



Data driven BI : Eniac's strategy for Magist

Data #004 - Data Science Bootcamp
Group4 : Nisha, Sachin, Anu

BUSINESS EXPANSION

Eniac is a 100% tech products company

- planning an expansion to the Brazilian market
- considering a business contract with Magist for 3 years
- Primary focus : Customer satisfaction and quick delivery

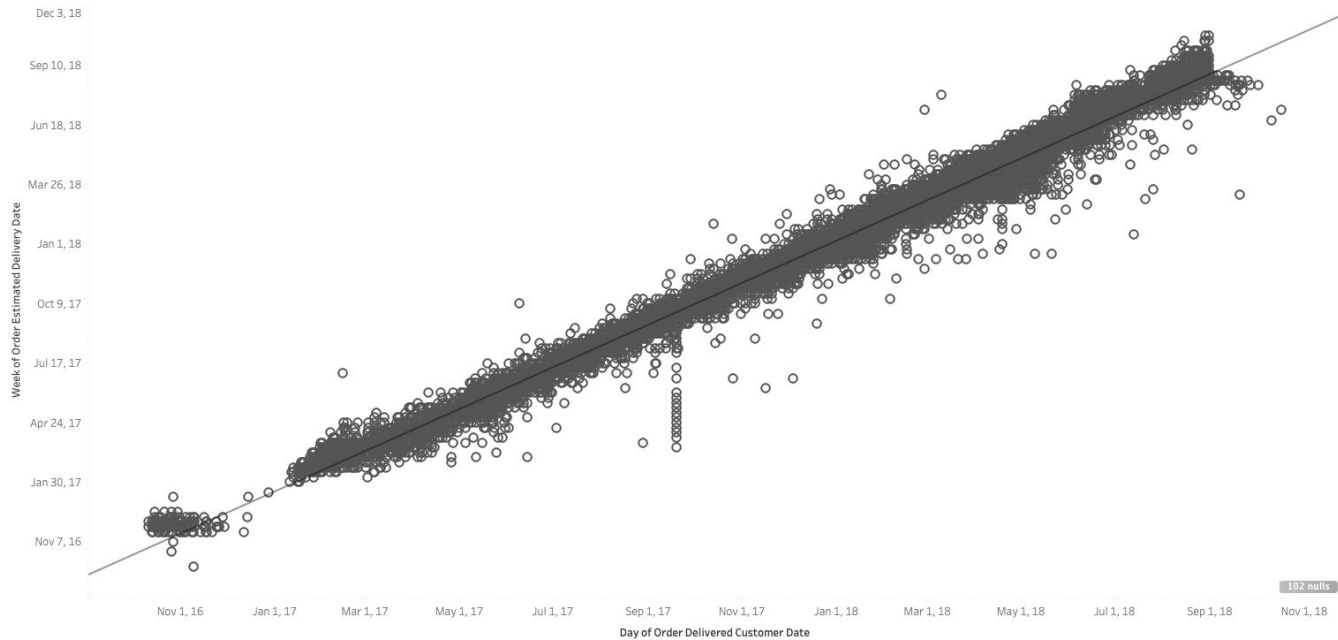
The two main factors to be analysed:

- **Is Magist a good fit for high-end tech products?**
- **Are orders delivered on time?**

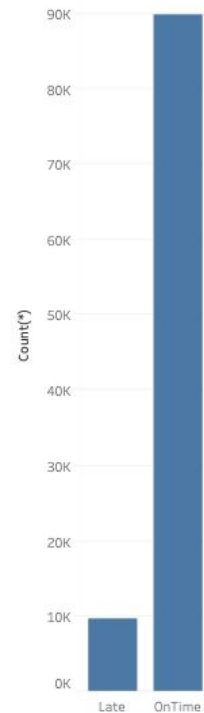
ANALYSIS OF MAGIST DATABASE

Categories of tech products on Magist	8%
Total products of these tech categories have been sold	13399
What percentage does that represent from the overall number of products sold?	11%
Average price of the products being sold	120 R\$
Average time between the order being placed and the product being delivered	12 days
Orders are delivered on time vs orders delivered with a delay	90% on time

Magist_Deliveries



Shipment



DATA EMPOWERED RECOMMENDATIONS

- Delivery with an average of 12 days and with 90% efficiency
- Among 11% total tech products, **6% high end tech products** are sold

Insights:

- The average revenue is on the lower side
- Magist may not be the right platform for high end tech products



Thank you