



# Data driven BI : Eniac's strategy for Magist

Data #004 - Data Science Bootcamp  
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# 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

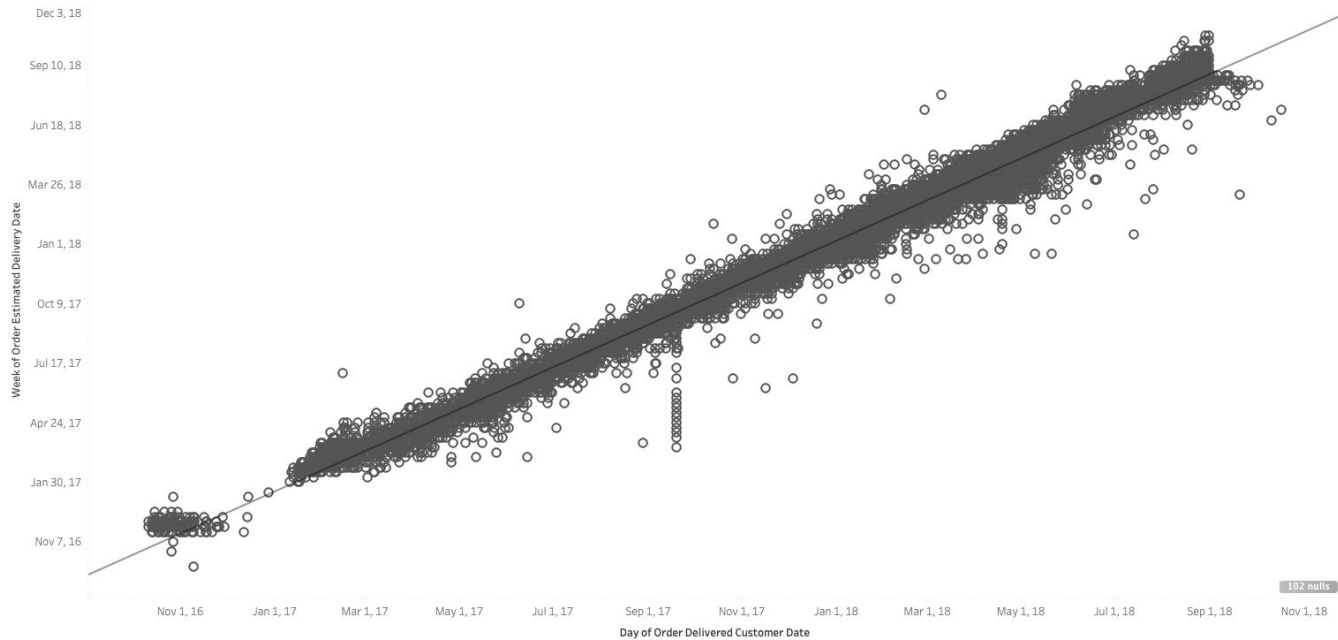
The two main factors to be analysed:

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

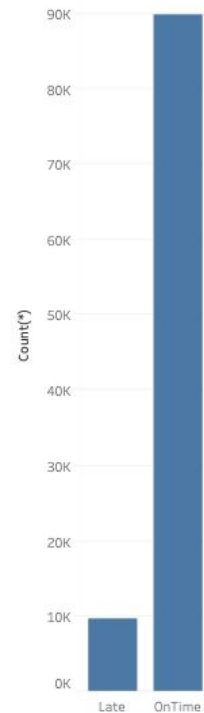
# ANALYSIS OF MAGIST DATABASE

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

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**