

# Are Discounts beneficial for Eniac?



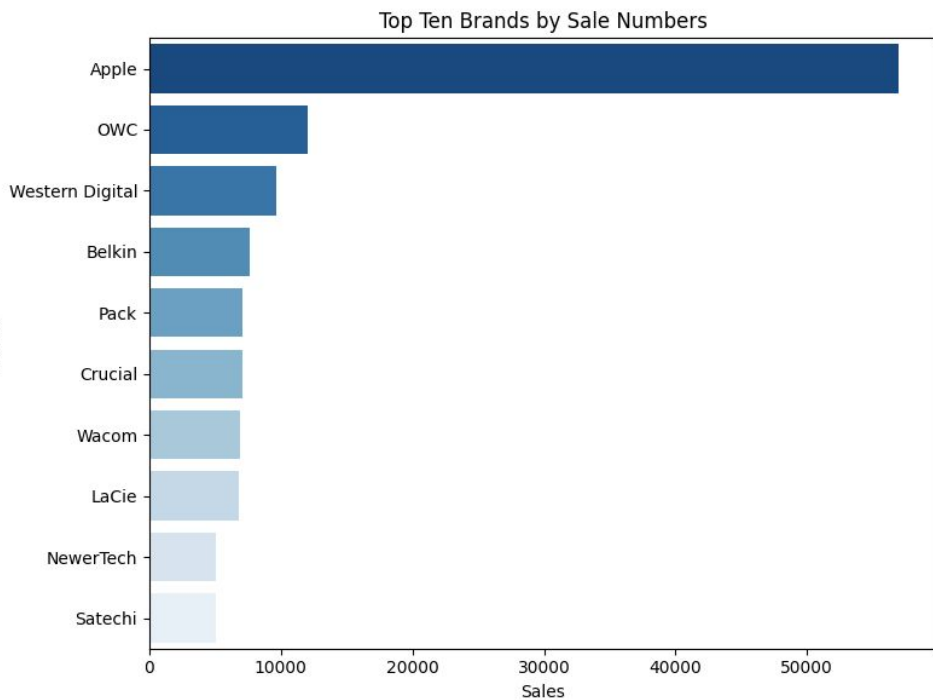
Good to know:

**Total Time Period of the DataFrame: 14 Month**

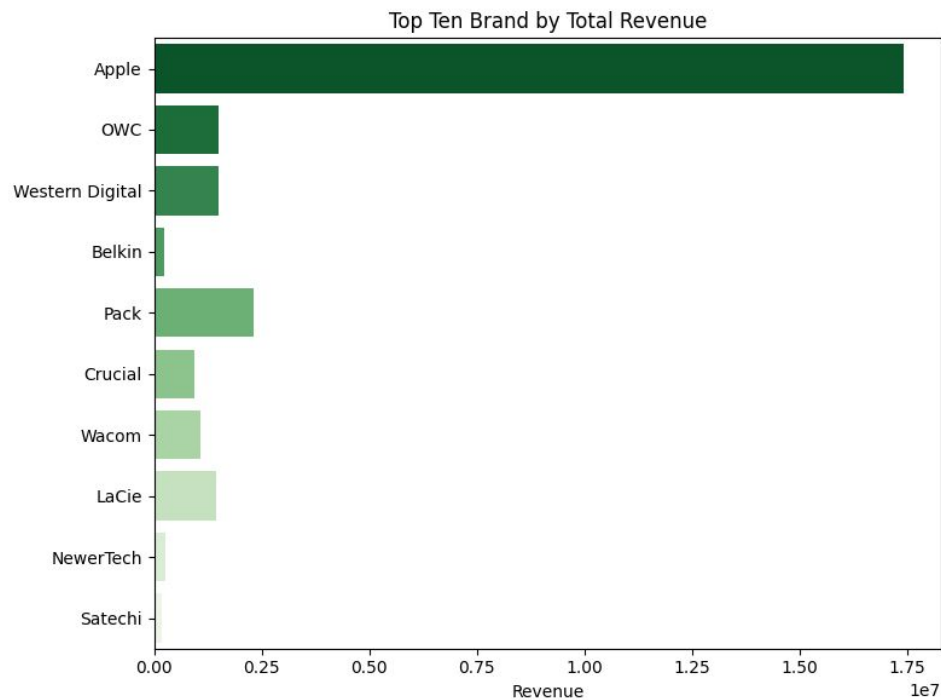
**Potential Total Revenue: 44.820.694 €**

**Total Revenue: 39.122.248 €**

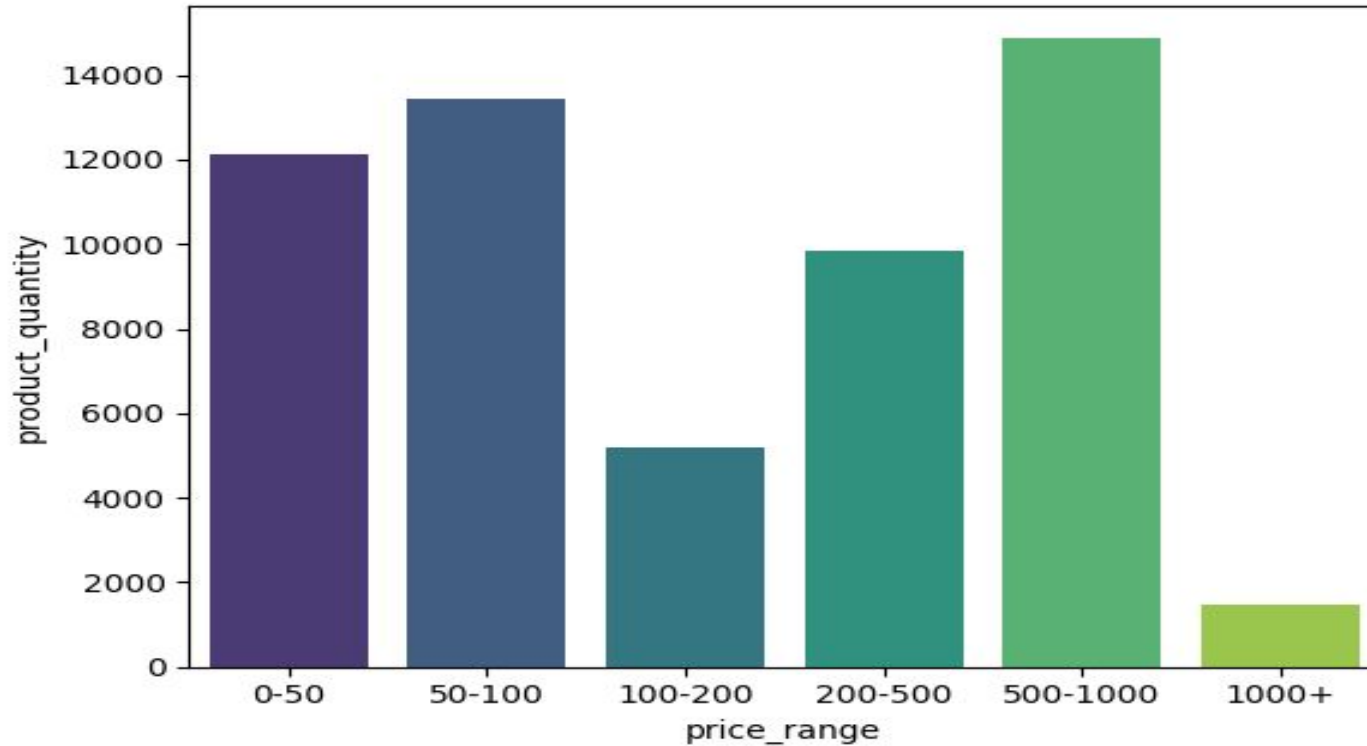
# Top Ten Best Selling Brands



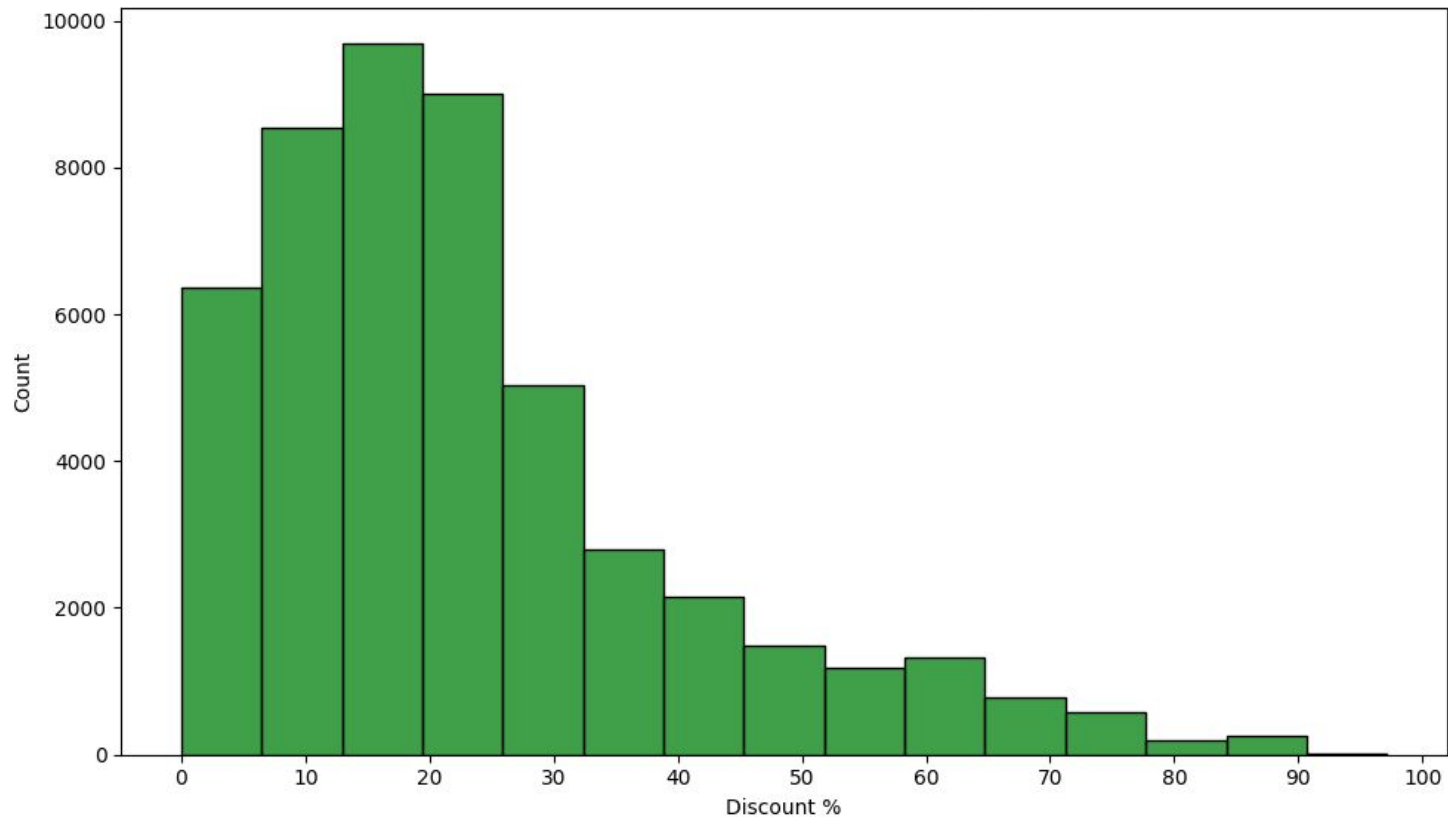
# Top 10 Brands by Total Revenue



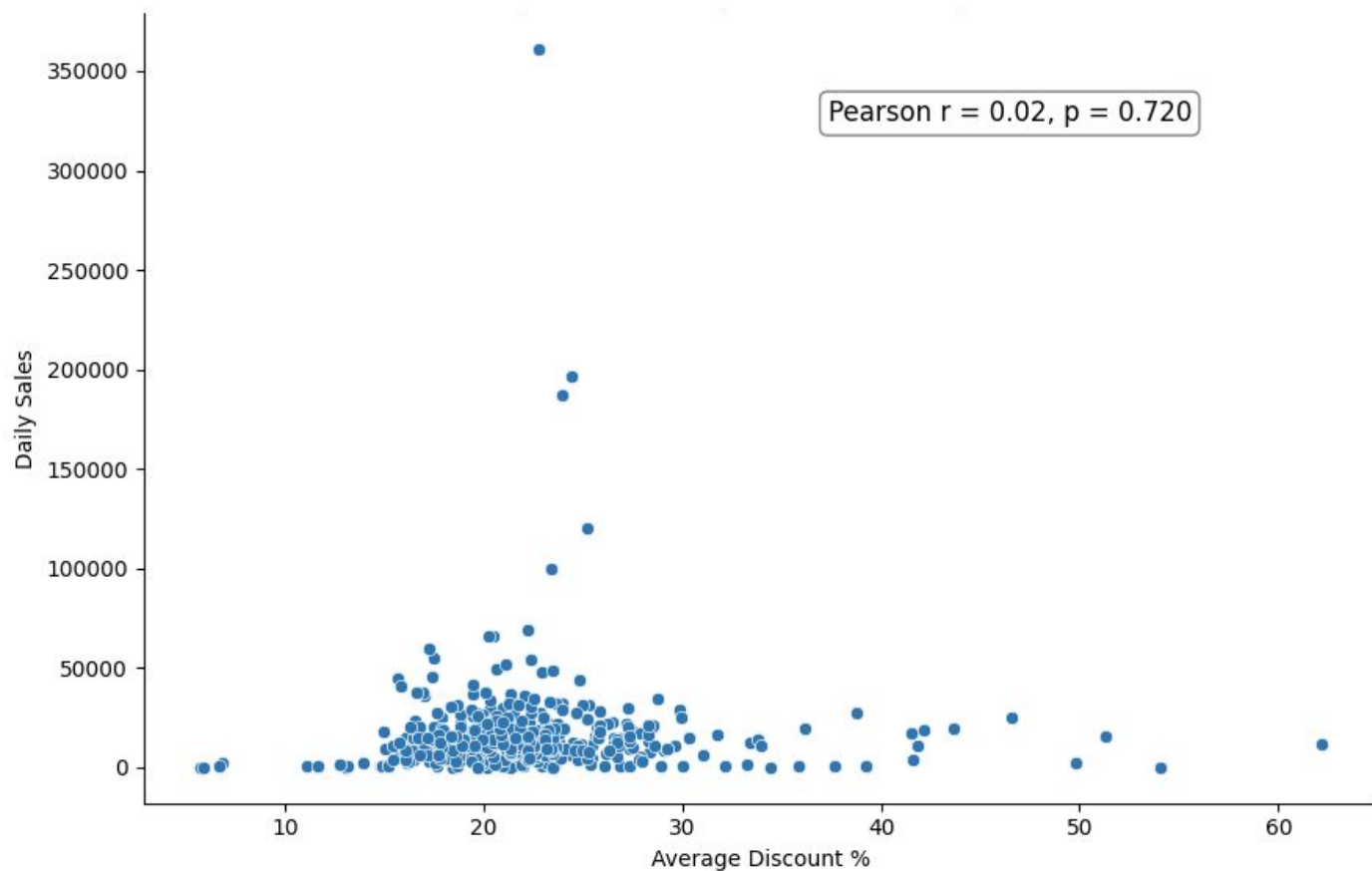
# Categorizing Apple by Price Ranges



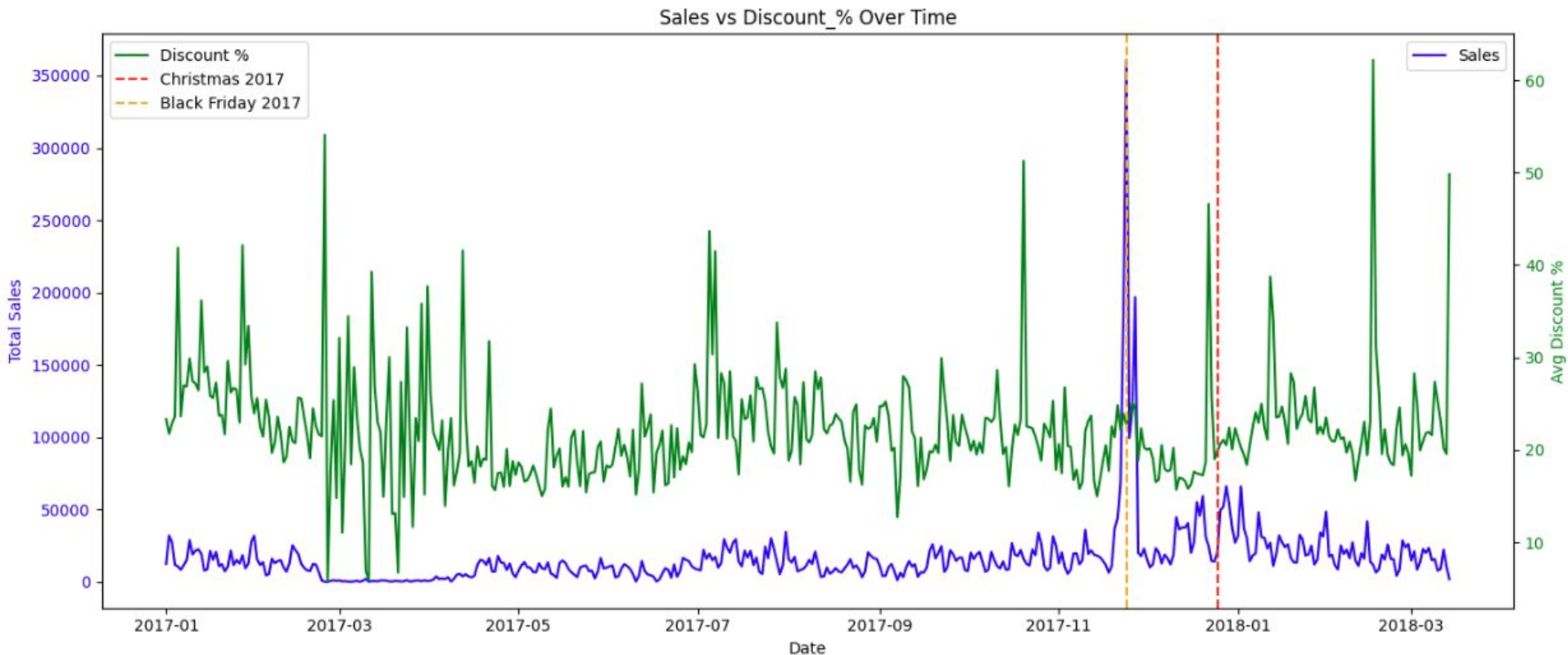
# Distribution of Discount Percentage



# Discount levels have no impact on daily sales



# Higher discounts do not always play a role in driving revenue



# Conclusions & Future Directions

- Discounts alone are not the primary driver of the total revenue.
- Sales peaks seem to be more aligned with shopping events like Black Friday rather than discount levels.
- For future research, we recommend exploring customer behavior, product categories, and external factors like marketing, competitor pricing, and holidays using time-series modeling to better understand sales dynamics and gain deeper insights to optimize discount strategies.
- A longer observation period would help us to make better statements.





**Thank You**  
**for Your Attention!**