

# Discount Analysis

BY

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## Targets:



Increase Sales



Increase Revenue

1

What is the effect of  
Discounts?

2

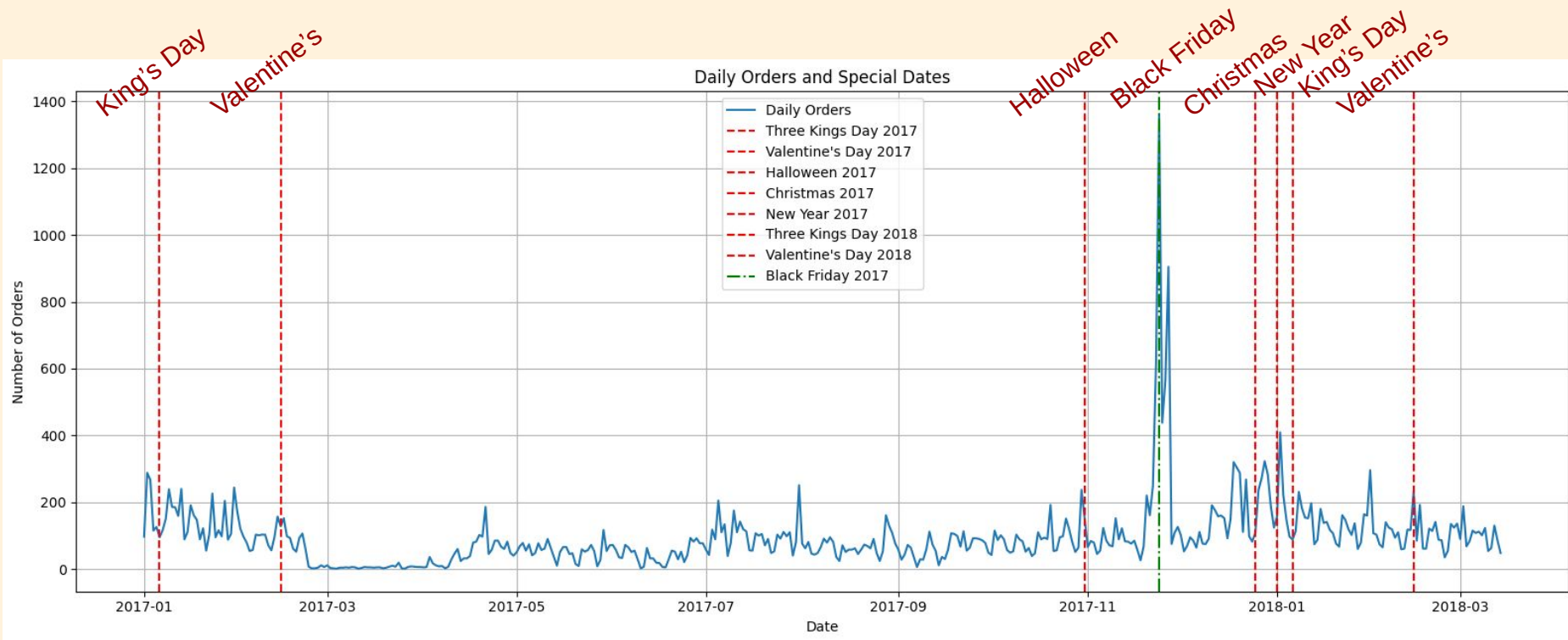
Are Discounts on Products  
beneficial for Eniac?

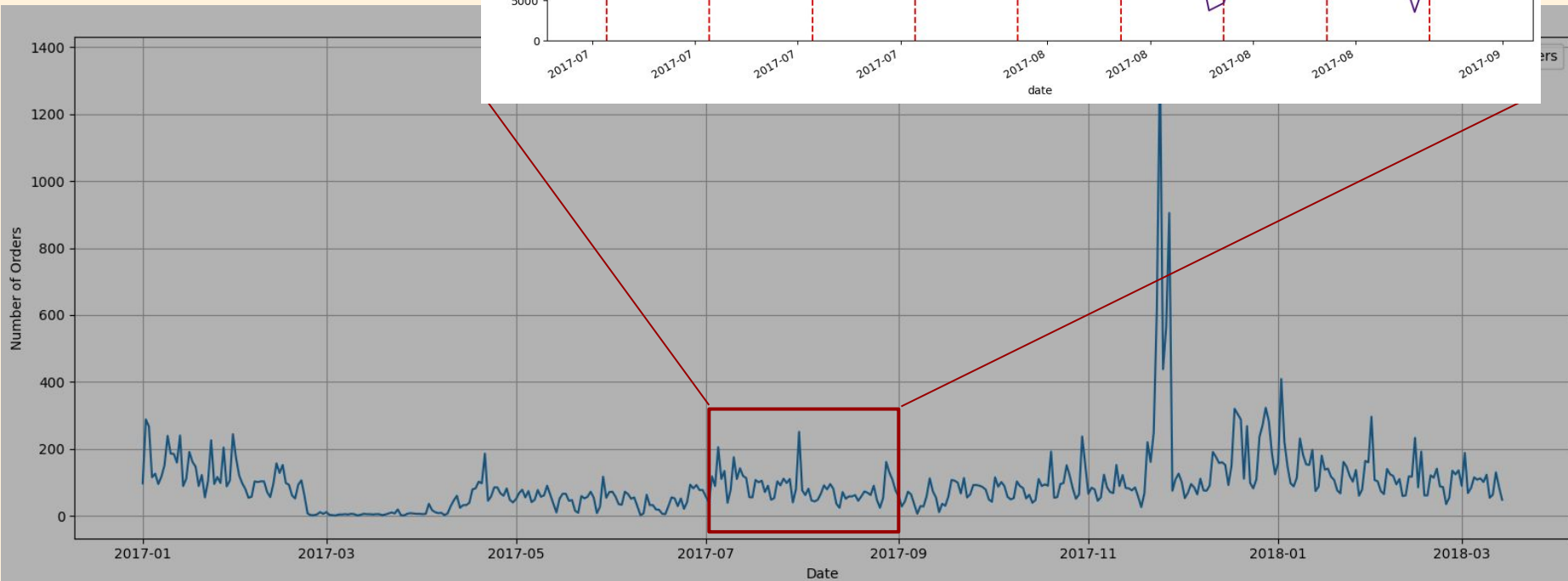
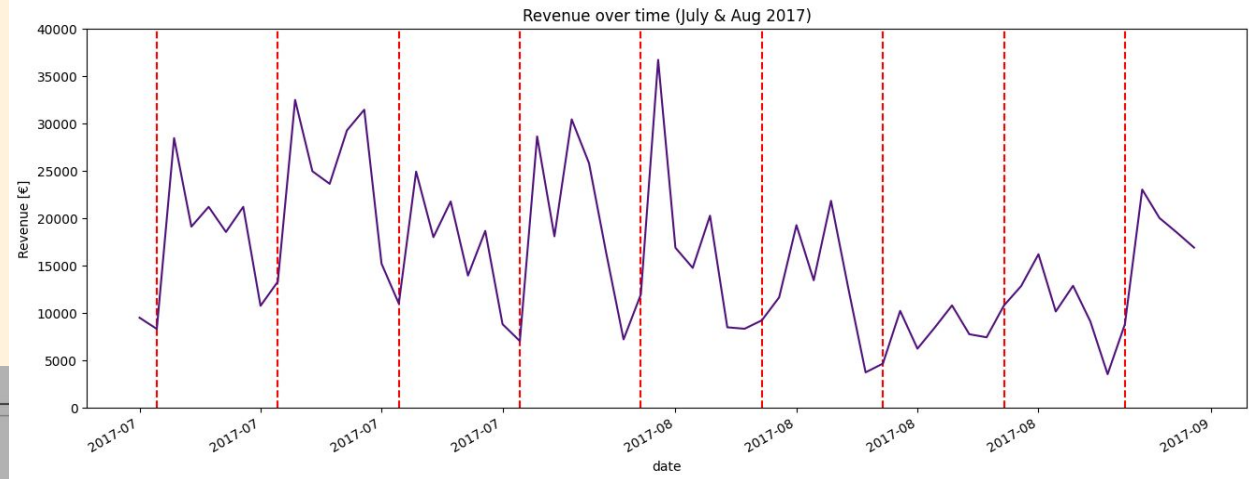
At the right time and at reasonable range  
discounts can be allowed

2

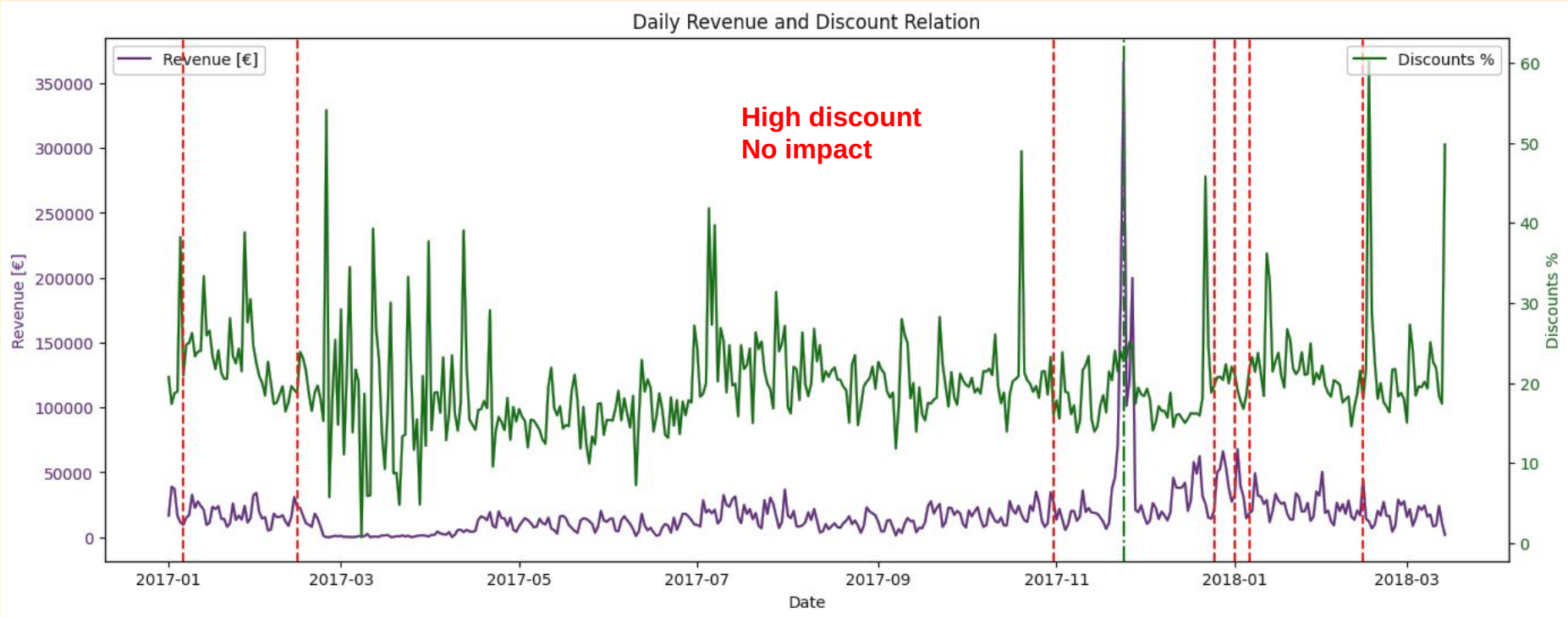
Are Discounts on Products  
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# Seasonality

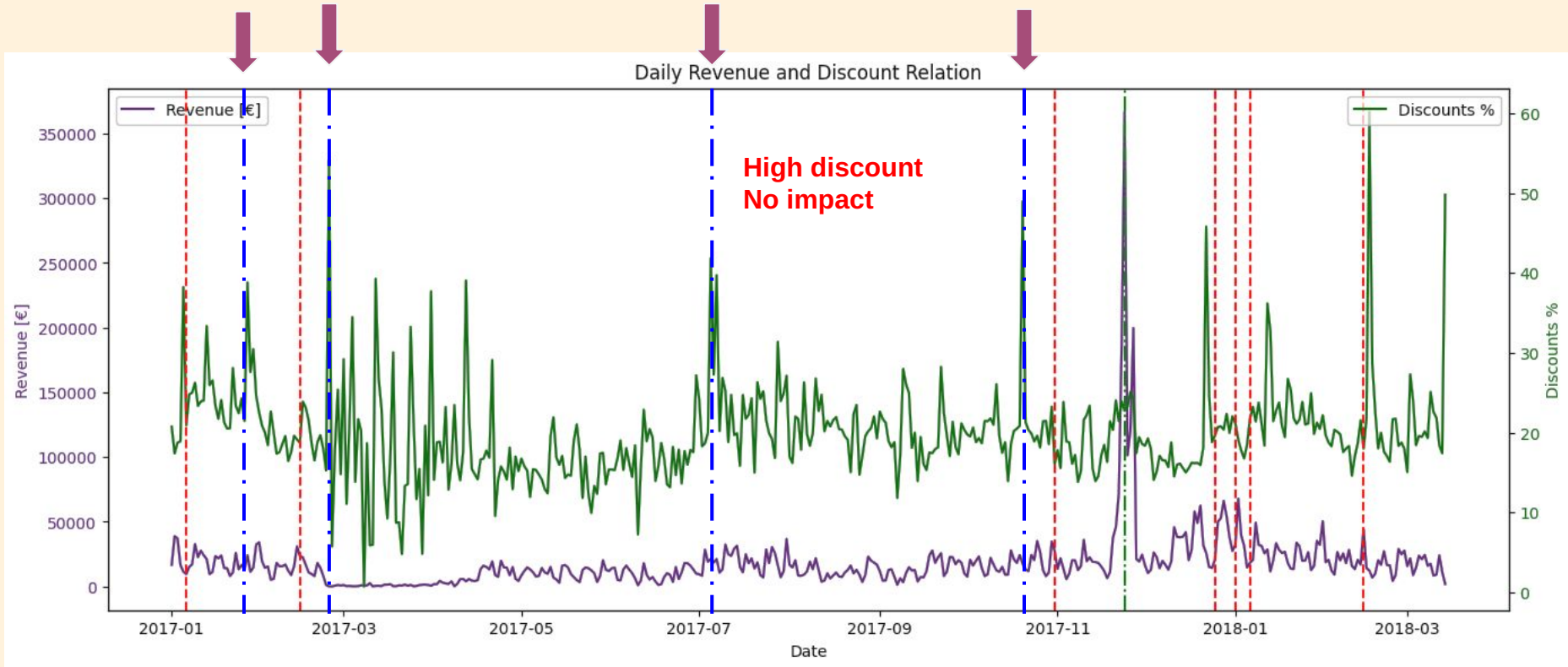




# Seasonality

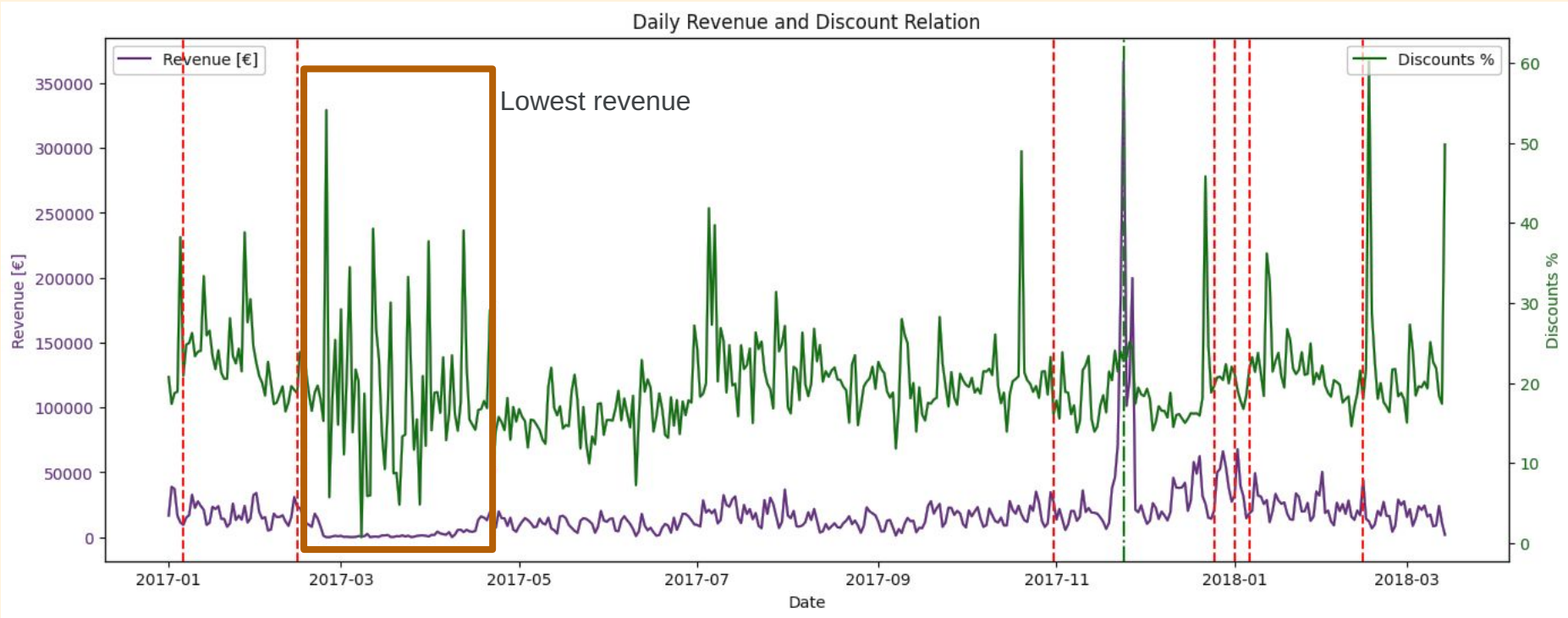


# Seasonality

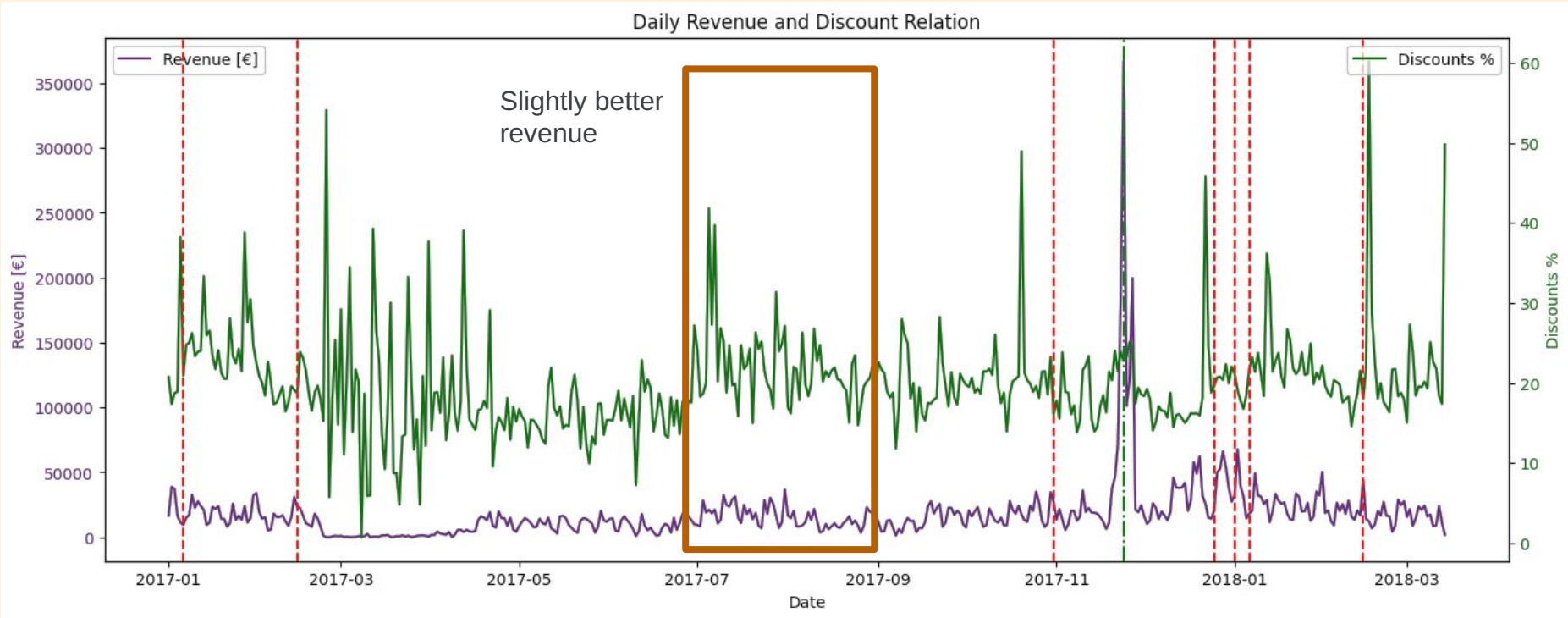




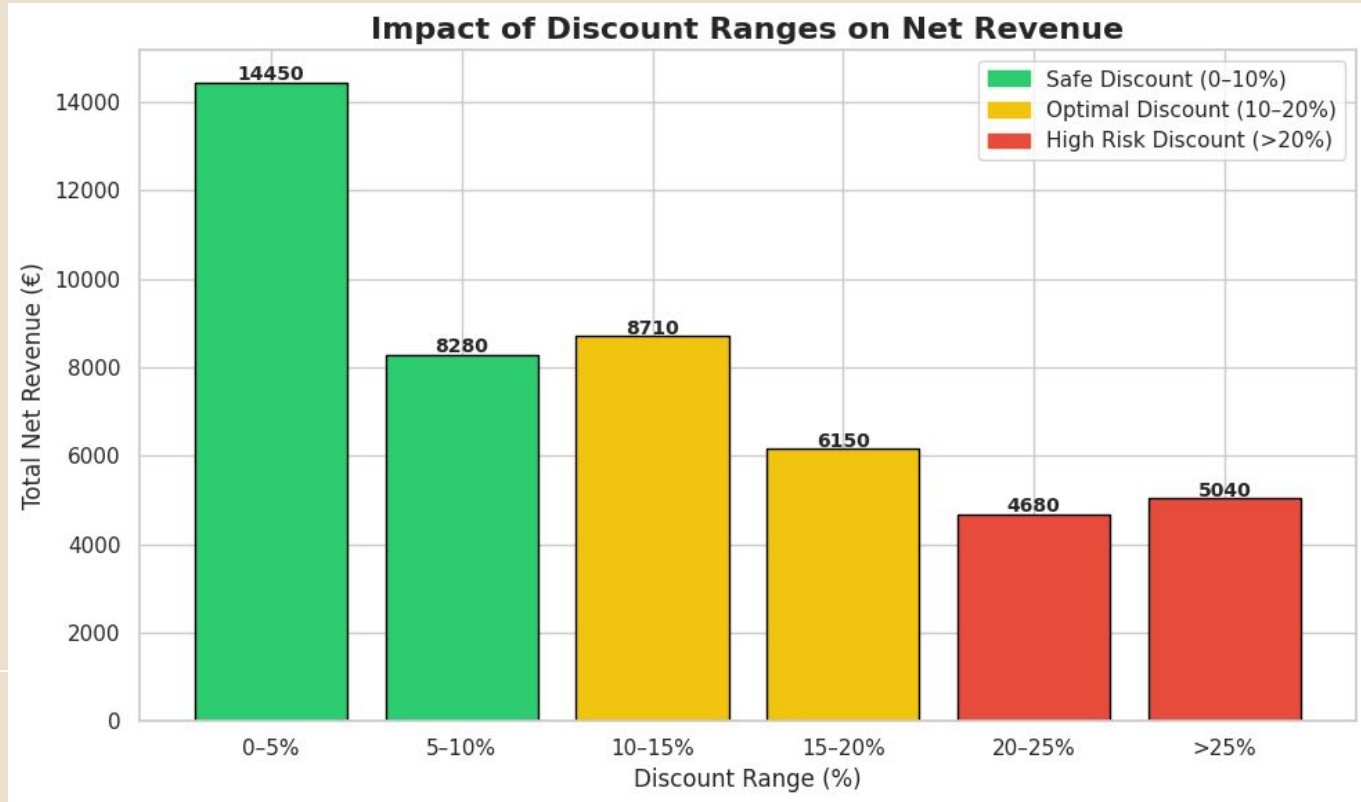
# Seasonality



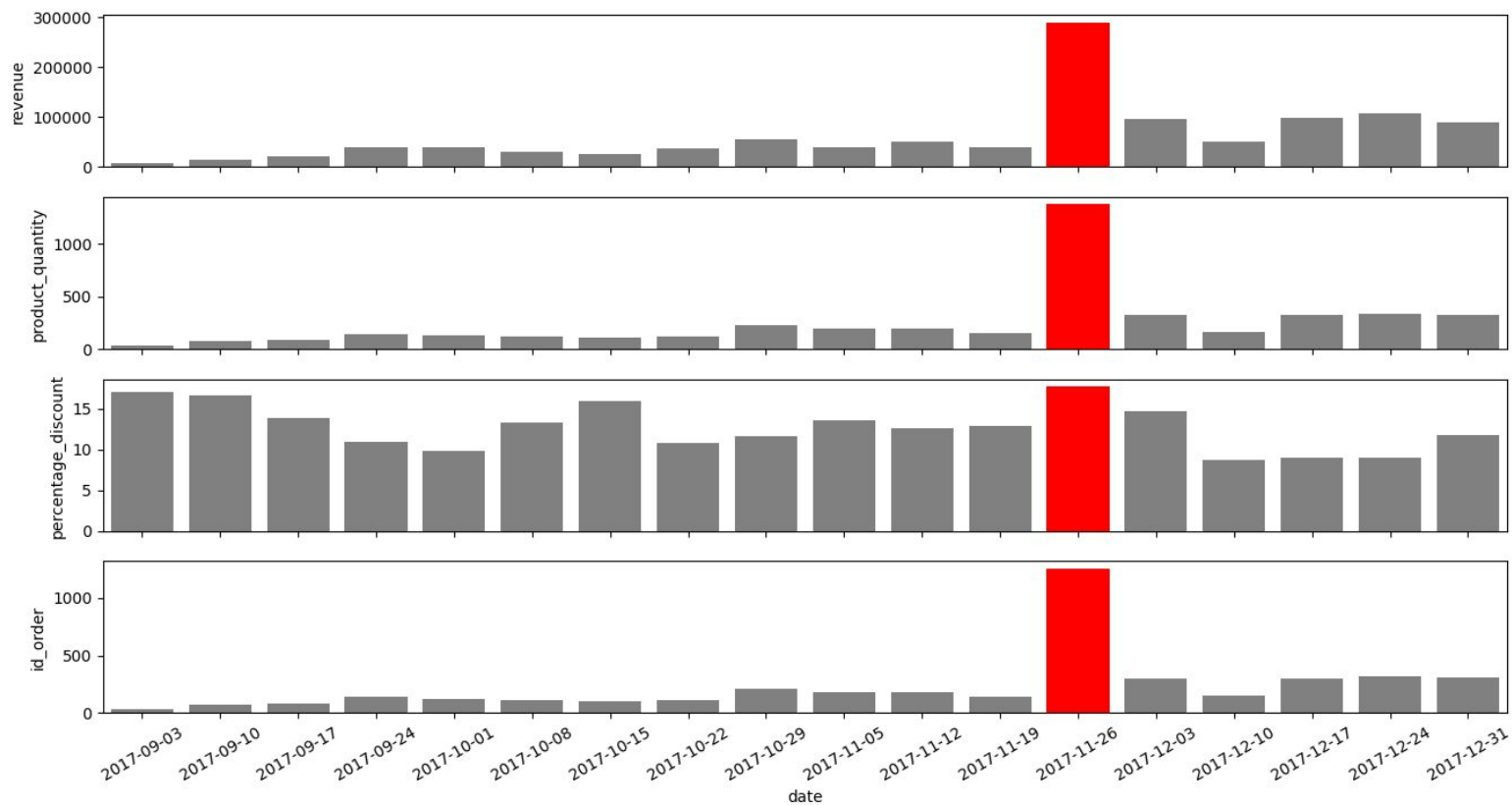
# Seasonality



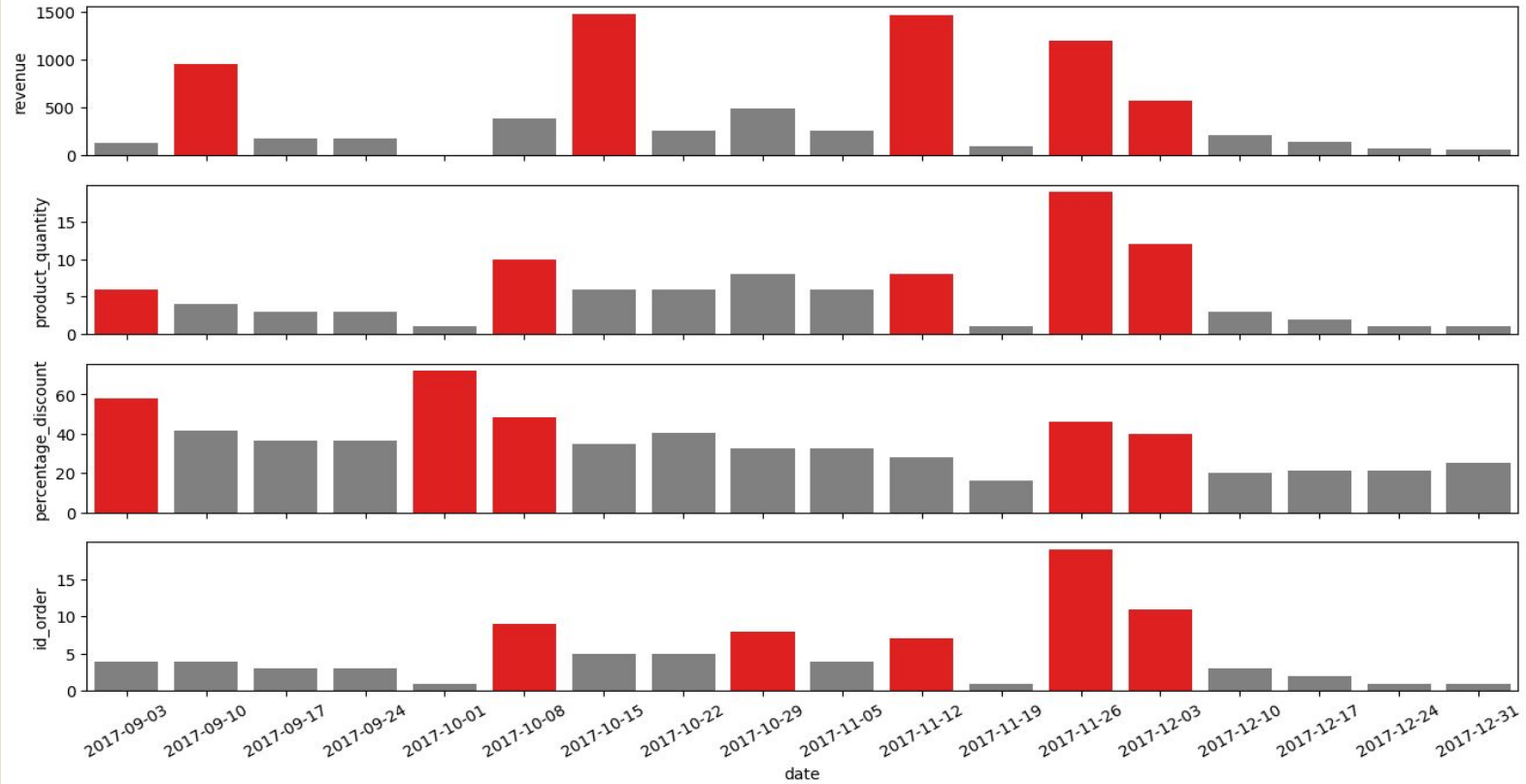
# Total Net Revenue



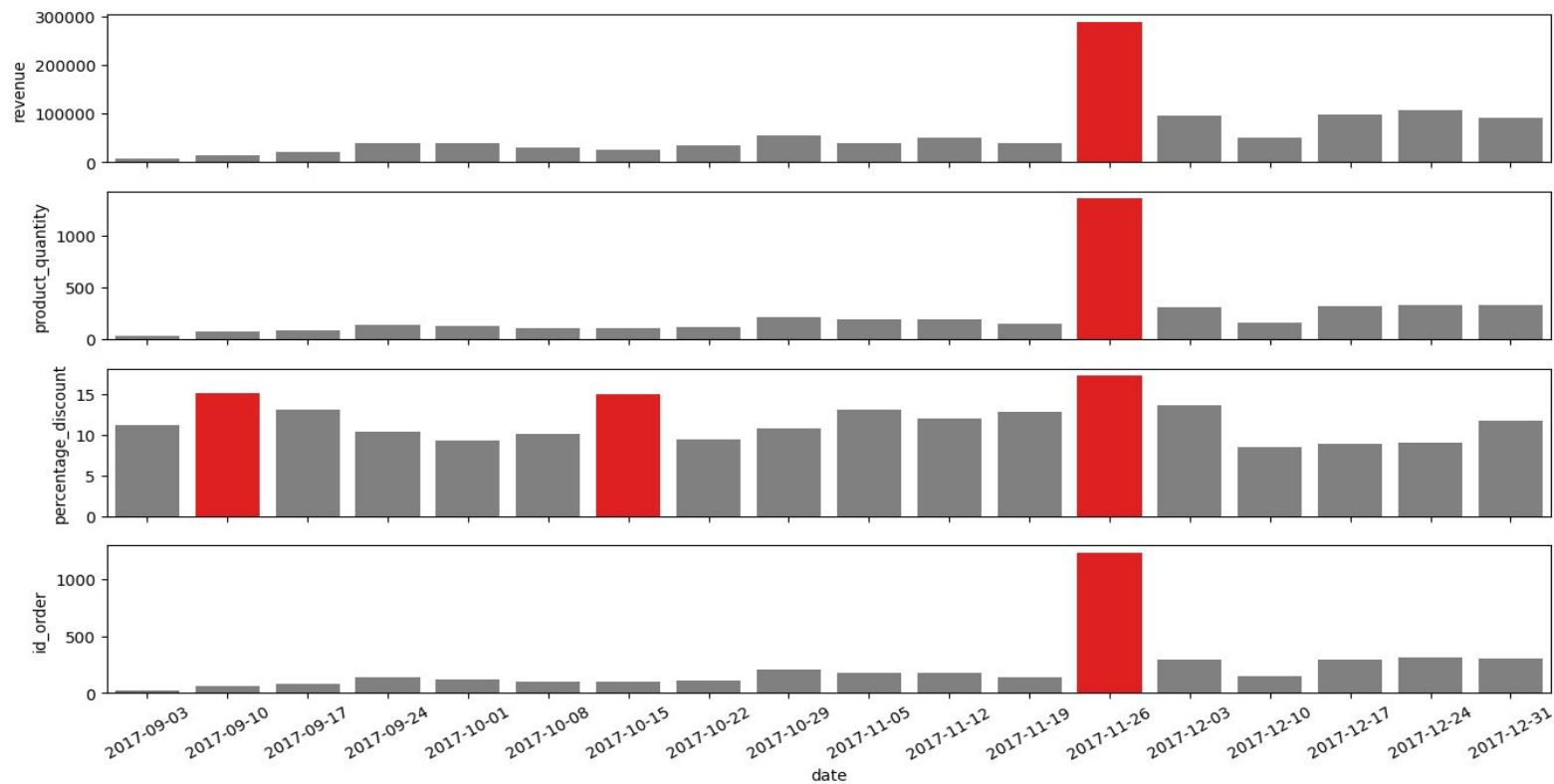
# all apple products



# apple refurbished



# apple not refurbished



# Upon further inspection of the orders:

new products buyers: 30% more\_than-one-item orders

refurbished products buyers: 50% more-than-one-item orders

delivery cost?

'Akitio','Allocacoc','Beats','Crucial','Elago','Evutec','Griffin','LG','Otterbox',  
'LaCie','Lifeproof','Matias','Minibatt','Moxie','Nike','Ninebot','Nokia','Nonda','OWC',  
'Plantronics','Samsung','SanDisk','Satechi','Startech','Wowewa','ZaggKeys','iFixit'

brand clusters?

'Tucano', 'iOttie'

'Warranty', 'Watch','Thunderbolt','Submersible',  
'Altimeter', 'Leather', 'Glass','Design'

design / lifestyle?

'Compatible'

# Conclusion

High discounts are not recommended  
since it does not imply high revenue



# Recommendation

- Reasonable discounts range
- Data collection improvements
  - Longer data collection
  - Standardized product categorization



Questions?

Thank you!

## Further graphs confirming revenue does not change when discounts are increased

