
Discounting at Eniac

A story that never ends.

Overview

Central Question

- What should Eniac's strategy be concerning discounts?
 - Key focus of our analysis and recommendations.

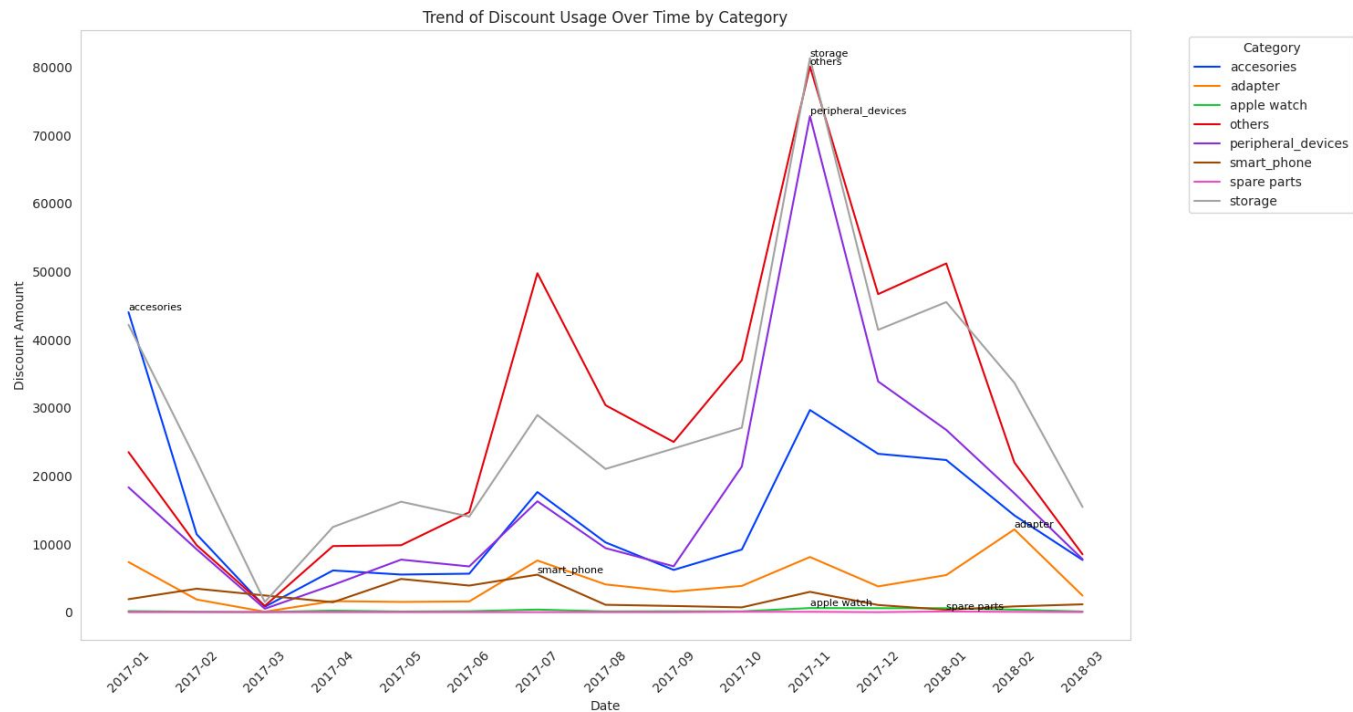
Conclusion

- Stay tuned for actionable insights and recommendations to drive Eniac's growth and success
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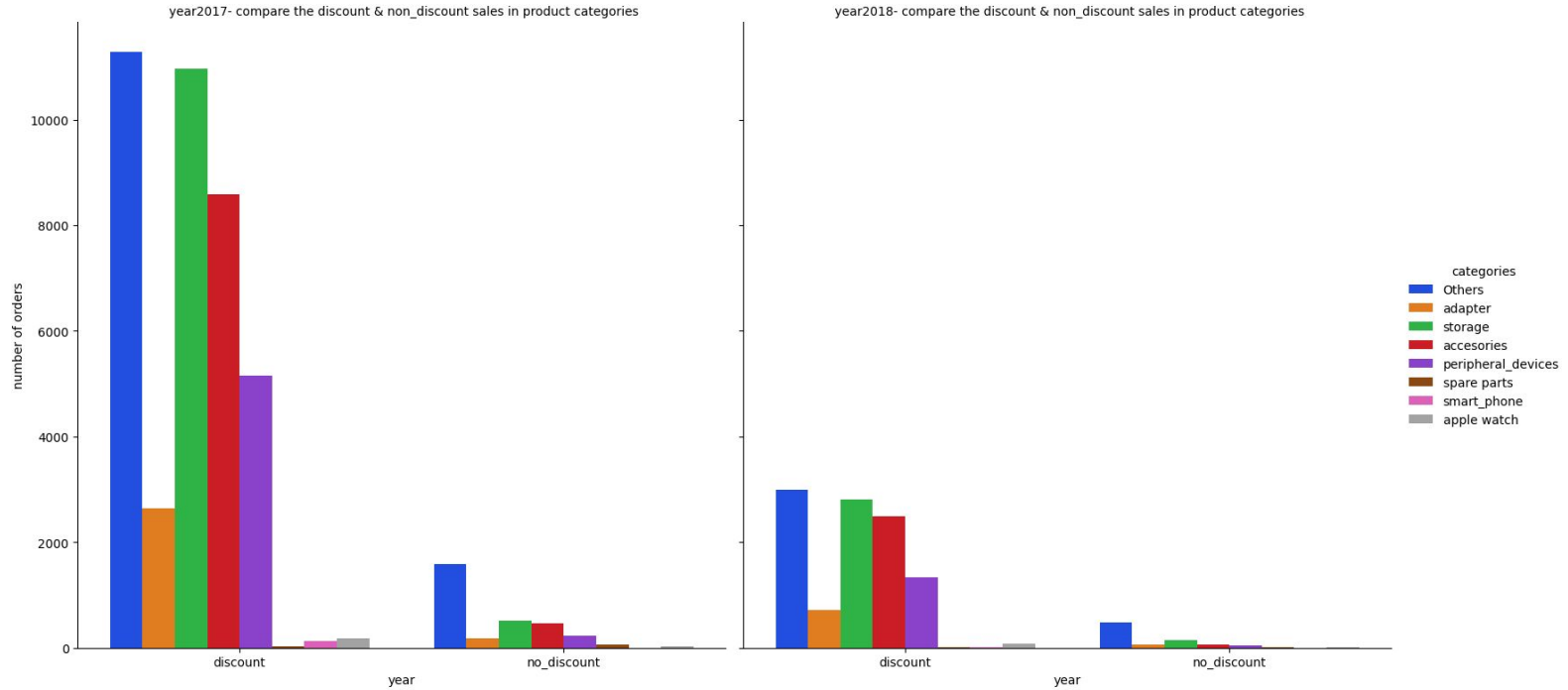
Agenda

- Analysis of discount usage
 - Impact of discounts on sales
 - Customer segmentation
 - Conclusion
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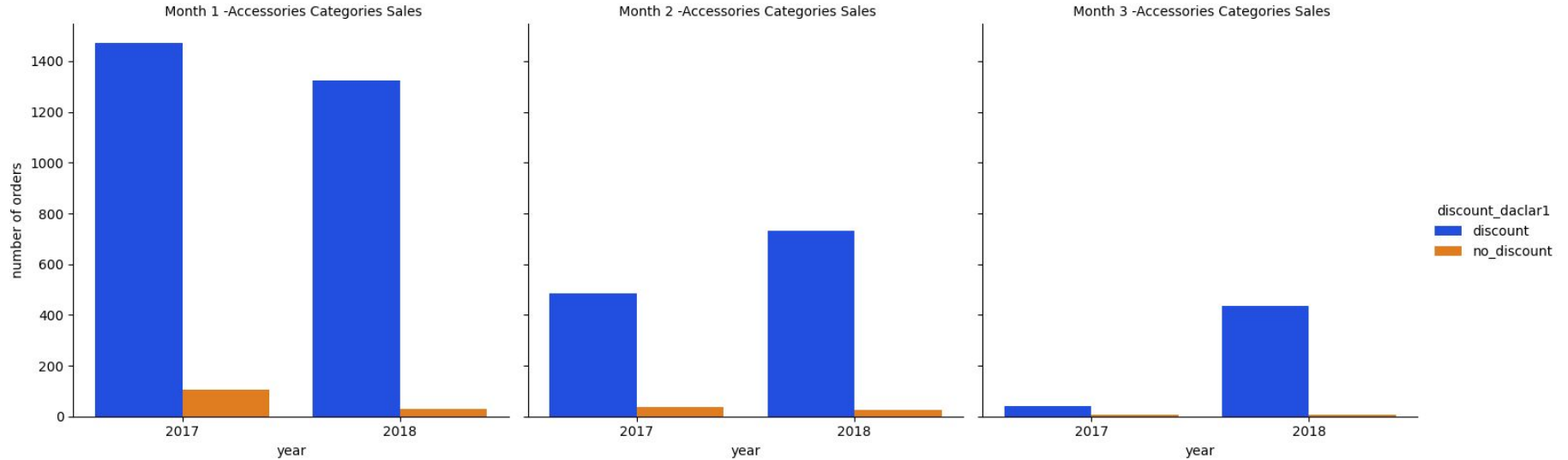
Analysis of discount usage



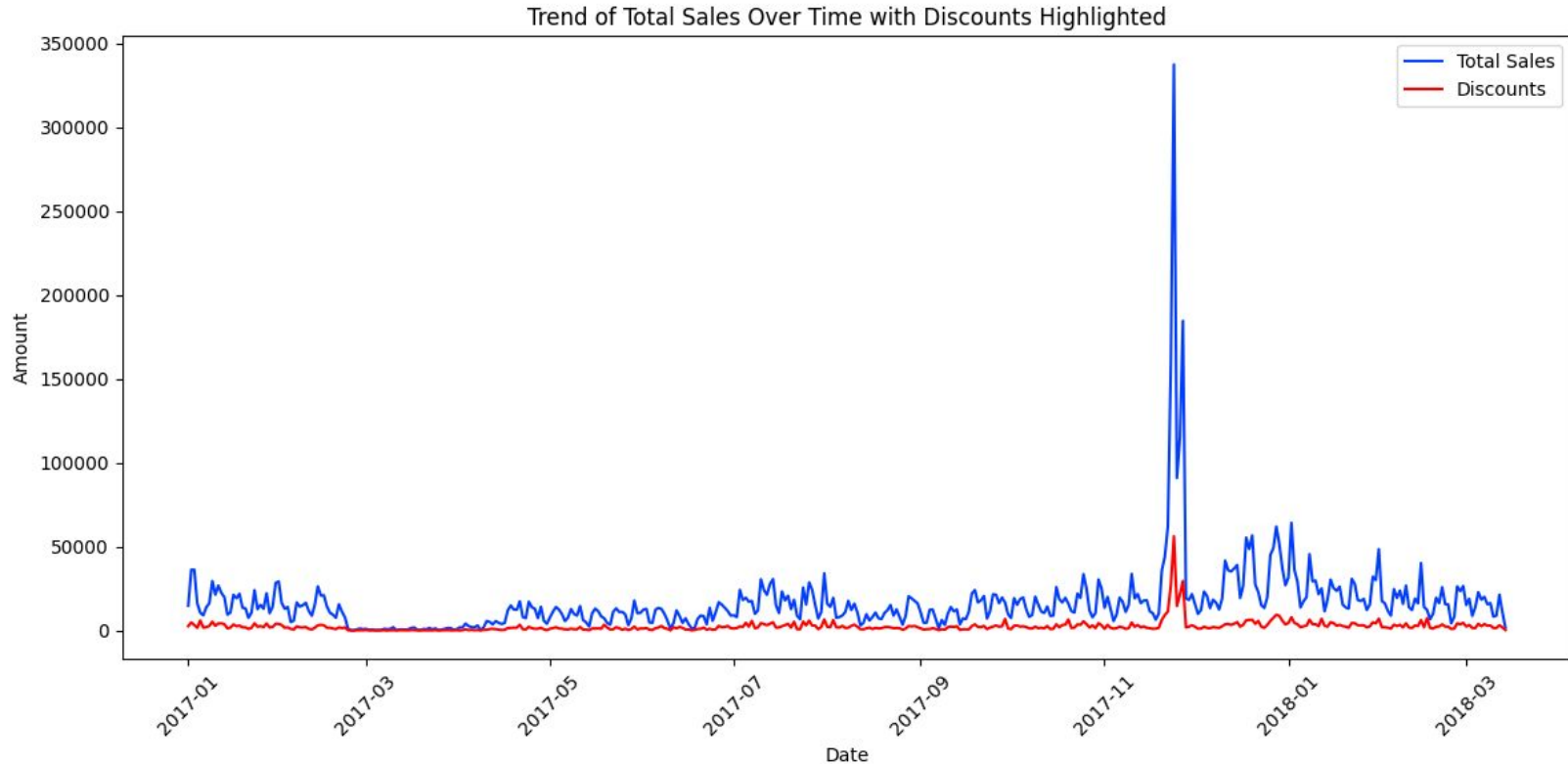
Analysis of discount usage (categories)



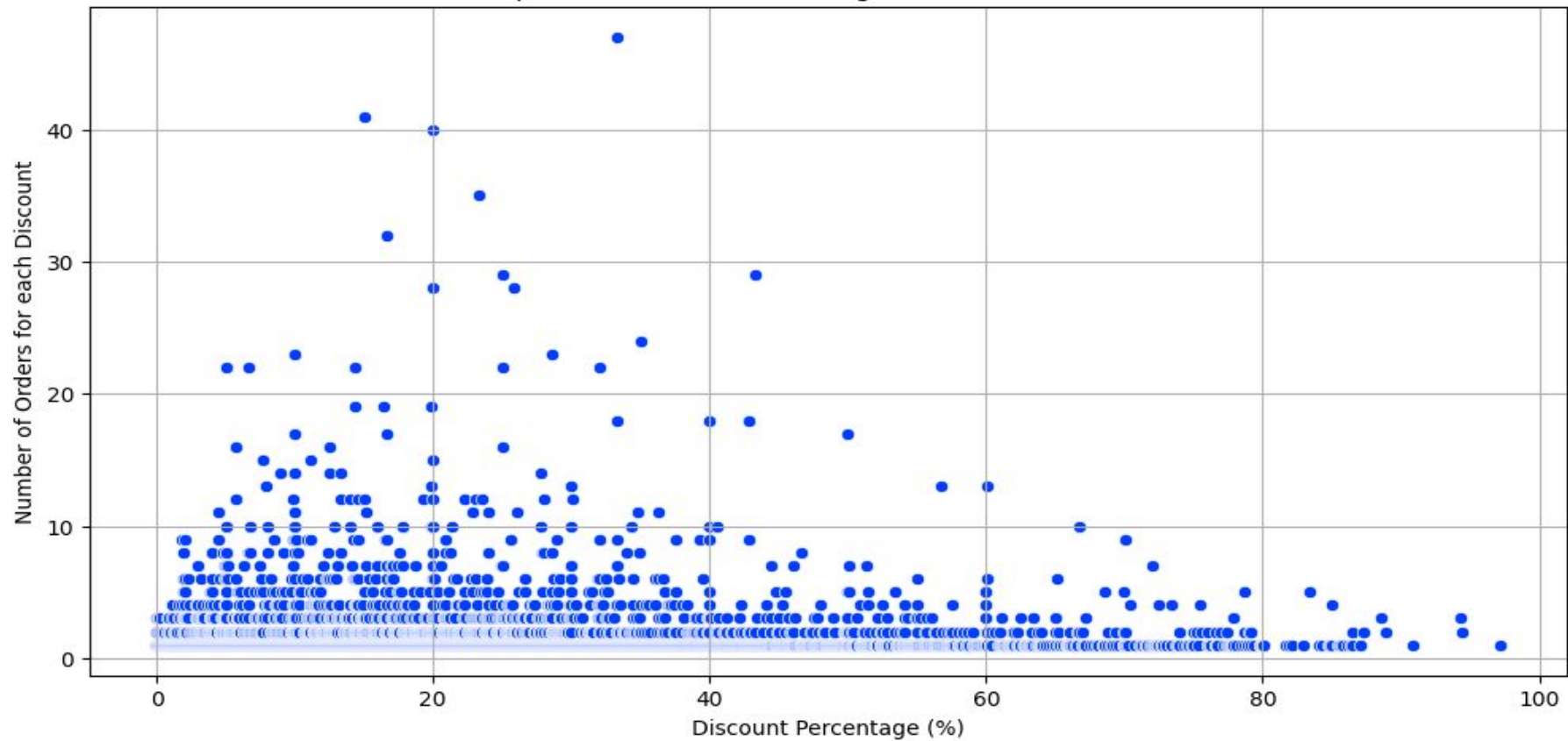
Analysis of discount usage (accessories)



Impact of discounts on sales



Impact of Discount Percentage on Number of Orders



Impact of discounts on sales

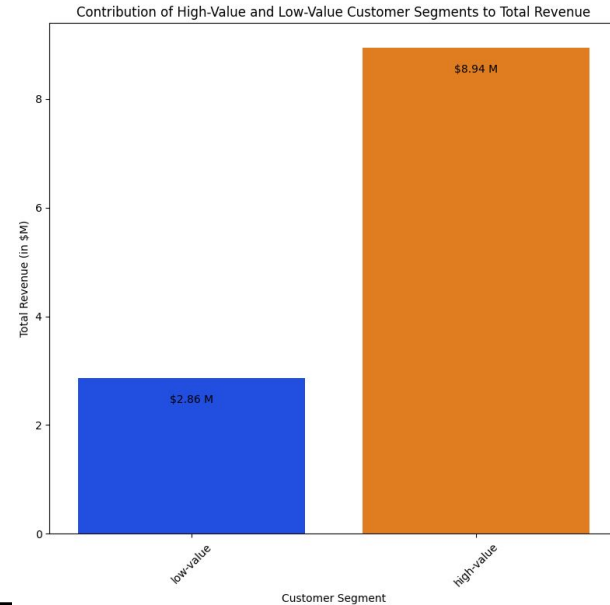
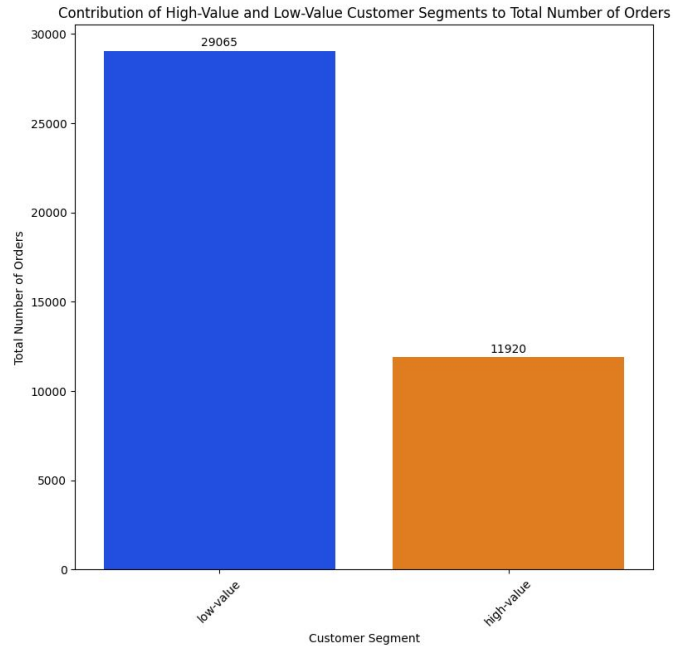
snapshot of Eniac's financial performance, indicating its revenue generation, associated costs, and resulting difference.

Total Revenue: \$7.98 million

Total Cost: \$7.82 million

Difference: \$0.16 million

Customer segmentation



conclusion

Discounts are good overall to increase sales. However, they may impact profits in the long-run

Recommendations

- Discounts should never be more than 40%; ideally hold discounts at 20%.
 - A/B testing discounts for high-value products, for lowering costs
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