**ACME SUPERSTORE SALES DISCOUNT ANALYSIS**

**Why: End Sales Discount Abuse, and Find out Solution to Efficiently Apply Discounts**

Module 1:

1. Sales Trend in General
2. Discount Trend in General
3. Profit Trend in General
4. Target Time Frame When Large Discount but Less Profit
5. Decompose Discount into Geo, Segment, Category
6. Target Groups with Negative Profit
7. Solution

**What: Sales Data in Orders**

Module 2:

* Definition of Discount Abuse: Discount that didn’t lead to profit
* KPI: Avg. Sales per Order
* KPI: Avg. Profit per Order
* KPI: Ratio of Profit to Sales
* KPI: Ratio of Discounted Orders
* KPI: Ratio of Profitable Discounted Orders
* Definition of Efficiency: Maximize the benefits of applying discount
* KPI: Avg. Profit per Discounted Order

**Who: from Sep 2011 to Oct 2012, Avg Profit is Negative.**

Module 3:

* Context:
* Challenge:
* Conclusion:

**How: Recommendations**

Module 4:

Single-frame visualization

Multi-slide Story Points presentation