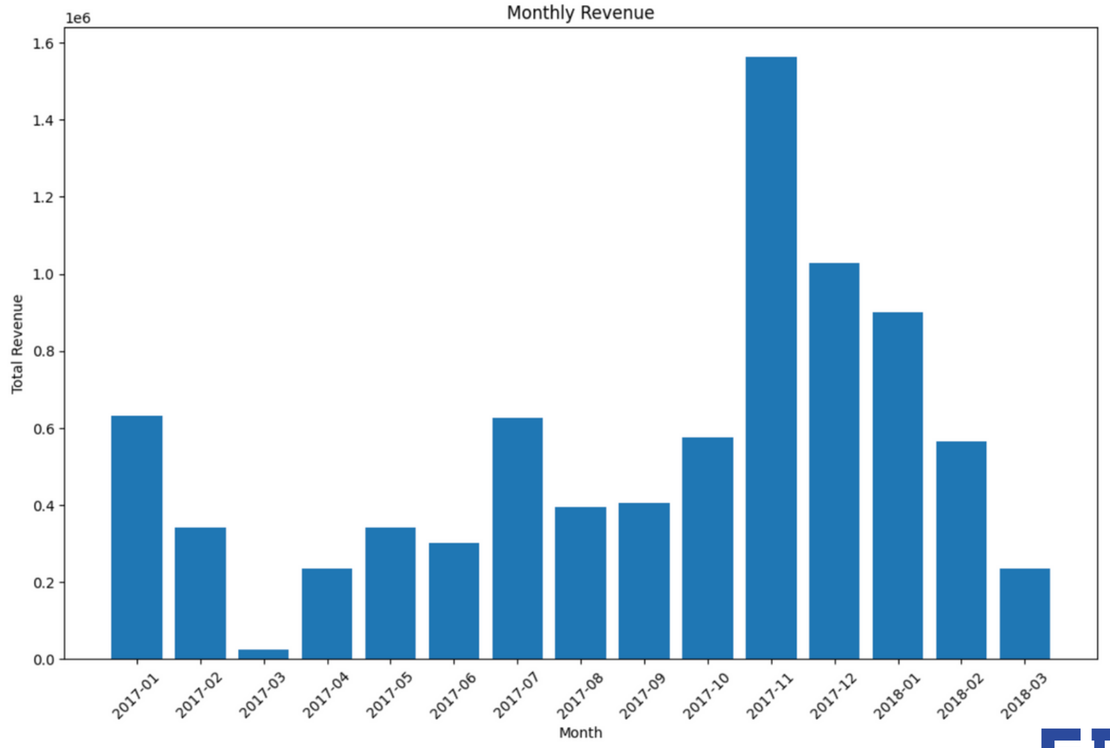
- DO SEASONALILITY AND SPECIAL DATES AFFECT SALES
- ARE DISCOUNT POSITIVE OR NOT?

TIMEFRAME

The data consist in a snapshot from 01-17 to 03-18

SALES

Our total revenue on this period was around 10.6m



Products

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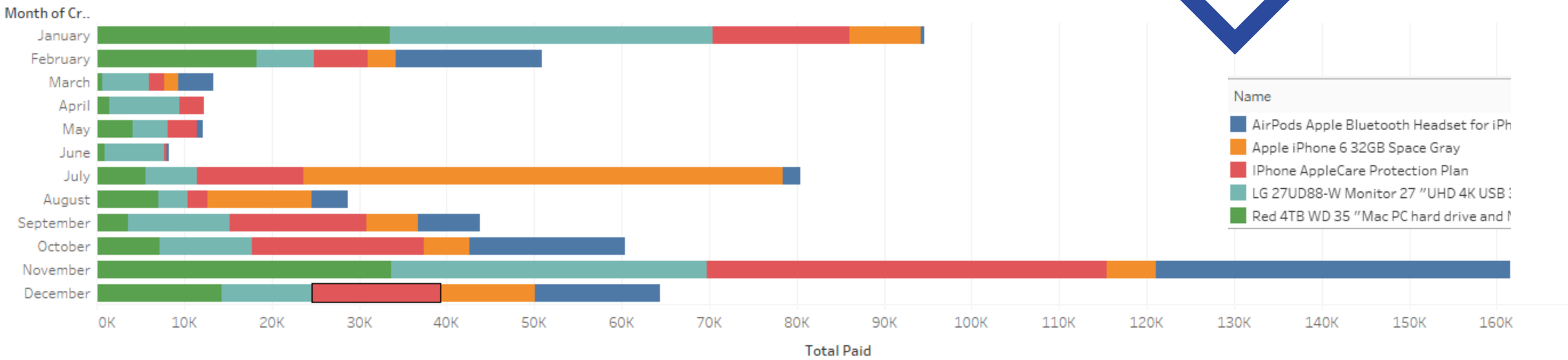
Product Count = 54324

REVENUE THROUGH 2017 FROM OUR 5 PRODUCTS WITH MOST REVENUE

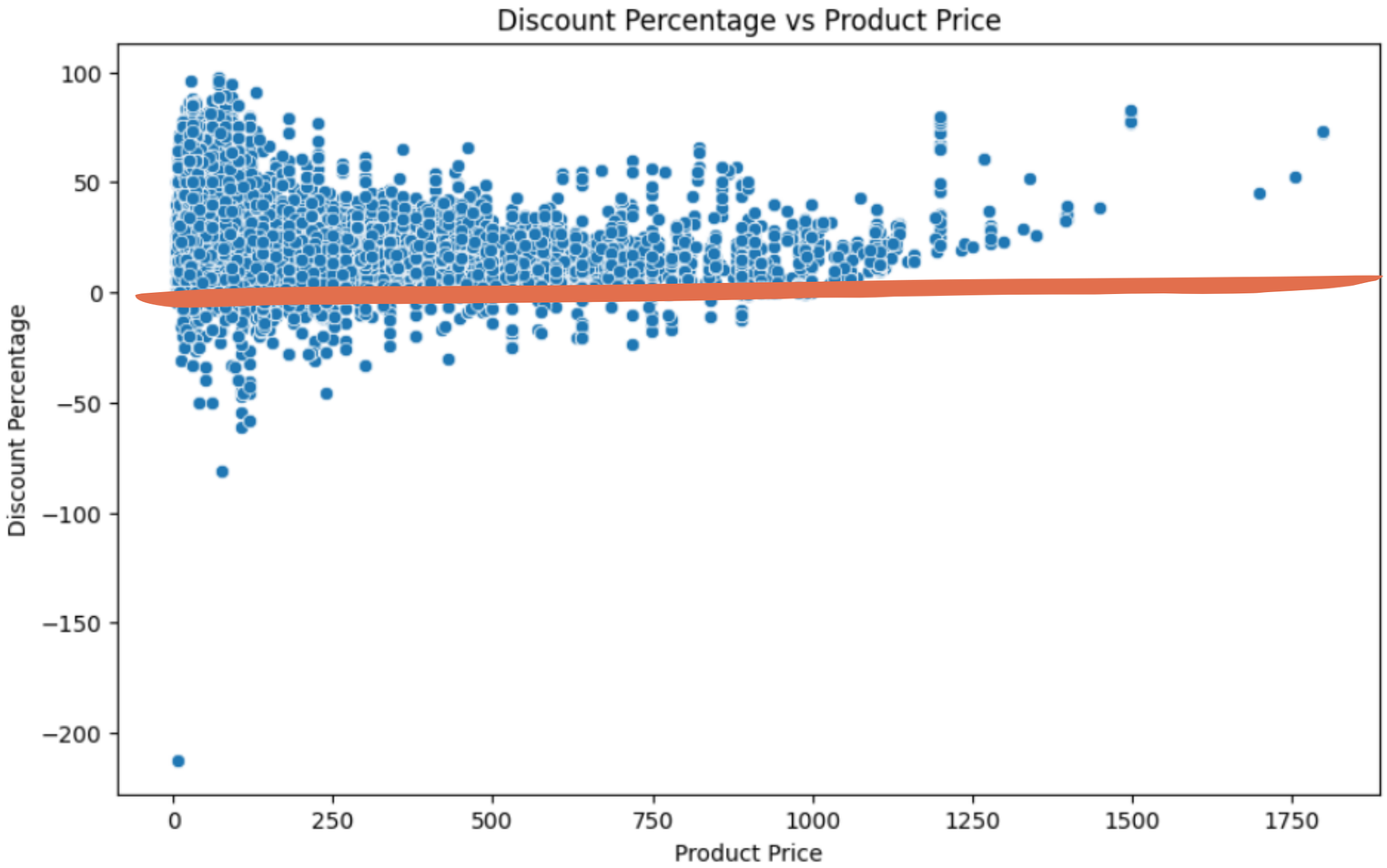


TOP 10
MOST SOLD PRODUCTS

- IPhone AppleCare Protection Plan 961
- Apple Lightning Cable Connector to USB 1m White (OEM) 827
- AirPods Apple Bluetooth Headset for iPhone iPad iPod and Apple Watch 558
- EarPods Apple Headphones with Remote and Mic (OEM) 490
- Red 4TB WD 35 "Mac PC hard drive and NAS 481

Product/Discounts

Discounted products = 50492



We observed that there were high discounts offered on expensive products,

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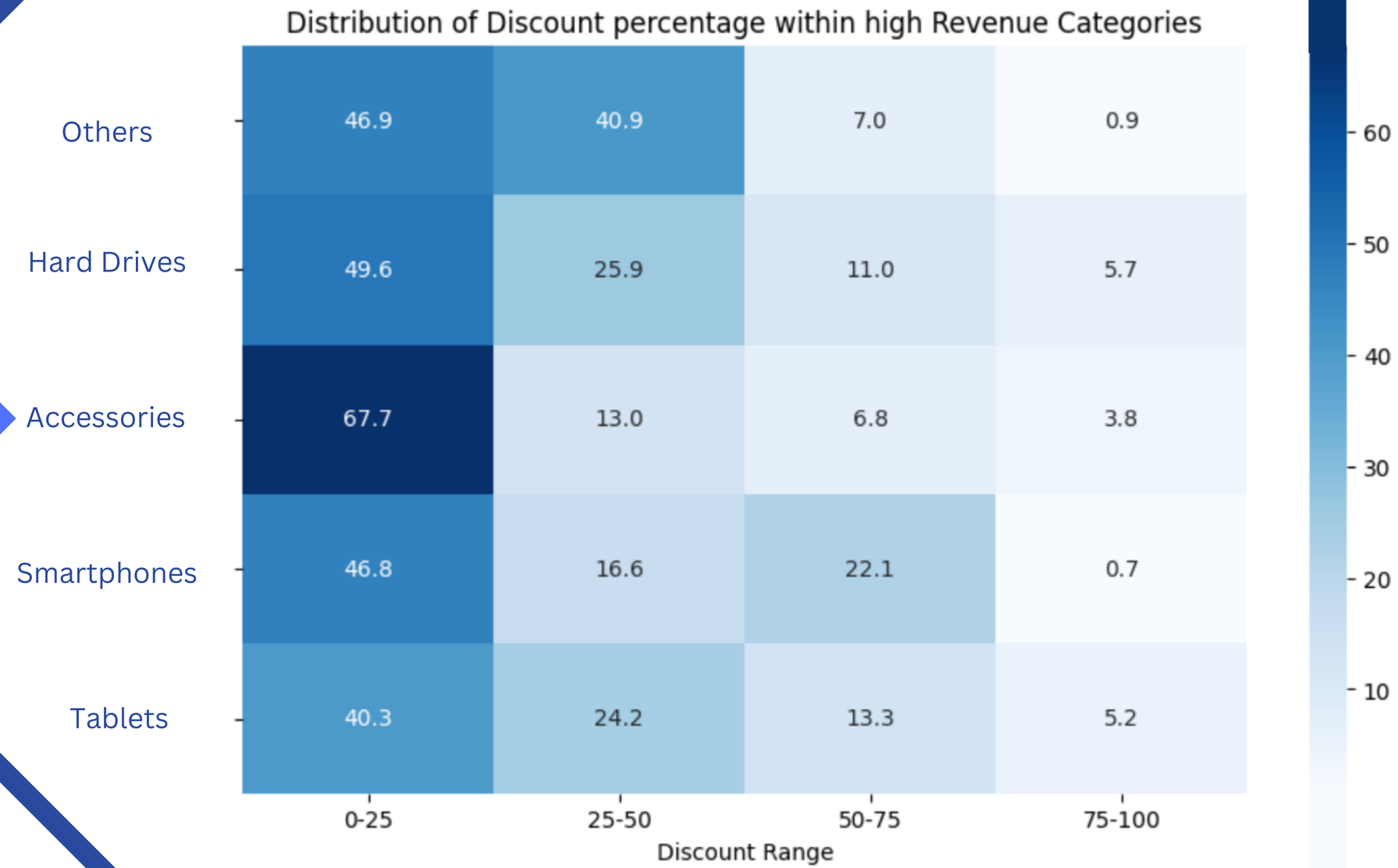
Discounts



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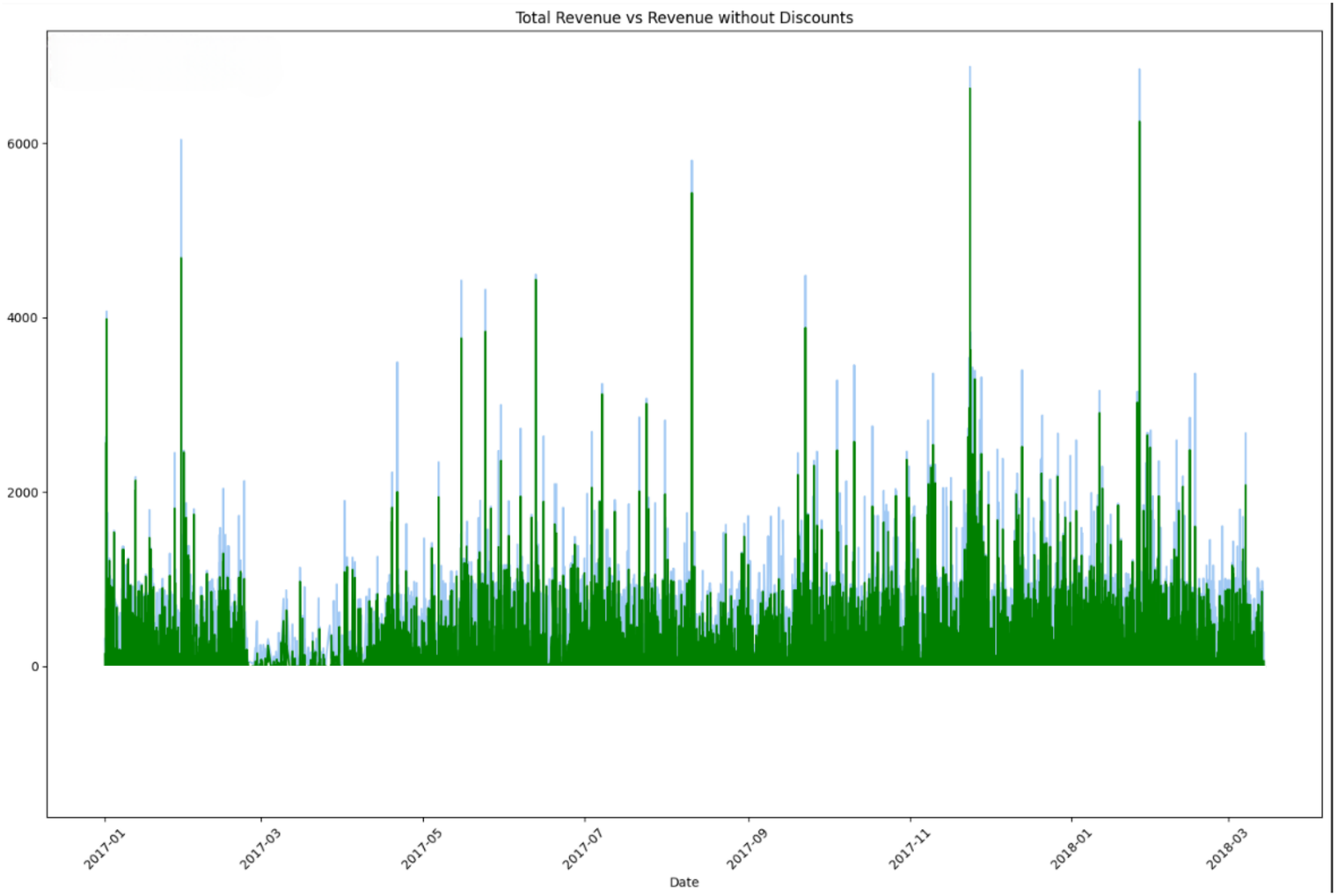
Discounts

Revenue difference on discounts



Revenue with added discounts

Revenue without discounts

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CONCLUSIONS AND RECOMENDATIONS

DISCOUNTS ARE NOT RELEVANT TO SALES

- *'We did not observe a significant correlation between the discount amount and the quantity of sales.*
- *It appears that the factor of seasonal trends, have a stronger influence on sales performance.'*

RECOMENDATION

- *Deeper analysis to understand customer behavior and needs*
- *Re-structure the discount strategy, based on the seasonal factor*
- *New categorization system that helps the better organization*

How can data collection be improved

Clearly define objectives

Use standardized methods
Train data collectors

Consider sample size and representativeness

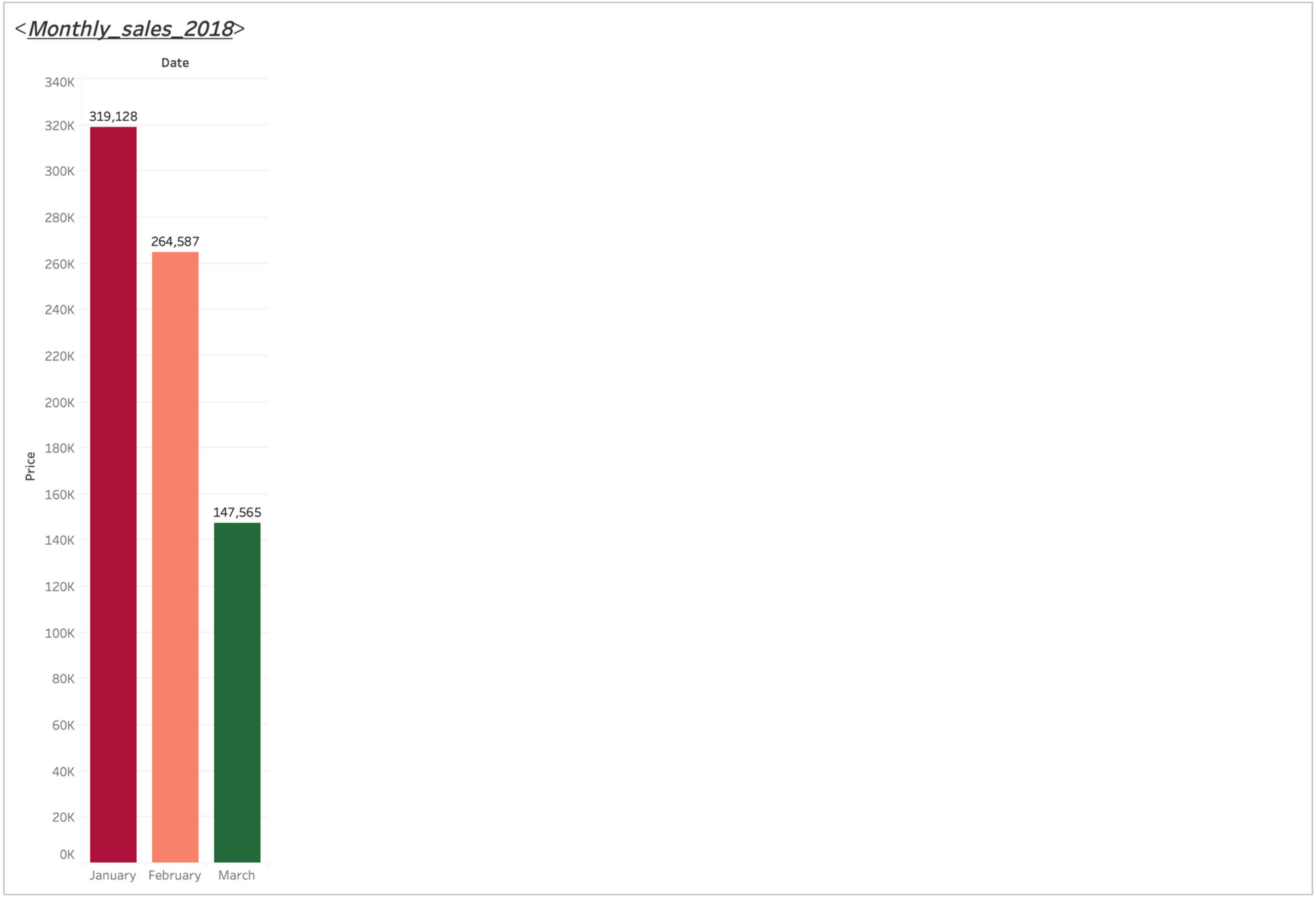
Use technology

Employ validation and
quality checks

Ensure data privacy and security

Monitor data collection process

Seek feedback and iterate


<Monthly_sales_2018>
Date
340K
320K
300K
280K
260K
240K
220K
200K
180K
160K
140K
120K
100K
80K
60K
40K
20K
0K
Price
319,128
264,587
147,565
January
February
March
SUM(Price)
147,565
319,128
CNT(Price)
824
1,850

COMPANY ENVIERMENT

IN COMPANY DATA, THE PRODUCT CATEGORIES ARE CLASSIFIED ACCORDING TO THEIR PRODUCT NAME

Keyboard

Desktop

iPhones

Laptops

USB drives

e.t.c.

Product like:

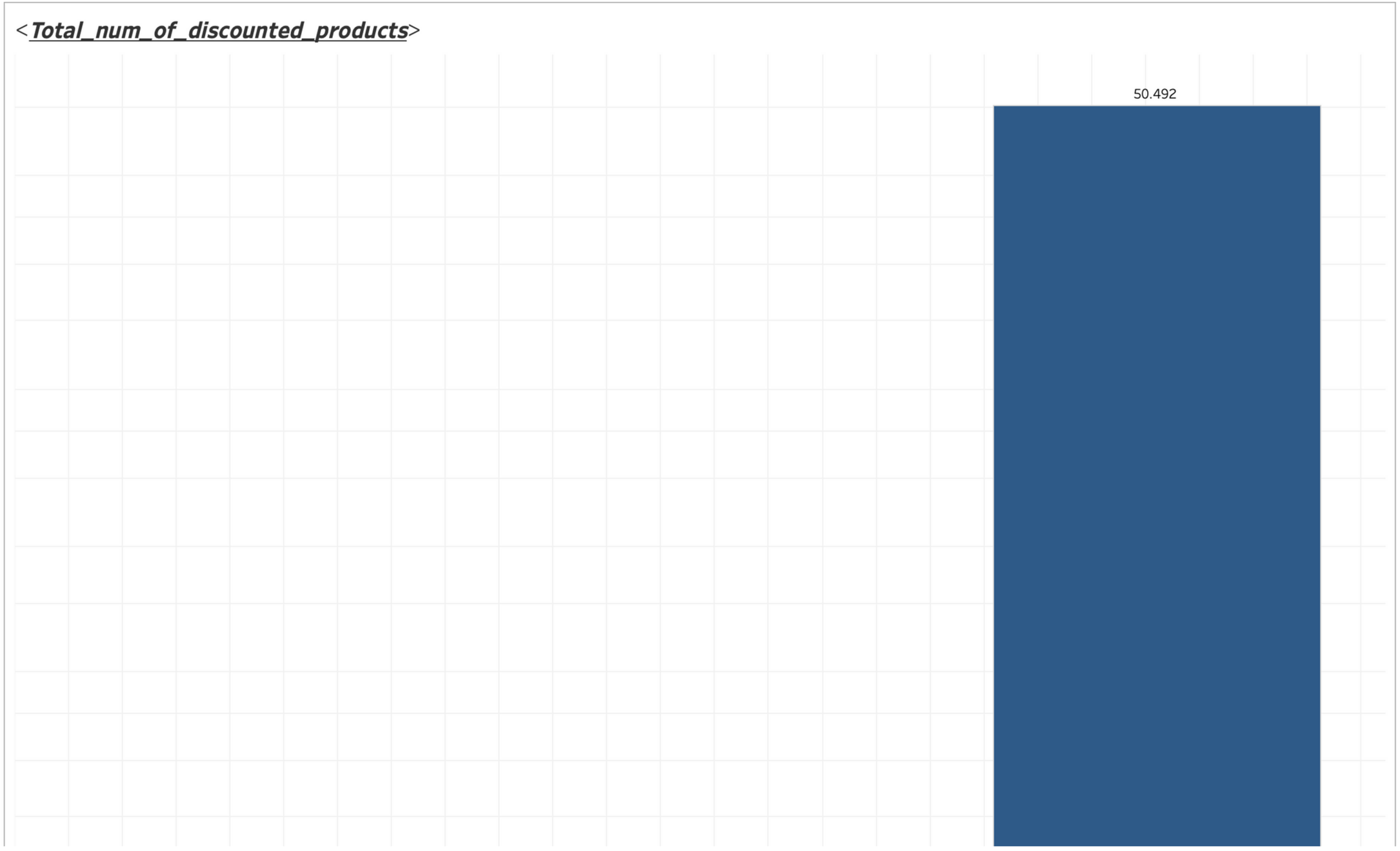
phone case

silicone case

phone housing

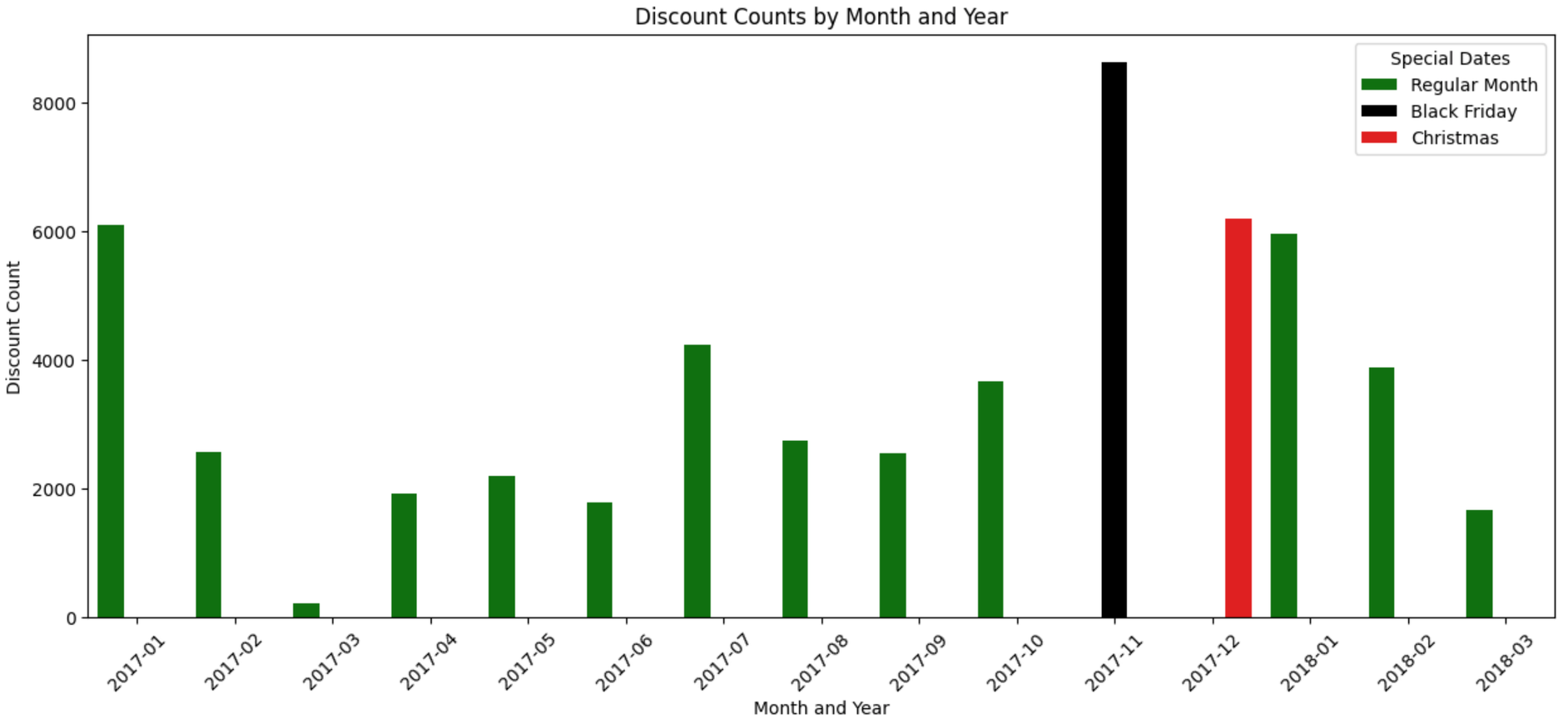
phone cover

<Total_num_of_discounted_products>



SUM(priceprice)

0 50.492


Discount Counts by Month and Year
Special Dates
Regular Month
Black Friday
Christmas
Discount Count
0
2000
4000
6000
8000
2017-01
2017-02
2017-03
2017-04
2017-05
2017-06
2017-07
2017-08
2017-09
2017-10
2017-11
2017-12
2018-01
2018-02
2018-03
Month and Year