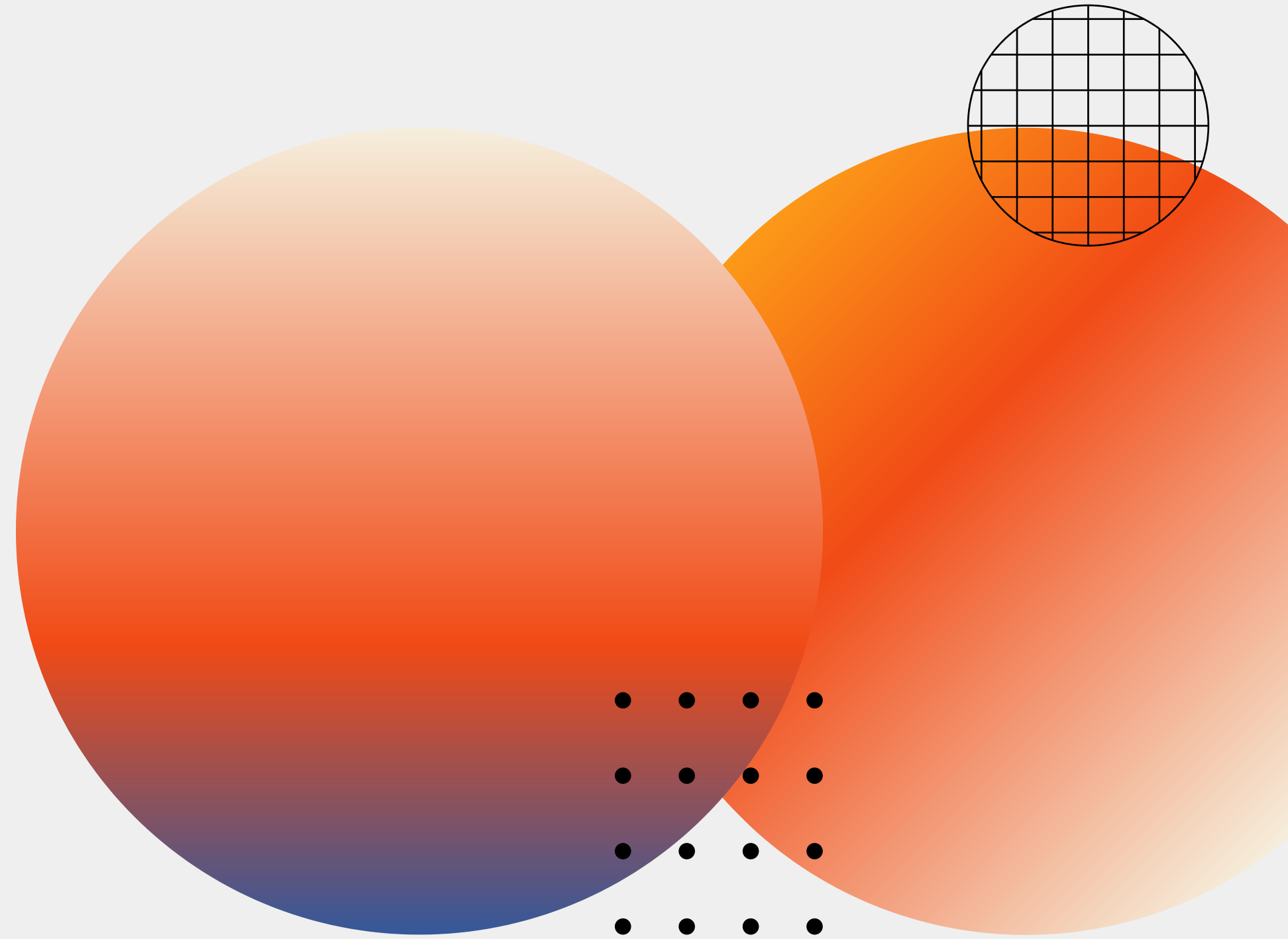


Eniac

Product Discounts

A presentation by the Analytics Team
Daniel A., Orjada, Tobias and Simon



Agenda

Business Question

Data Preparation

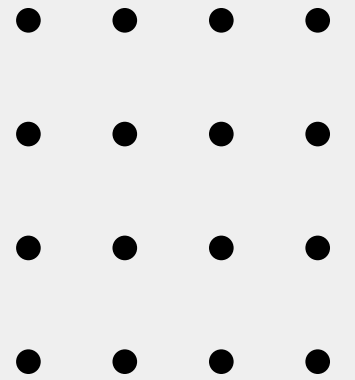
- Data-Cleaning
- Data-Quality

Data Analysis

- Categories
- Discounts and Total Revenue
- Impact of Seasonality
- Apple Products

Data Summary

Final Recommendations



Business Question



What is the Effect of
Discounts?

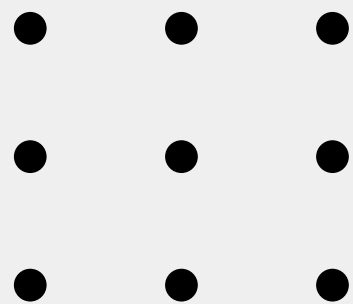
Targets:



Increase Sales

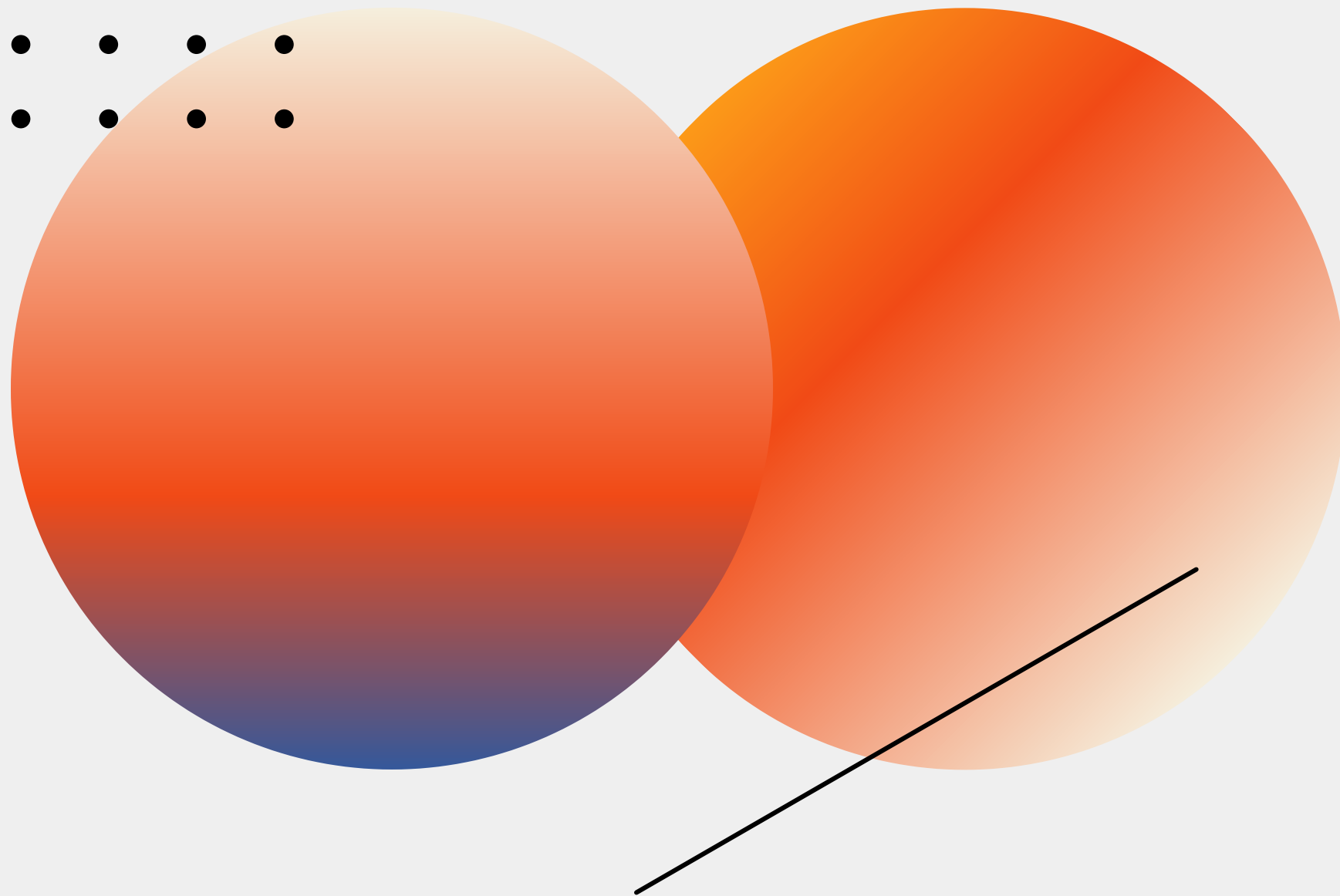
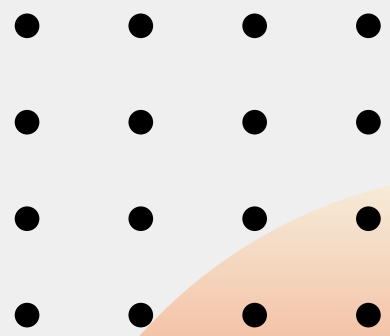


Increase Revenue



Data-Cleaning

- 1** Checked and dealt with missing values and duplicates
- 2** Removed "Promo Price" column
- 3** Filtered only completed orders
- 4** Fixed "Price" column
- 5** Removed rows with negative discounts



Data-Quality

Discounts

Missing information on discounts -
data loss and inaccuracies.

Corrupted Data

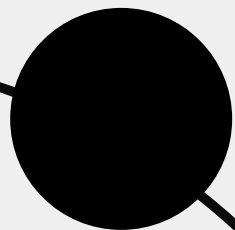
Price columns showed varying
degrees of corruption

Userbase

No information on customers.

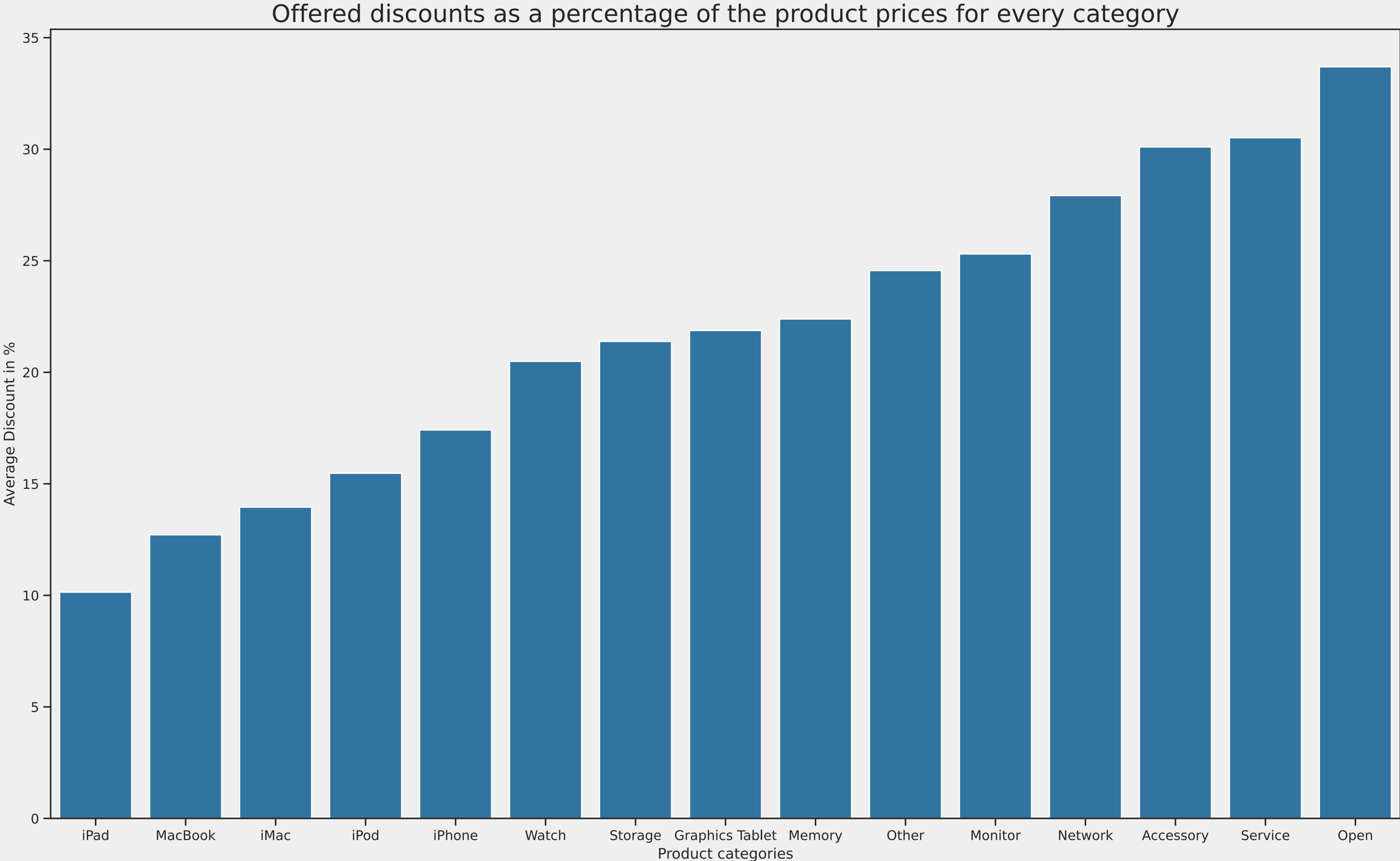
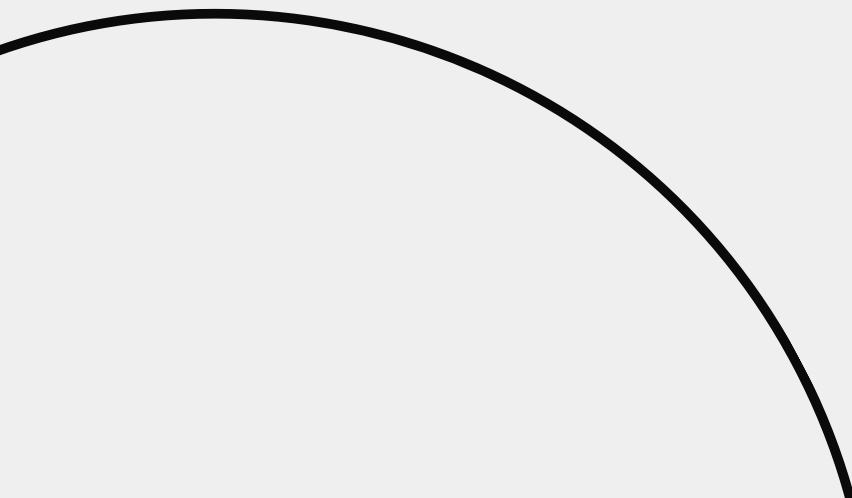
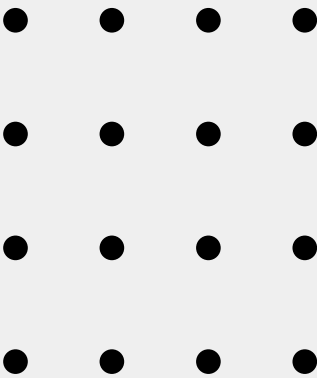
Profit

No information on profit, only
revenue.



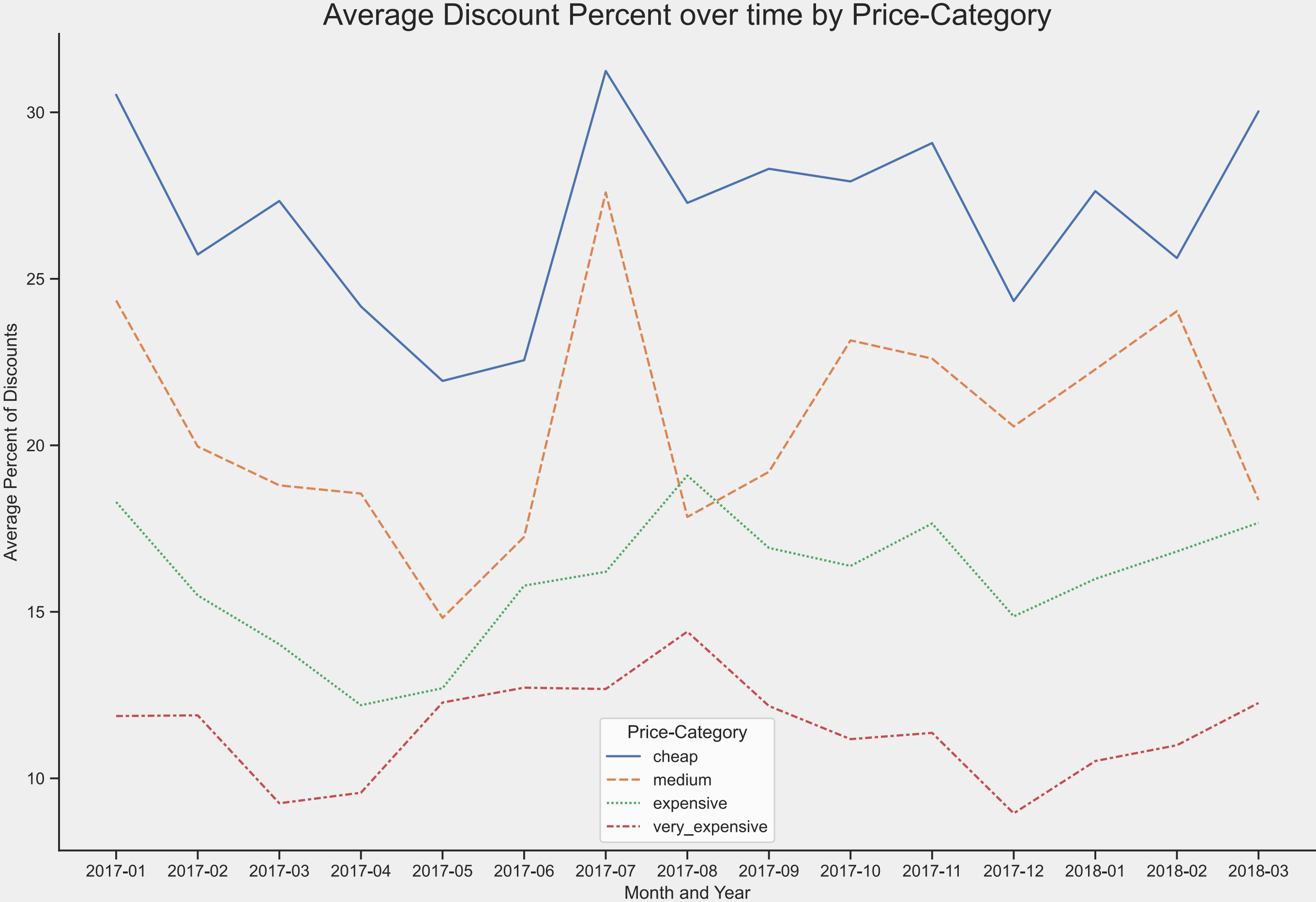
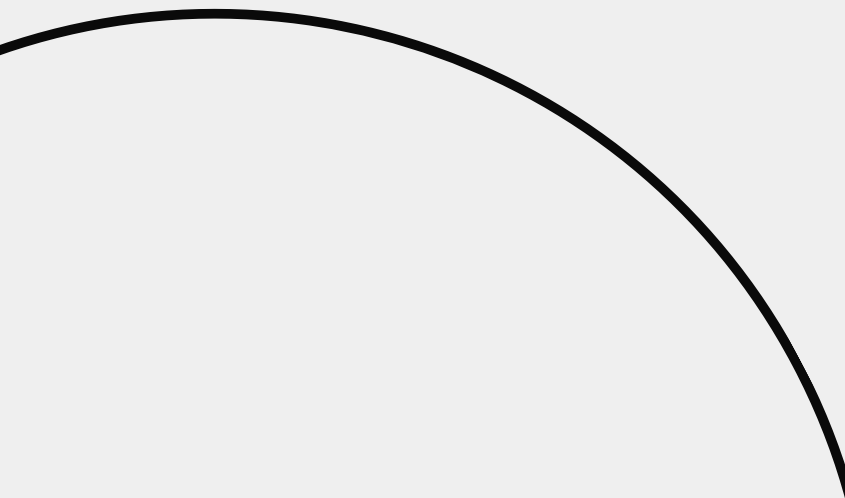
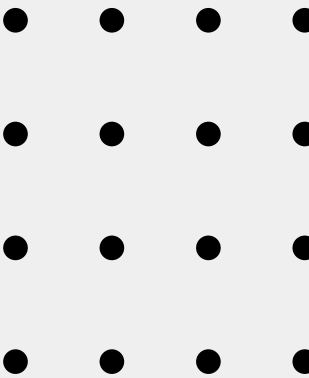
Product Categories

Apple products
have the smallest
discounts



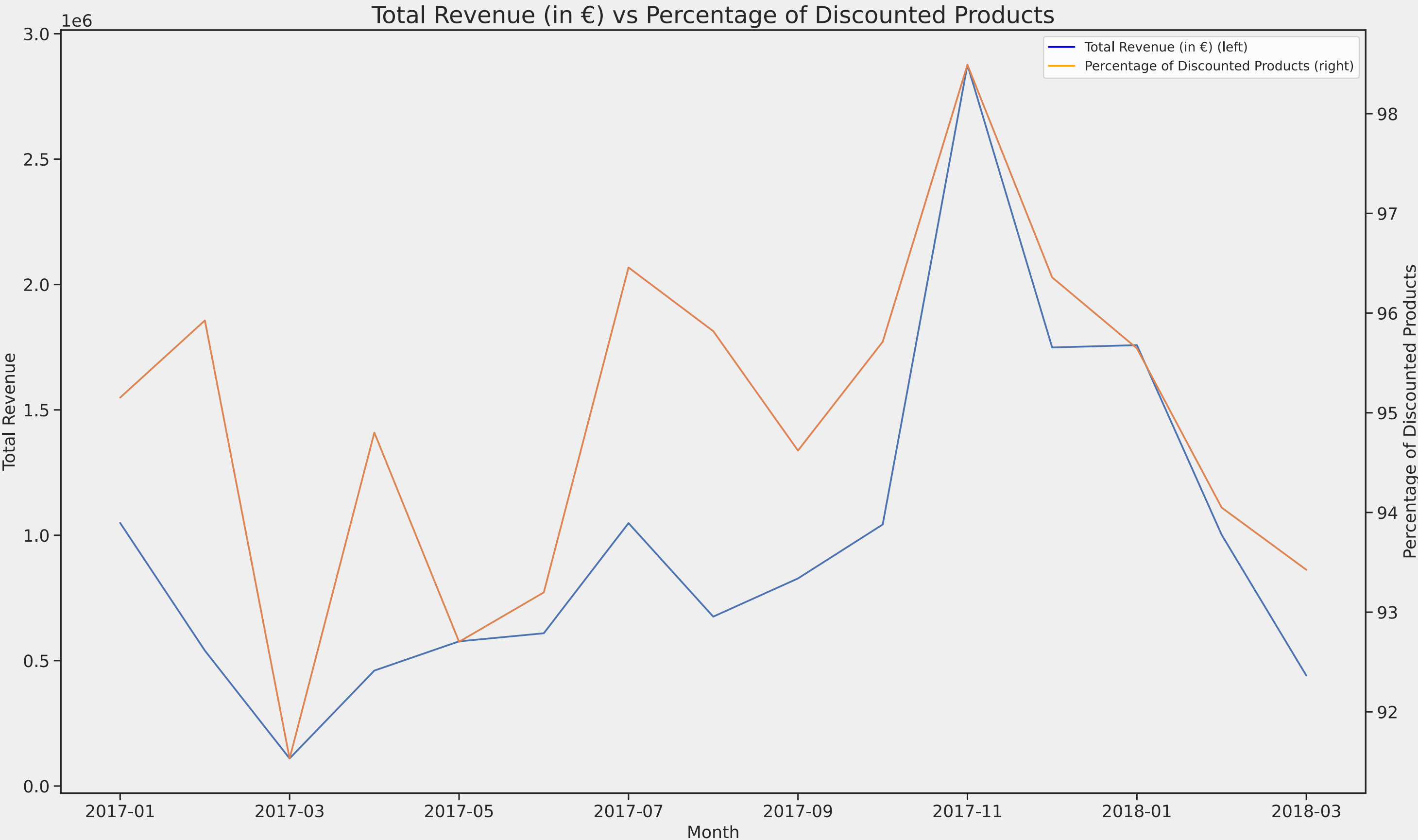
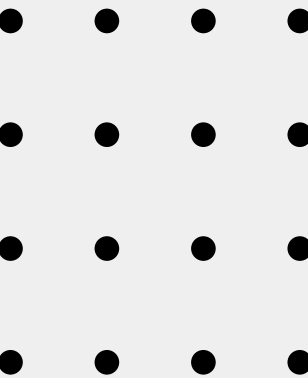
Price Categories

More expensive
Products get
smaller discounts



Discounts and Total Revenue

Total revenue is associated with the percentage of discounted products

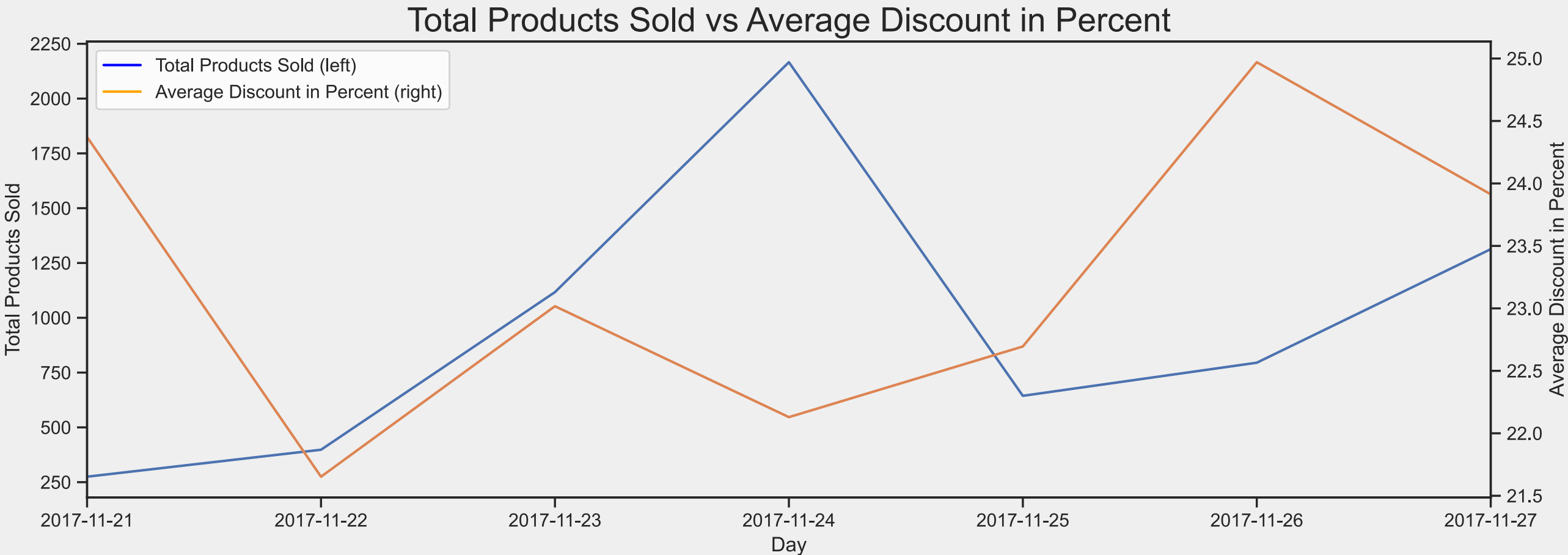
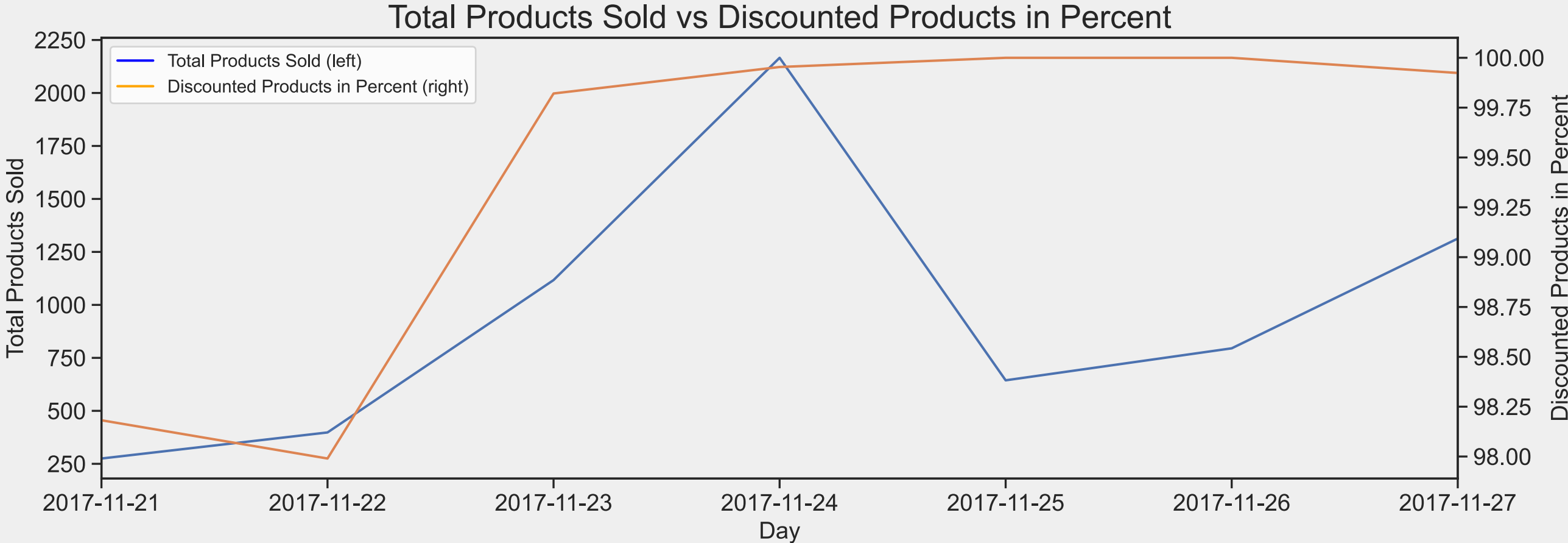
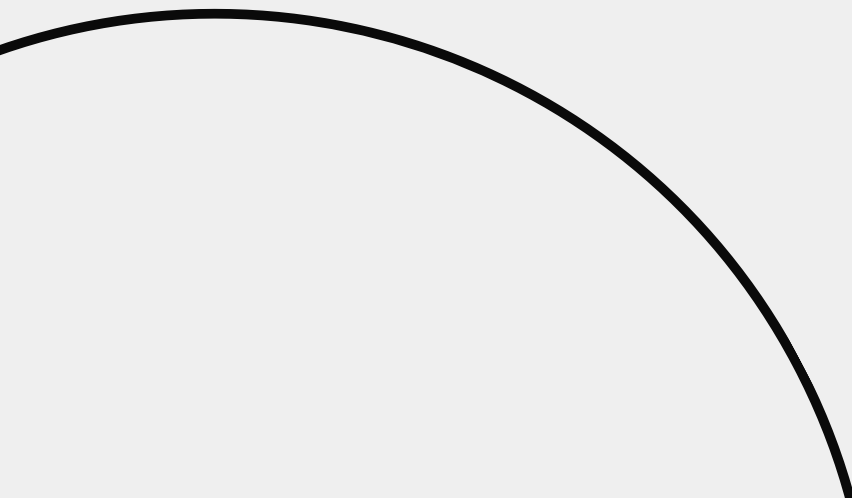


Pearson Correlation = 0.78

Impact of Seasonality

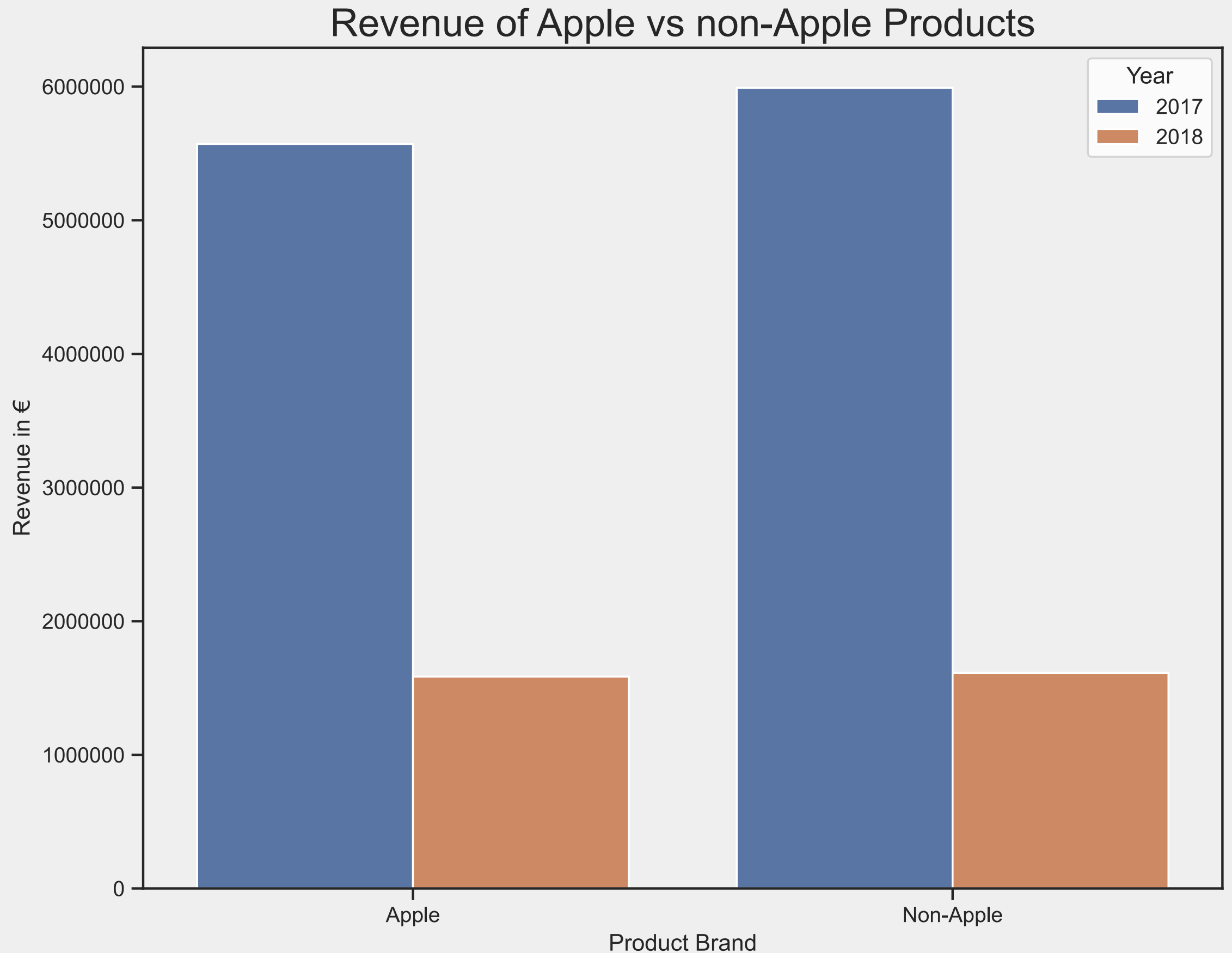
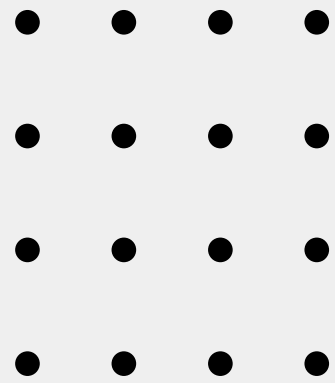
People buy on Black Friday despite quality of discounts getting worse

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- • • •
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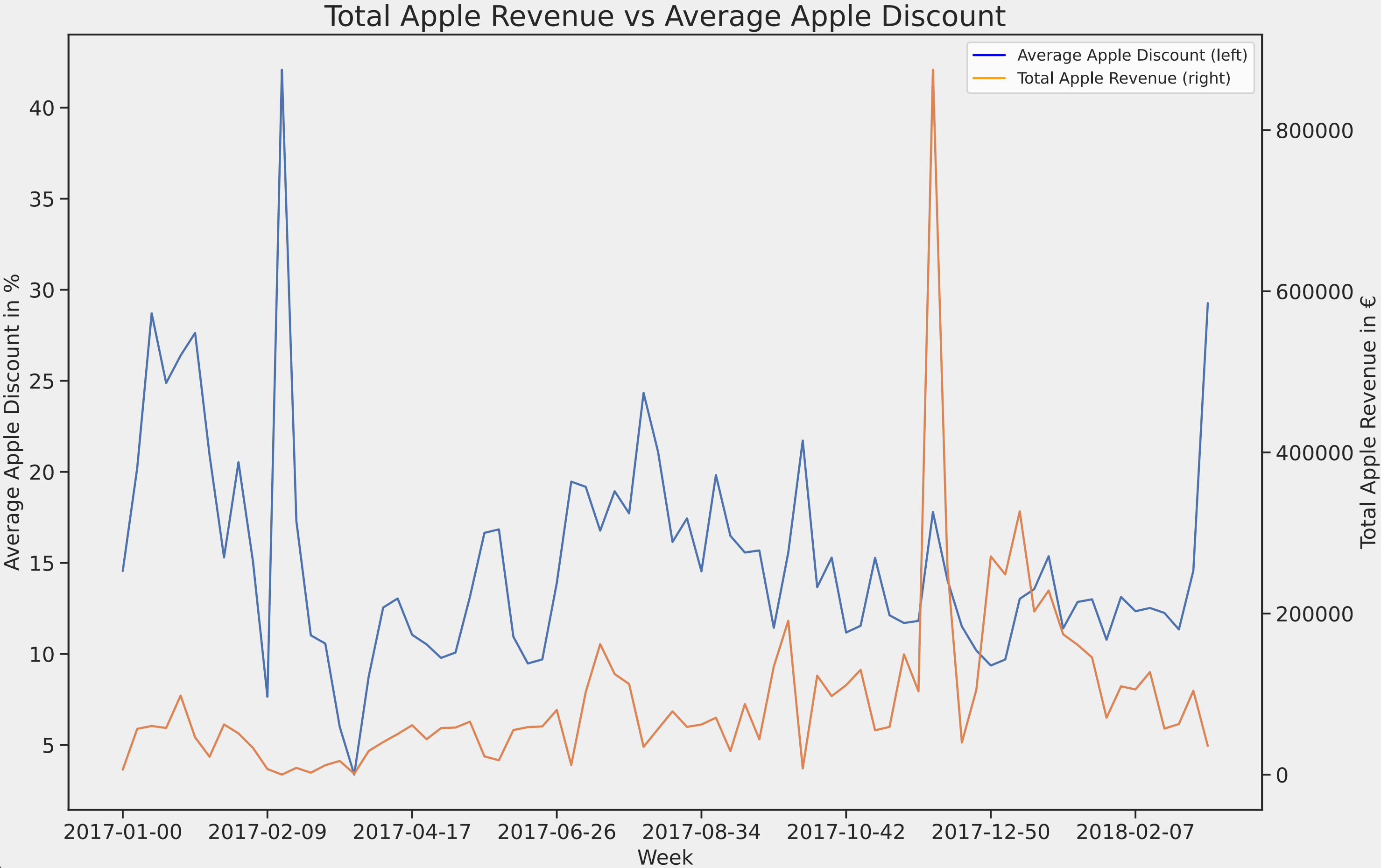
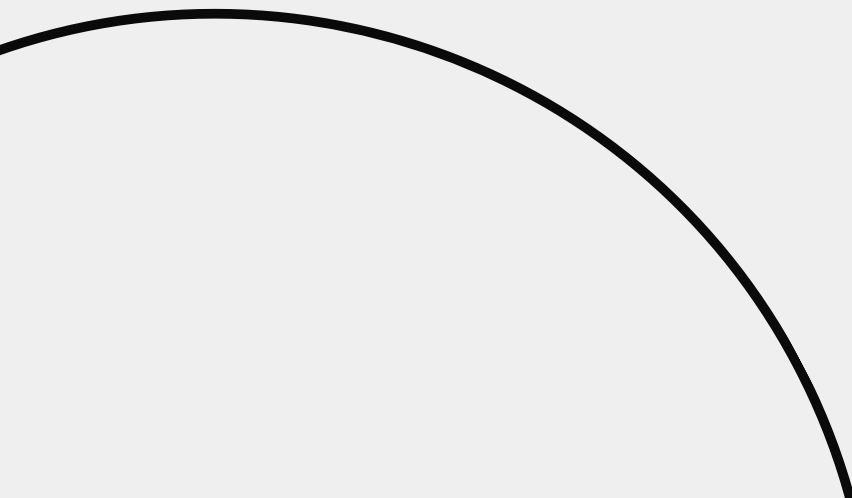
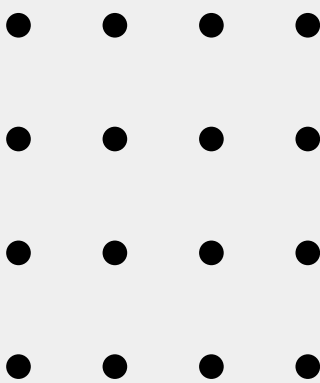
Apple Products

Sales of Apple Products make up almost half of Eniacs Revenue



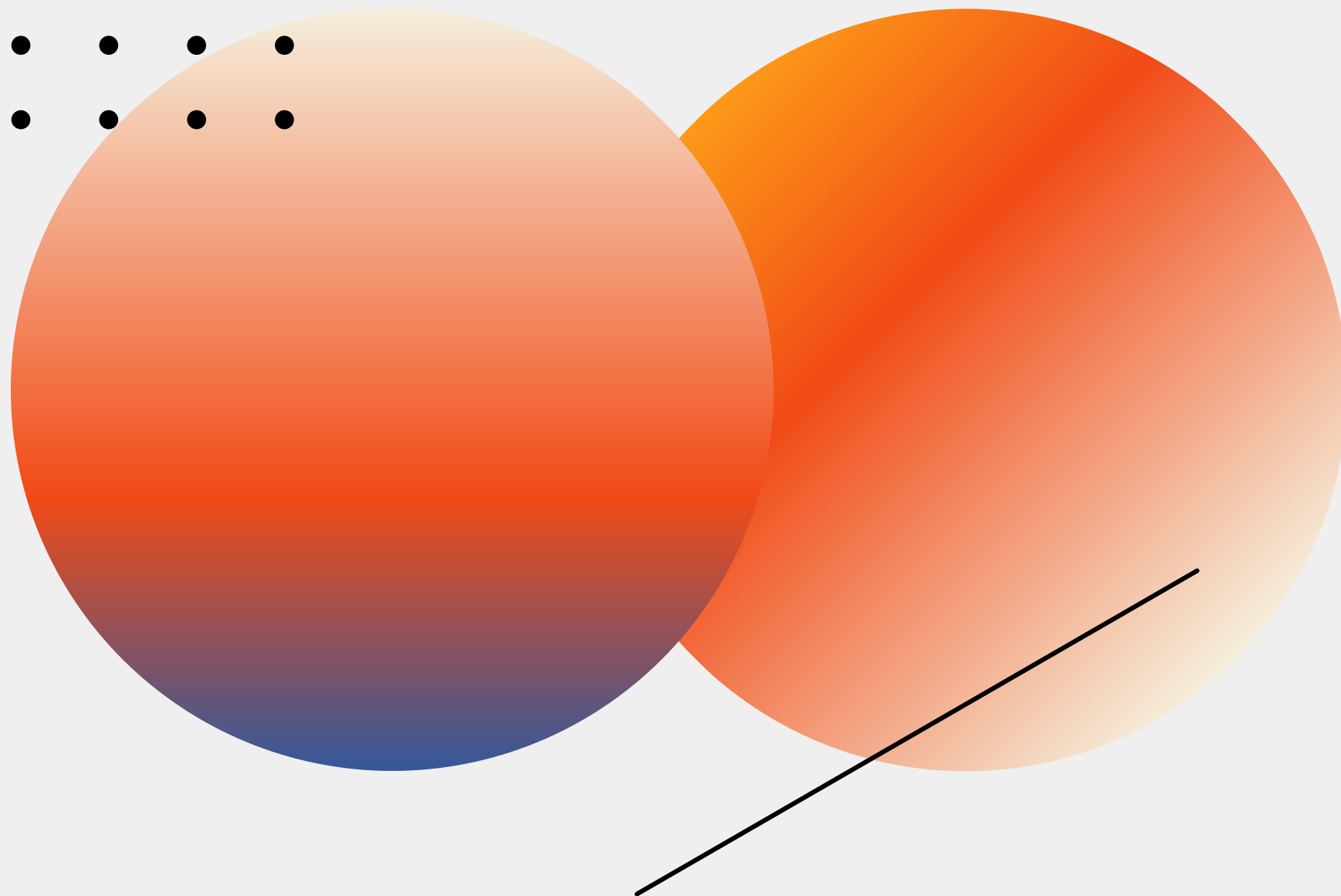
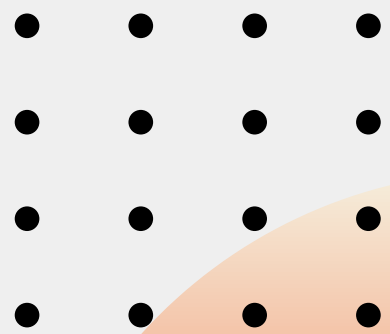
Apple Products

No association
between discount
percent and total
revenue for
Apple products



Data Summary

- 1** Data indicates correlation between discounts and total revenue but causation is unclear
- 2** Apple products have small discounts but make up half the revenue
- 3** People buy a lot on Black Friday, regardless of discounts



Do Controlled Experiments

Set up different discount strategies for the same timeframe (f.e. Black Friday) and analyse the result

Improve Marketing

Customers need to know that there is a sale going on

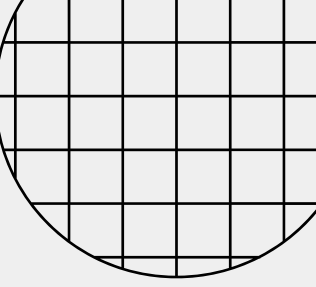
Final Recommendations

Improve Data

Include buying price (so that profit can be calculated) and customer info

Compare Competition

Try to get some data from competitors to compare Eniac with



Thank you

Do you have any questions?

