

Eniac's Discount Strategy

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whether or not it's beneficial to discount products

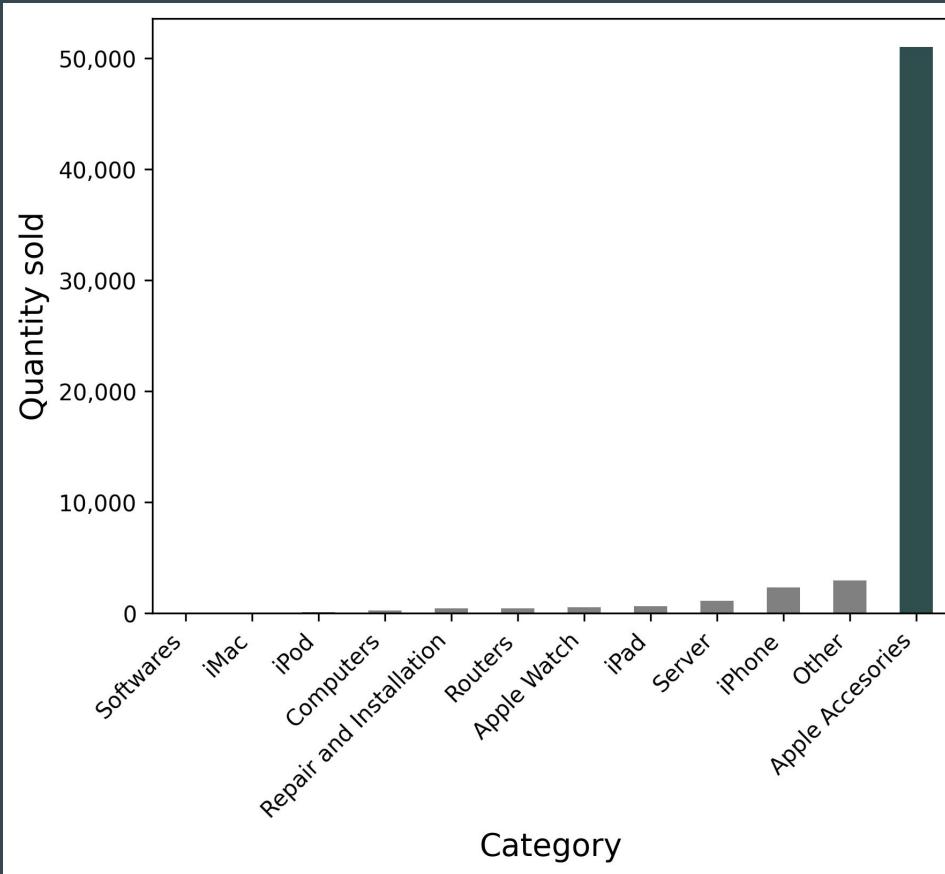
- Yes!
- Give more discounts on devices.
- Use smaller discounts for accessories.
- Align offers with key events.

When discounting make sense?

Use discounts strategically, not constantly. For example:

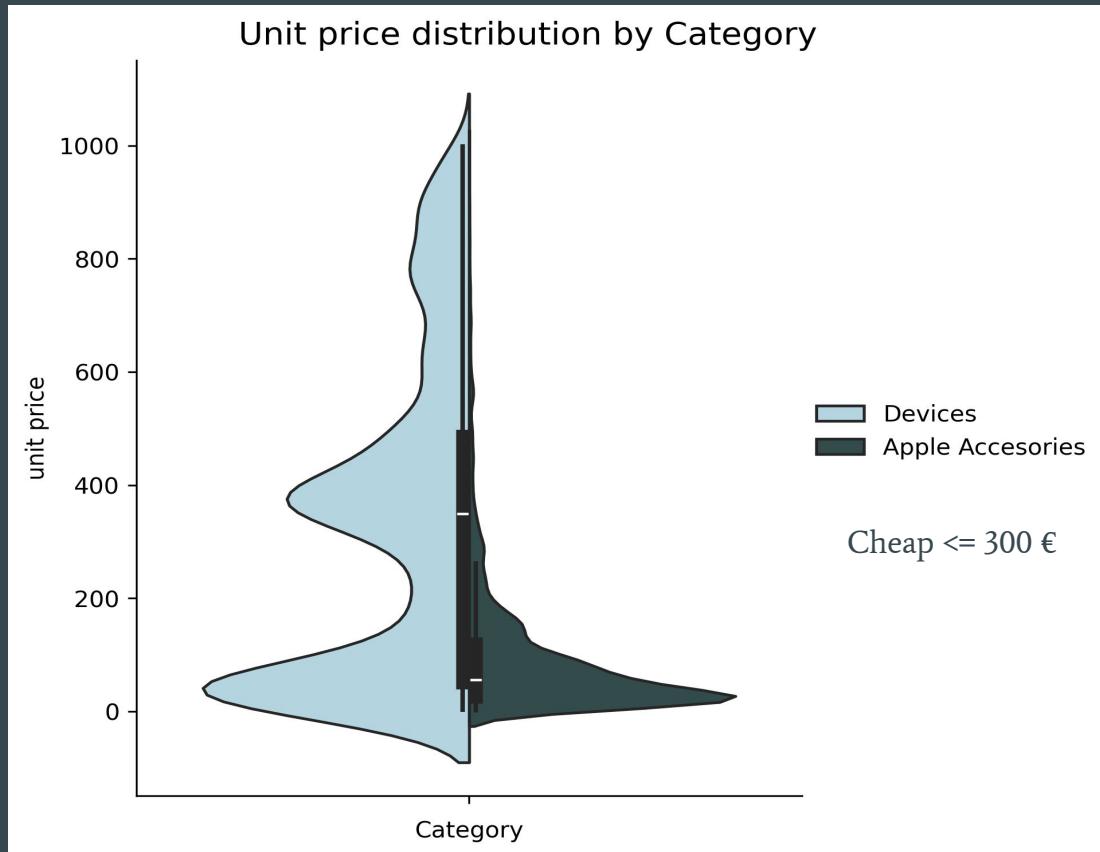
- seasonal clearance (end of season stock)
- introduction of new customers (first-time buyer offers)
- loyalty/segment-based offers (existing customers, students)

85% products are accessories

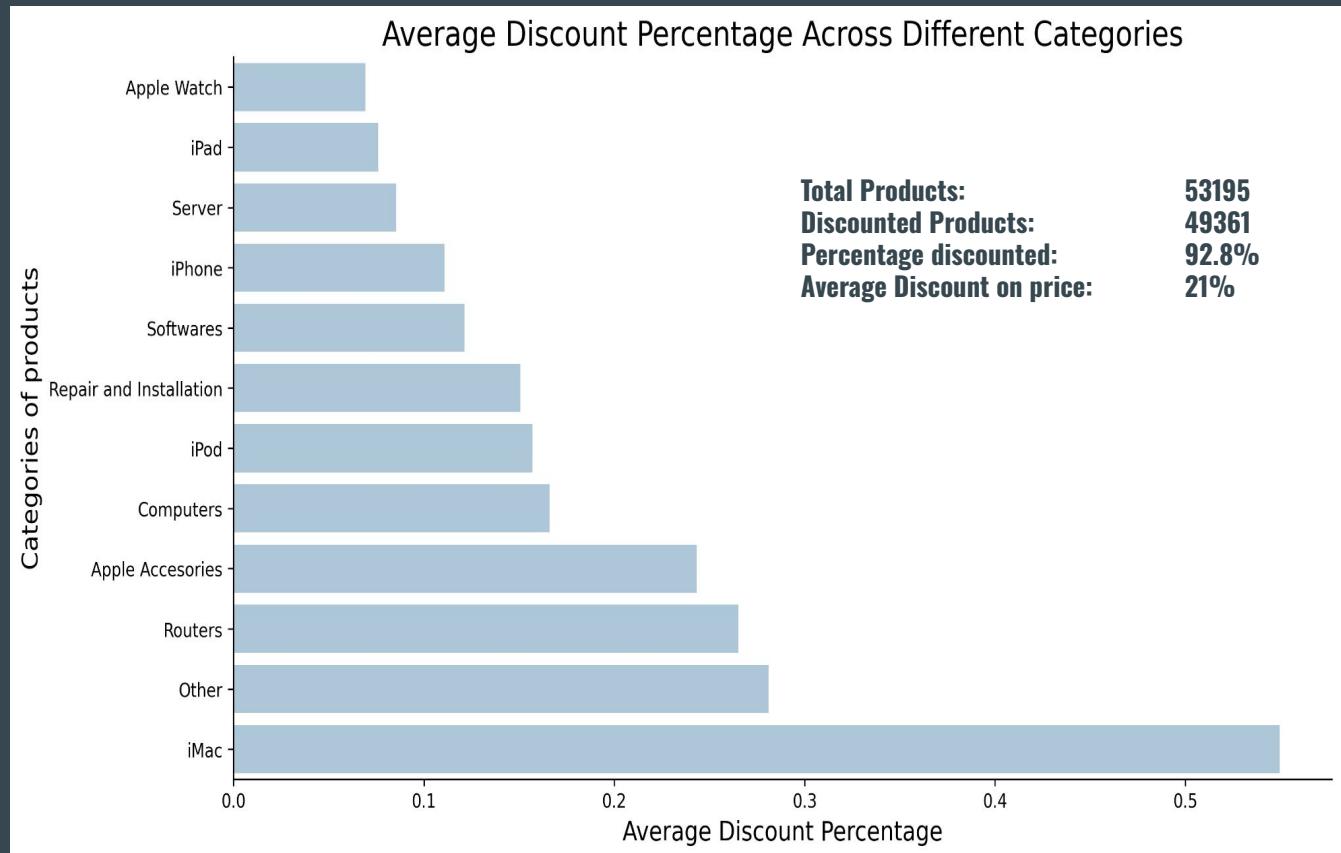


Apple accessories are cheaper

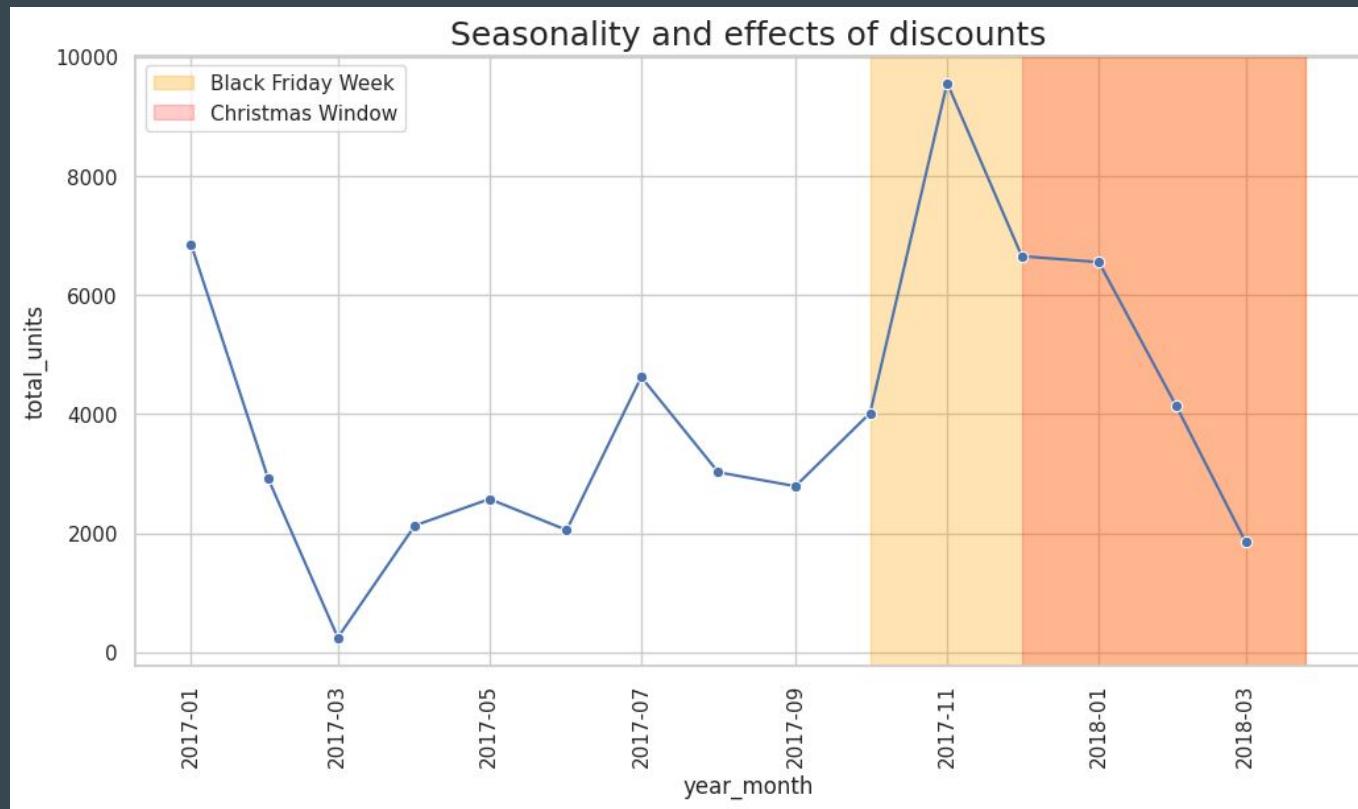
Cheap: 83.7%
Expensive: 16.3%



Very aggressive policy of discounts

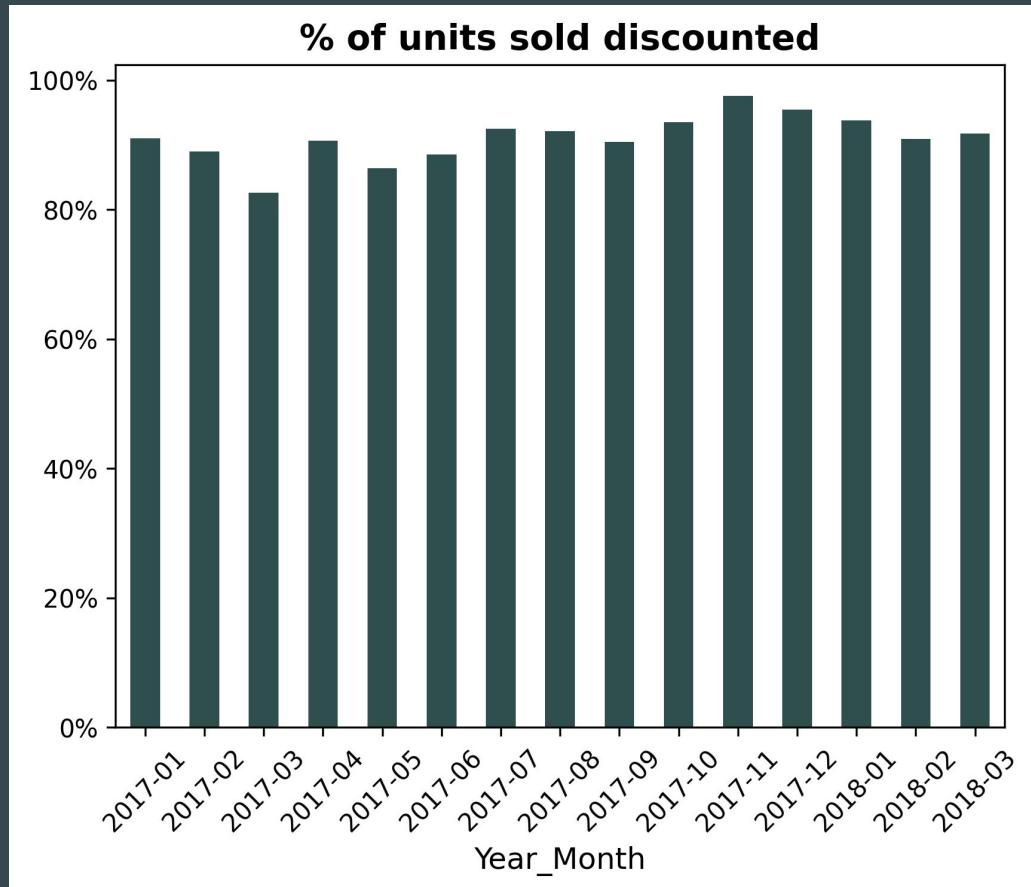


Seasonality and effects of discounts



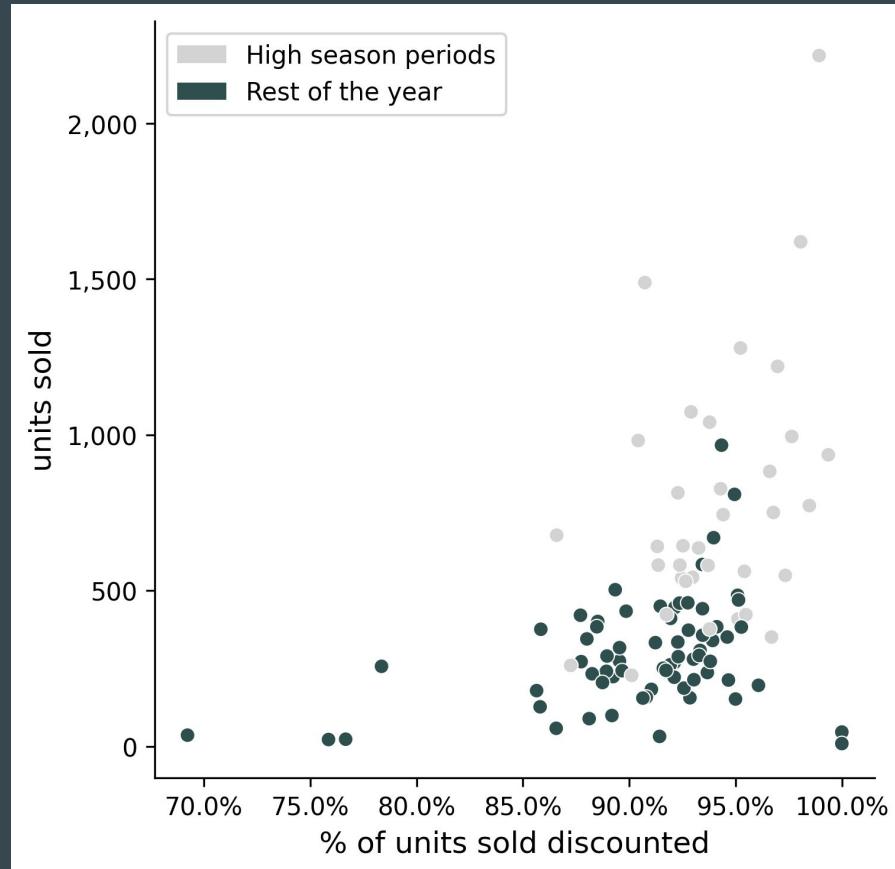
Consistency of the discount through year

- Discount policy is the same through the year.



Weak relationship between discount and products sales

- Weak relationship if high seasonality month are not taken into account



Recommendations

- Reduce the significant data corruption in the database
- Having two levels of categorization
 - First level will be apple accessories and devices
 - Second level would be sub-categorization
- Discount should mainly be applied in Black-Friday and Christmas.
- Discount should be considerably reduced the rest of the year

Thank You!