

01 September, 2023

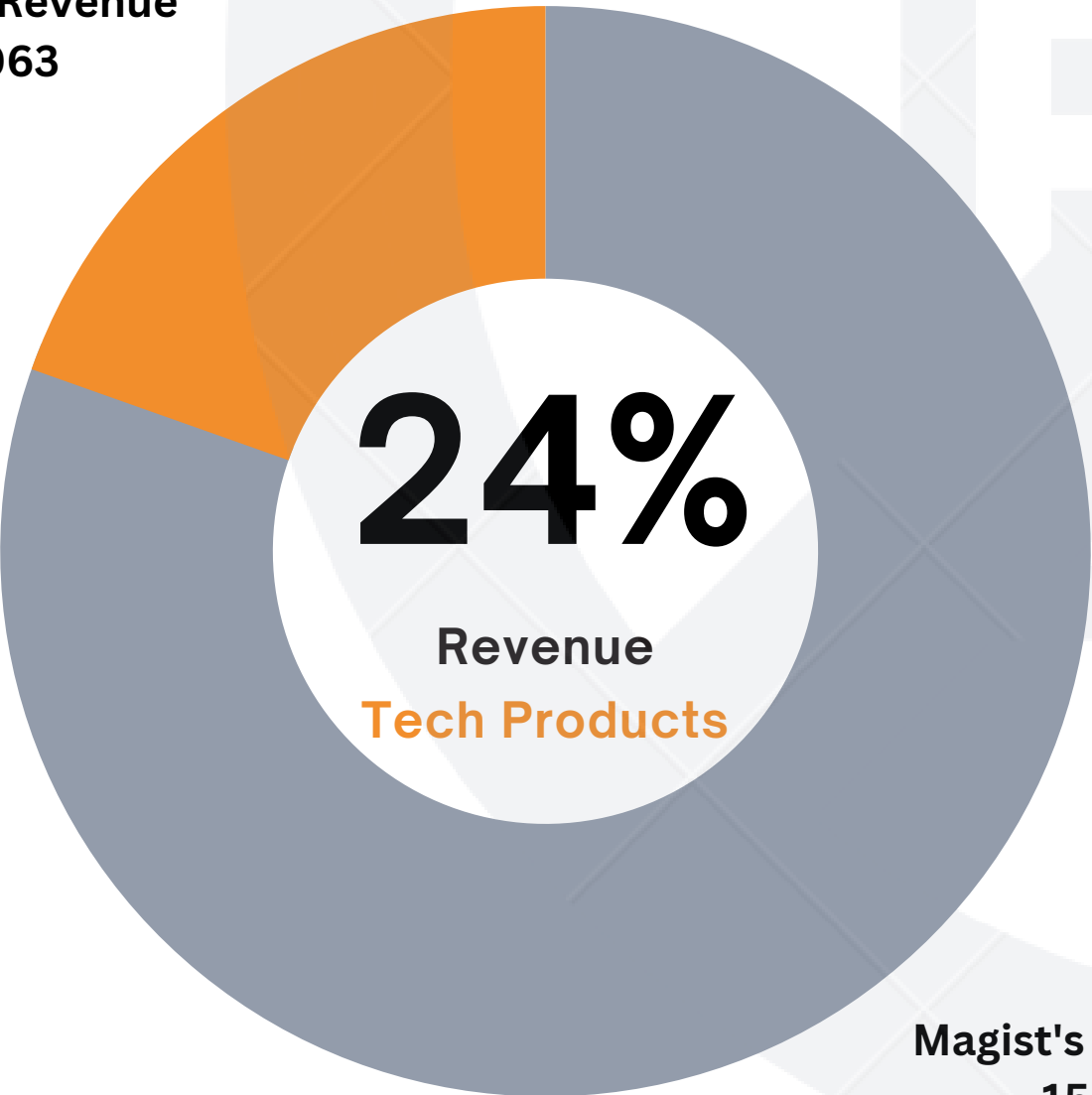
# UNVEILING MAGIST'S DATASET

Eniac's Data Science Department  
By Jess

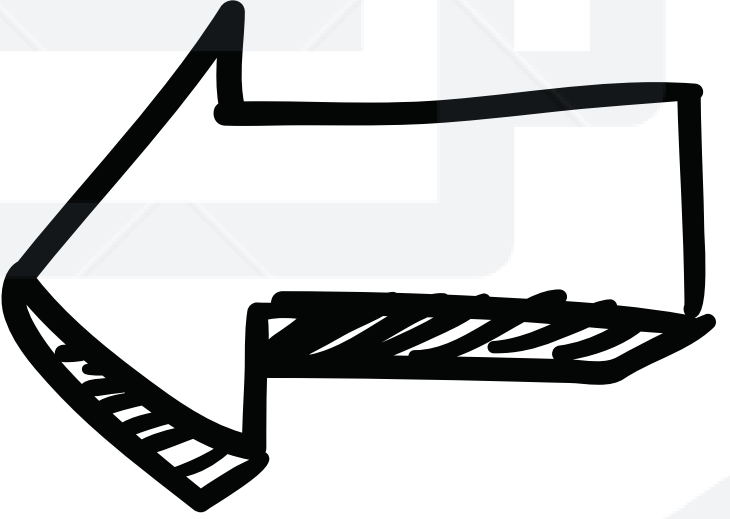
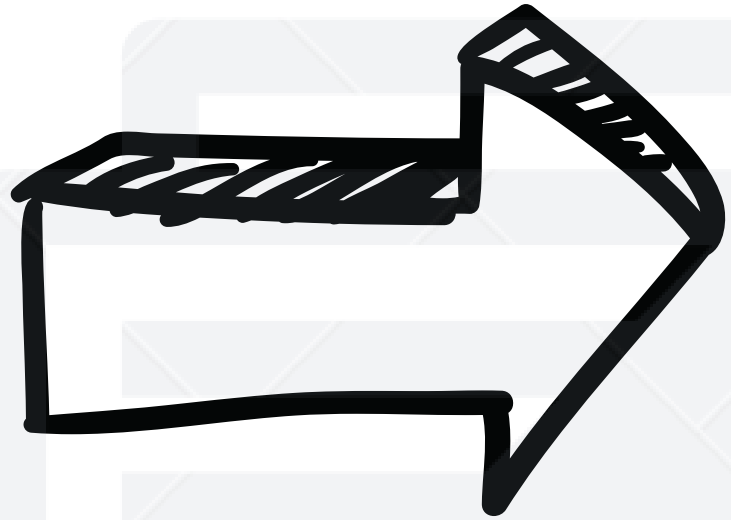


# Lets dive in, Magist's Big Picture

Tech sellers Revenue  
3.755.063



Magist's Total Revenue  
15.422.462



32.952



All Products

15%

Are Tech Products

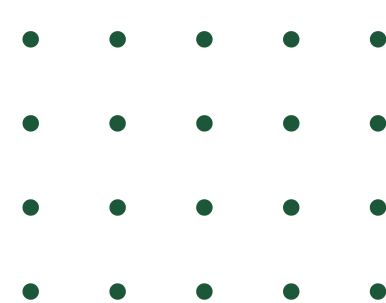
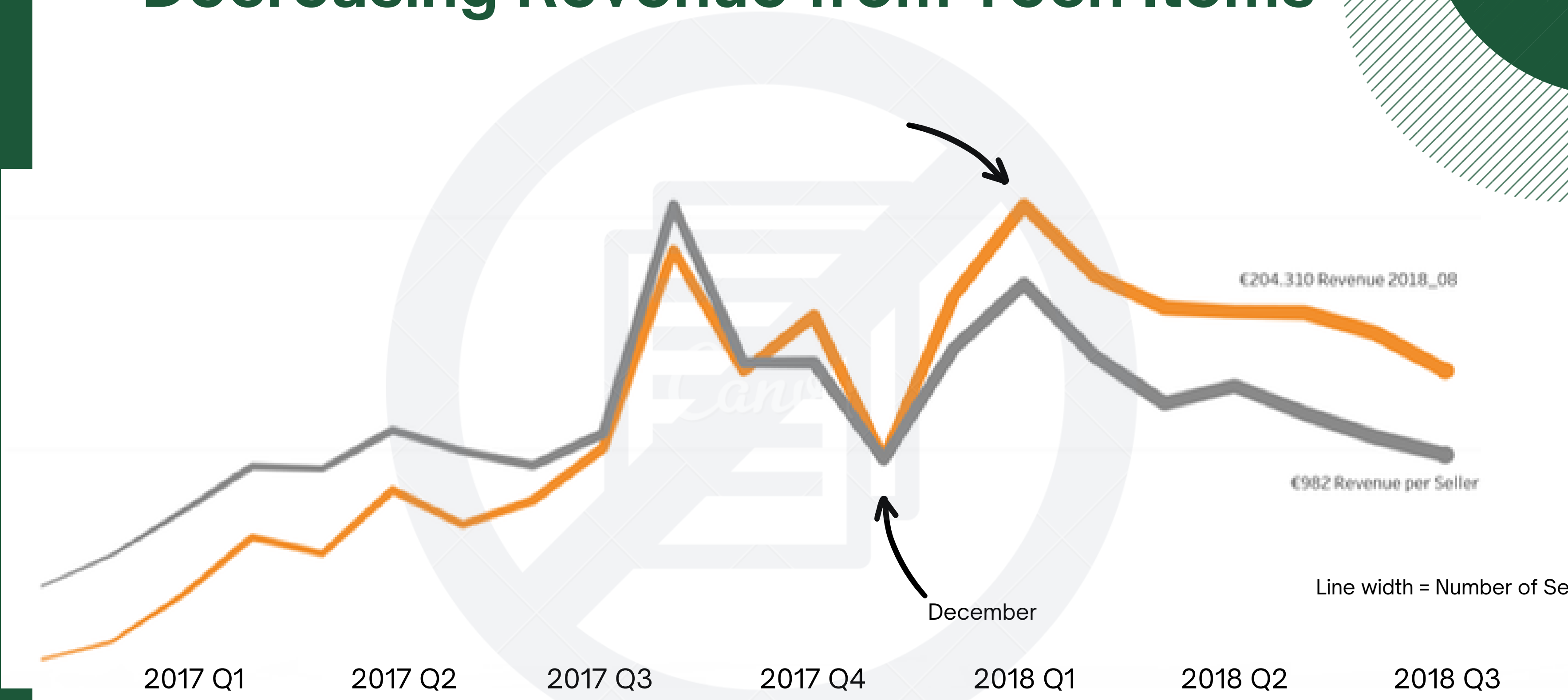
4.820



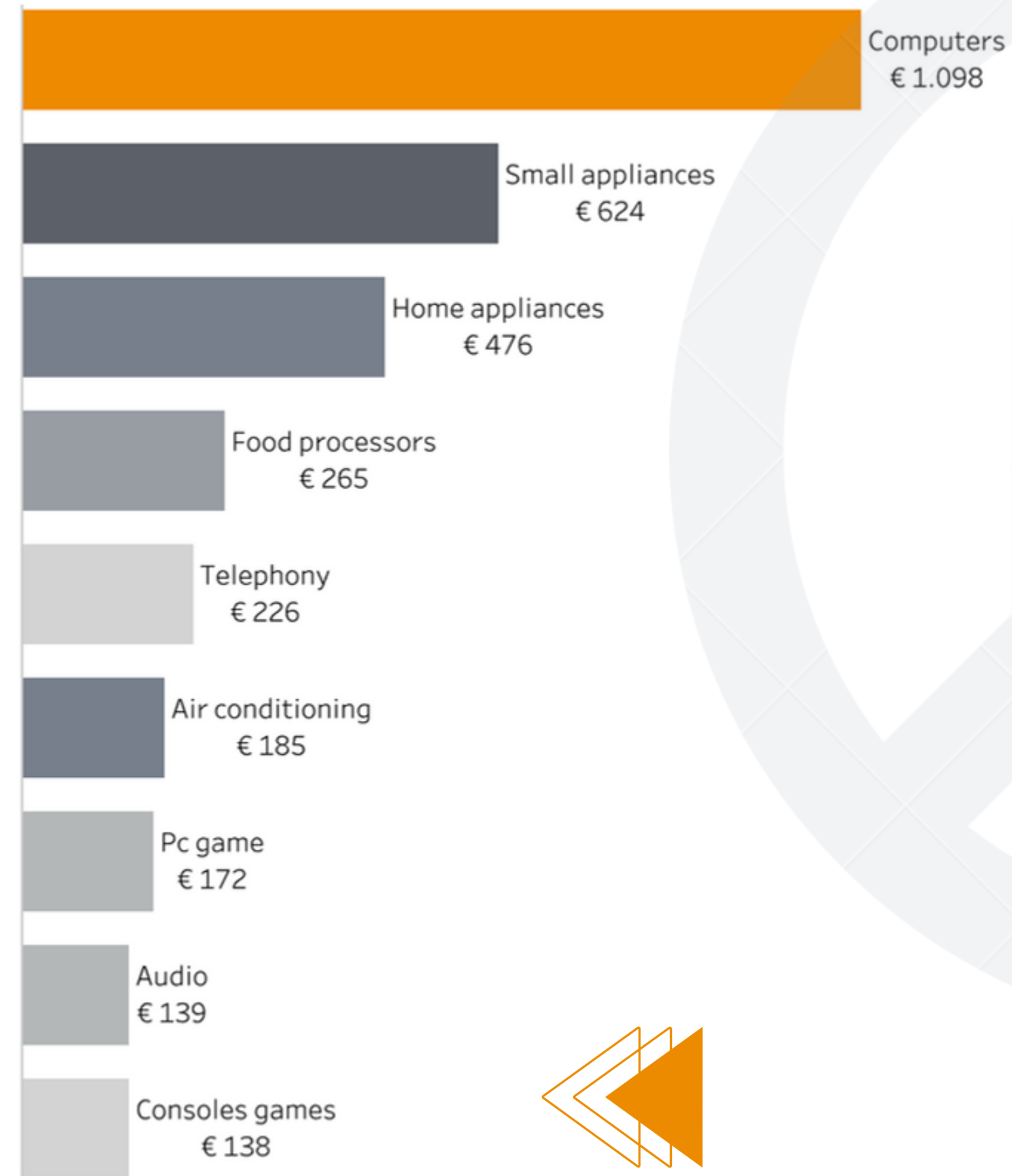
Tech Products



# Decreasing Revenue from Tech Items



# The Gems: Avg. High-Value Tech Products

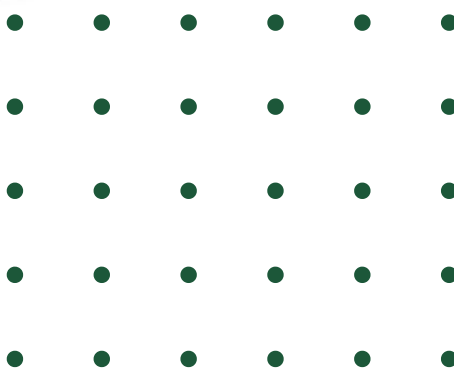


**But,** The product category with  
most orders in 2 years

**Console Games  
With 1.018 orders**

Audio with  
348 Orders

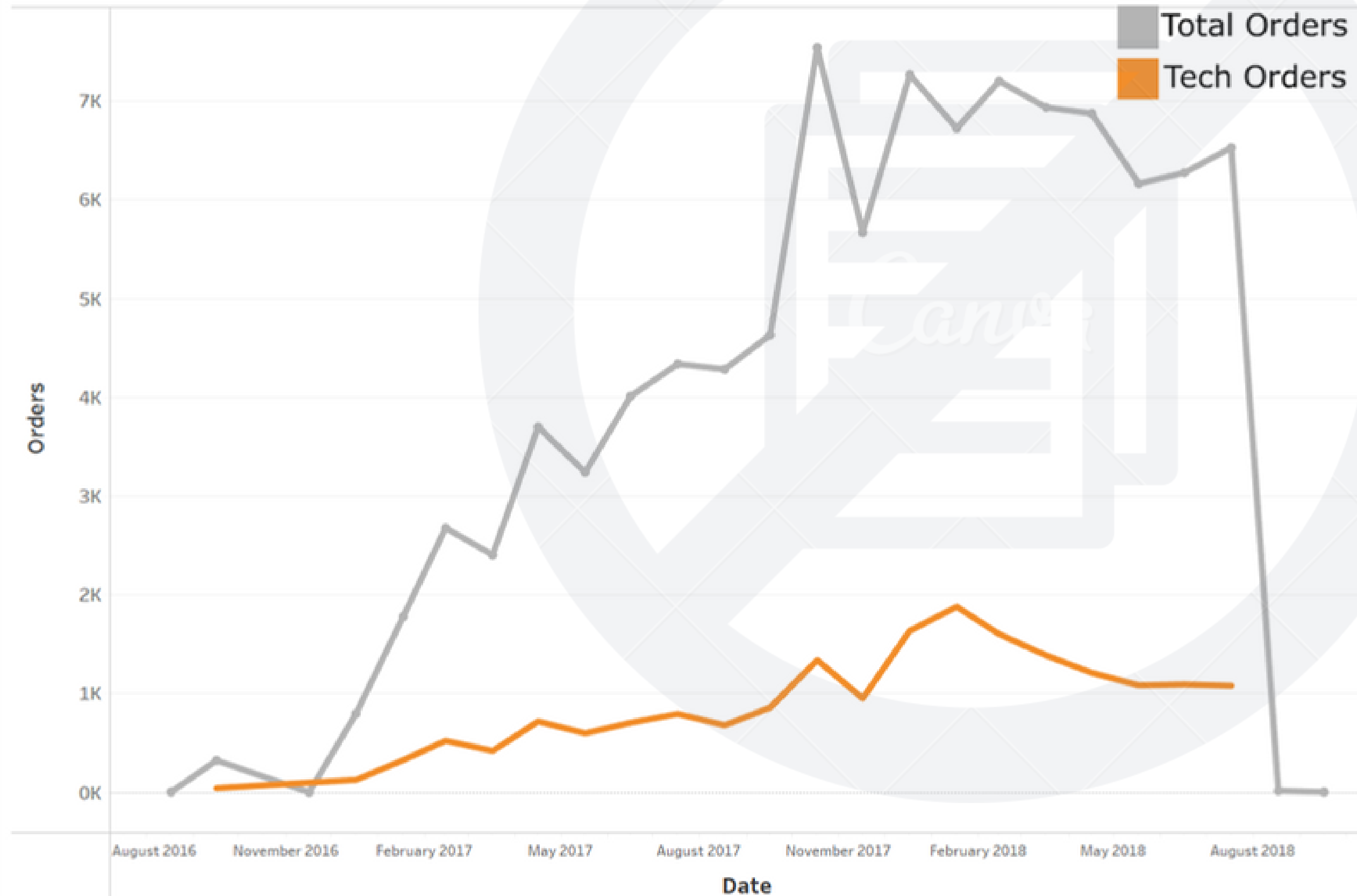
Dvd Blue  
Ray with 56





# MAGIST GROWTH

Monthly order totals



**Tech orders** account for **20%** of **all orders**

Steady growth until **2018**

**Orders fall by 99%** in August **2018**

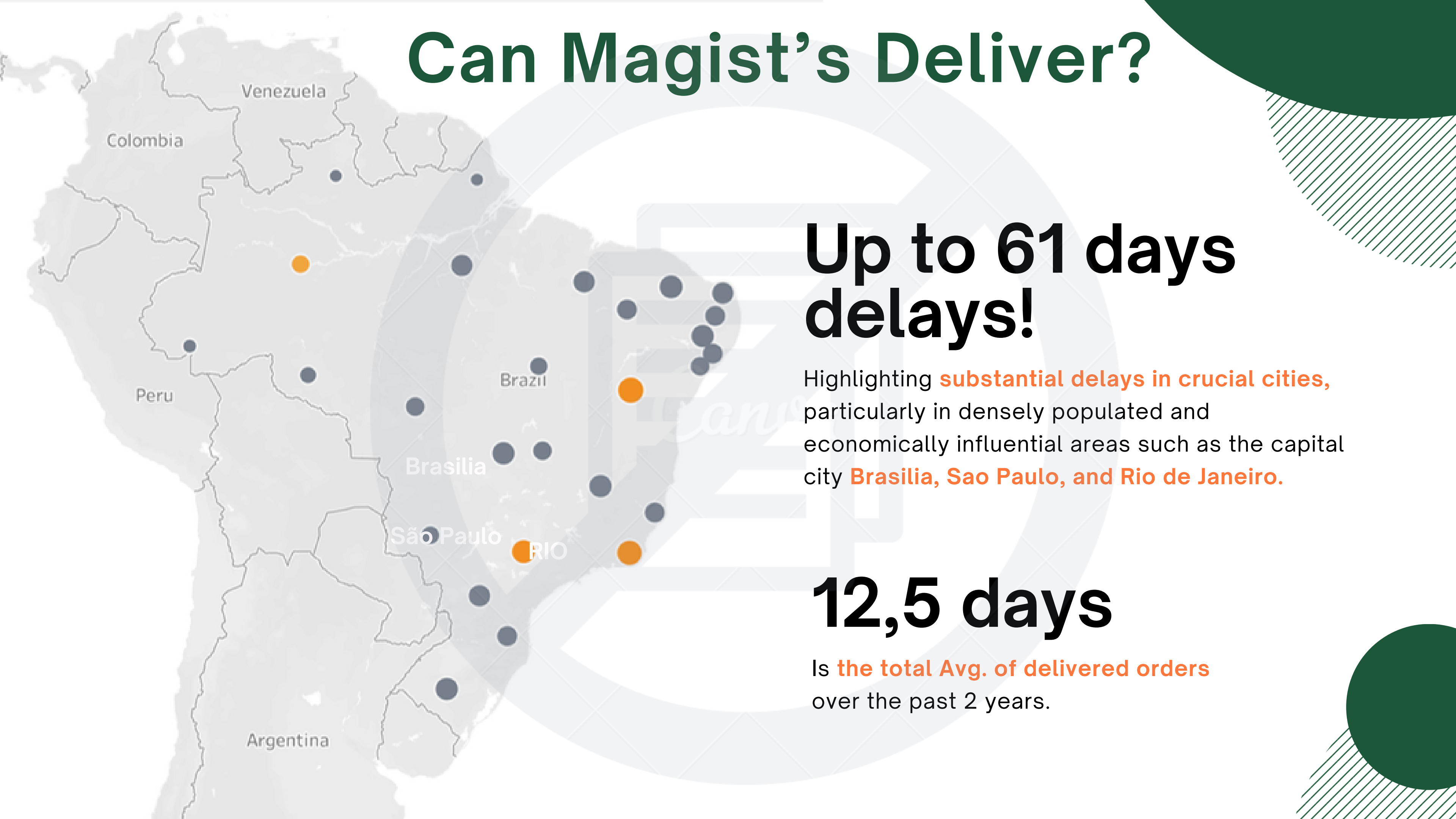
# Can Magist's Deliver?

## Up to 61 days delays!

Highlighting **substantial delays in crucial cities**, particularly in densely populated and economically influential areas such as the capital city **Brasilia, Sao Paulo, and Rio de Janeiro**.

## 12,5 days

Is **the total Avg. of delivered orders** over the past 2 years.



# Data Science Department

## Magist's Recommendations

- Significant Order Drop: **Orders plummeted by 99% in August 2018.** Understanding the reasons behind this is crucial for market evaluation, as it might reflect shifts in customer preferences or internal operational issues.
- **Tech Product Focus:** Magist's emphasis on tech products aligns with demand, but our data suggests weaker interest in purchasing them.
- Small Business Impact: Small businesses contribute 24% of 15 million Euros, but **sales and orders for tech products are declining.** This trend needs consideration.
- Delivery Concern: **Customers wait around 12 days for tech product deliveries.** We must review our partnership to enhance customer satisfaction, considering our 2-year data. Excessively long delivery times bear additional risks such as insurance claims.

# THANK YOU

Eniac | Data Science Department

