

# ENIAC's Discount Policy

Cathrin Rahn, Kiruthika Subramaniam, Sofía Tello



**Discount based on sale price**

**Categories based on product type**



Storage  
Devices

Computer  
Components

Monitors

Pointer /  
Pens

Accessories

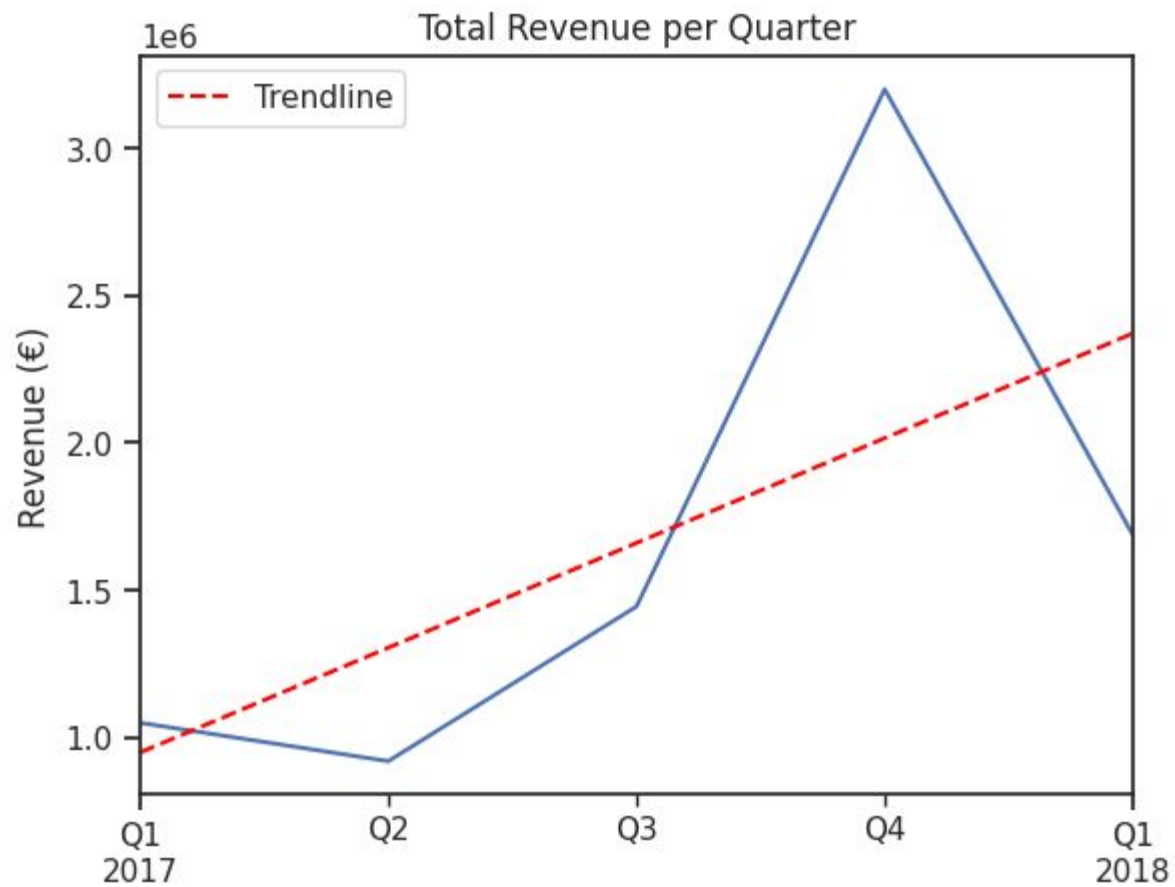
Tablets

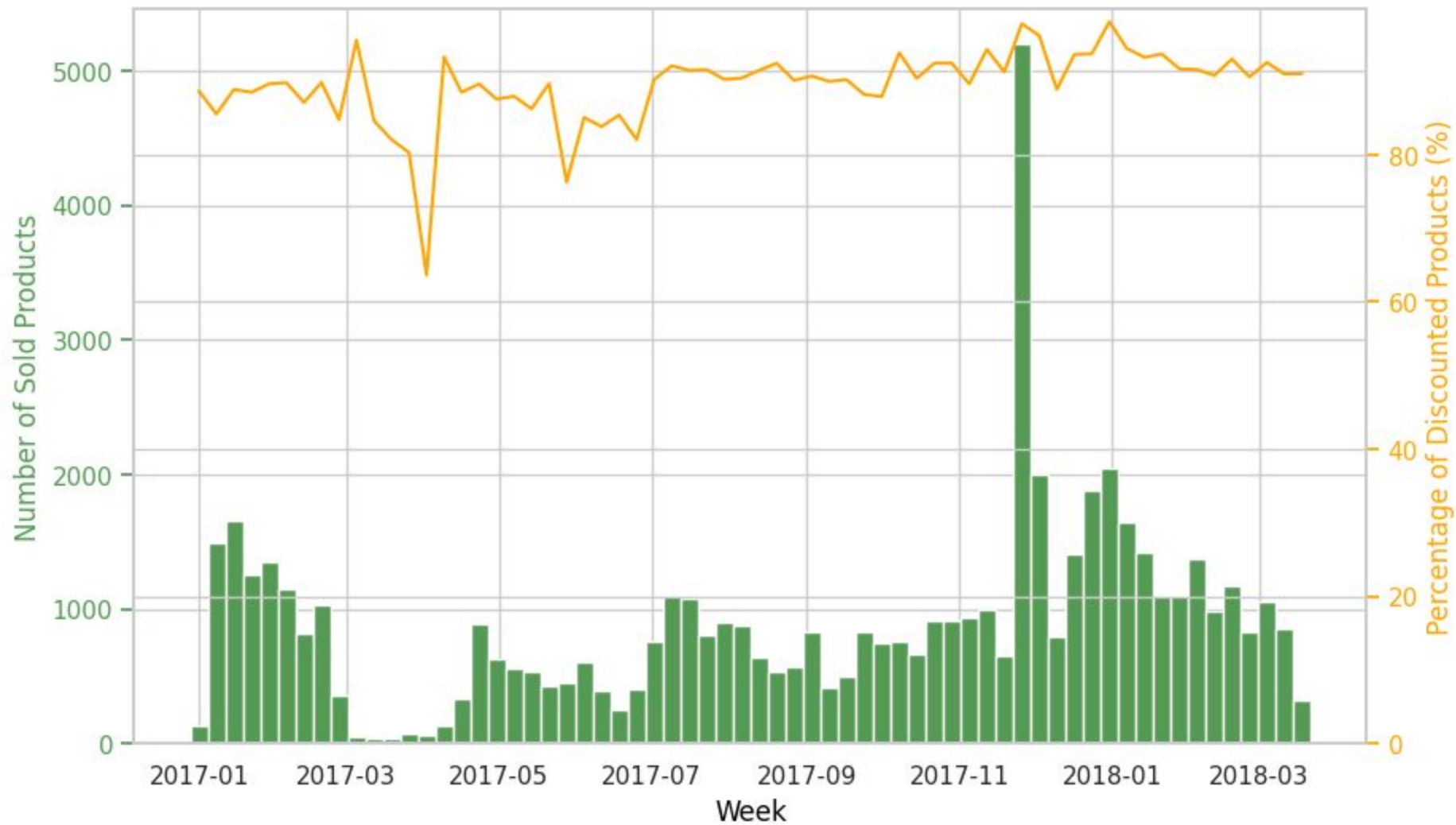
Headphones

Drawing  
tablets

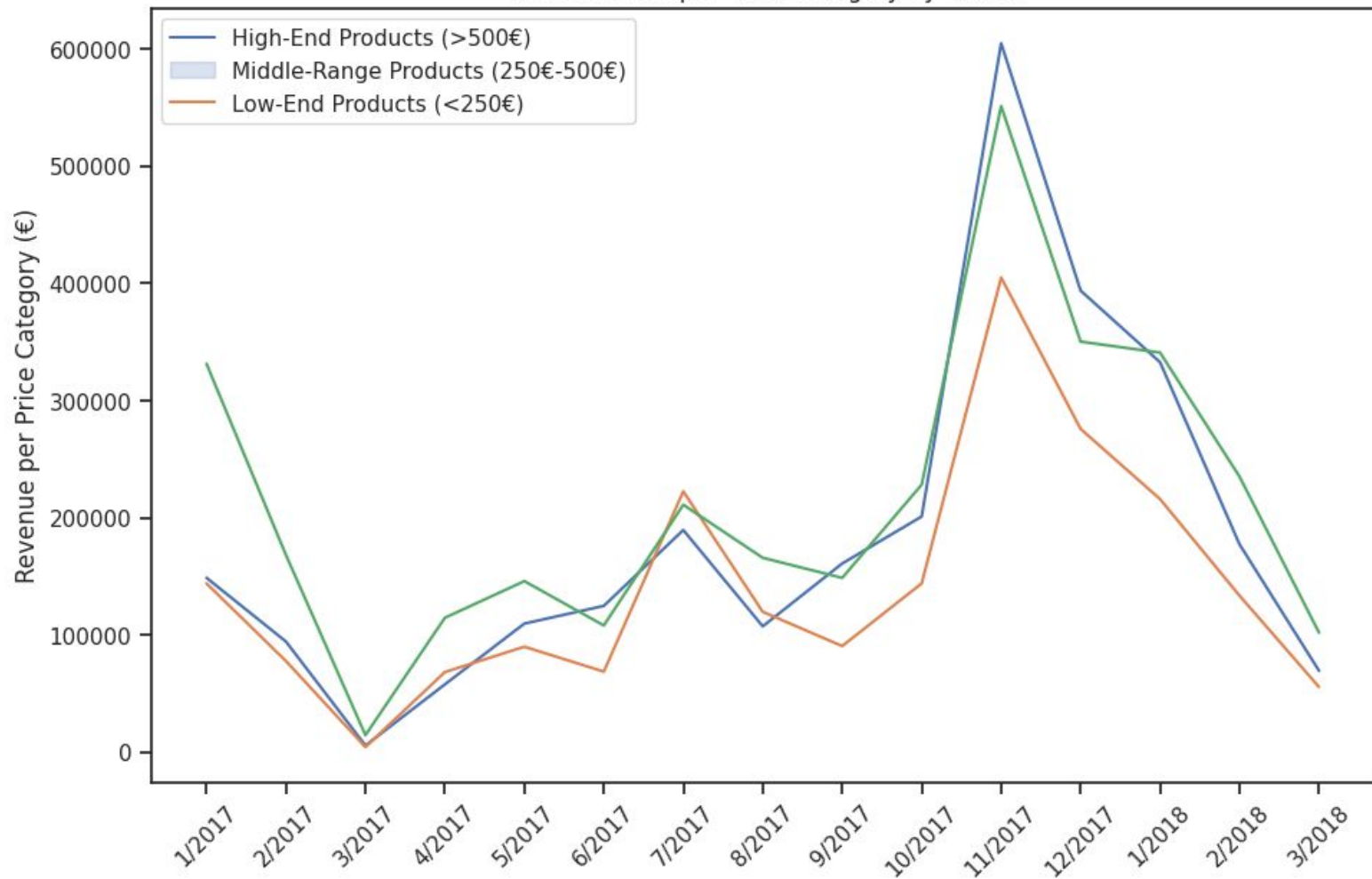
Laptops /  
Desktops

Others

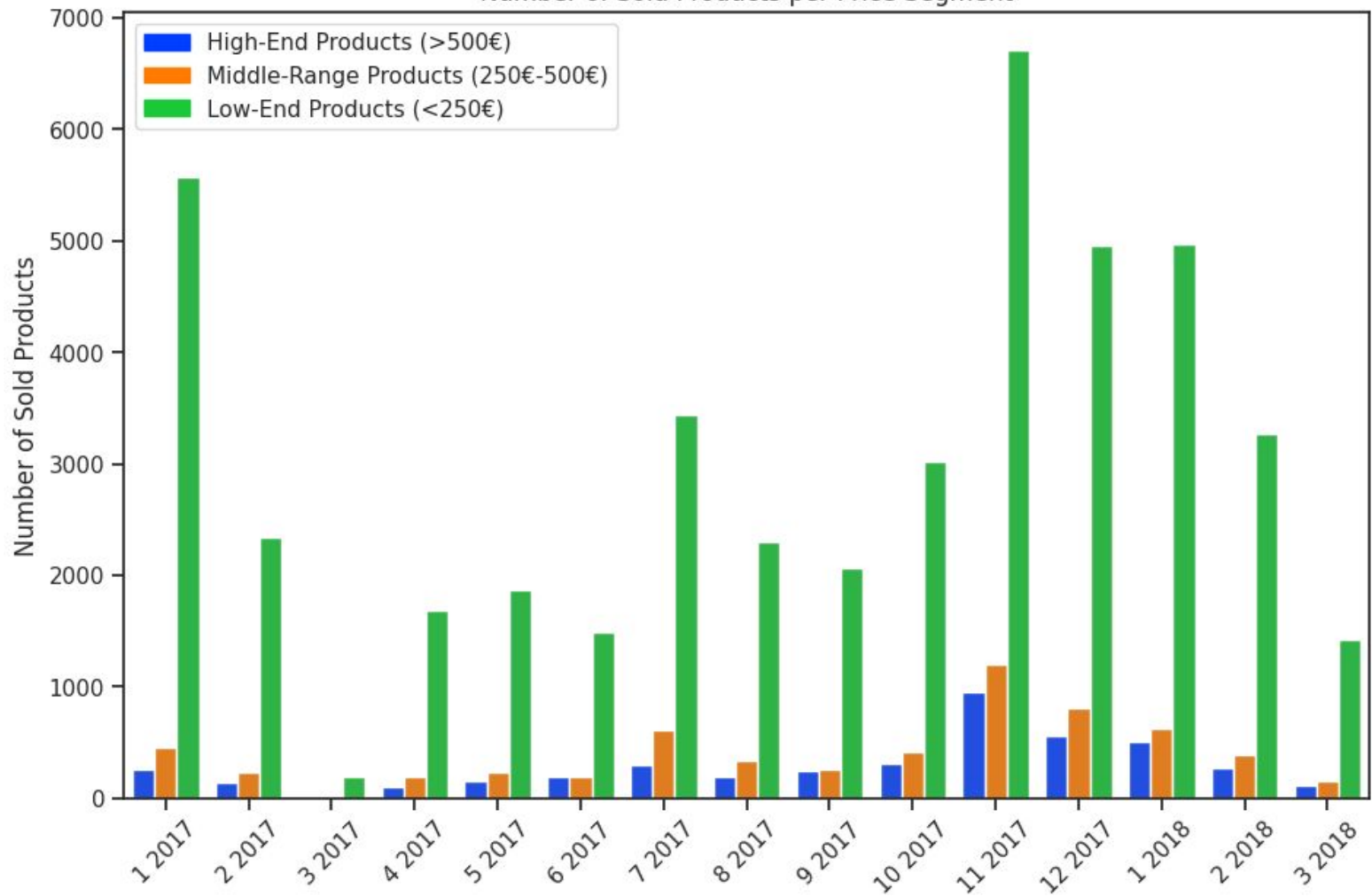




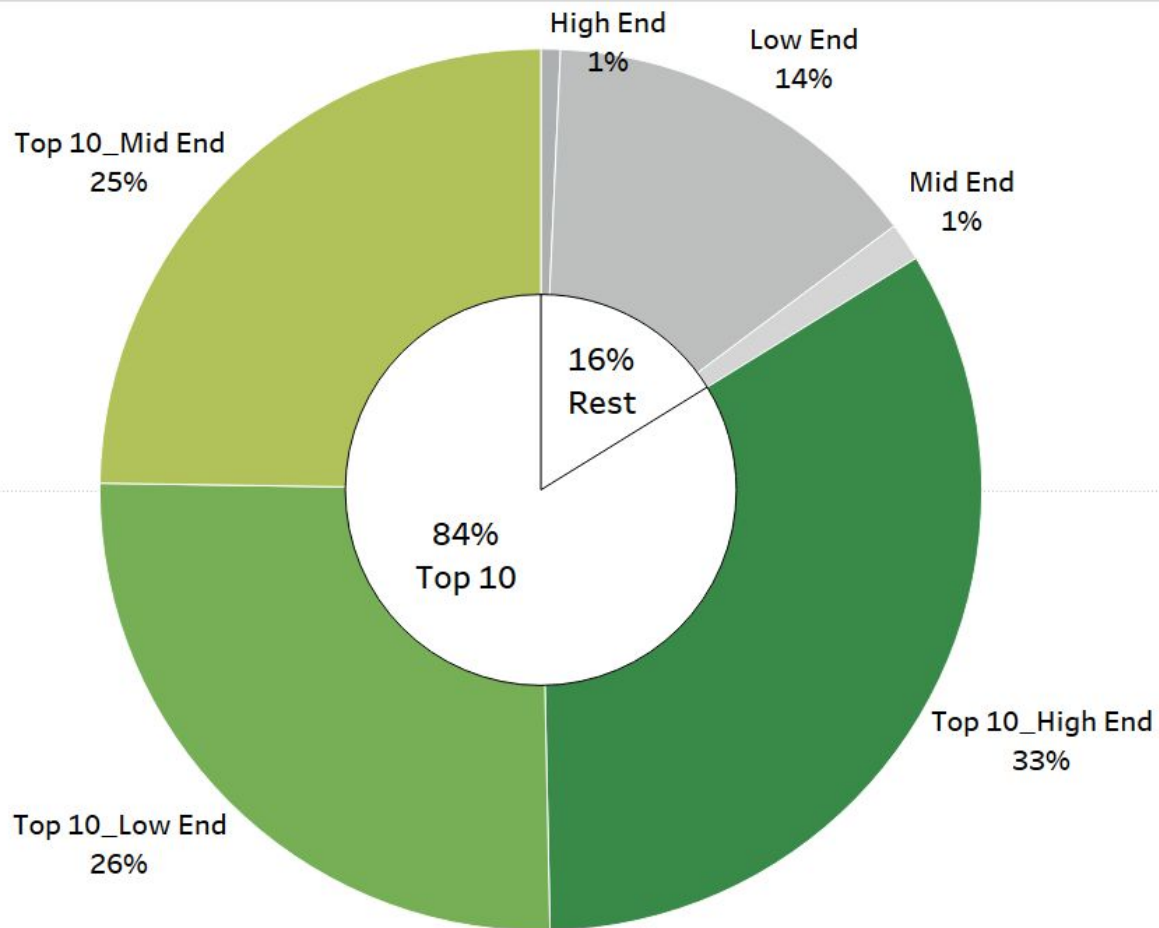
Total Revenue per Price Category by Month



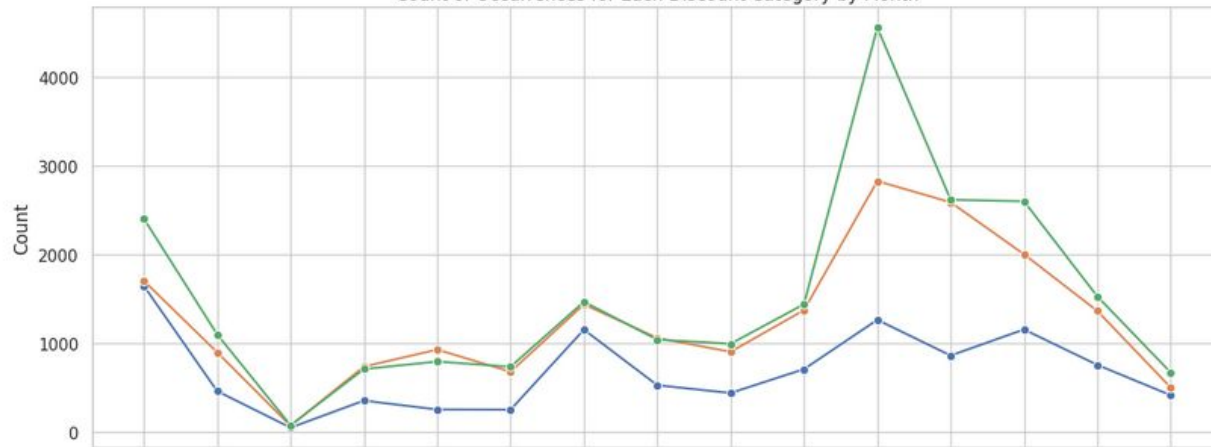
# Number of Sold Products per Price Segment



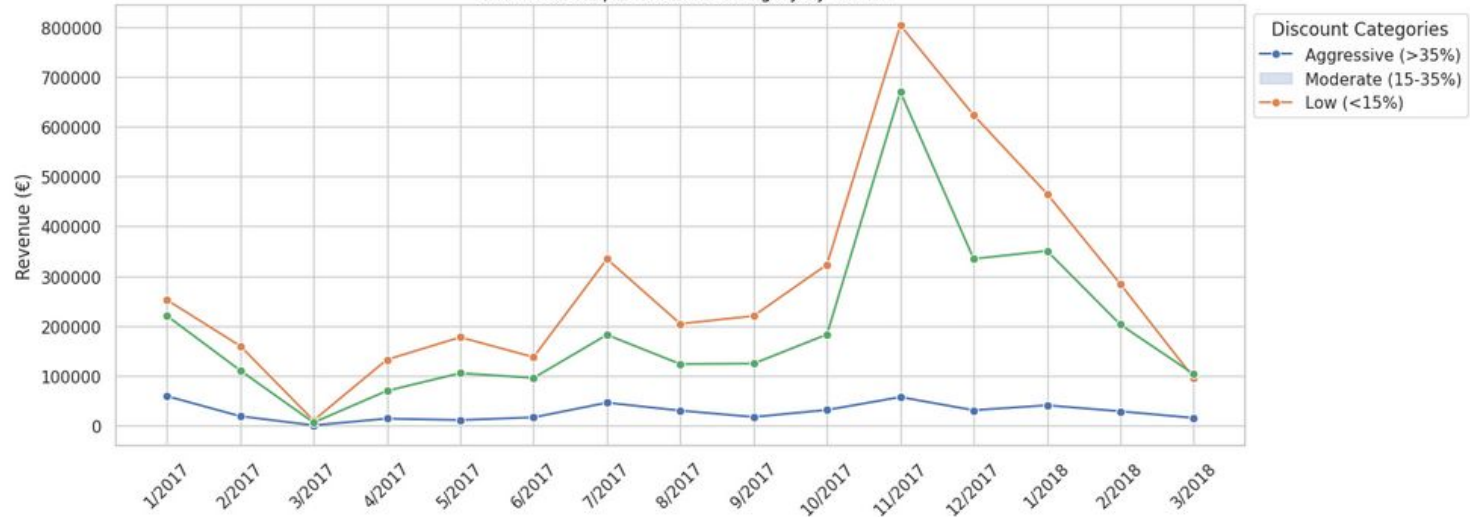
Revenue Distribution per Price Range



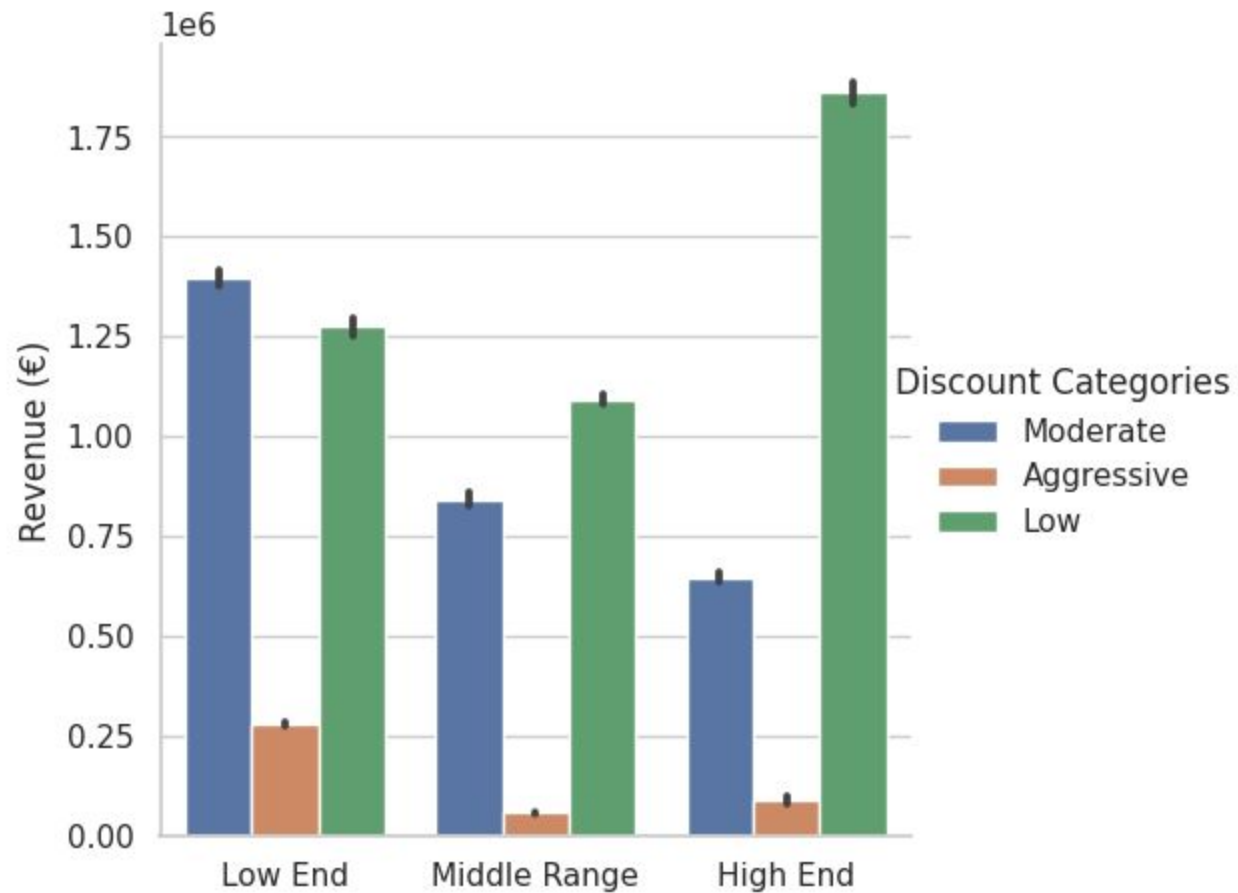
Count of Occurrences for Each Discount Category by Month



Total Revenue per Discount Category by Month





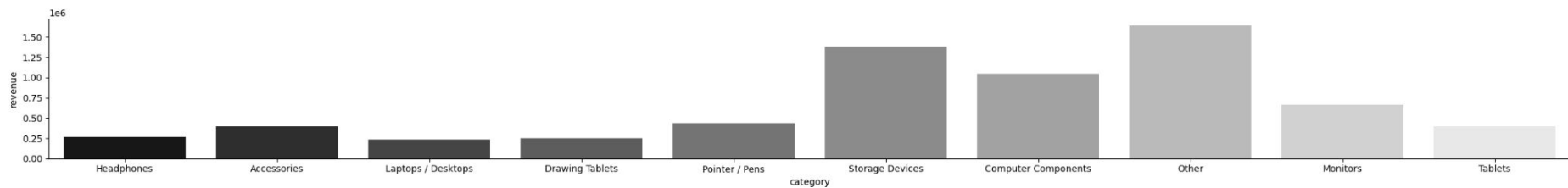
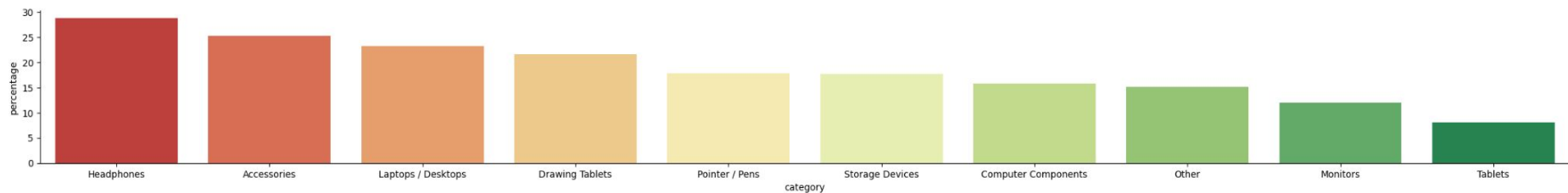
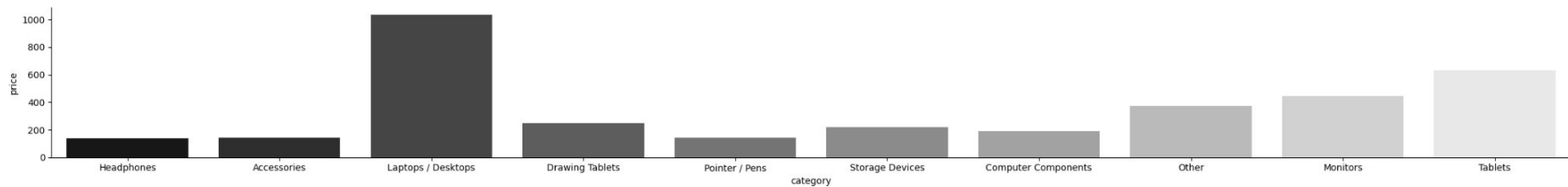


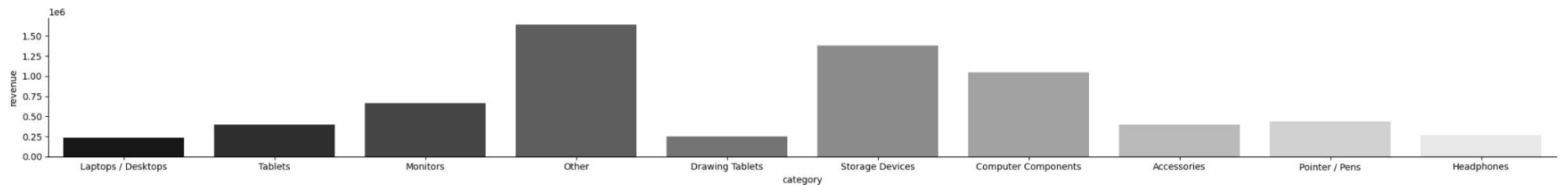
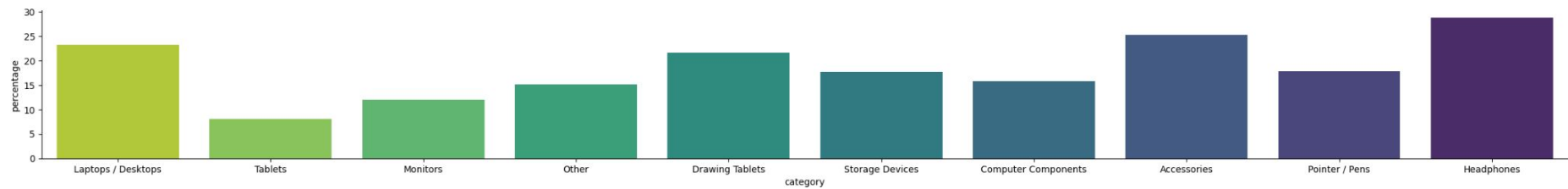
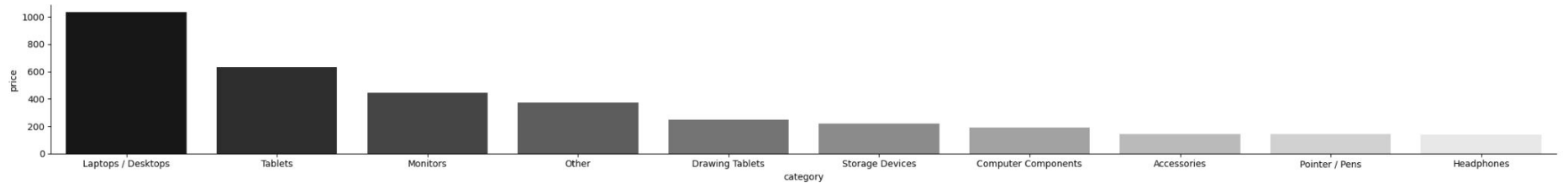
# In order to **increase** the **Revenue**, ENIAC should...

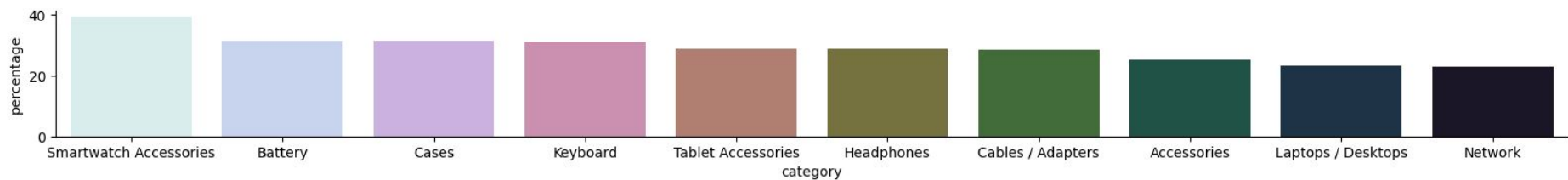
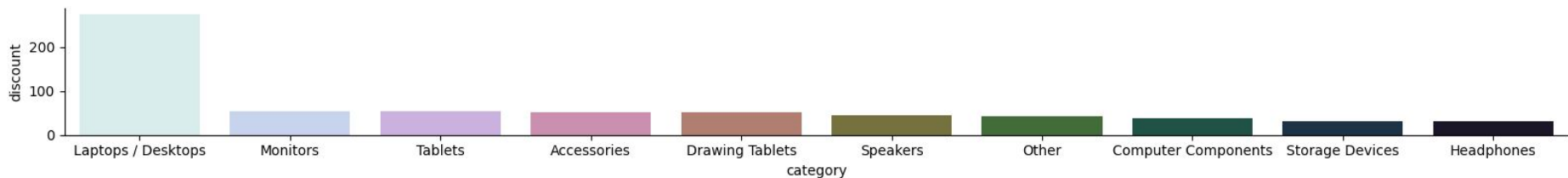
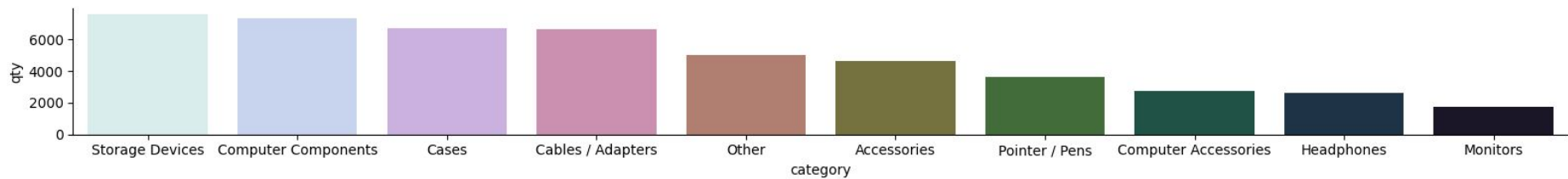
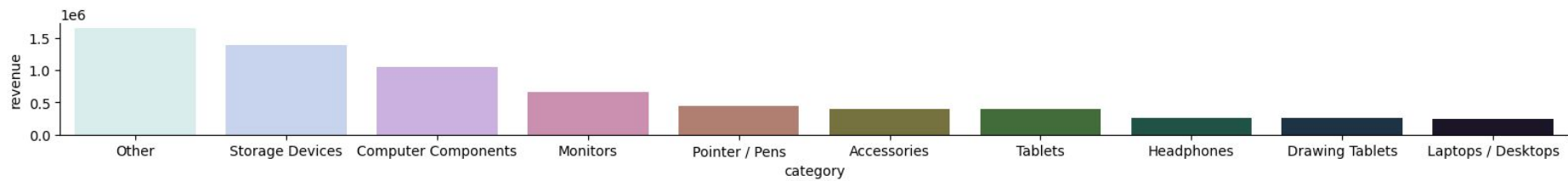
... focus on **optimizing Discounts** for the **Top 10-Categories**

... **extend low** (<15%) and **moderate** (15-35%) Discounts

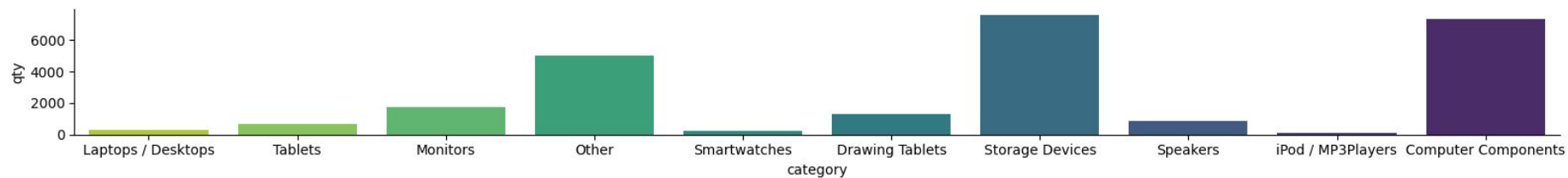
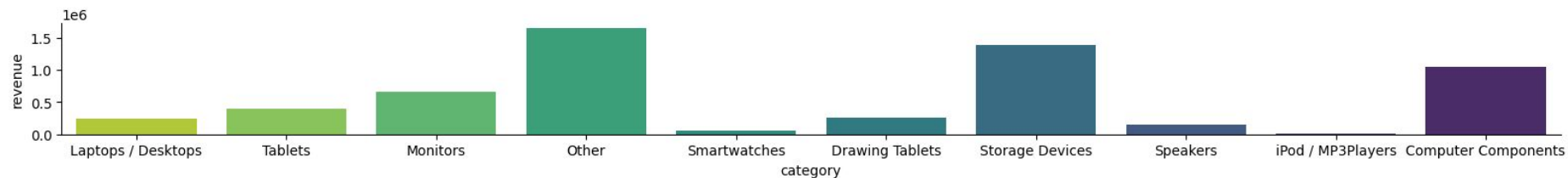
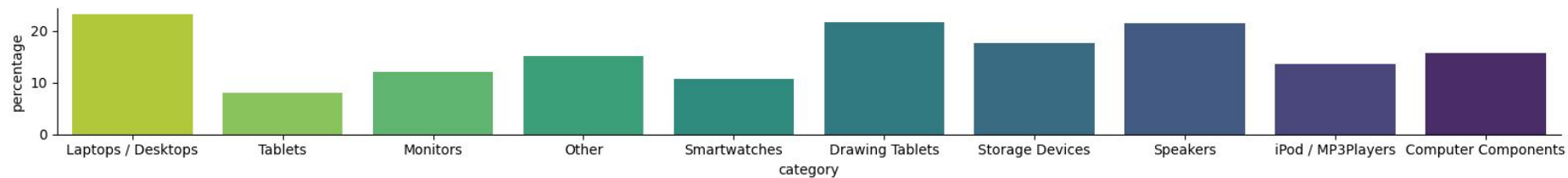
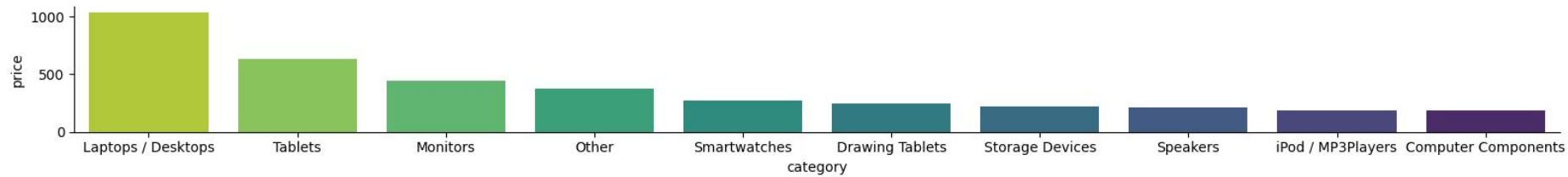
THANKS FOR YOUR ATTENTION!



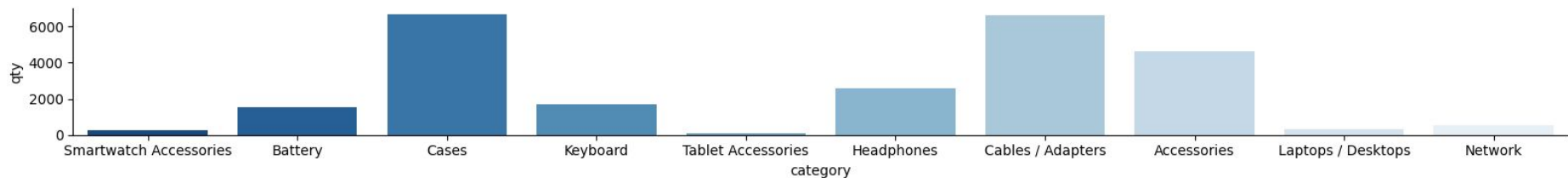
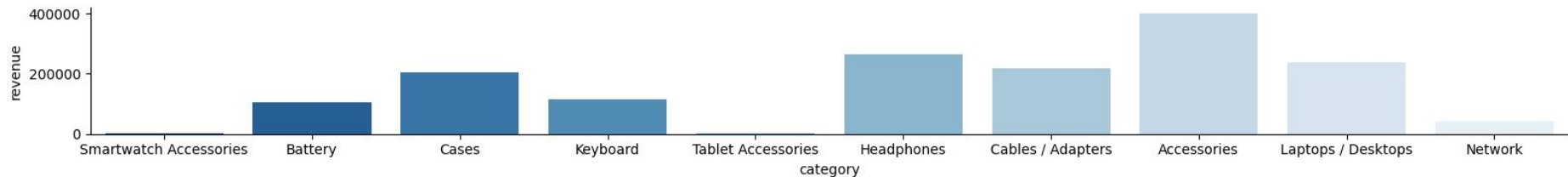
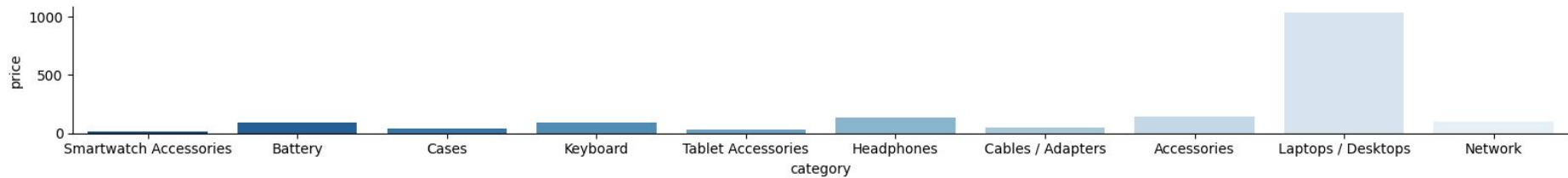
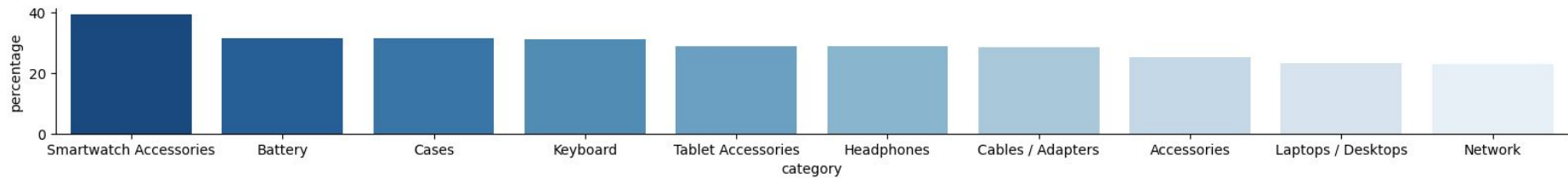


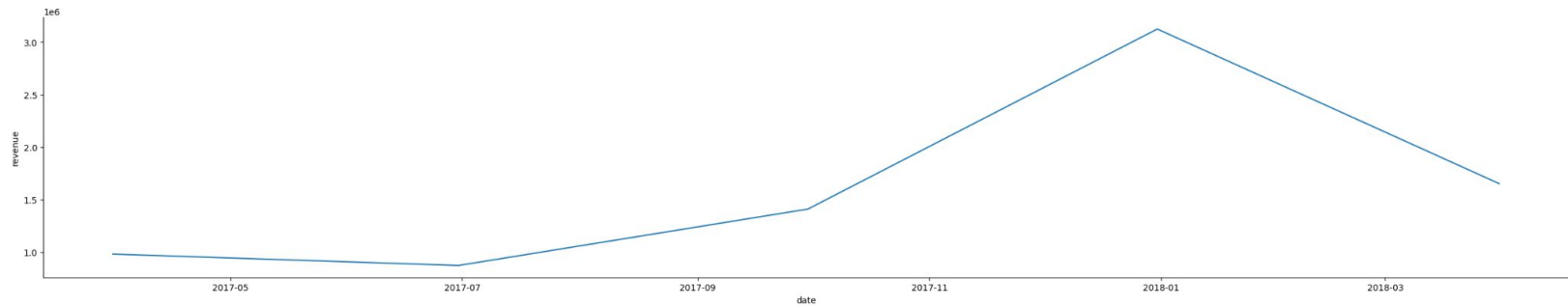
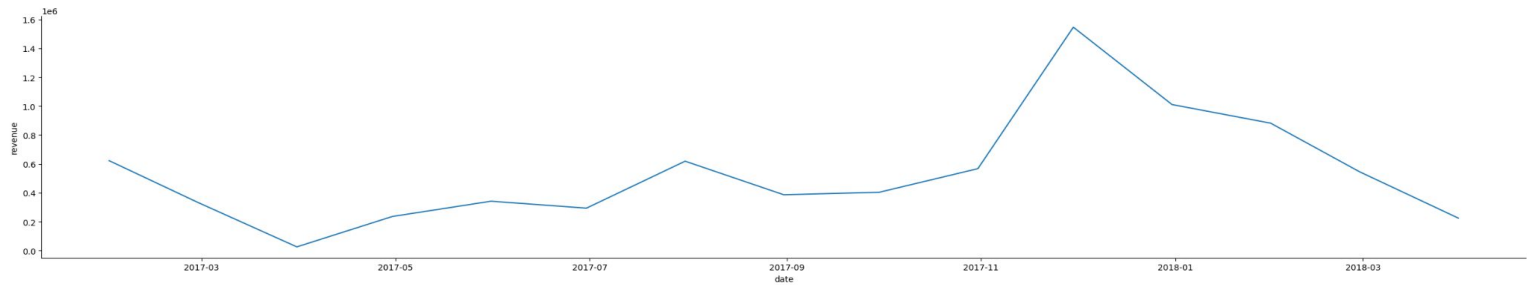
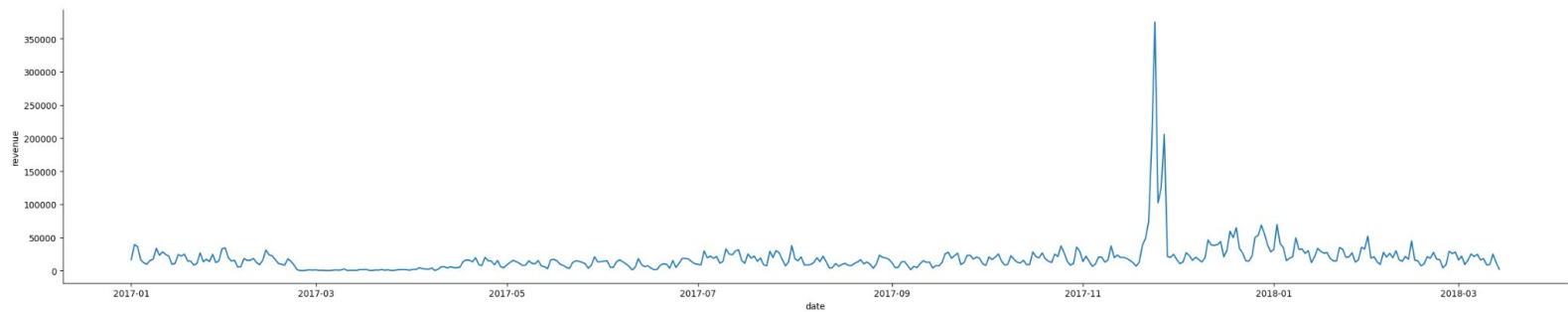


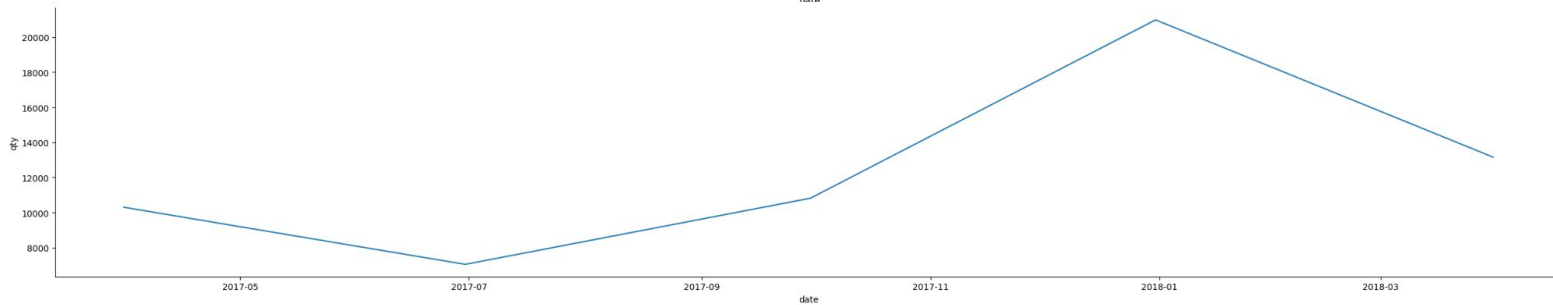
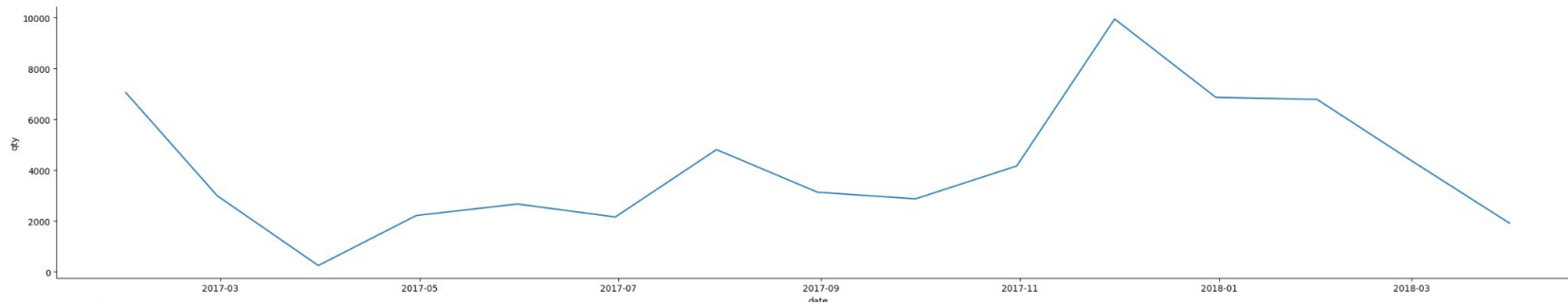
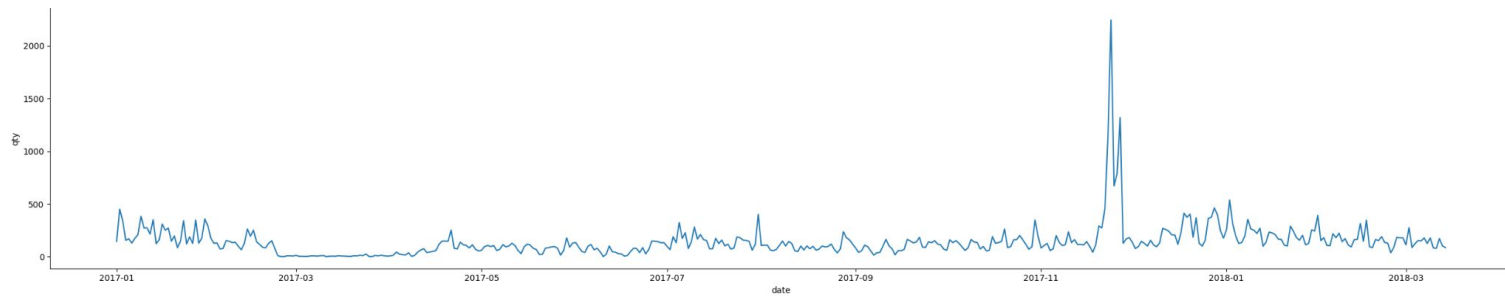


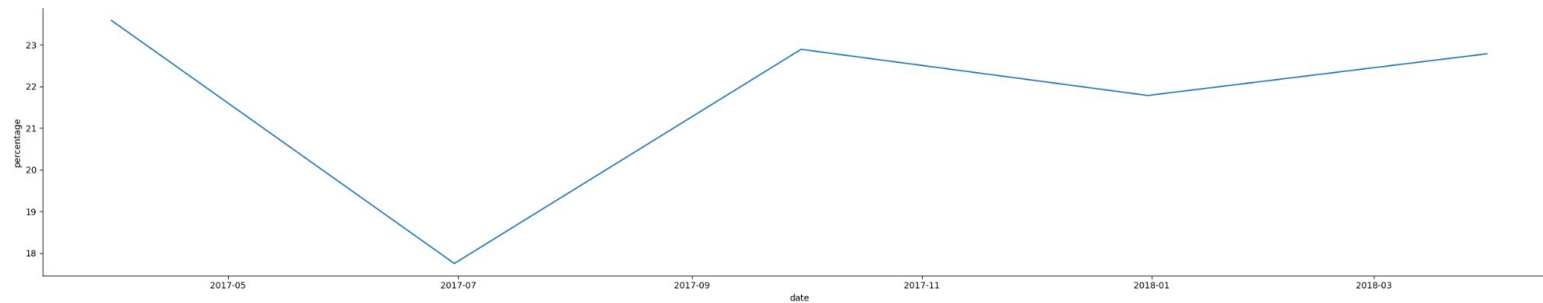
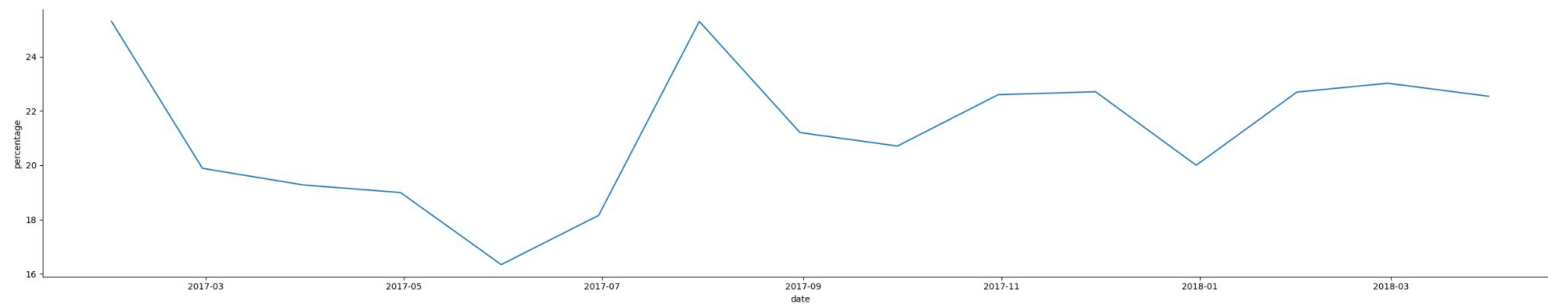
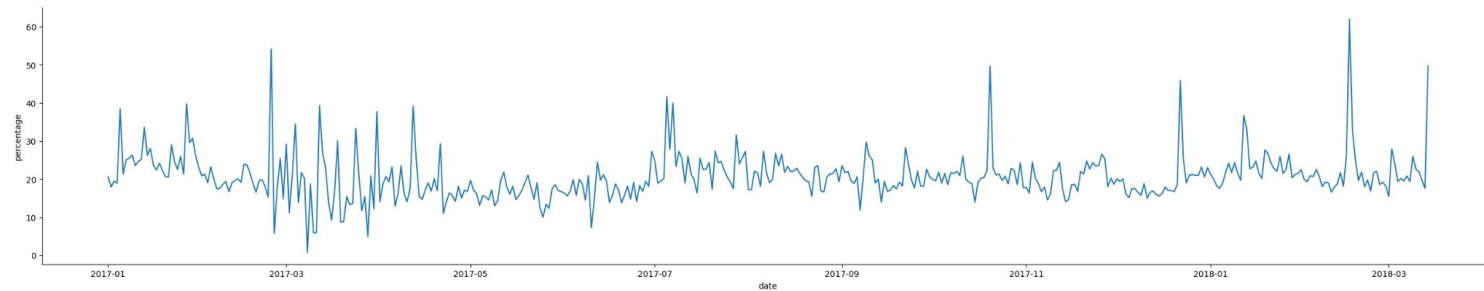




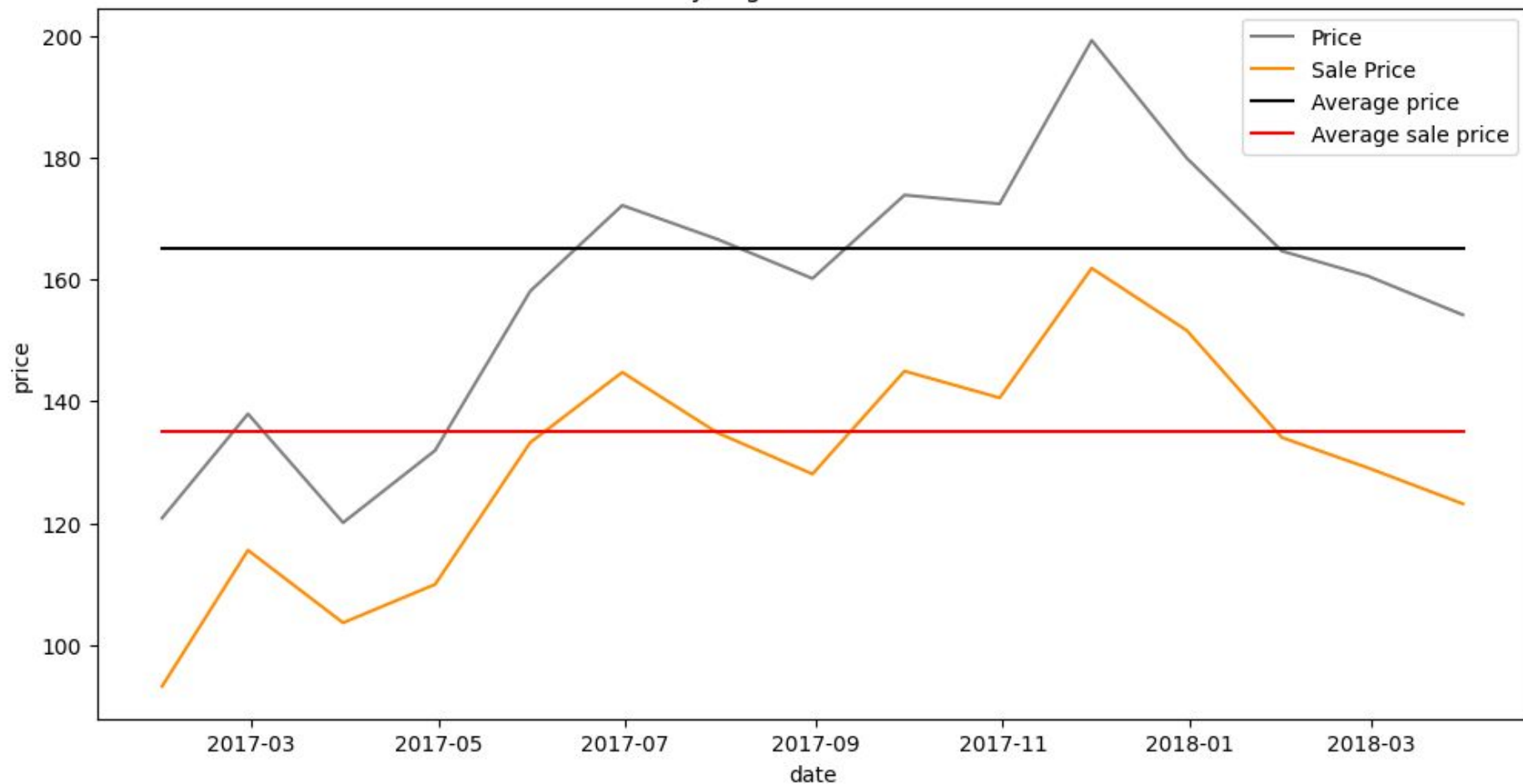








Monthly Avg Price and Sale Price



Daily Avg Price and Sale Price

