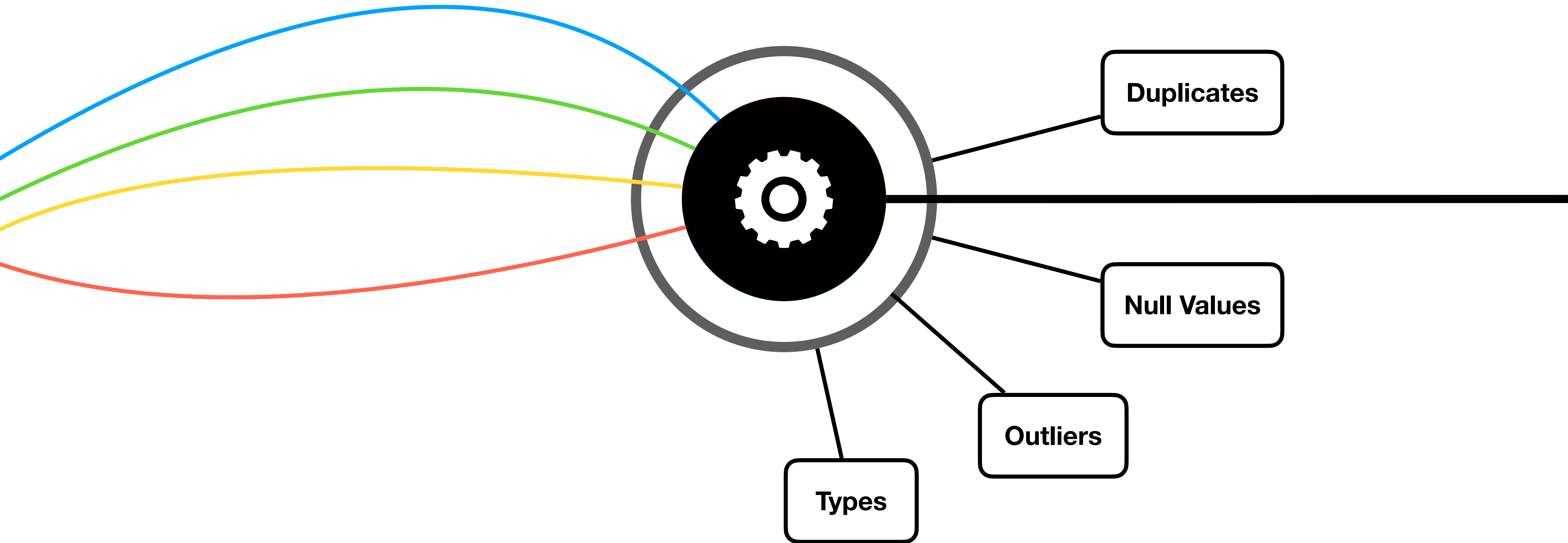


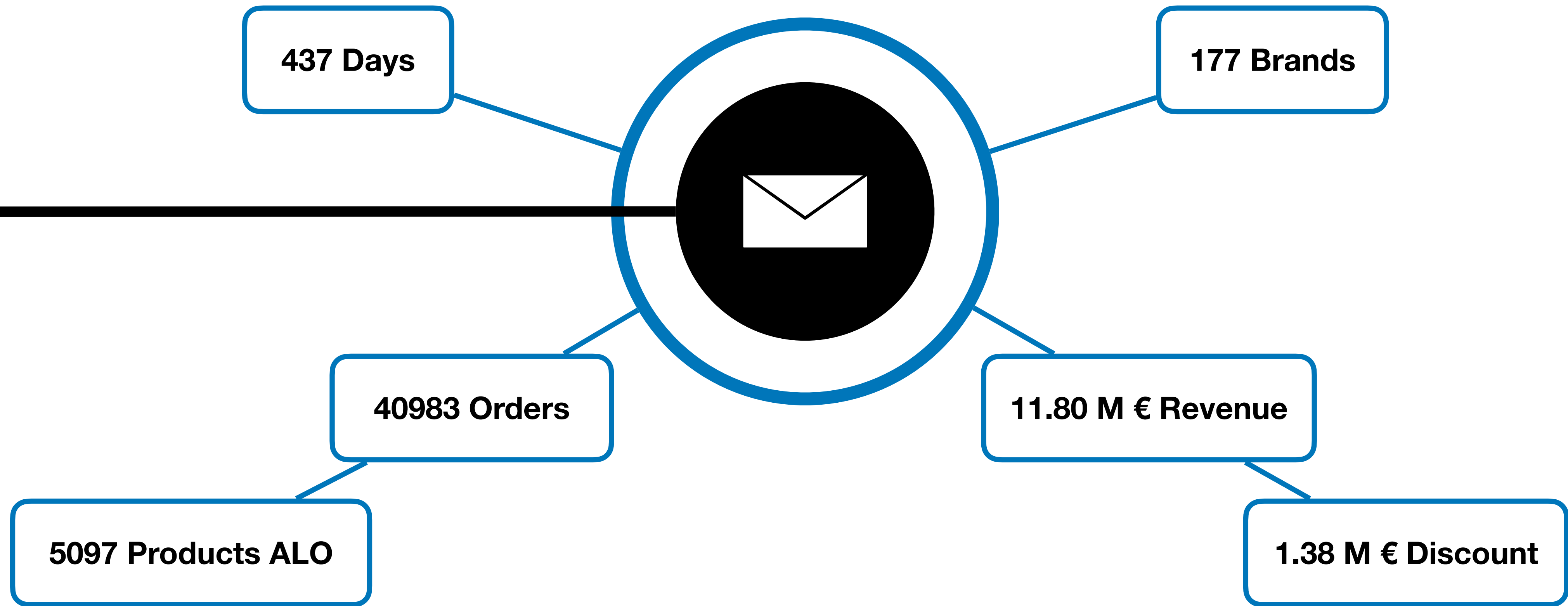
# **Analysis of the ENIAC Discount Strategy**

**Based on data from January 2017 to March 2018**

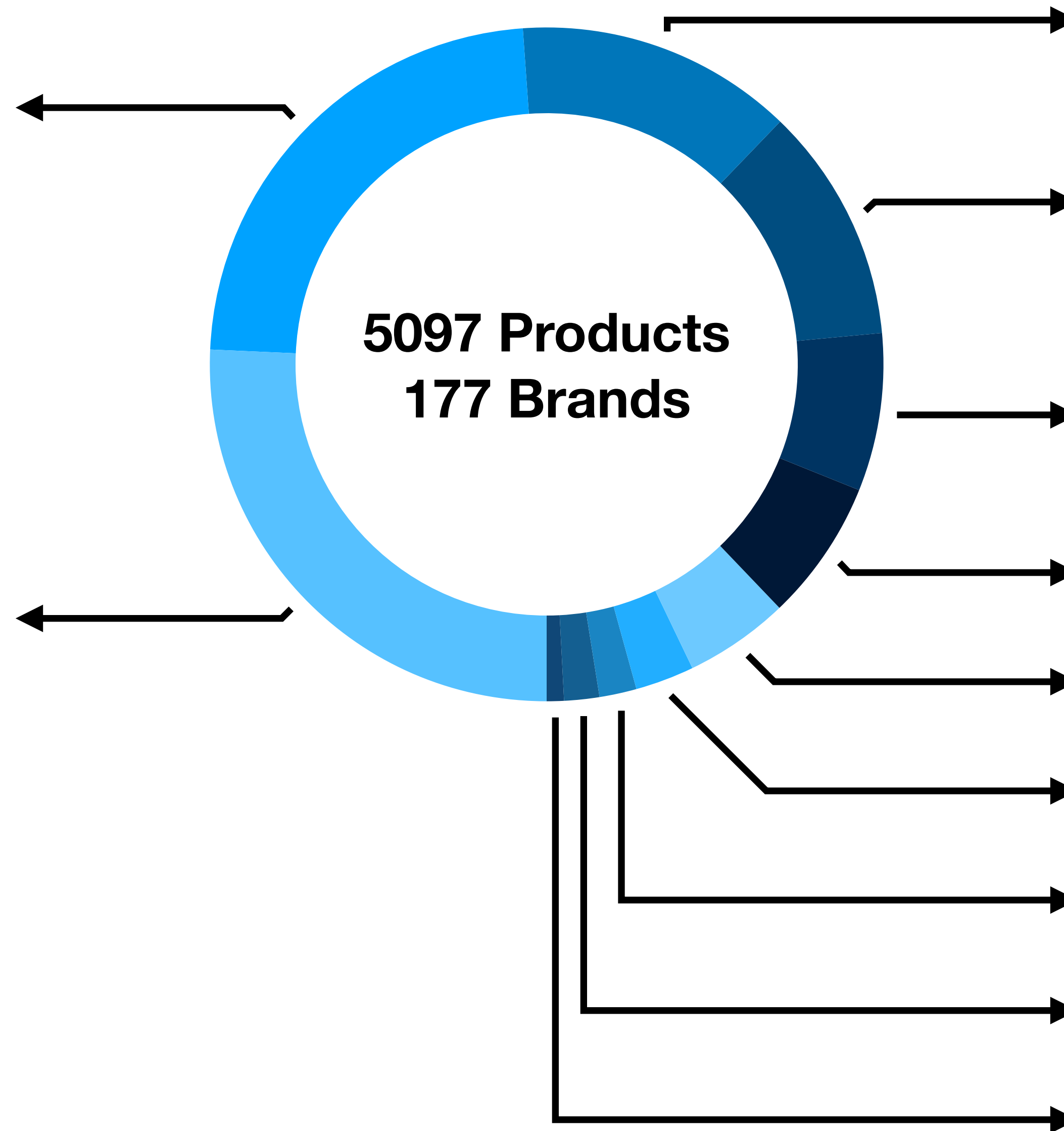
# Data Cleaning & Quality

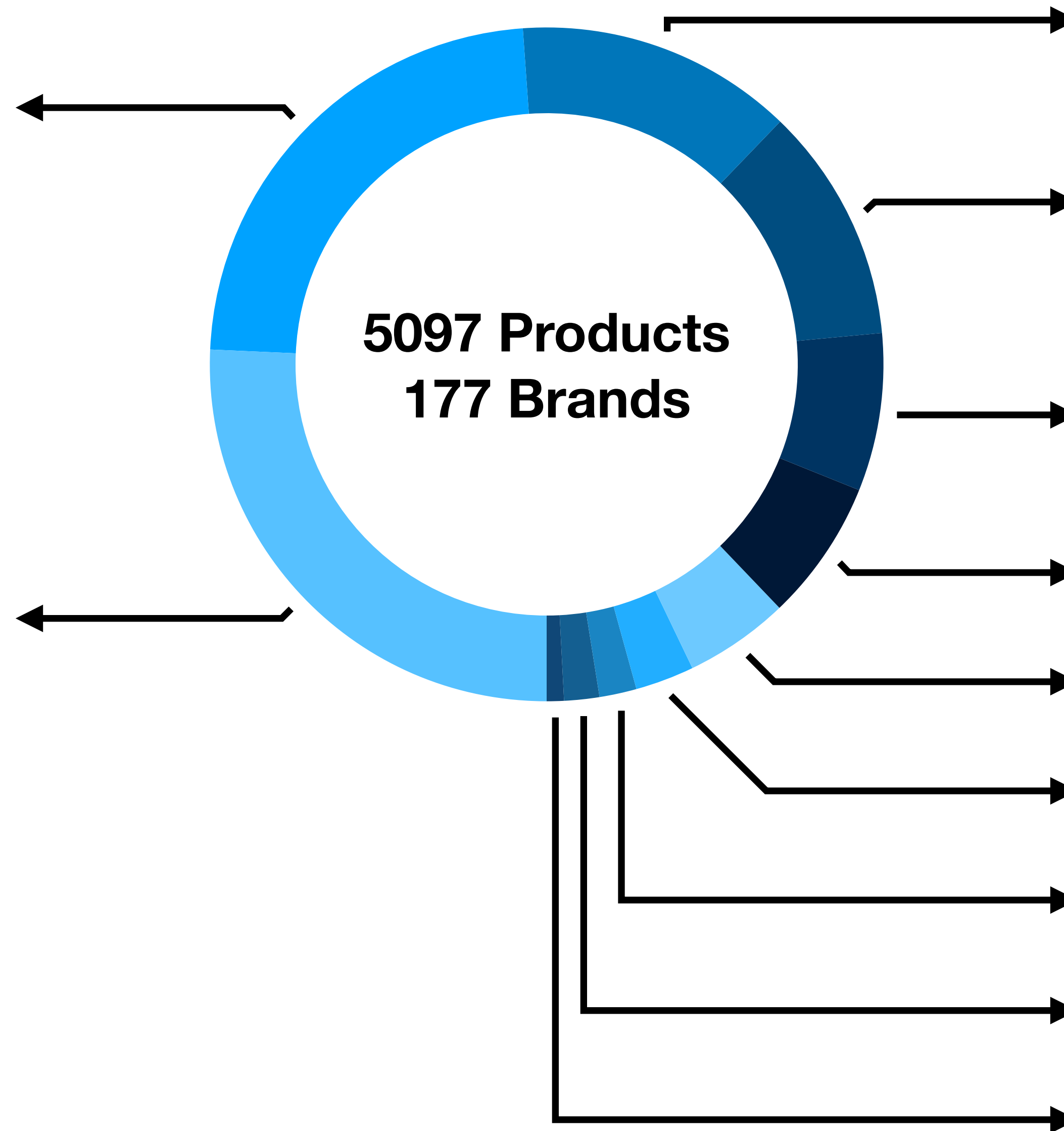


# Data Insights

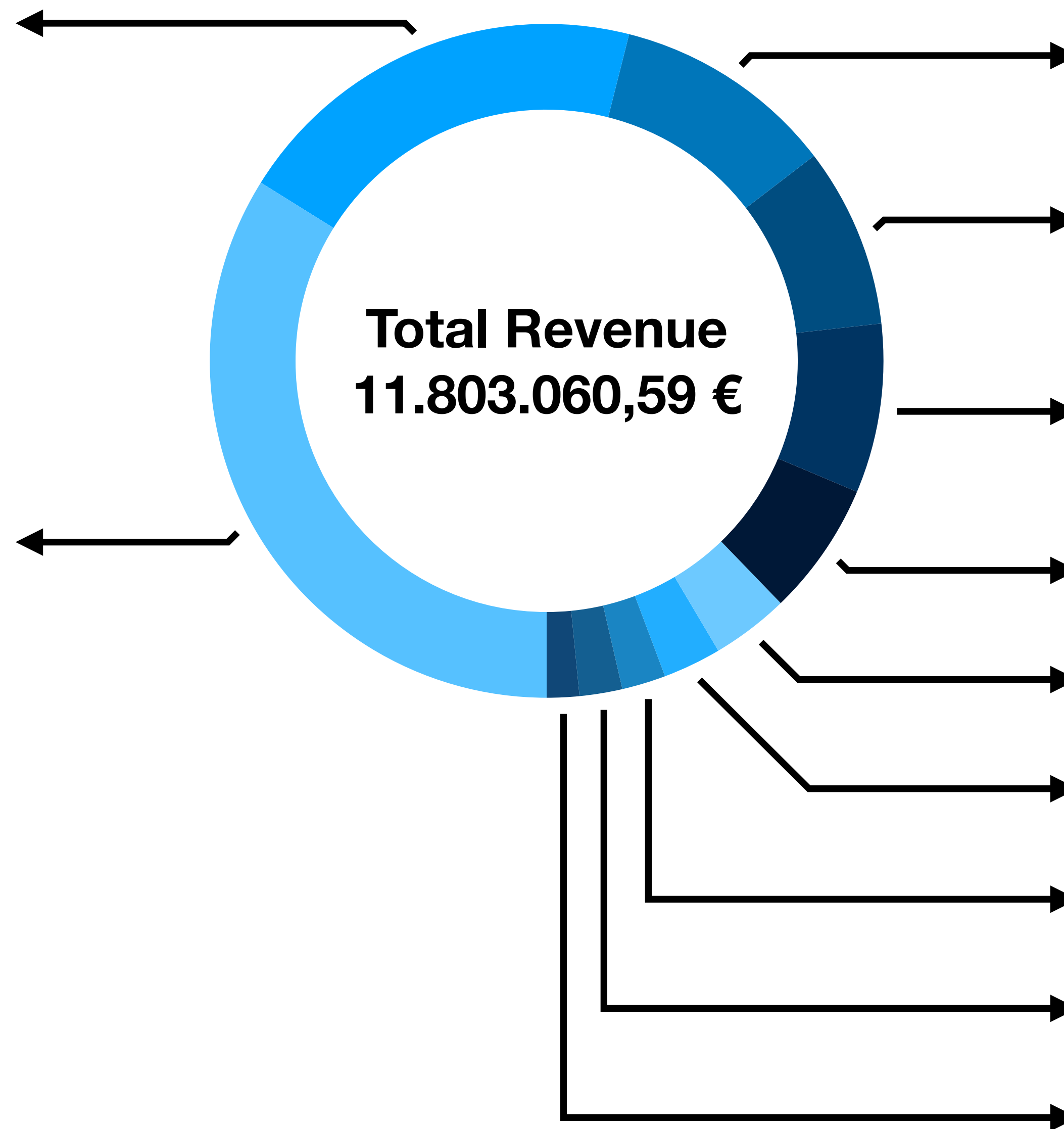


**Total Product Stock**

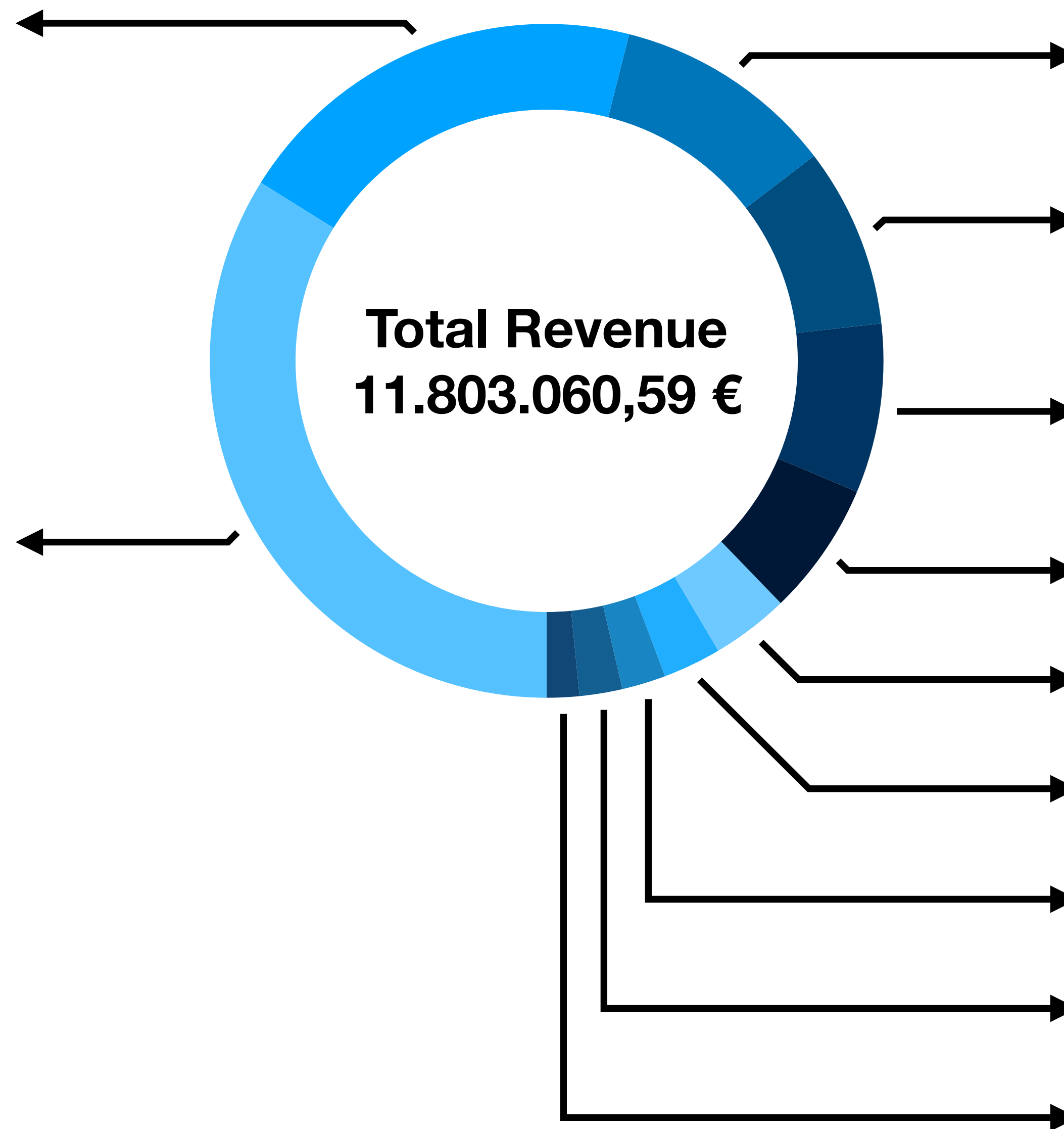




# **Total Revenue & Completed Orders**

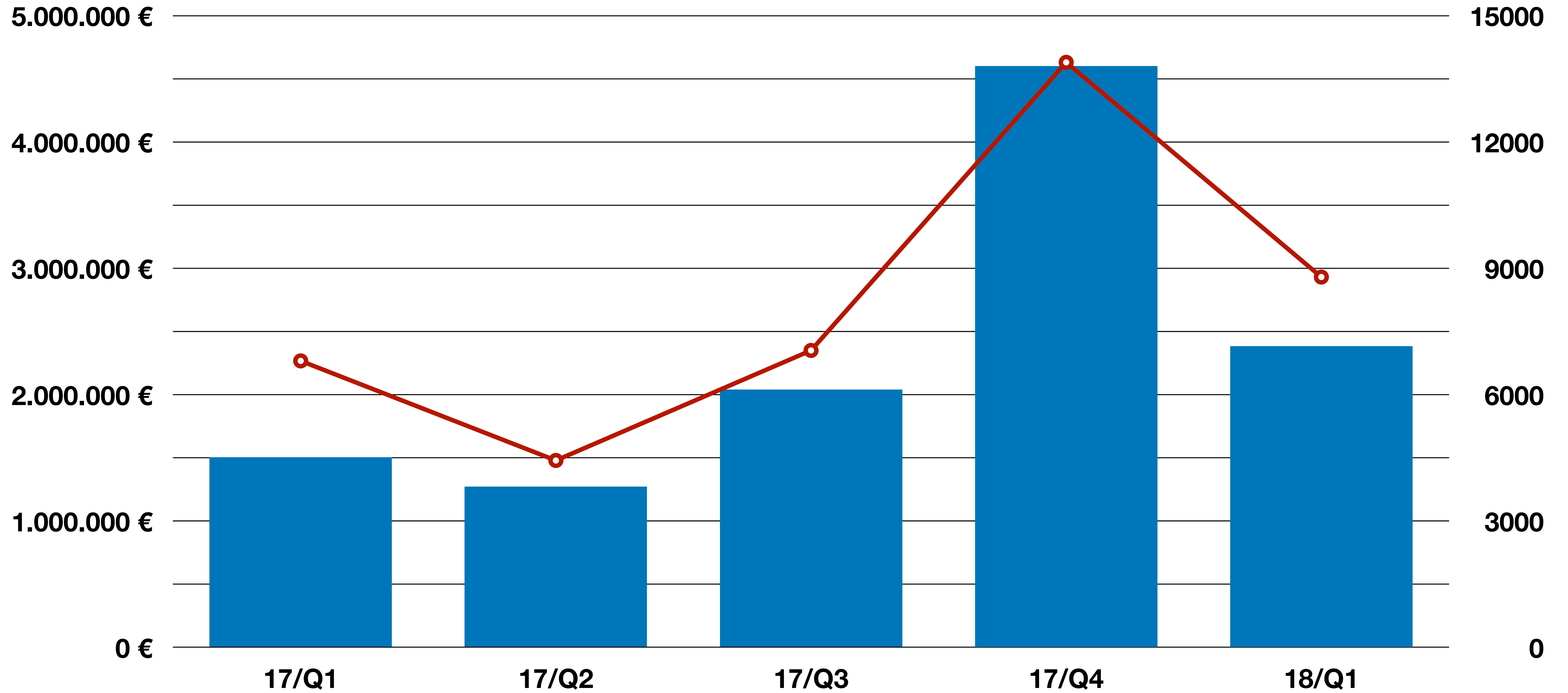






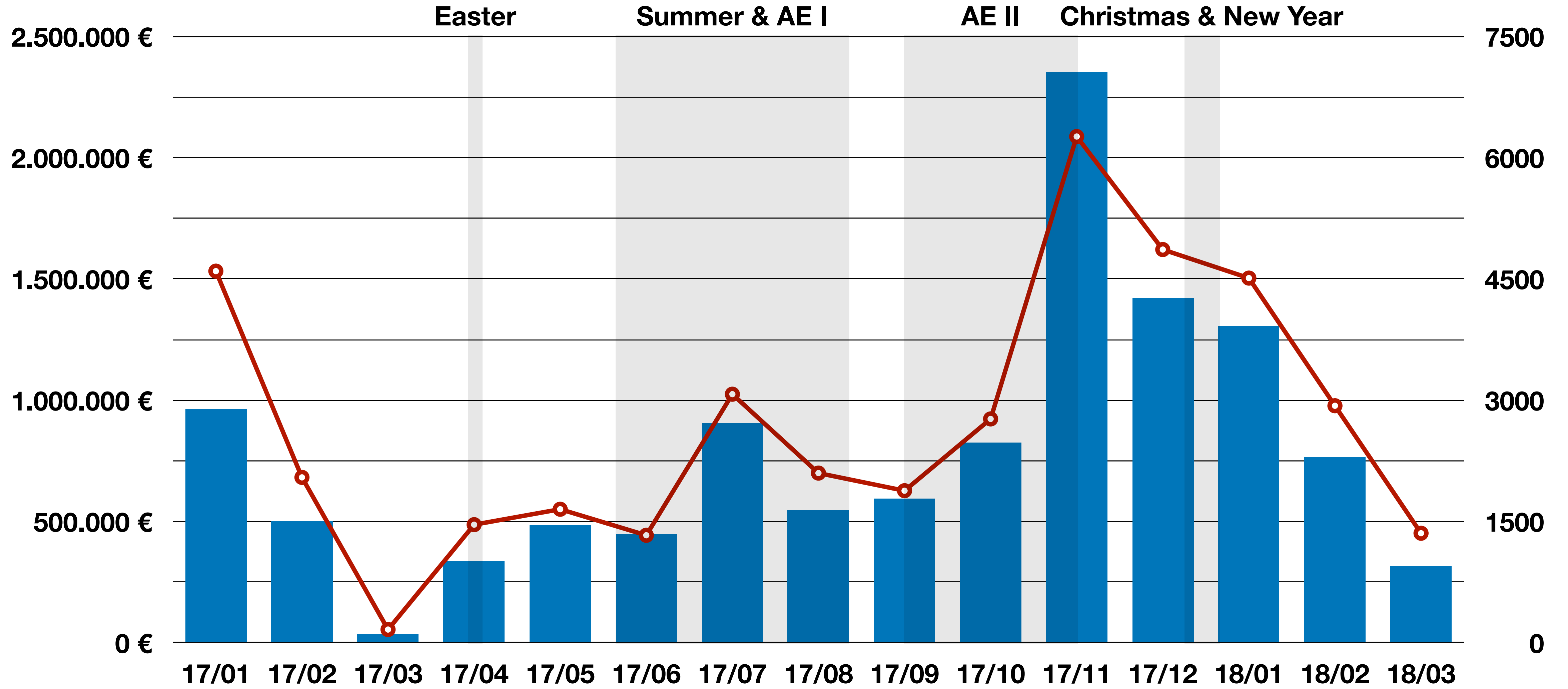
○ Completed Orders = 40983

■ Total Revenue = 11.803.060,59 €



○ Completed Orders = 40983

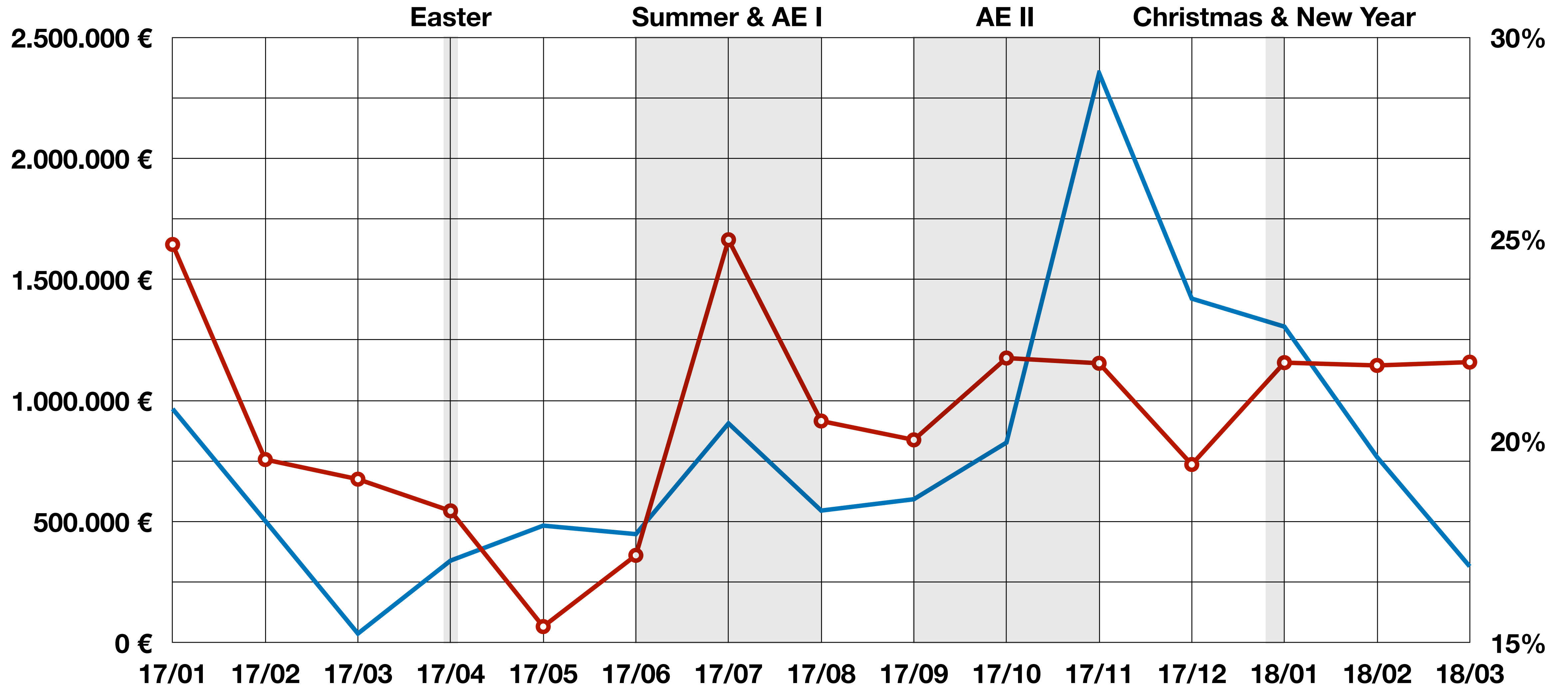
■ Total Revenue = 11.803.060,59 €



# **Current Discount Strategy**

○ Average Discount = 20,59 %

— Total Revenue = 11.803.060,59 €



**Total Discount Investment 1.389.928 €**

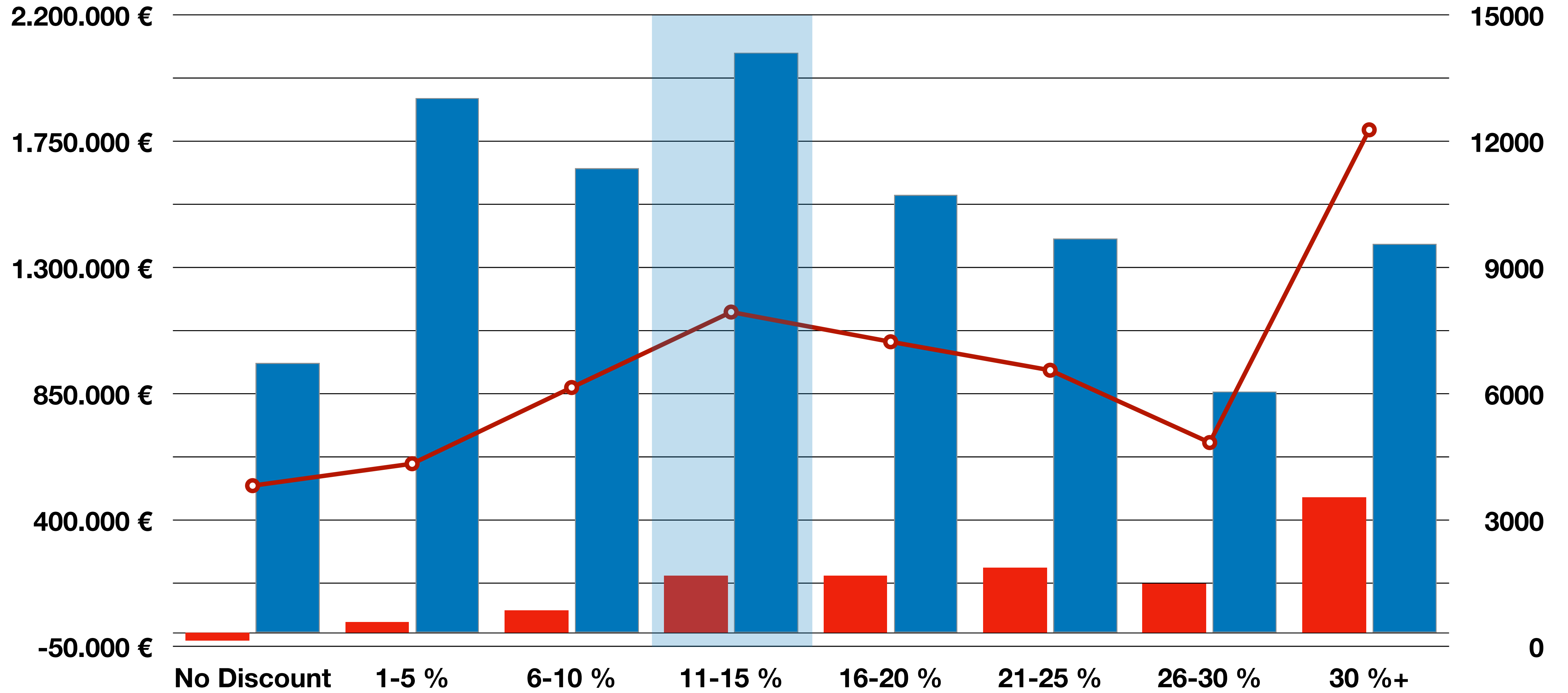
**Total Revenue Generated 11.803.061 €**

**ROI clearly justifies Strategic discounting**

○ Completed Orders = 40983

■ Total Discount = 1.389.927,62 €

■ Total Revenue = 11.803.060,59 €



# **Discount Recommendation**



# Strategic Plan

## Right Time, Right Products

**After extensive analysis, we recommend a three-pronged discount strategy for the next three years**

1. **Sweet Spot for Big Events** - Deploy 11-20% discounts exclusively during Black Friday, Christmas, and major holidays when customers expect deeper discounts.
2. **Protect Premium Brand** - Maintain 0-10% discounts for Apple premium products to preserve Eniac's positioning as a trusted premium tech reseller.
3. **Test and Learn** - Implement controlled testing with yearly assessments to adapt to changing customer landscapes.

**Questions?**