

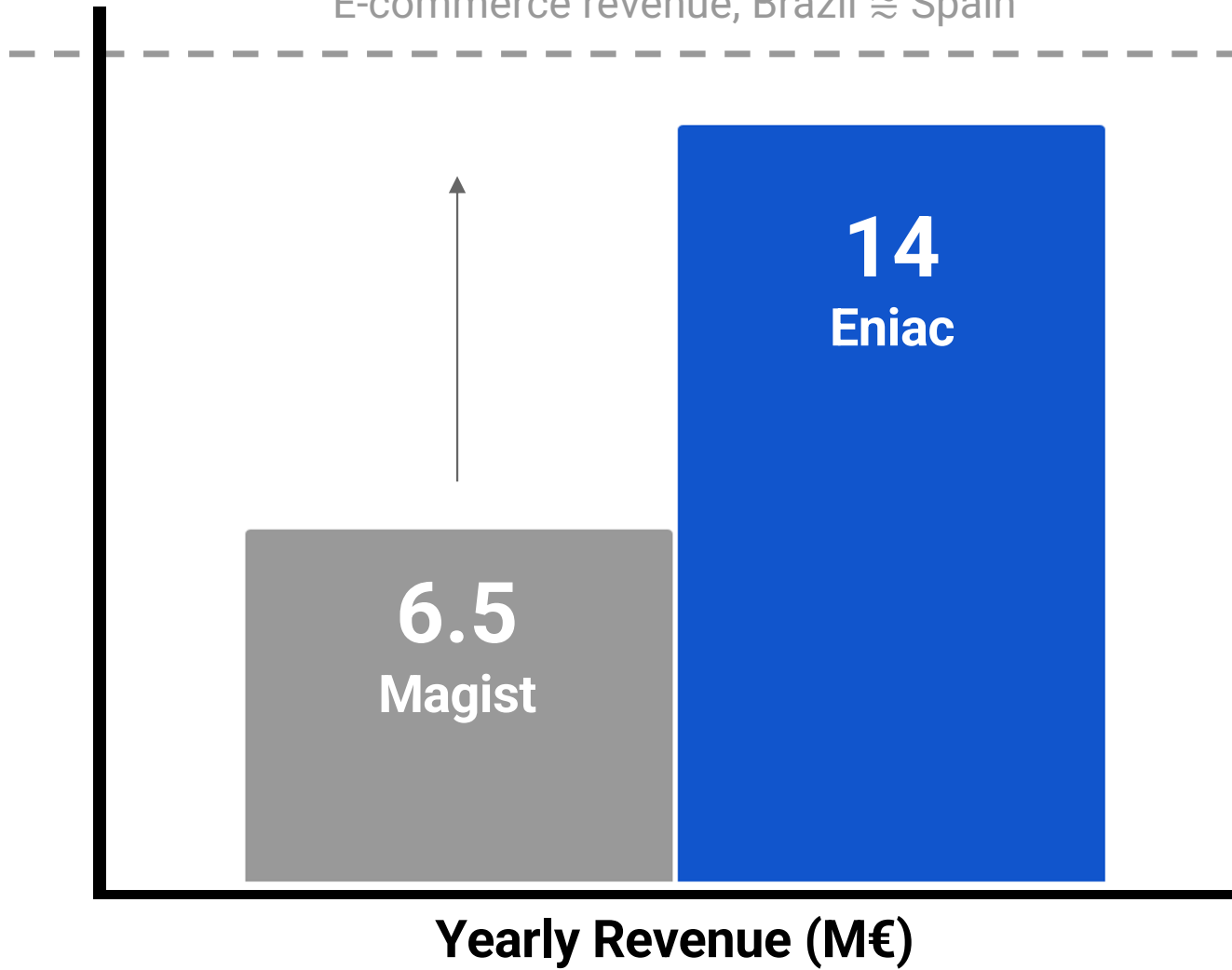
# **Eniac Data Analysts**

# ~~MAGIST~~

**Next...**

# Scalability concerns

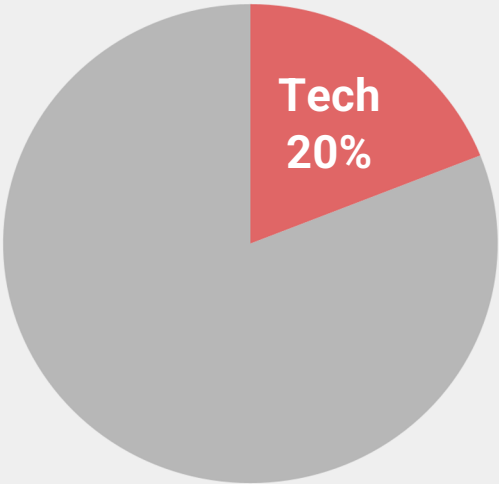
E-commerce revenue, Brazil  $\approx$  Spain



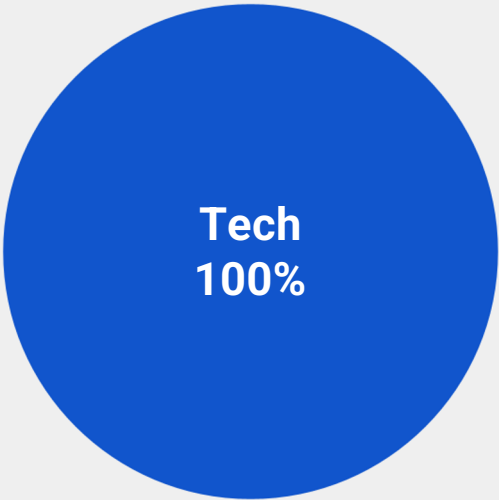
# Risks

Merchandise

Magist



Eniac



Order/item (avg)

114 € / 102 €

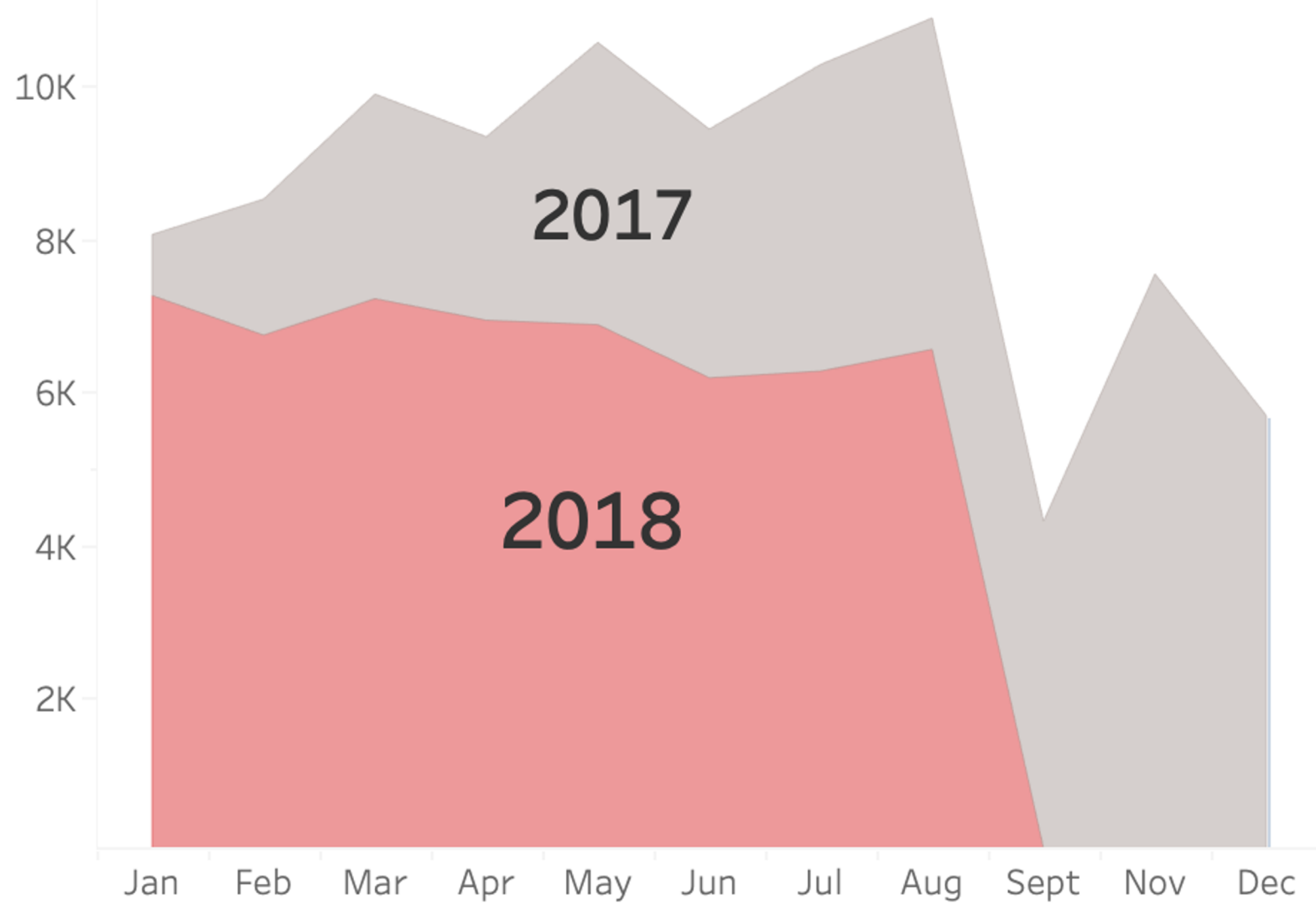
710 € / 540 €

Delivery

≈12 days  
7% delayed  
18% dissatisfied (< ★★)

♥  
Expediency  
and satisfaction as core

# Magist Orders



# Unknowns



**import fees +  
delays**



**Warehouse quality,  
size + insurance**

## Global e-Commerce scale-up: Next options?

