Product Discounts provided by Eniac

Eniac Data Analytics Team

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Current situation in numbers

Analysed data referred to the period:
January 2017 - March 2018 (1Y 3M)

Revenue for this time period: 7.971.620 € (~ 8M)

Discounts (provided): 1.625.394 € (~1.6M)

Number of products: ~ 10.000

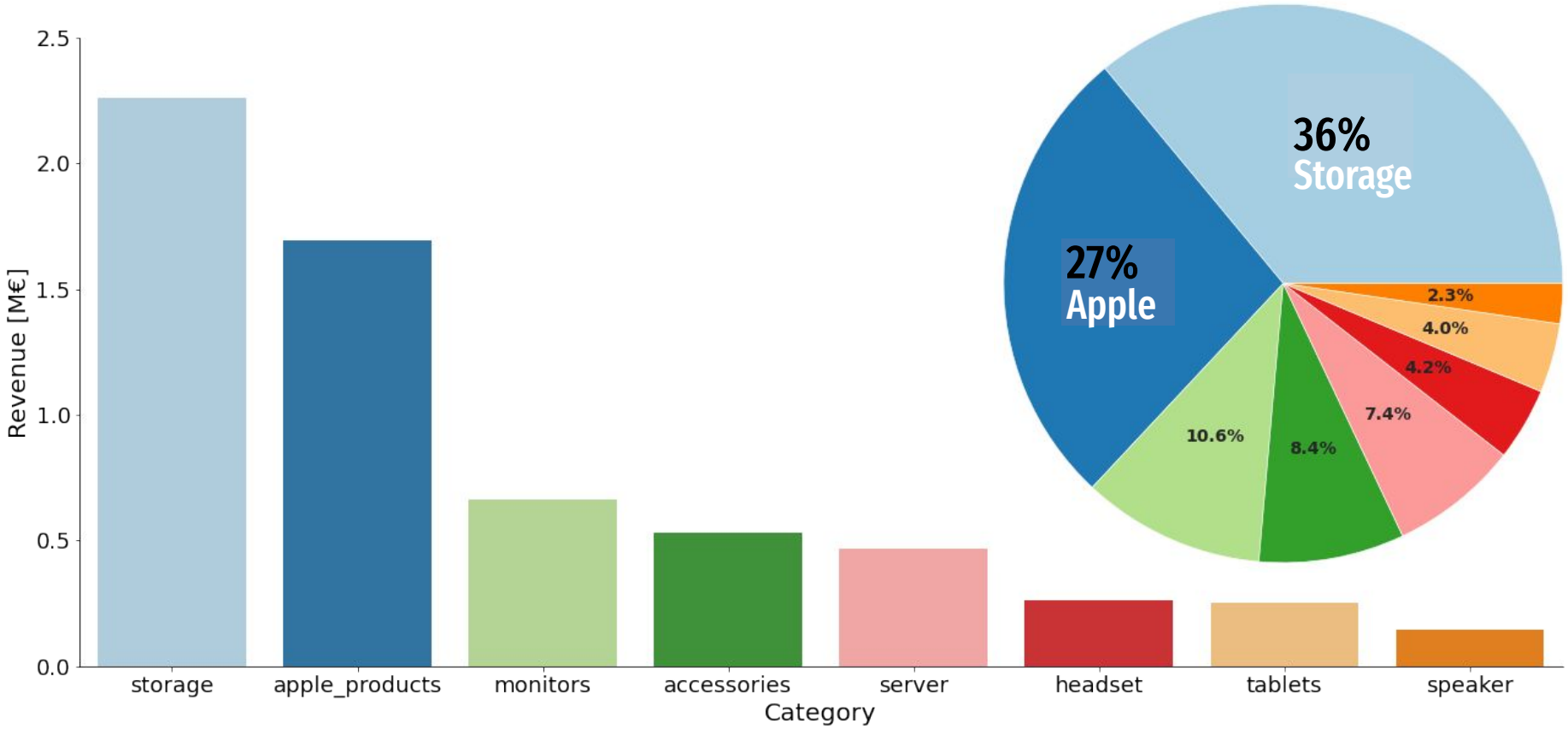
Number of product types: ca. 114

~24
Product types

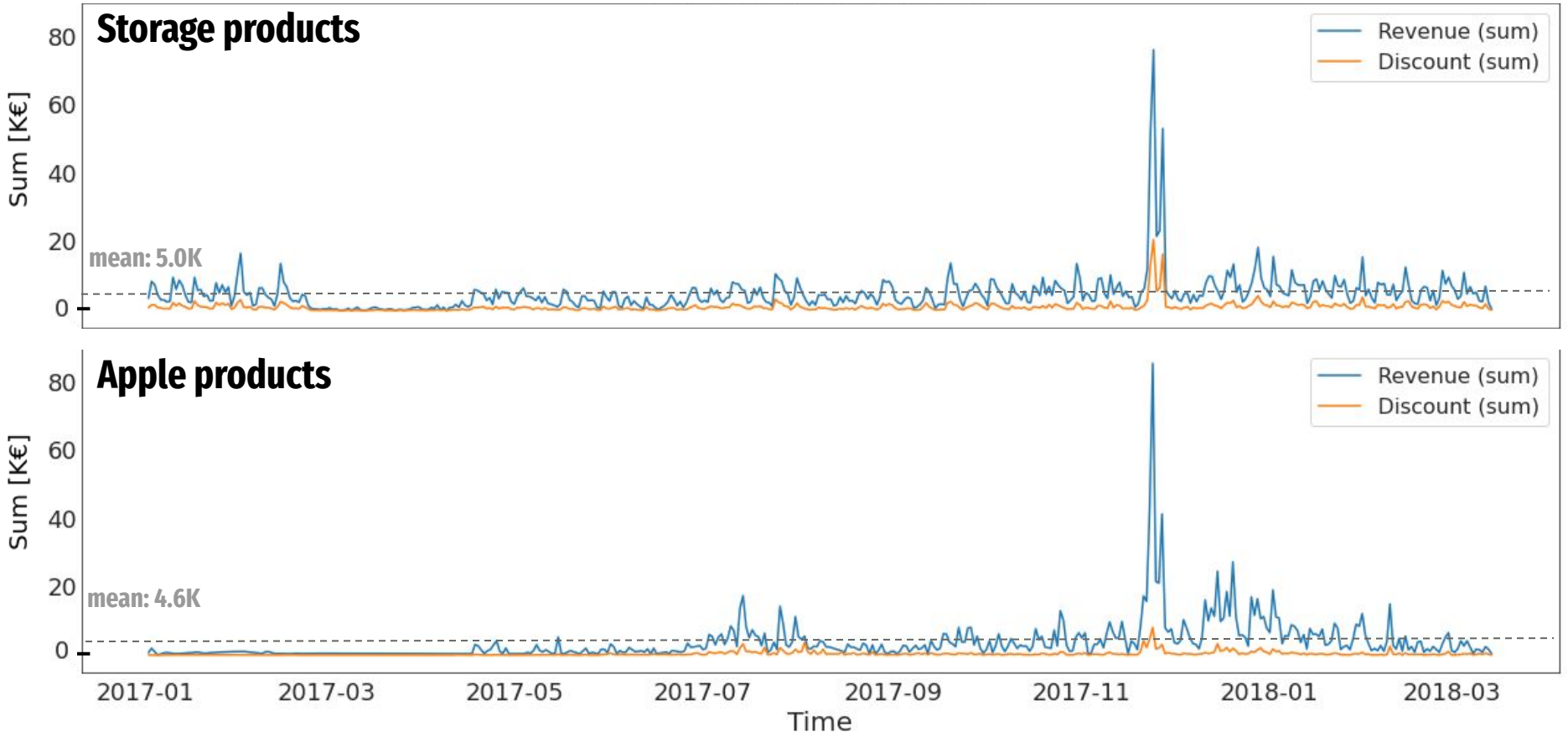
8
Categories

** the analysis focuses on the products that account for 80% of the revenue*

Product categories and revenues



Revenues and Discounts (Jan 2017 - Mar 2018; 1Y 3M)



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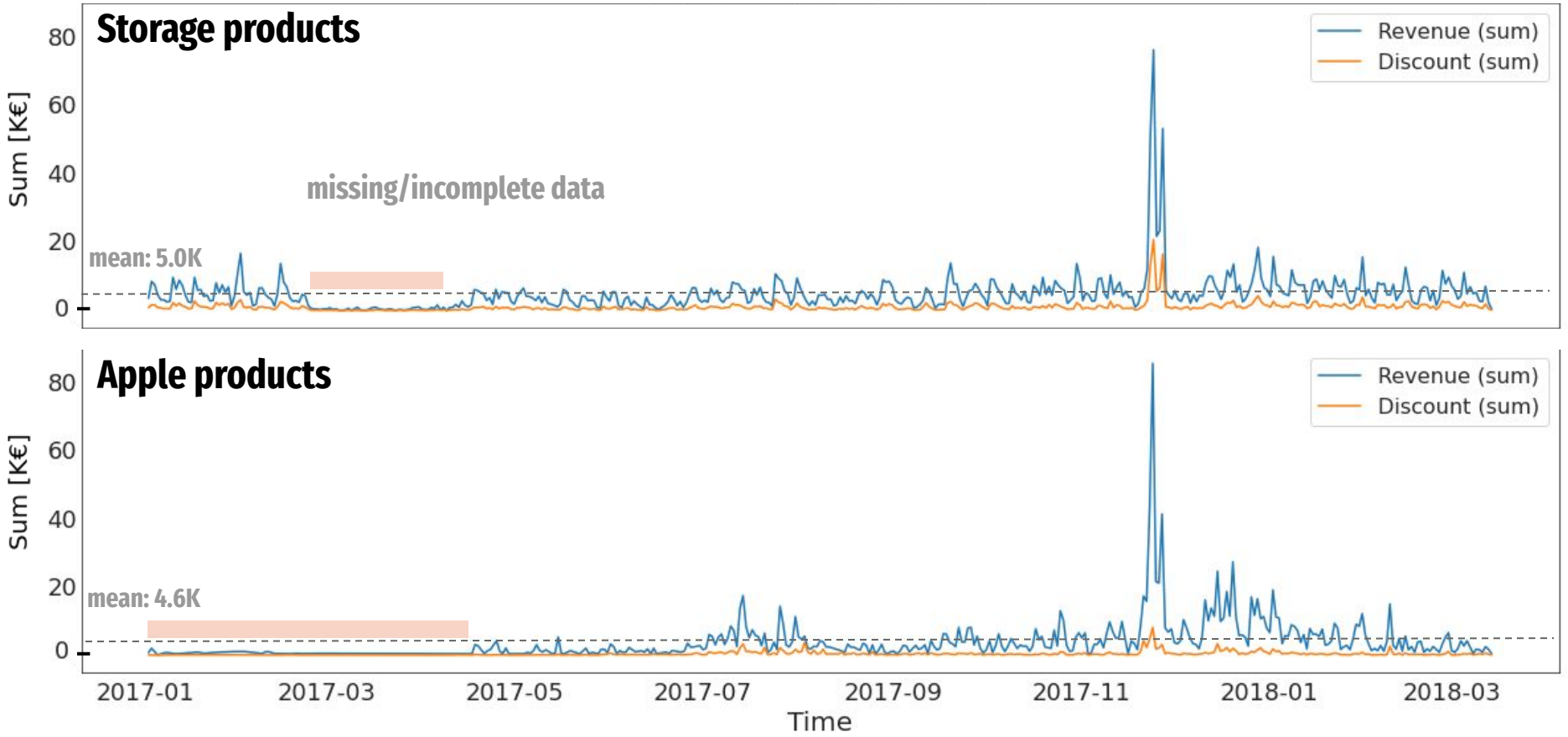

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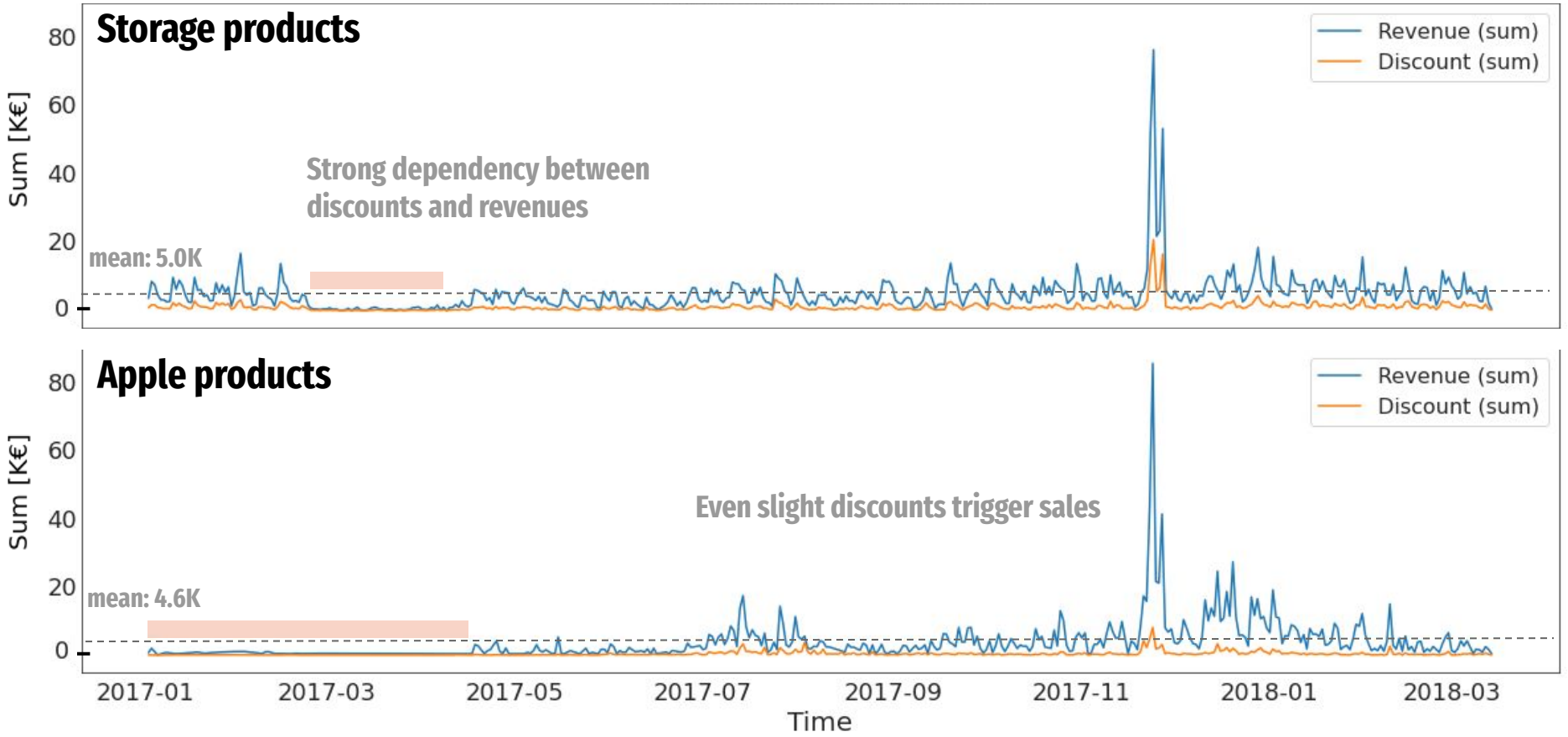

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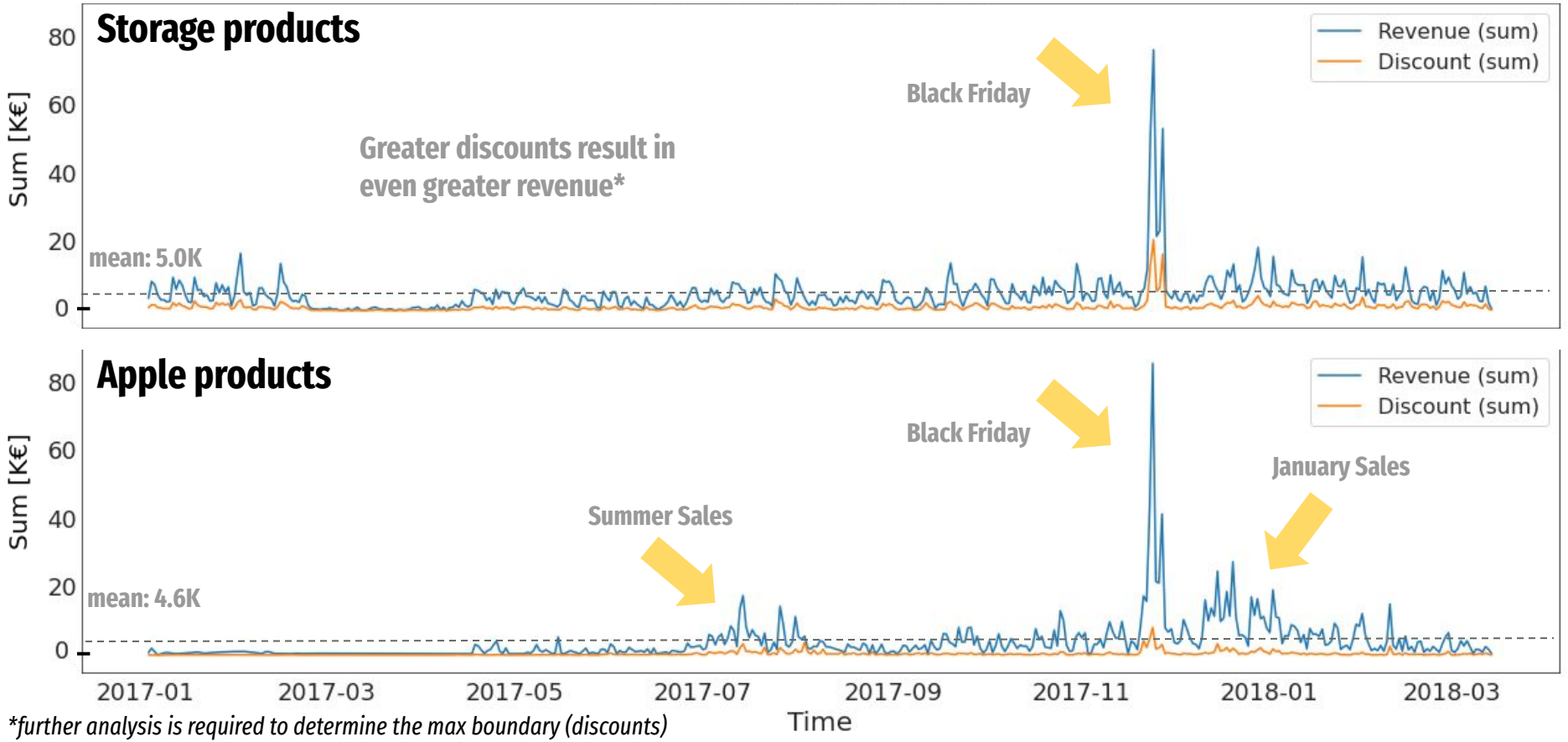
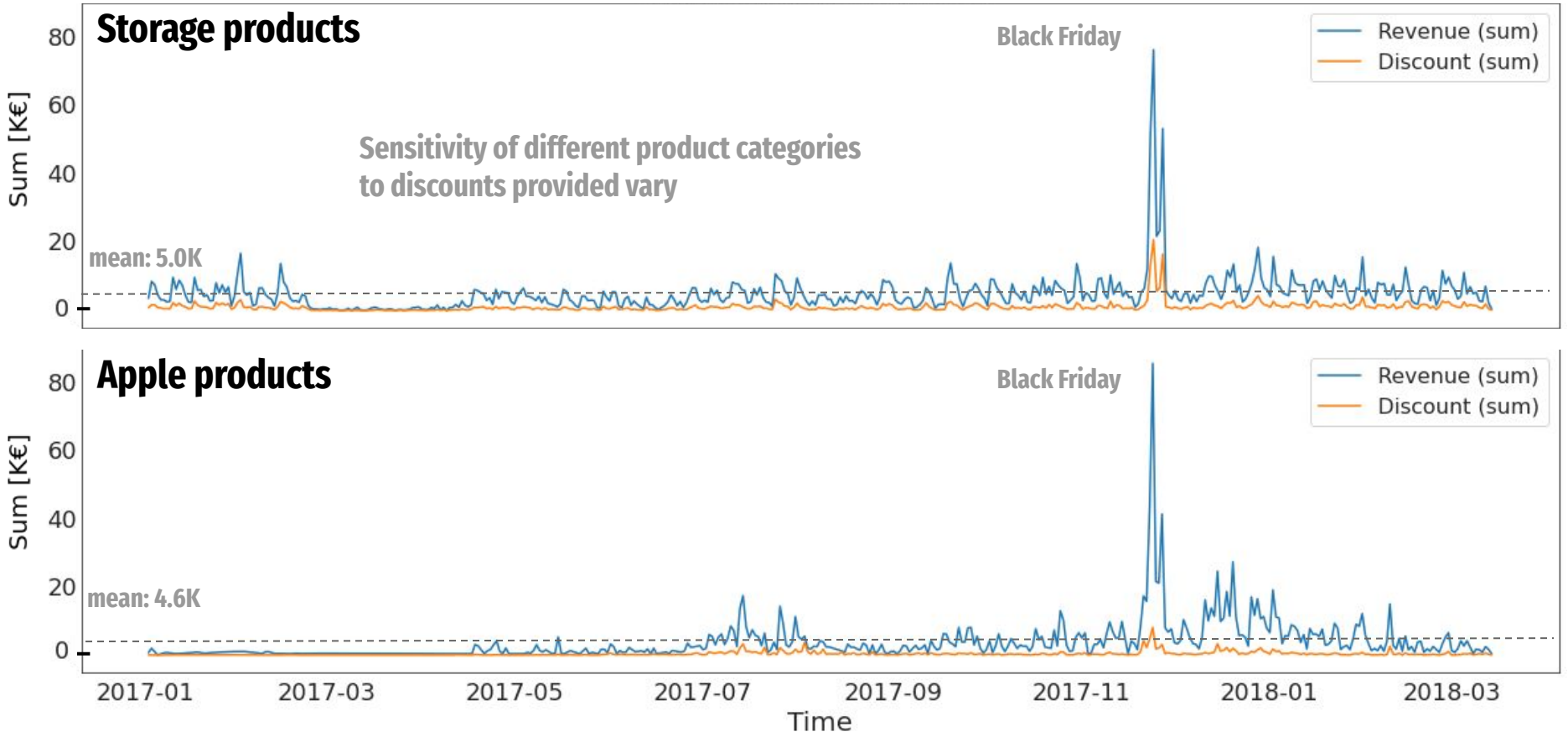


**further analysis is required to determine the max boundary (discounts)*

Revenues and Discounts (Jan 2017 - Mar 2018; 1Y 3M)



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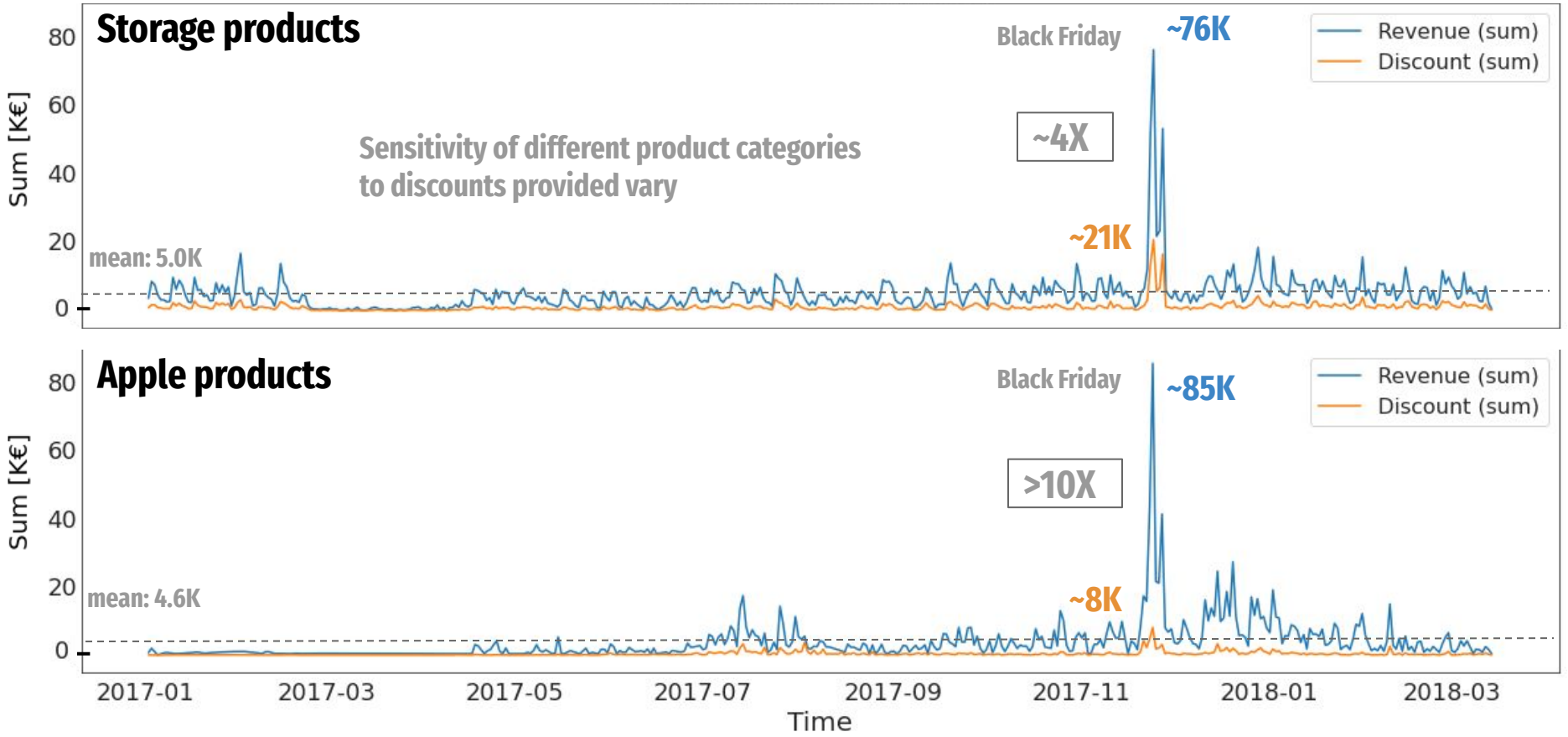

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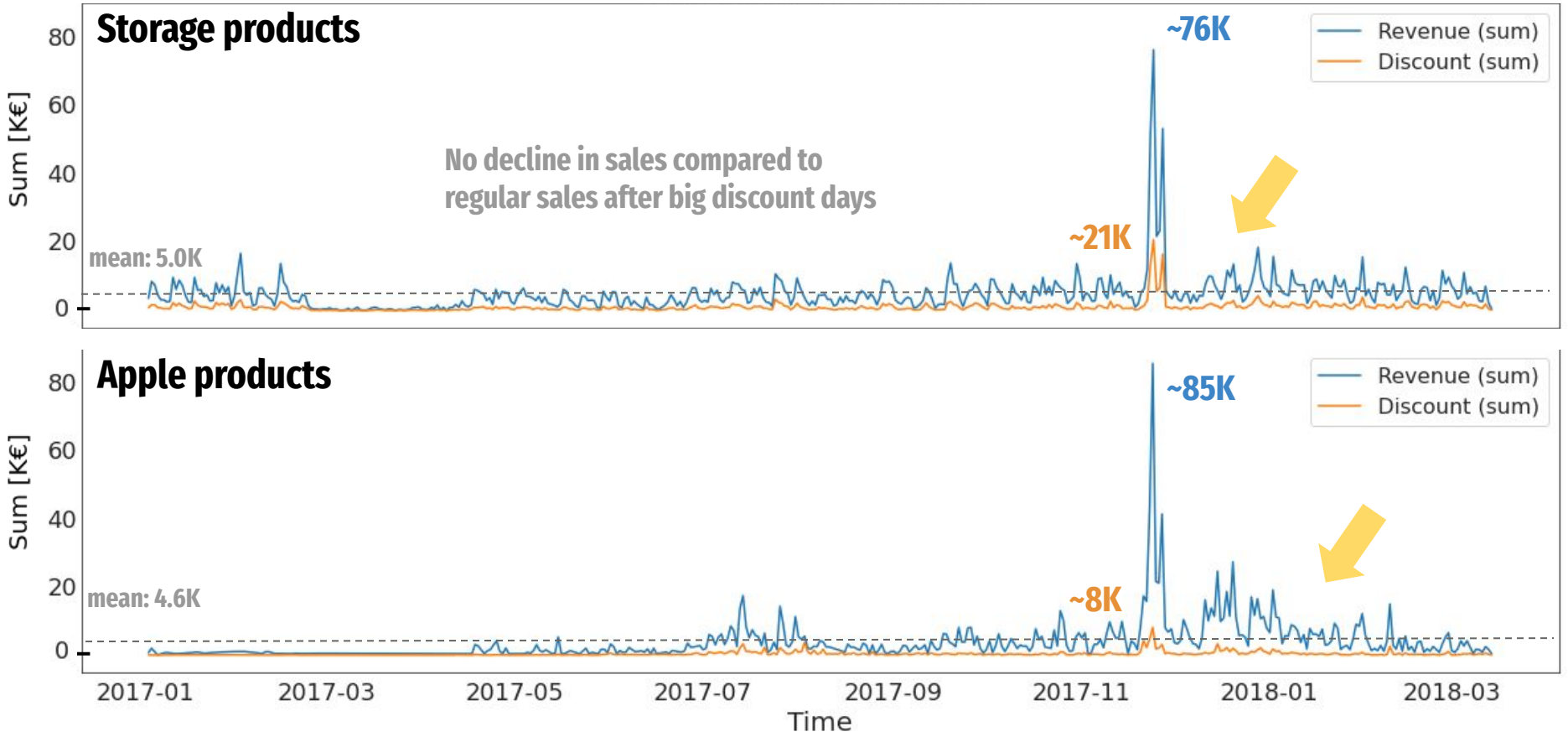

Conclusion

Is discounting of products beneficial?

YES, BUT!

- More sustainable way, to attract indecisive & hesitant customers
- More useful on higher priced articles, reduces the inhibition threshold
  → less advised on cheap items, those may appear even cheaper!
  (concern of the investor)
- Even after the discount ended
  → recurring attraction of new customers

Data gathering/engineering

- Developing protocols for prevention of data corruption
  → more focus on the data prognosis, less on the processing of data
- Standardized column format = more valuable data & preciser prognosis
- Clear categorization (incl. names of the individual categories)