

# Eniac's Discount Strategy



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# whether or not it's beneficial to discount products

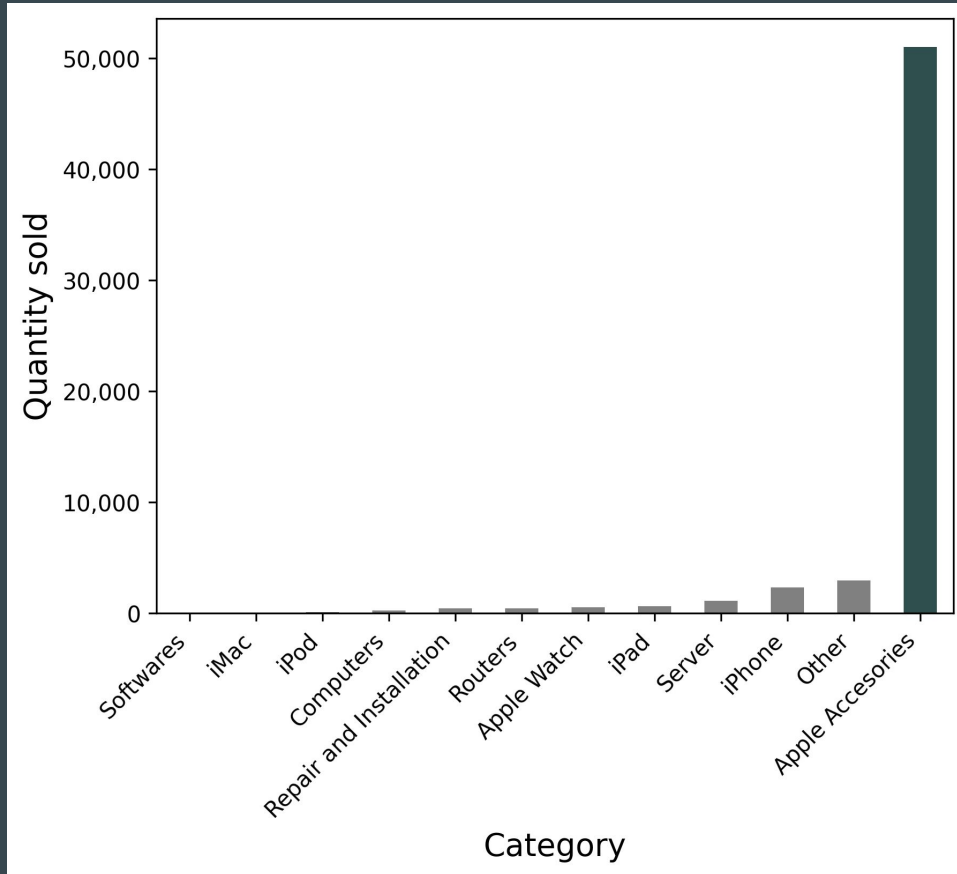
- Yes!
- Give more discounts on devices.
- Use smaller discounts for accessories.
- Align offers with key events.

# When discounting make sense?

Use discounts strategically, not constantly. For example:

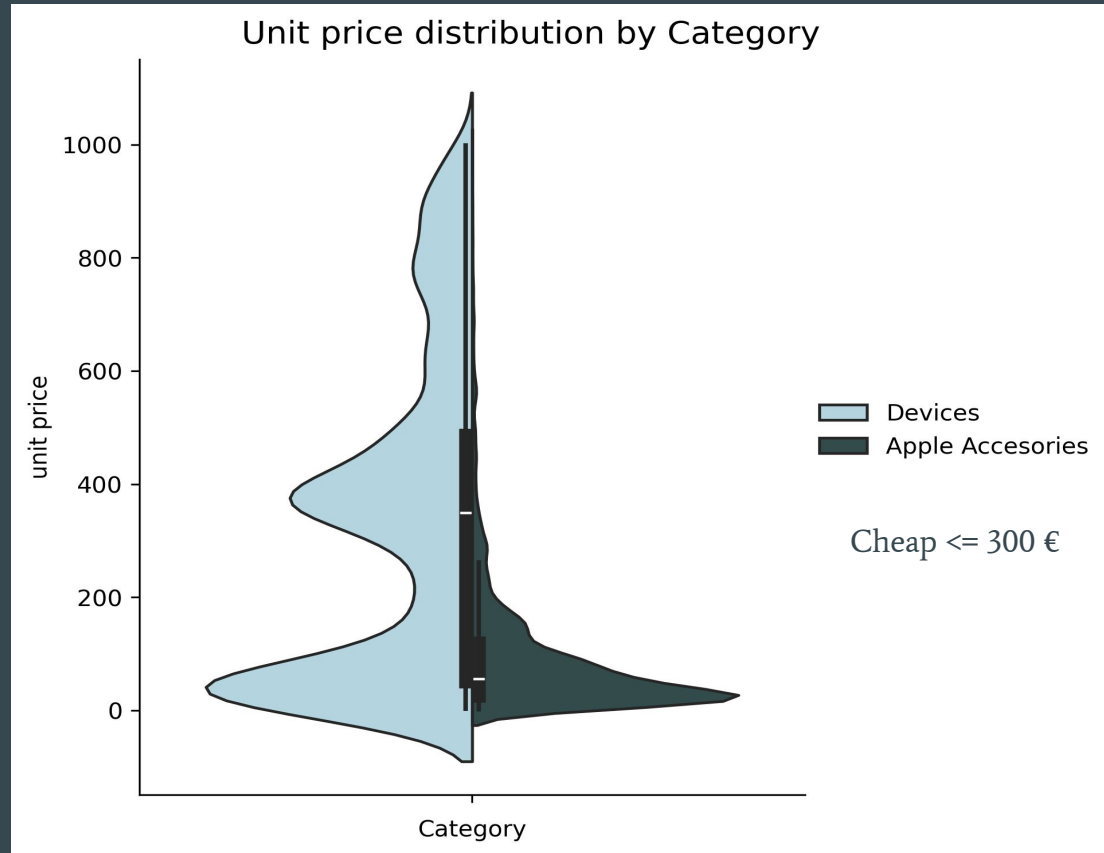
- seasonal clearance (end of season stock)
- introduction of new customers (first-time buyer offers)
- loyalty/segment-based offers (existing customers, students)

# 85% products are accessories

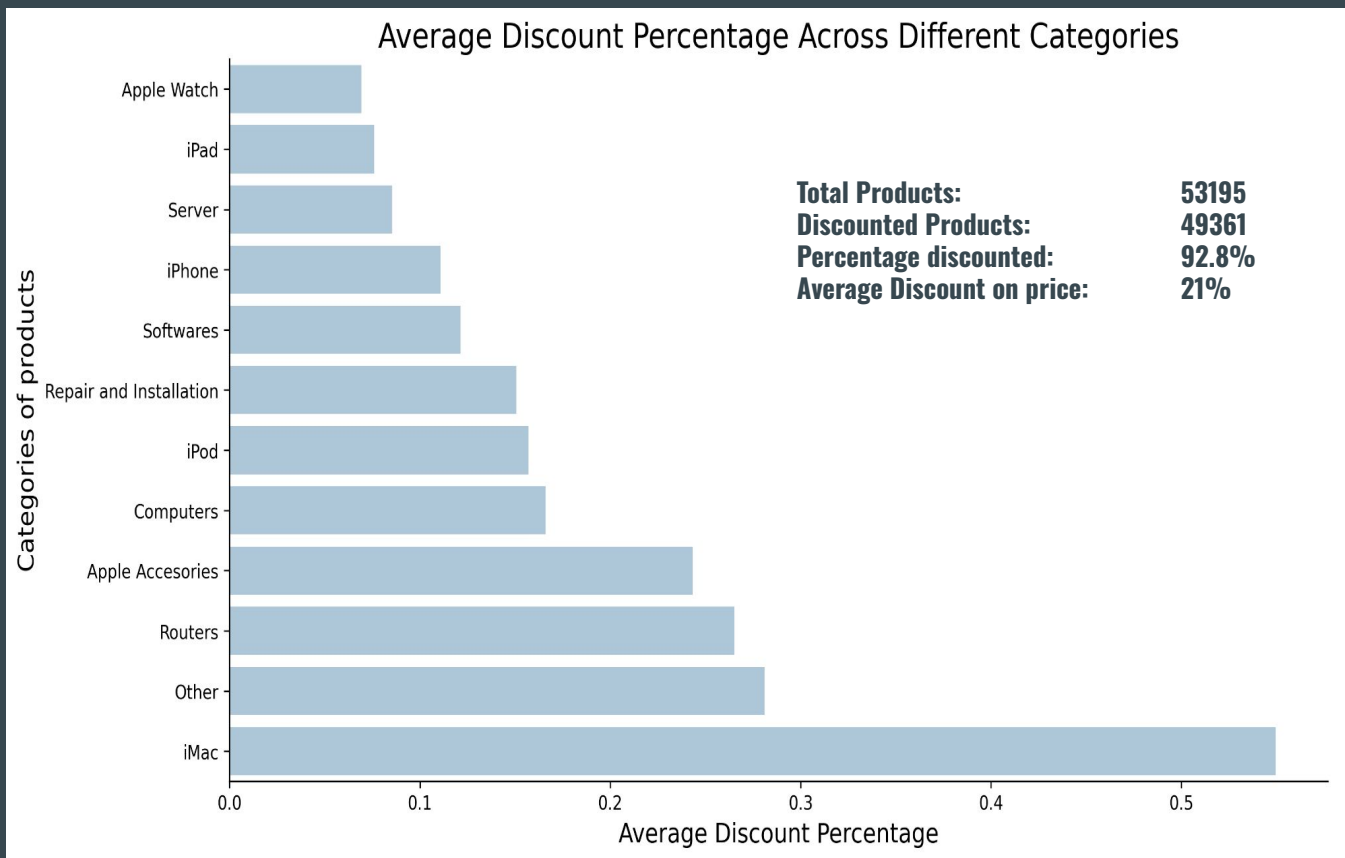


# Apple accessories are cheaper

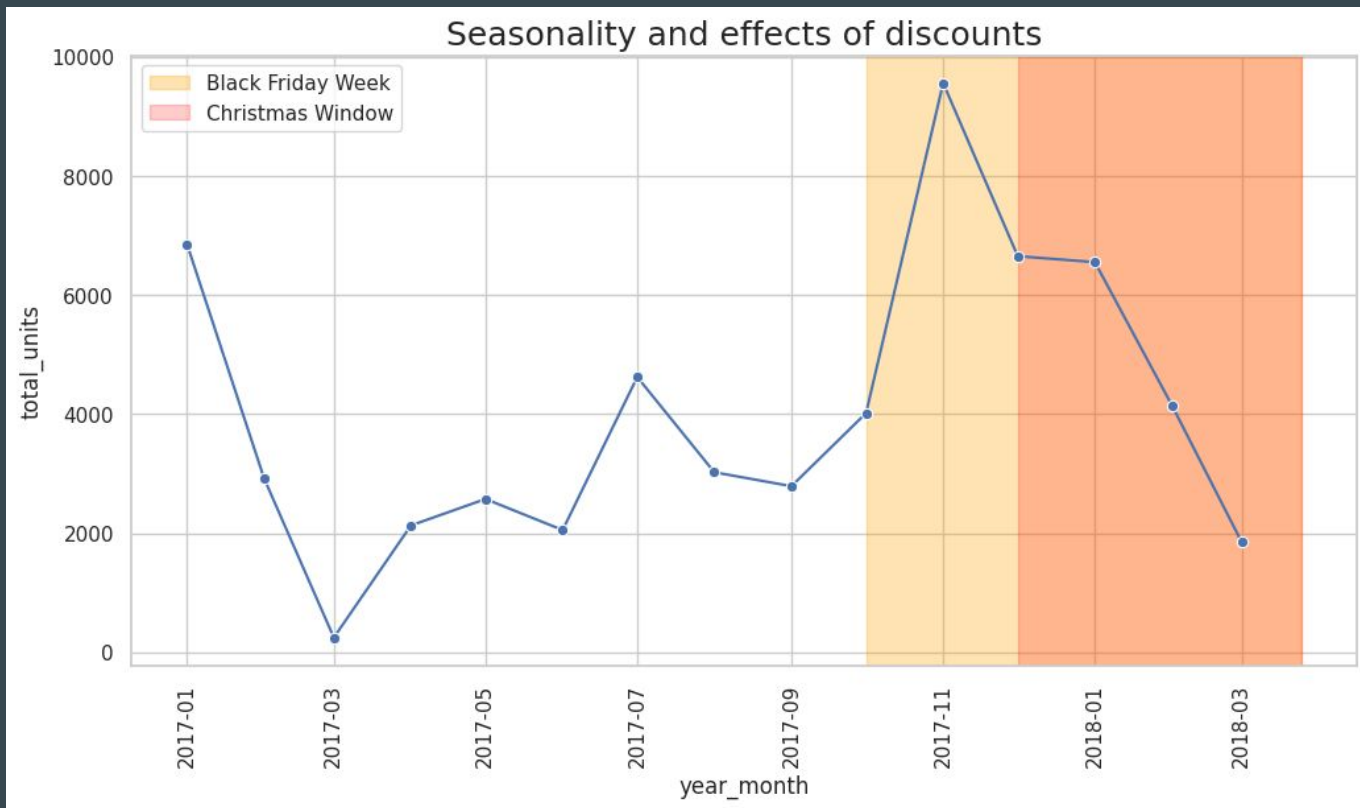
**Cheap:** 83.7%  
**Expensive:** 16.3%



# Very aggressive policy of discounts

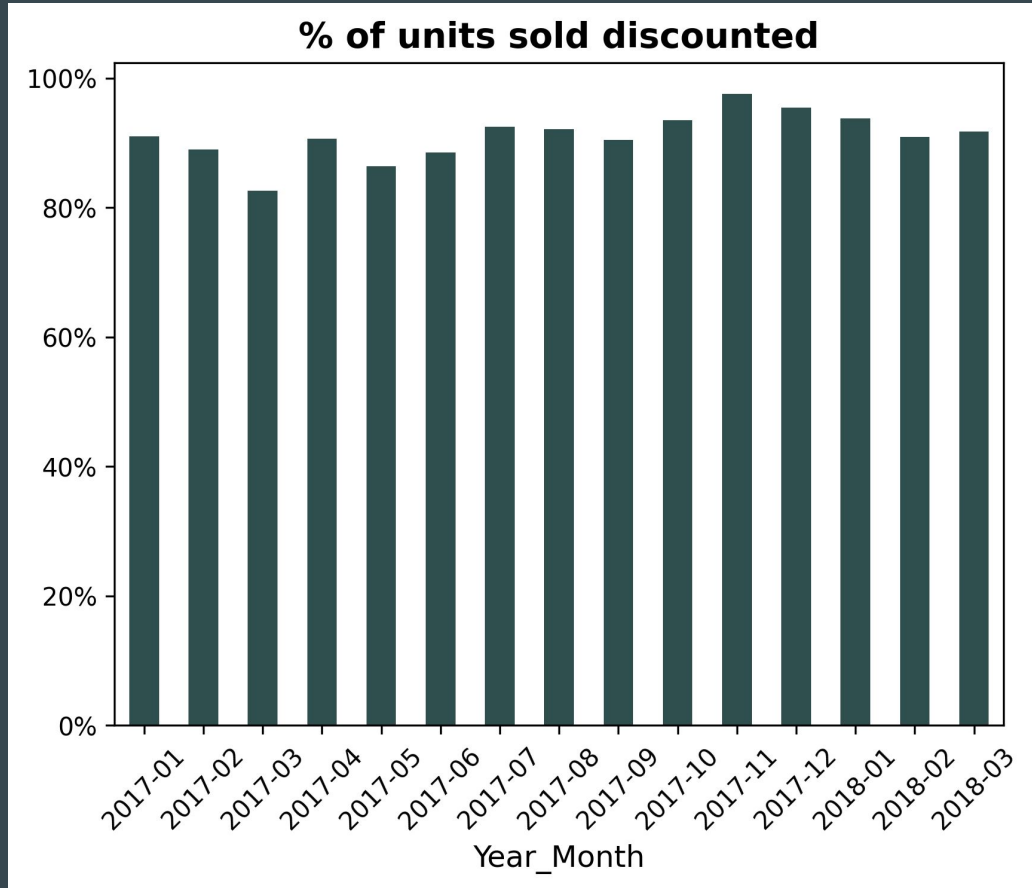


# Seasonality and effects of discounts



# Consistency of the discount through year

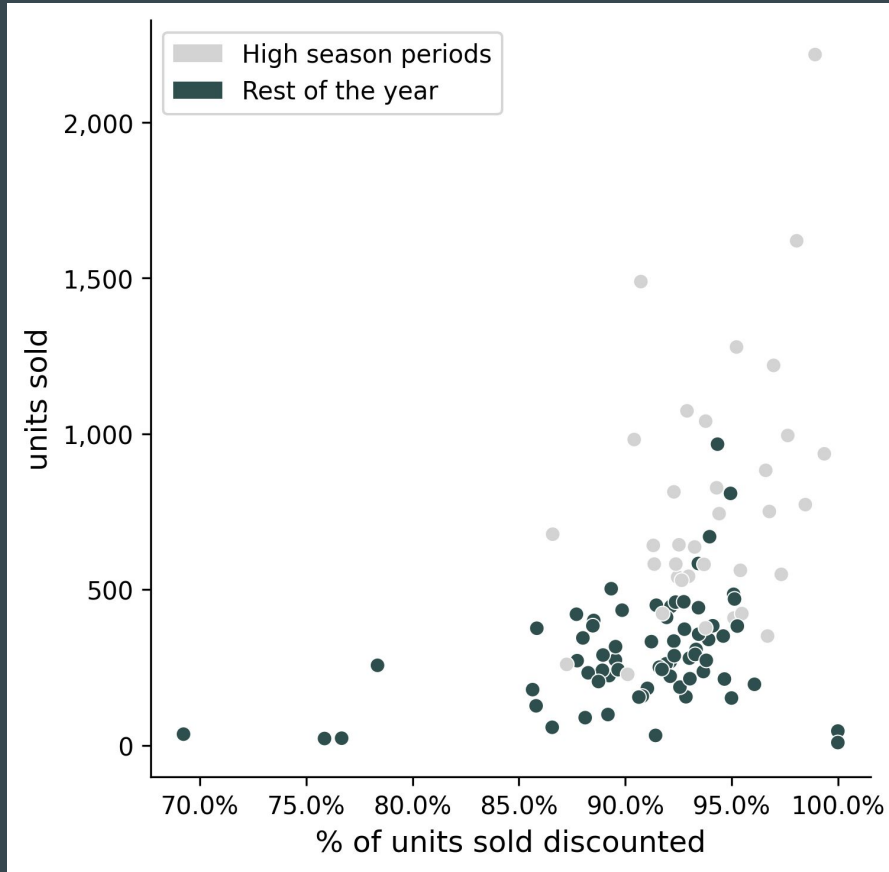
- Discount policy is the same through the year.





# 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!**