Evolution of total revenue

	Year_Month	total_price
0	2017-01	1070115.31
1	2017-02	564731.29
2	2017-03	108914.16
3	2017-04	462882.79
4	2017-05	595194.66
5	2017-06	615408.26
6	2017-07	1048747.32
7	2017-08	688202.87
8	2017-09	827051.37
9	2017-10	1056181.02
10	2017-11	2898834.70
11	2017-12	1855749.59
12	2018-01	1925500.84
13	2018-02	1033098.36
14	2018-03	466852.90

Evolution of revenue
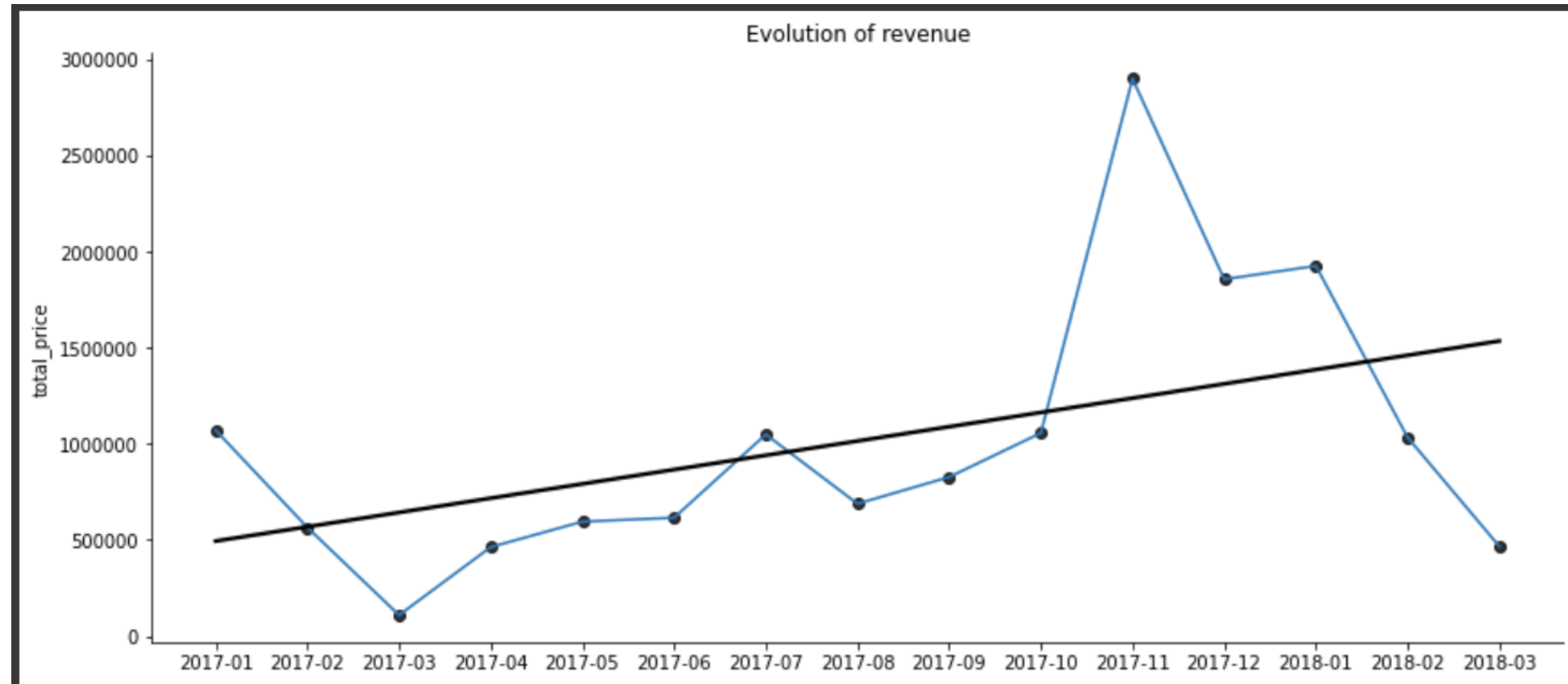
Evolution of total mean discount

	year_month	disc_perc
0	2017-01	24.057143
1	2017-02	19.139109
2	2017-03	17.447653
3	2017-04	17.647894
4	2017-05	15.150337
5	2017-06	16.408392
6	2017-07	24.004053
7	2017-08	19.916261
8	2017-09	19.550512
9	2017-10	21.225448
10	2017-11	21.408395
11	2017-12	18.618980
12	2018-01	20.755770
13	2018-02	21.429813
14	2018-03	20.916667

Evolution of mean discount
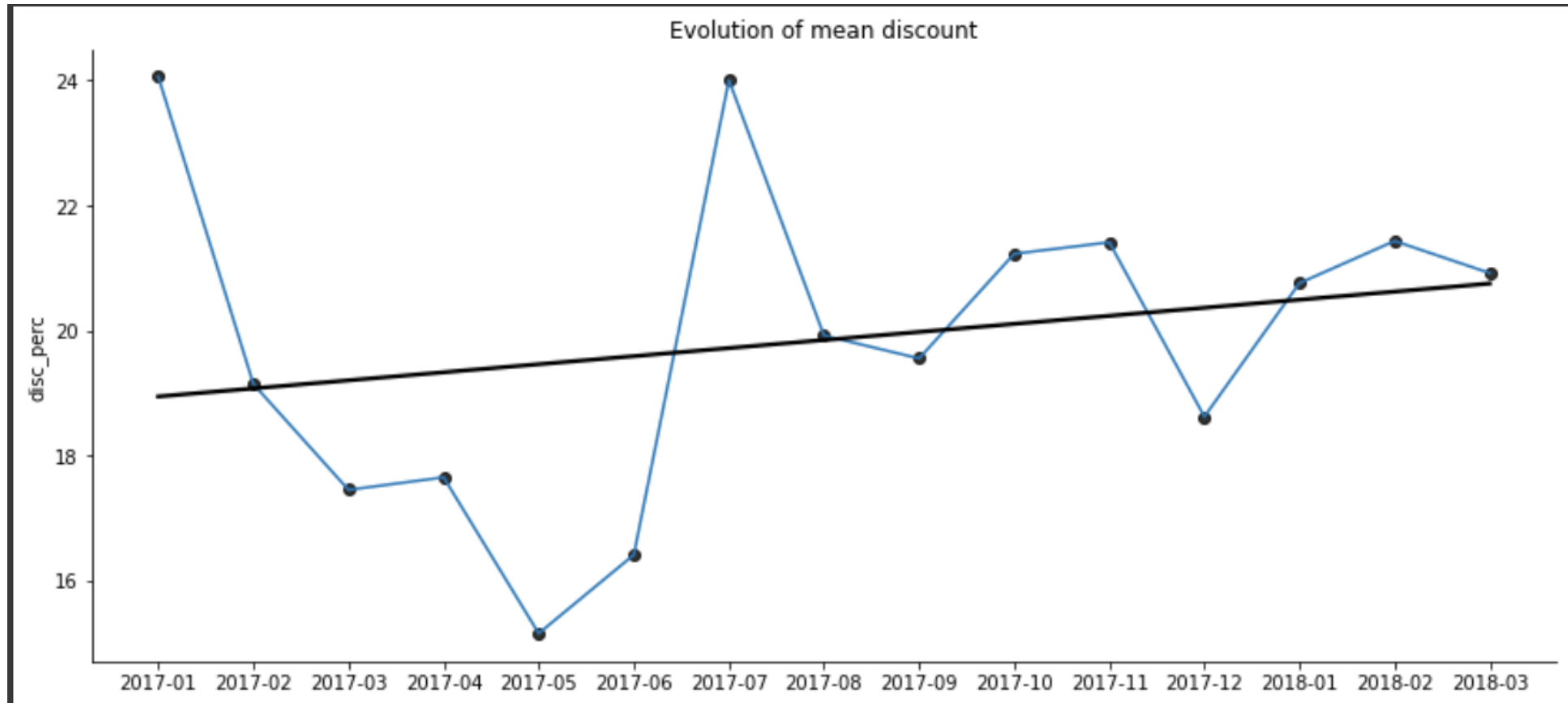
Just for info

Show min- and max-price of a product and min- and max-orders

```
[21]  min_price = orders_merged_discount["price"].min()
      min_price

      2.99

[22]  max_price = orders_merged_discount["price"].max()
      max_price

      9799.0

[23]  min_order = orders_merged_discount["total_price"].min()
      min_order

      0.01

      max_order = orders_merged_discount["total_price"].max()
      max_order

      13387.77
```

Total revenue by category

	category	total_price
0	components	6910453.47
1	other	3274315.80
2	IPhone	2684927.46
3	iMac	933590.06
4	network	382811.37
5	tablet	367458.44
6	cable&adapters	340226.62
7	Macbook	138430.98
8	Power	85449.08
9	cases&mounts&protection	62261.73
10	Watches	19238.66
11	service&licences	8561.01
12	Refurbished products	6776.09
13	ipod	1793.93
14	GoPro	1170.74

Revenue by category
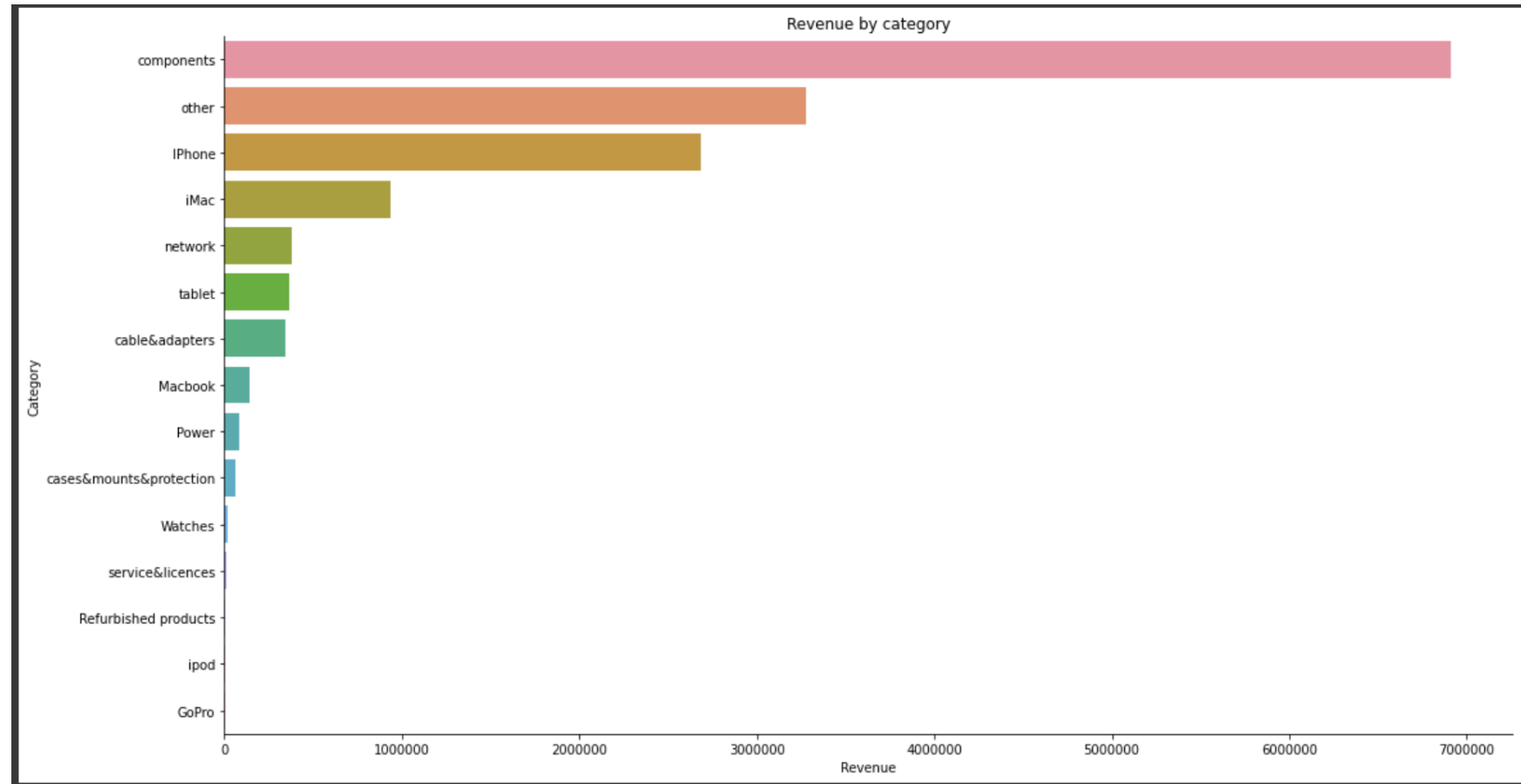
Highest mean discount by categories

	category	discount_perc
0	Refurbished products	30.733459
1	Power	30.446939
2	cases&mounts&protection	28.528582
3	IPhone	26.537950
4	Watches	21.143361
5	other	21.137651
6	tablet	20.598865
7	Macbook	19.505922
8	cable&adapters	17.542022
9	iMac	16.983240
10	GoPro	16.278808
11	components	15.534301
12	ipod	14.865380
13	network	10.323675
14	service&licences	8.342876

Mean discount [%] by category
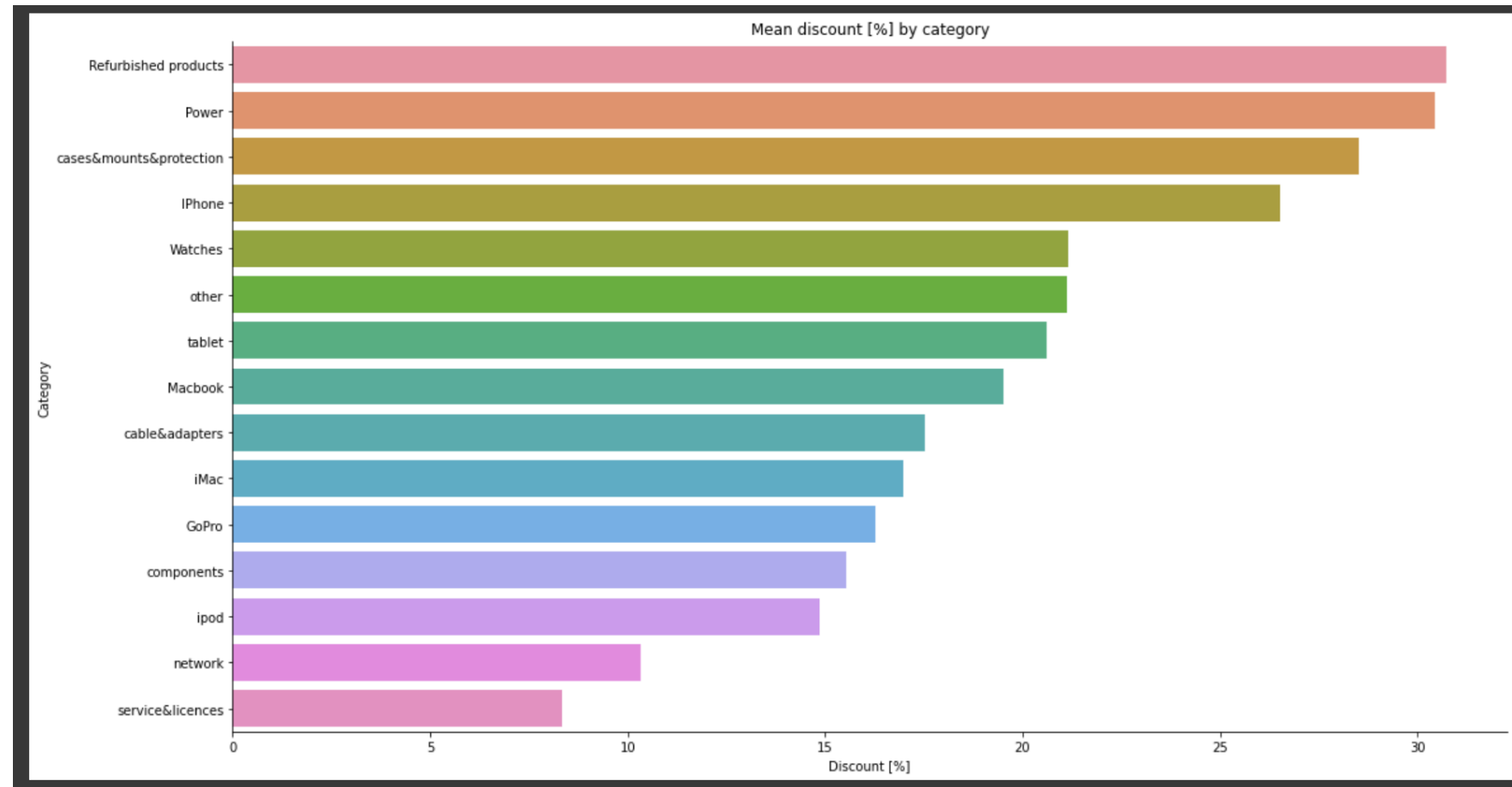
Total revenue by brands – TOP20

	long	total_price
0	Apple	7662421.34
1	Pack	2445941.62
2	LaCie	535156.40
3	OWC	492387.24
4	Wacom	471343.97
5	LG	391061.66
6	Western Digital	389765.63
7	Crucial	324654.09
8	Dell	291020.97
9	Synology	200268.74
10	Samsung	159721.80
11	Seagate	157694.57
12	QNAP	109782.65
13	Bose	101865.20
14	G-Technology	100092.68
15	NewerTech	93076.10
16	BenQ	87467.97
17	Satechi	86793.96
18	Sonos	82954.37
19	Belkin	76418.89

Revenue by brand - TOP20-brands
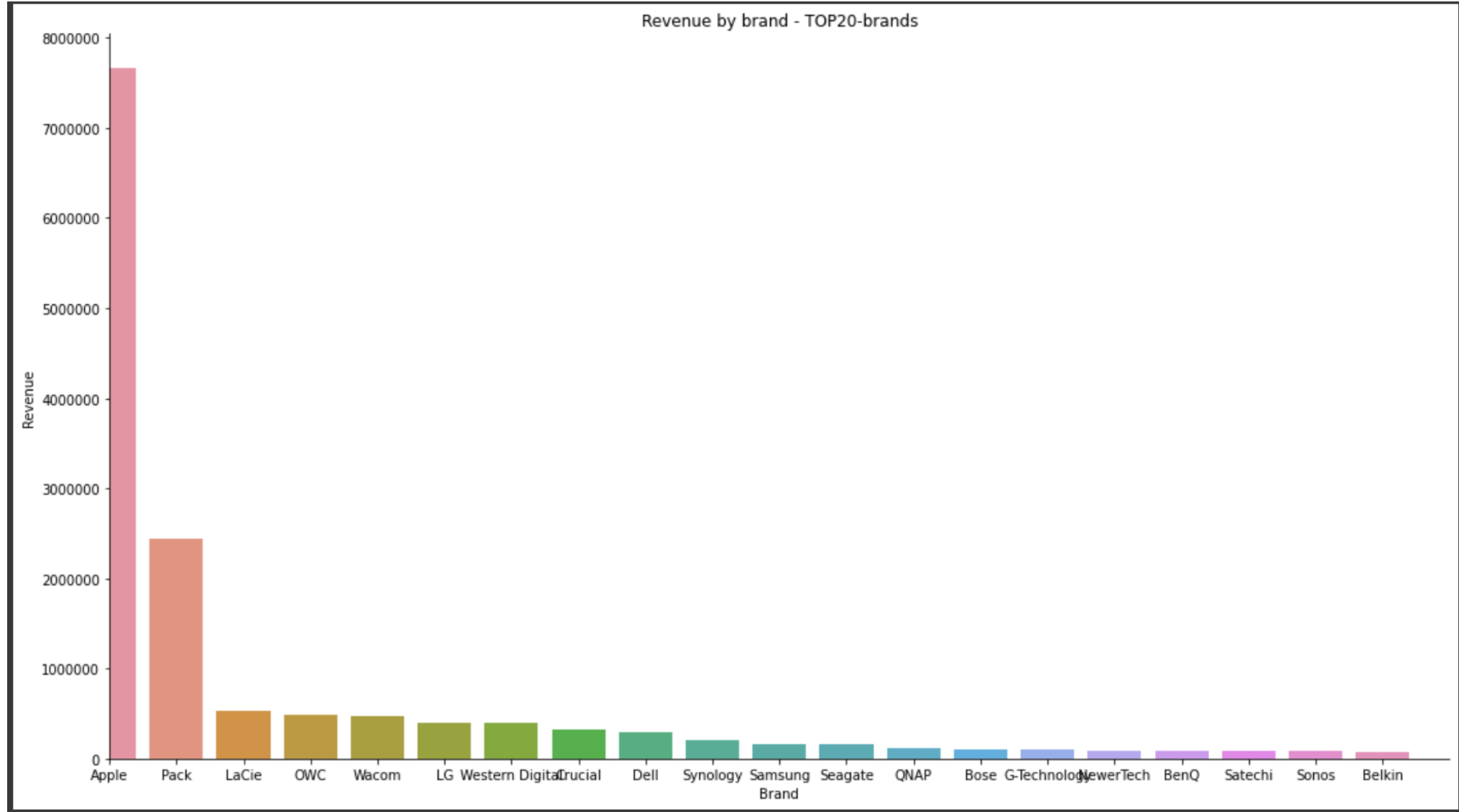
brands by highest mean discount – TOP20

	long	discount_perc
0	Opulus	77.631908
1	Jawbone	74.139576
2	Kukaclip	68.796792
3	Pqi	64.267334
4	Boostcase	62.507813
5	ZaggKeys	57.994099
6	QDos	57.356276
7	Pebble	55.971859
8	Mophie	53.776731
9	Runstastic	53.066472
10	Stil Mind	51.700486
11	Casetify	50.963705
12	Aiino	48.955831
13	I AM	48.349450
14	Lexar	47.899099
15	Lunatik	47.095851
16	Griffin	44.416827
17	Trunk Sleeve	43.358794
18	SwitchEasy	43.338129
19	8Mobility	43.183333

Mean discount [%] by brand - TOP20
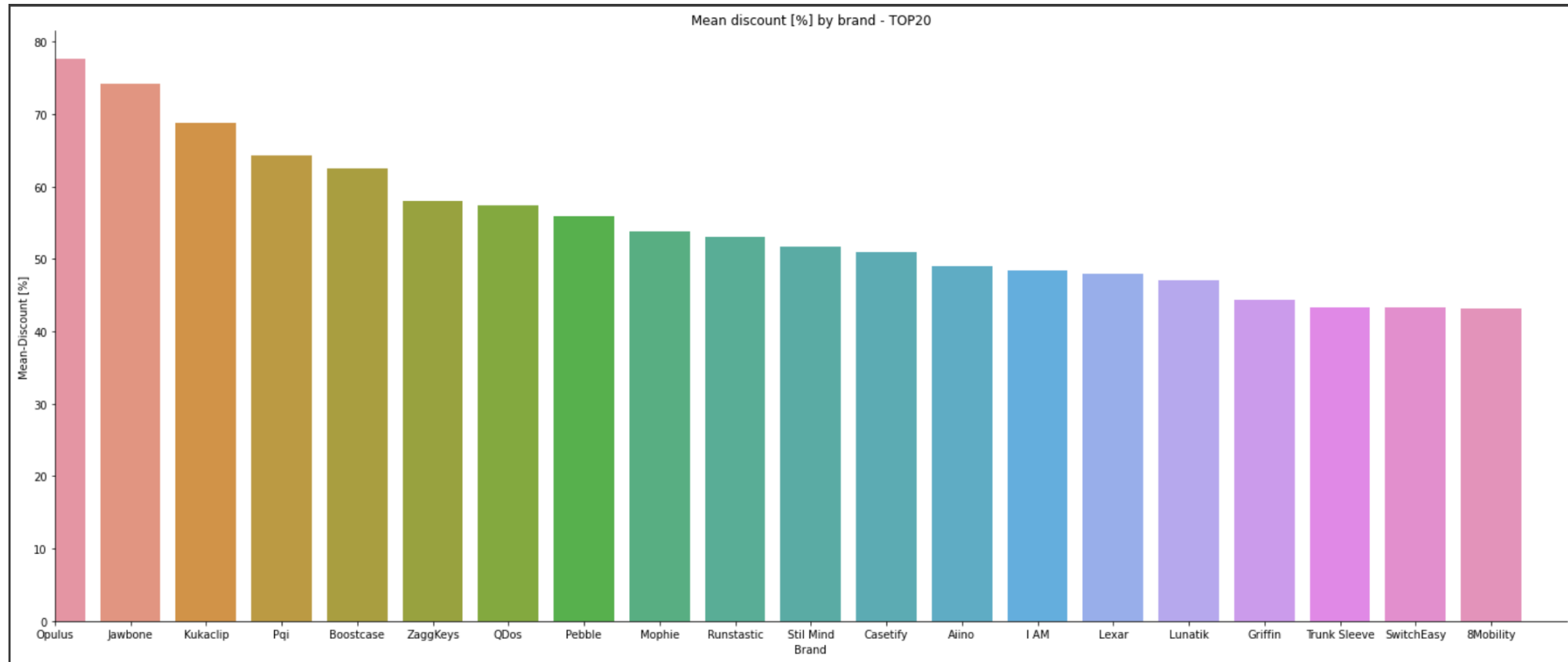
Revenue evolution of category „other"

	Year_Month	total_price
0	2017-01	236654.09
1	2017-02	149044.22
2	2017-03	14138.91
3	2017-04	109177.77
4	2017-05	148920.03
5	2017-06	114064.00
6	2017-07	220838.36
7	2017-08	157433.38
8	2017-09	132951.99
9	2017-10	206195.70
10	2017-11	630606.85
11	2017-12	408897.34
12	2018-01	401243.80
13	2018-02	230858.49
14	2018-03	113290.87

Evolution of revenue of catergory 'other'
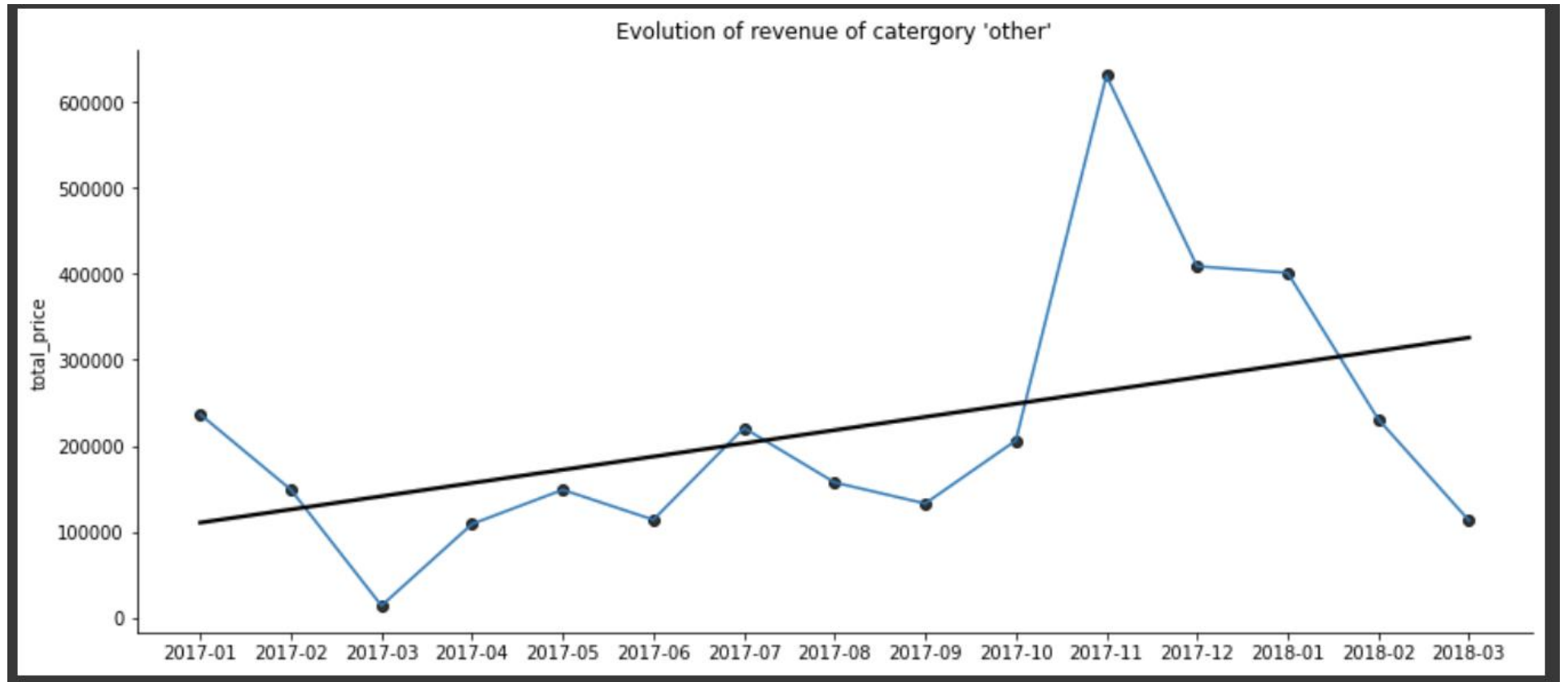
Mean discount evolution of category „other"

	Year_Month	discount_perc
0	2017-01	20.730323
1	2017-02	19.352713
2	2017-03	19.972528
3	2017-04	15.675306
4	2017-05	15.433541
5	2017-06	17.992953
6	2017-07	22.604389
7	2017-08	18.949886
8	2017-09	20.245310
9	2017-10	24.180149
10	2017-11	21.959702
11	2017-12	18.593936
12	2018-01	25.558920
13	2018-02	21.298284
14	2018-03	23.113987

Evolution of mean discount of catergory 'other'
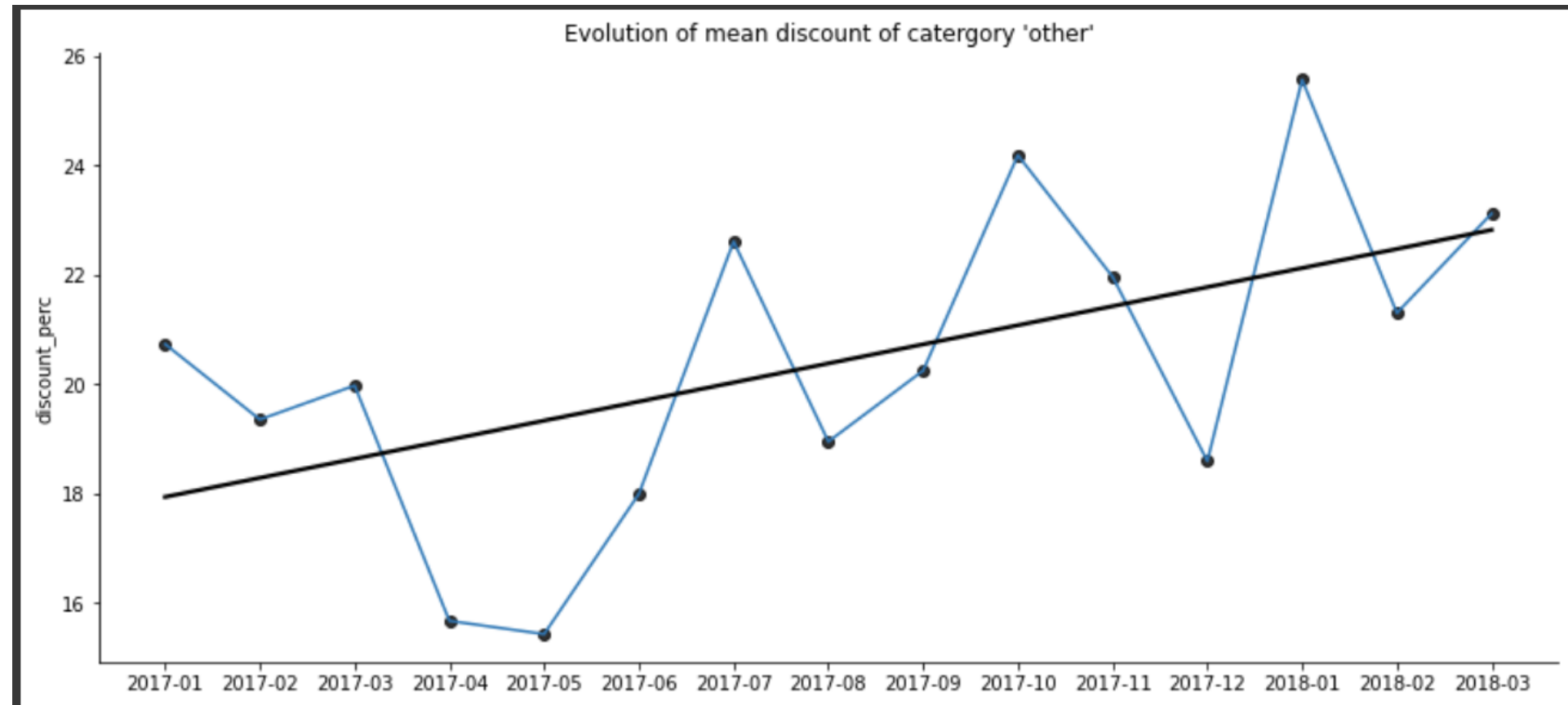
Number of discounted products
(discount > 0)

True   56203
False   3859

	category	discount_check
0	other	18645
1	IPhone	17586
2	components	8028
3	iMac	4051
4	cable&adapters	2539
5	tablet	1191
6	Macbook	1124
7	cases&mounts&protection	1020
8	network	929
9	Power	857
10	Watches	86
11	ipod	71
12	service&licences	52
13	Refurbished products	17
14	GoPro	7

Discounted products by category
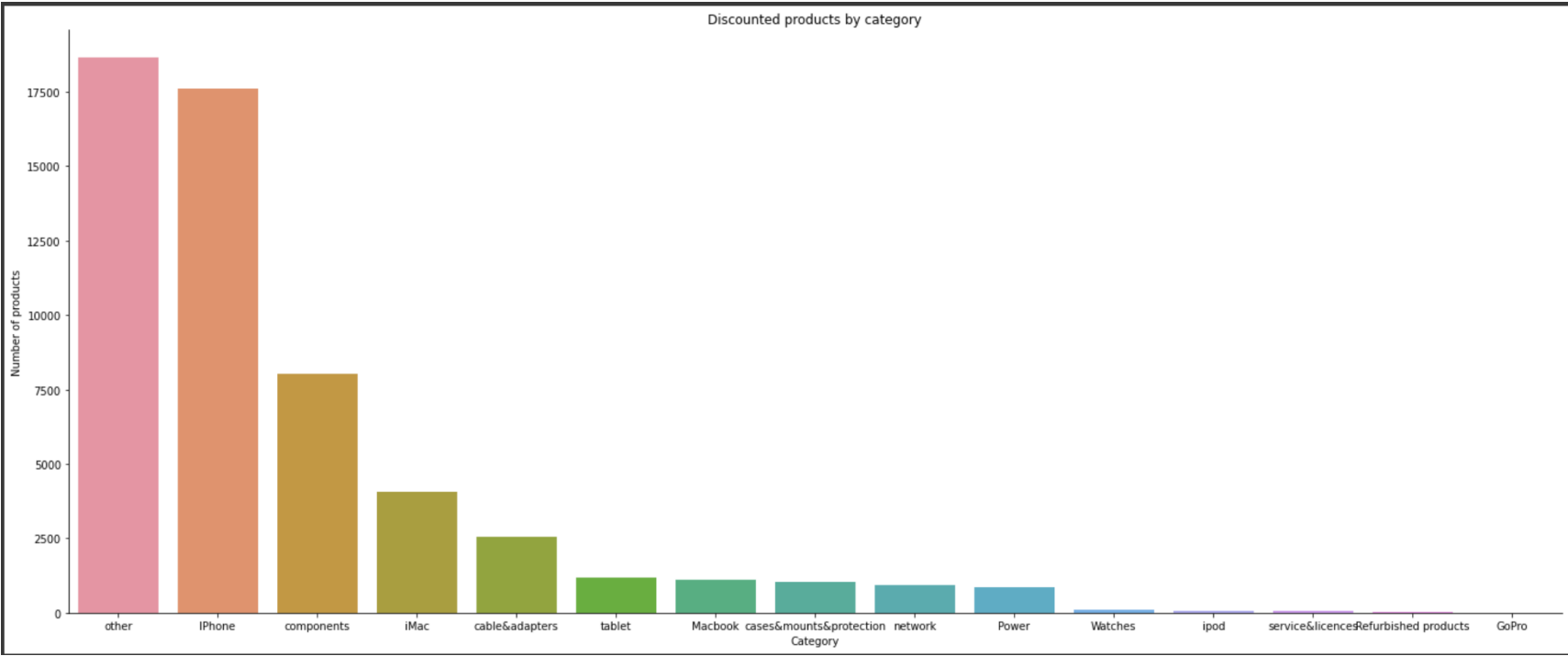
Price ranges of sold products in each 1st quarter of 2017 vs 2018

Distribution of product prices