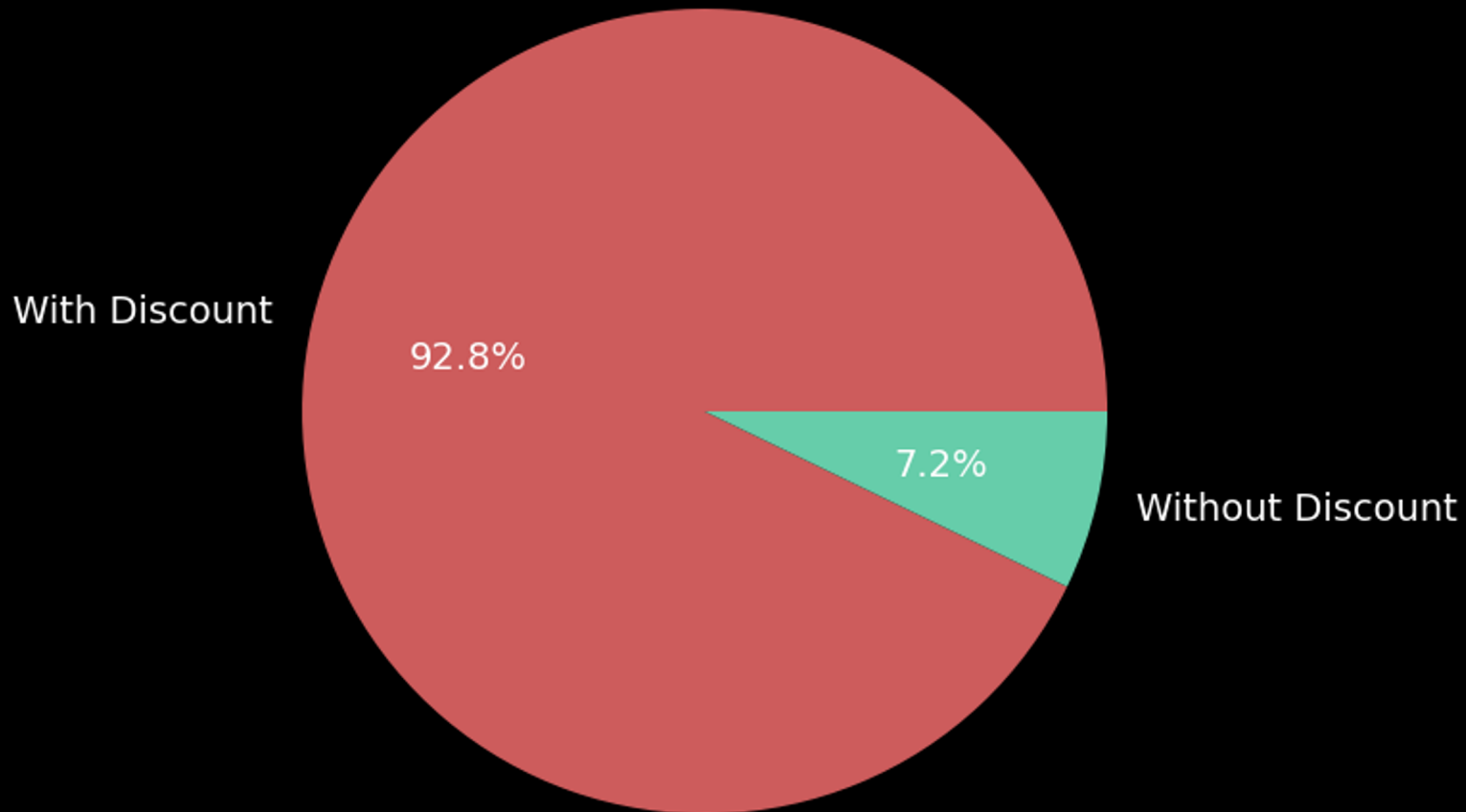


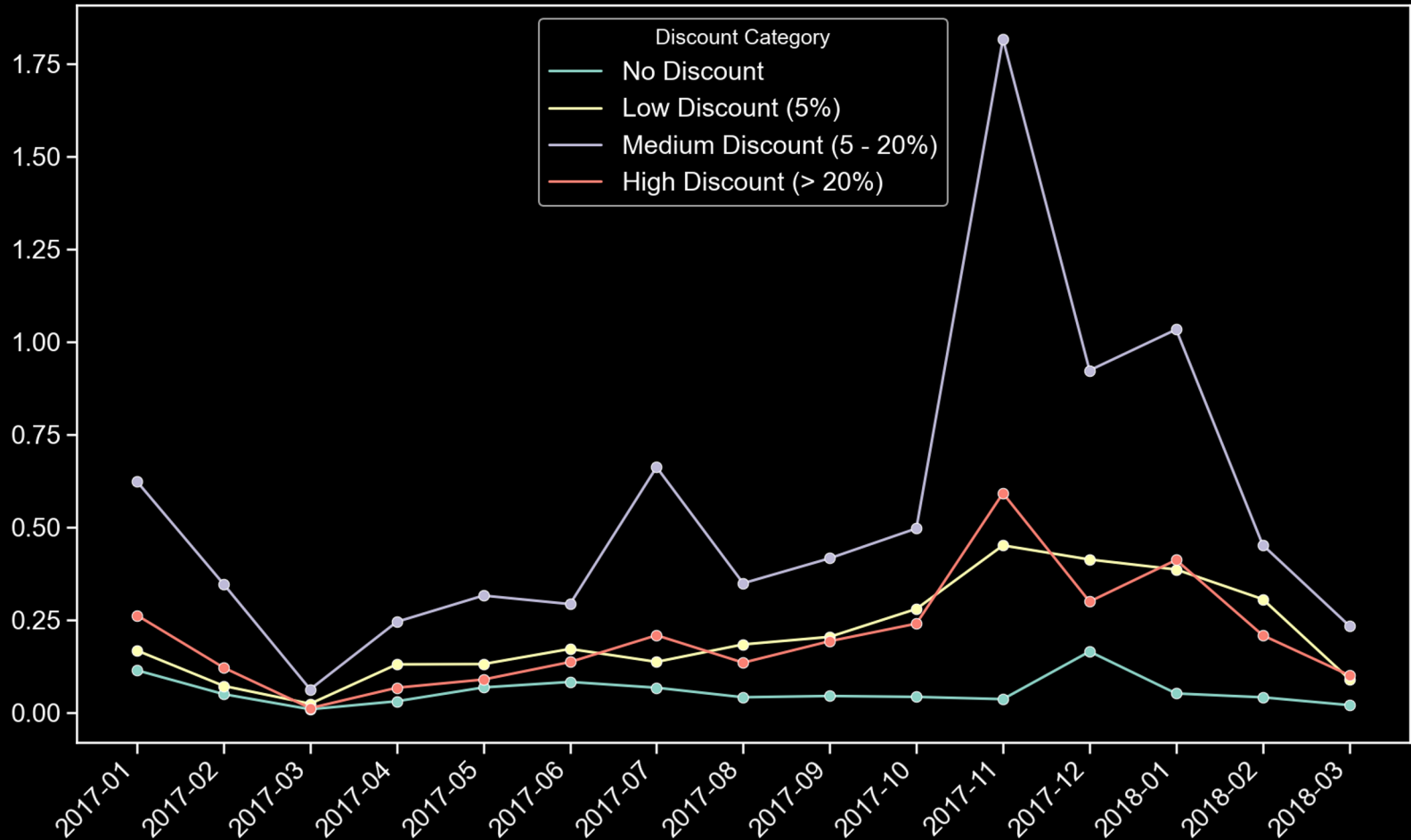
Do discounts drive revenue?

Short answer: Yes

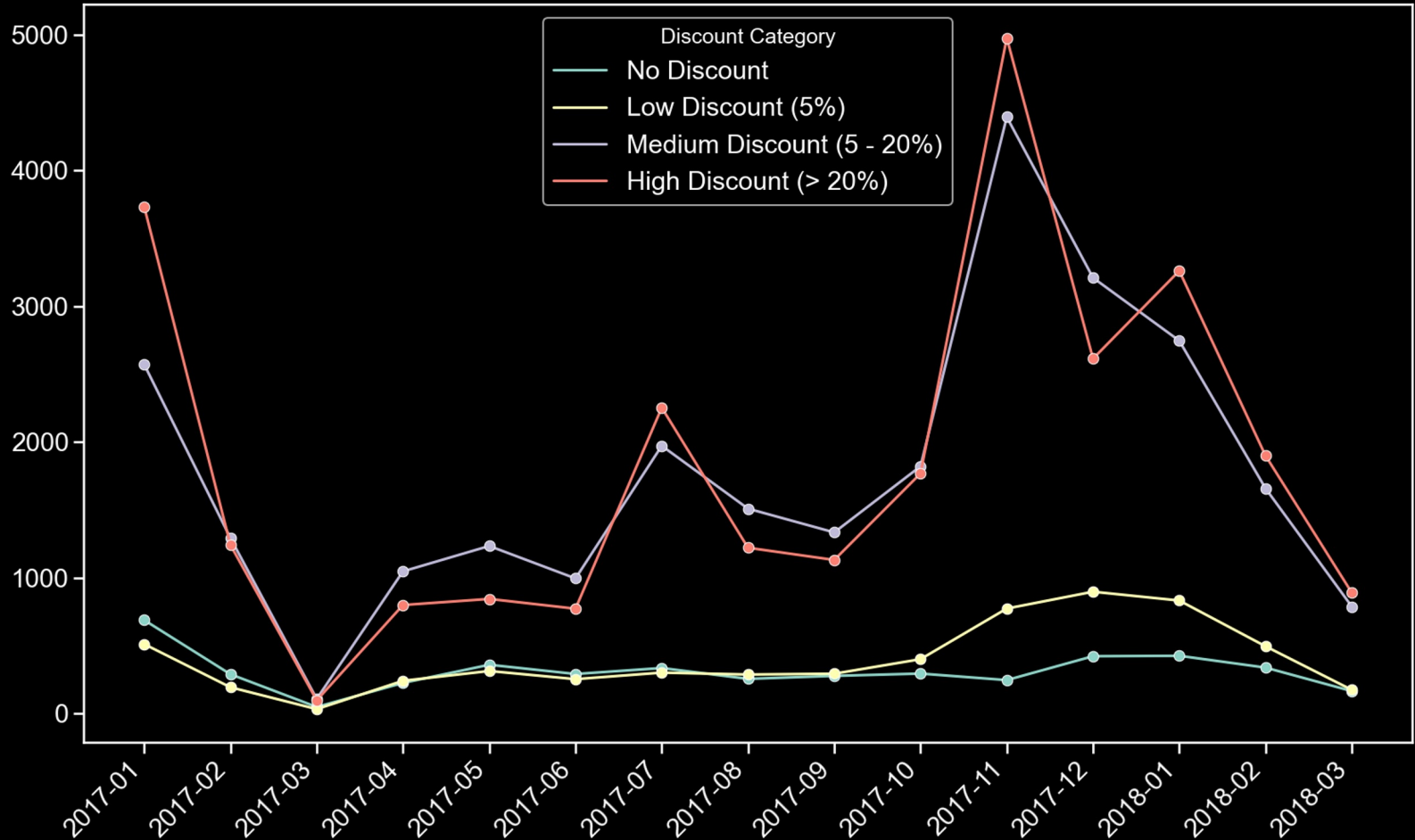
Number of Products Sold with and without Discount



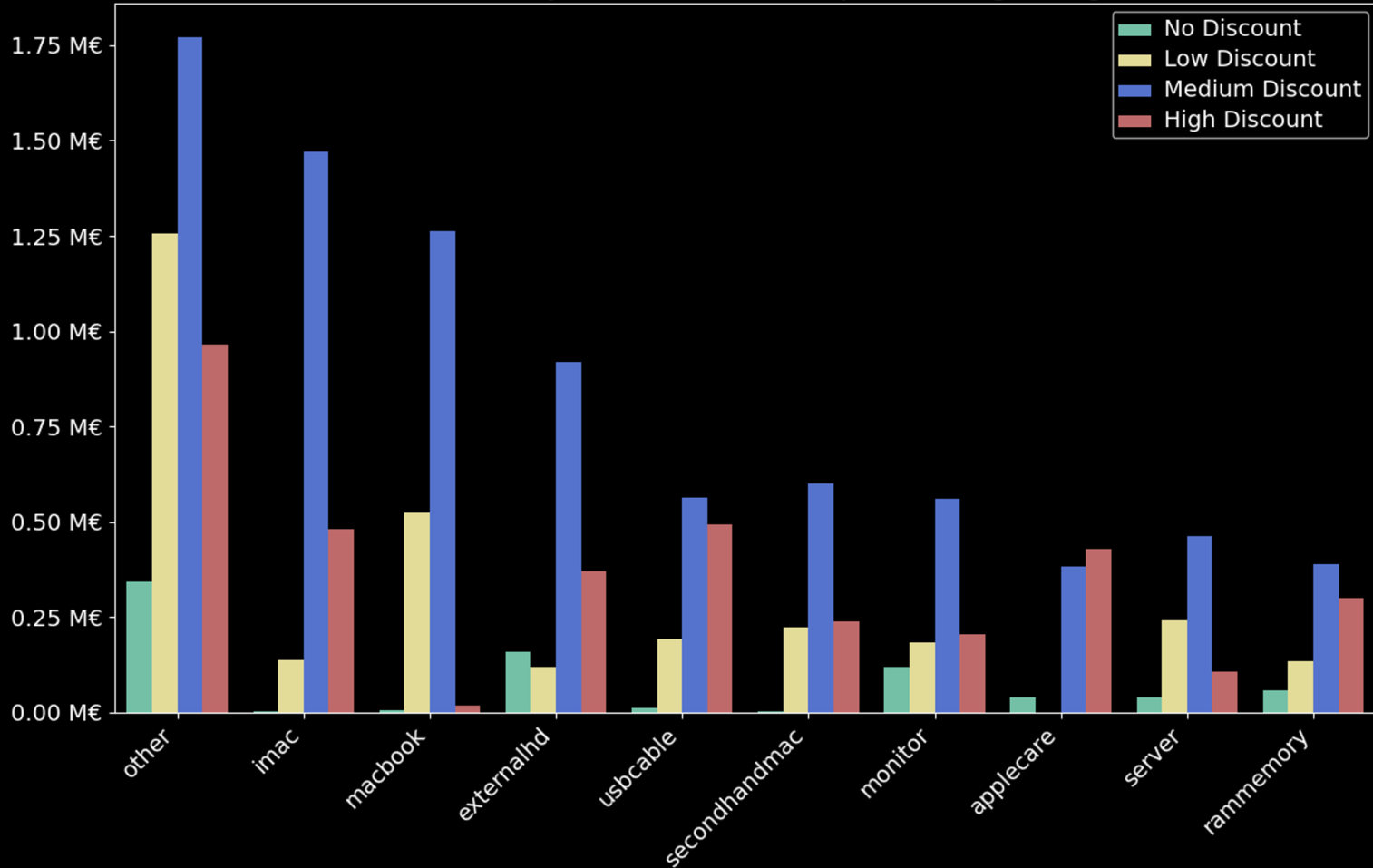
Sales in Millions € by Discount Category



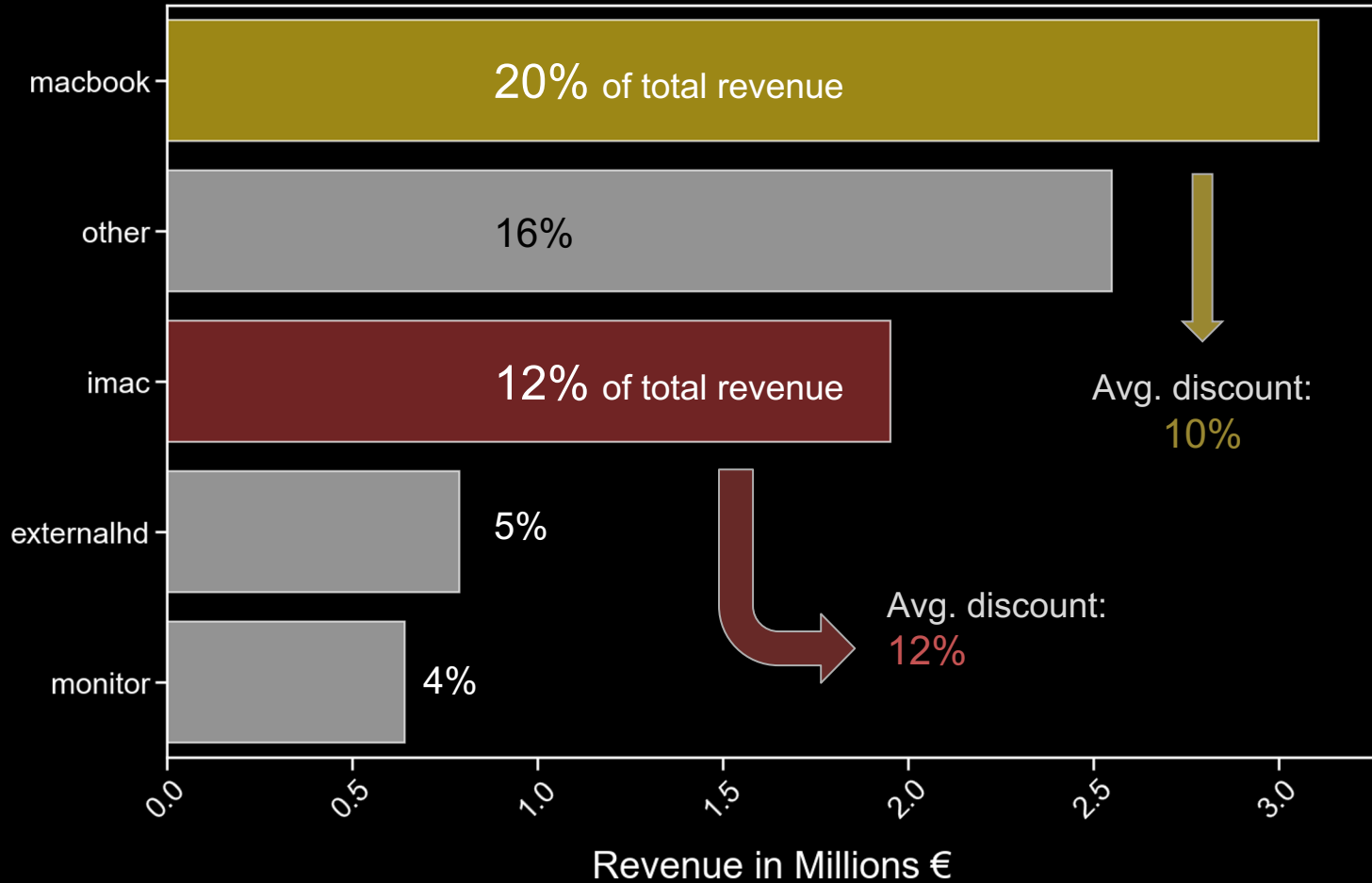
Number of Product Orders by Discount Category



Total Revenue by Discount within Top 10 selling Categories



Most Sold Discounted Products





Time is Money

Time-consuming issues with the given data

lead us to a couple of proposals to the Data Design Department

- changes in existing tables
- adding new tables

Proposals

For all tables:

For special tables:

currency-storing columns should be a “float”

add info about shipping-costs

add info about order-related discounts

add info about product-related discounts

New tables:

better categorial info

more info about discounts

more info about delivery partners

highly automated system to retrieve:

- the newest, daily actual reports
- with only one click

Conclusions

- Discounts drive revenue - by a large margin
- Discounts in the range of 5-20% most effective
- Especially true for Mac computers
- Simple conclusions that were hard to get by
→ data collection strategies need to be improved