

Should ENIAC apply discounts?

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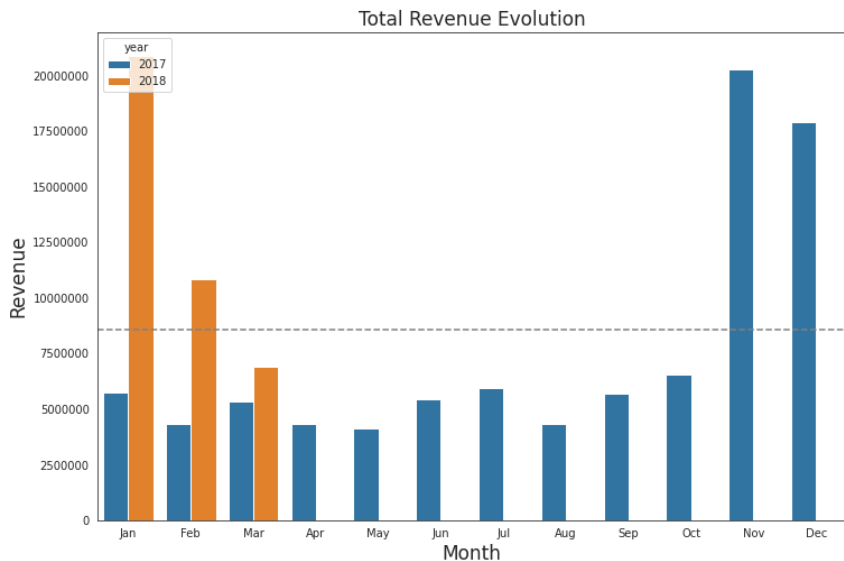
Task

- Marketing wants to apply discounts, because they help the company to grow
- Board is unsure about applying discounts, because they want to position the company in the quality segment and revenue decreased in last quarter while orders increased

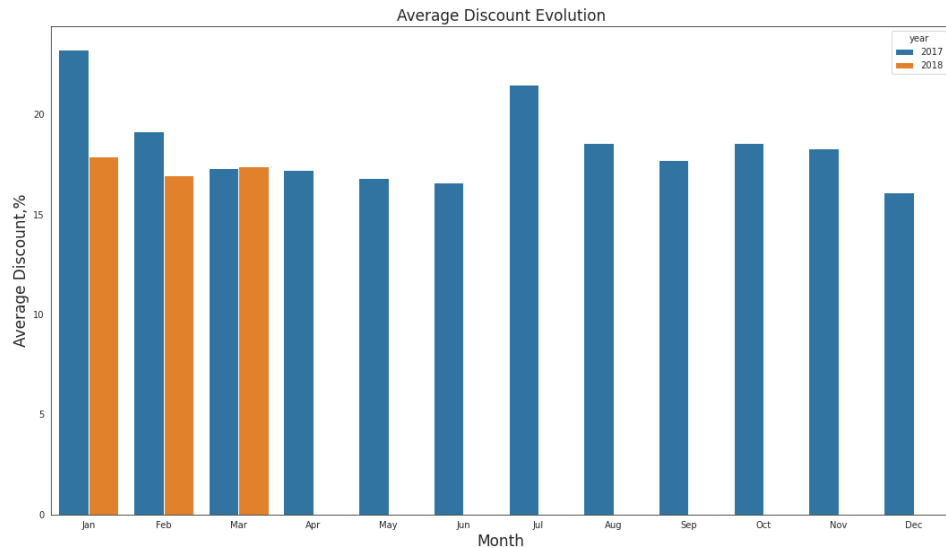
Our task:

Check the data to see, whether discounts should be applied or not, to increase revenue

Q1 2018 Revenue is Twice as much as Q1 2017 Revenue

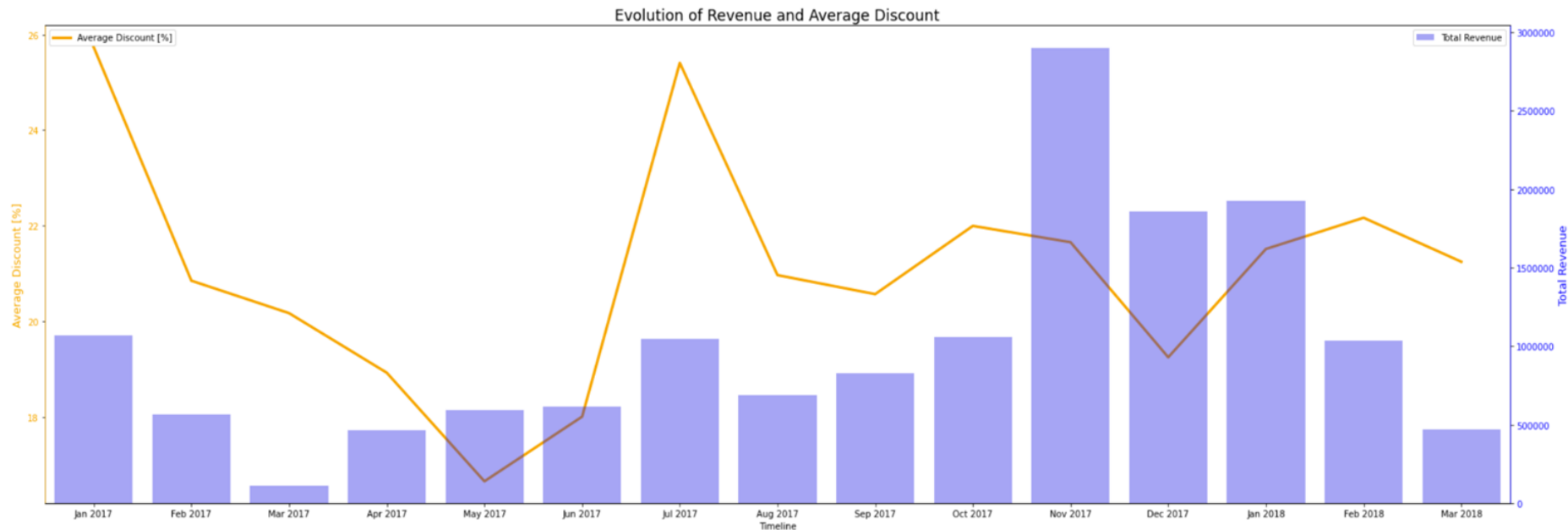


Comparison Q1 2018 with Q4 2017 is not applicable: Christmas Sales Season



Q1 2018 Average Discount \approx Q1 2017 Average Discount

Total revenue and average discount

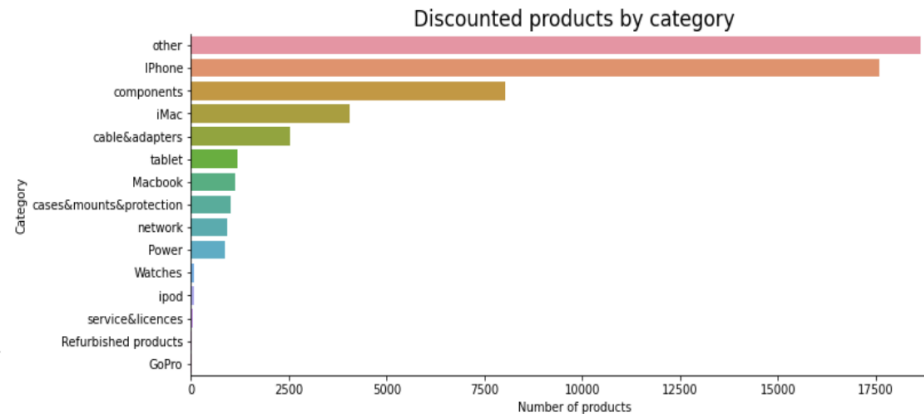
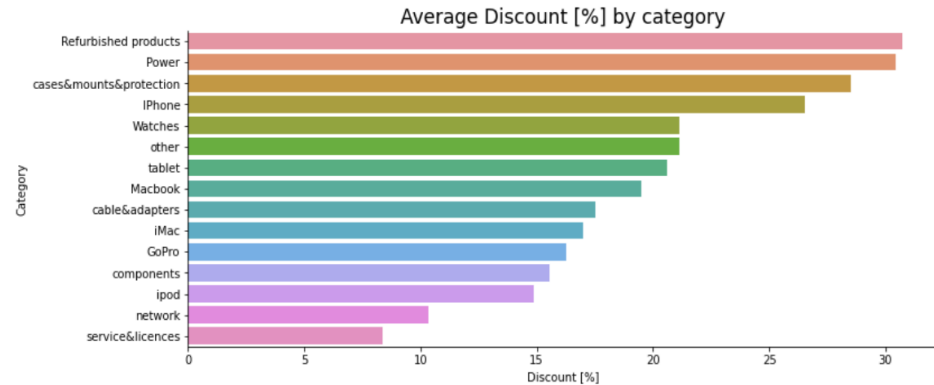
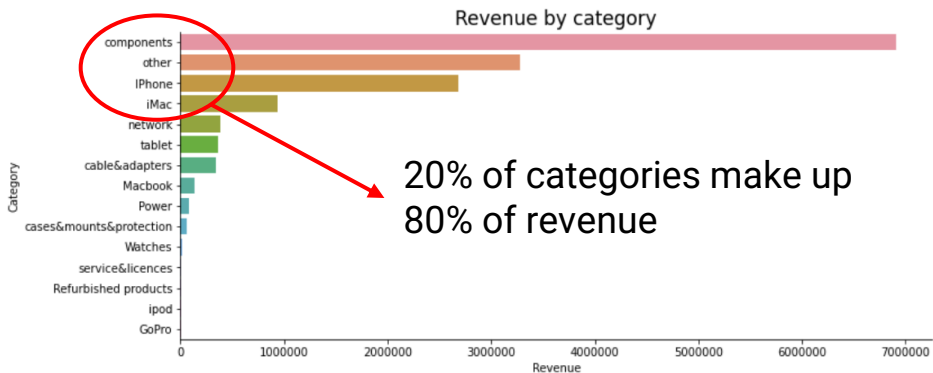


without orders that showed negative discount!

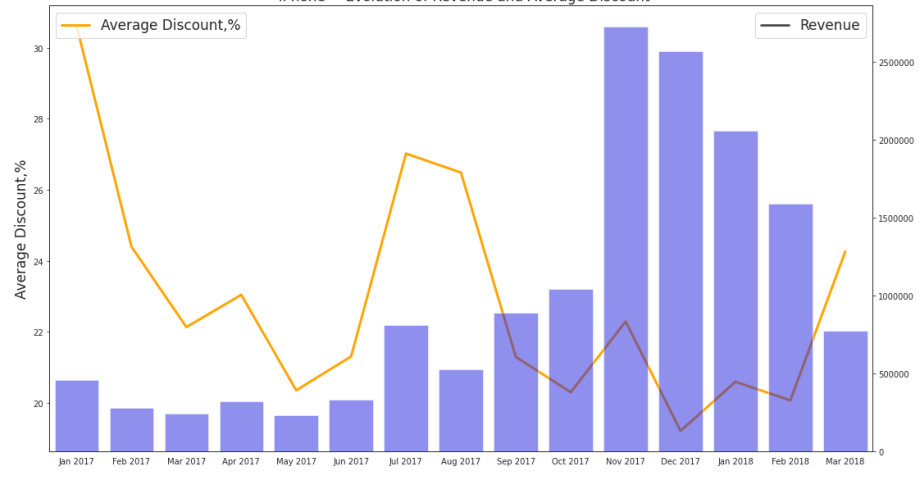
Categories

category

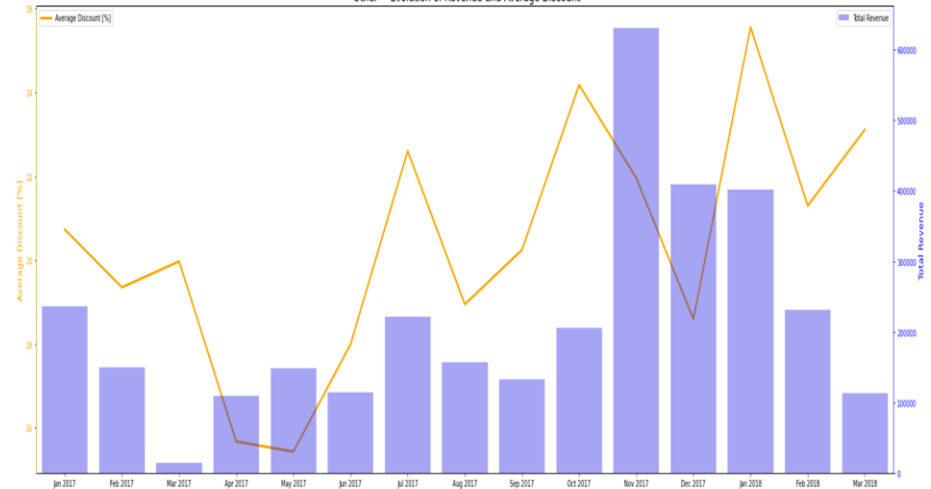
- 1 Macbook
- 2 iMac
- 3 iPod
- 4 iPhone
- 5 tablet
- 6 cable & adapters
- 7 cases & mounts & protection
- 8 service & licenses
- 9 components
- 10 network
- 11 GoPro
- 12 Power
- 13 Watches
- 14 Refurbished products



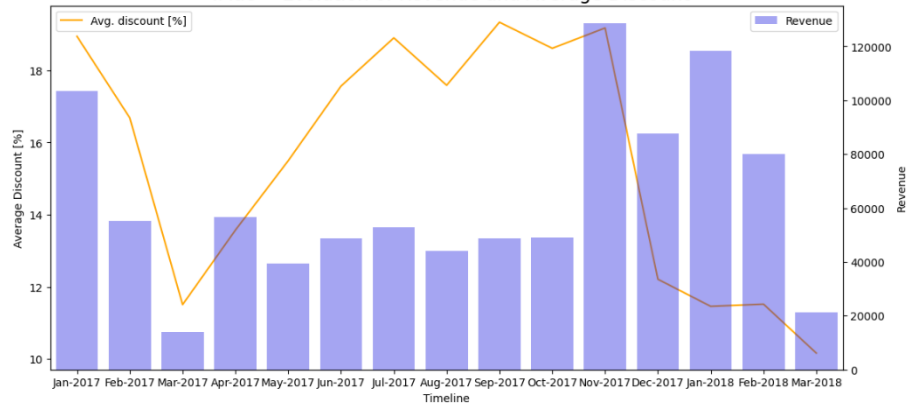
"iPhone" - Evolution of Revenue and Average Discount



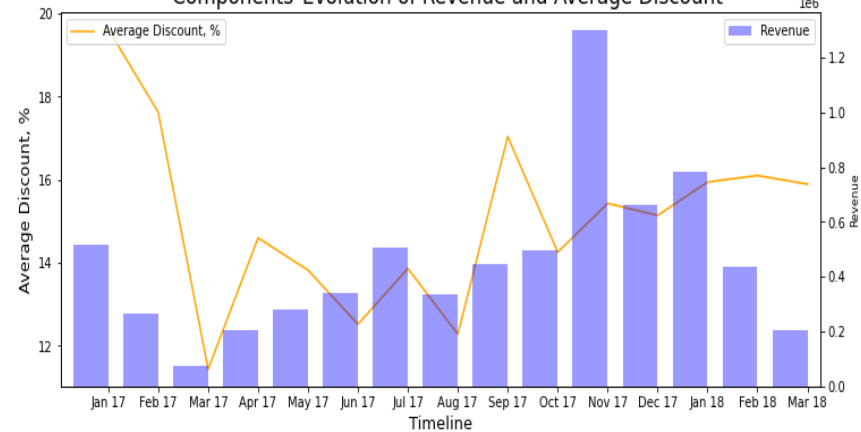
"Other" - Evolution of Revenue and Average Discount



"iMac" - Evolution of Revenue and Average Discount



"Components" Evolution of Revenue and Average Discount



Conclusion

- There's no clear correlation between discount and revenue
- ENIAC's business is a seasonal business focused heavily on November/December

Recommendations

Keep applying discounts

- For January - October:
 - Keep average discount for loyal big companies
 - Decrease discounts for new, individual customers, but keep discount close to average of competitors

Better data collection:

- Implement customer id
- Implement categories and subcategories
- Repetition of order_id and id_order should be avoided
- use only one decimal point on RBL-values