

MAGIST DATA ANALYSIS



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CONTENT:

1. In-Depth Analysis of Tech Item in Magist
2. User growth in Magist
3. Delivery and Customer reviews



1. In-Depth Analysis of Tech Item in Magist



Top selling categories include 'Tech Item'

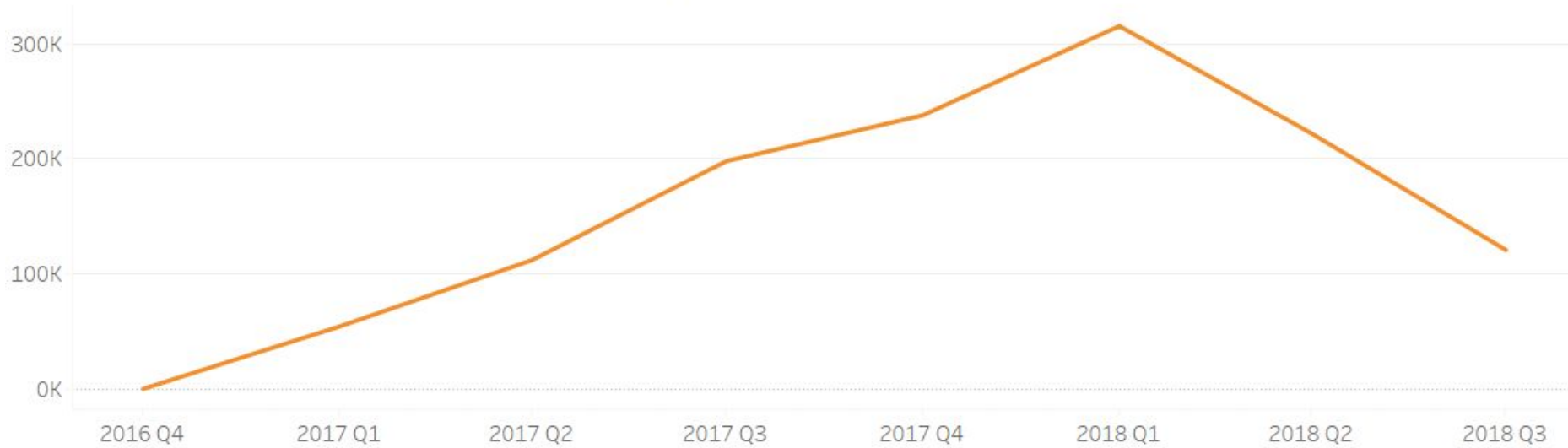


Period: Sep. 2016 - Oct. 2018

Only **9.6%** of the total revenues from 'Tech Item'

This is a rather **tiny share** of Magist's sales

Sales growth in Tech Item



Since 2018, Sales growth in Tech Items has significantly **decreased**.
This downward trend raises concerns.

Eniac vs. Magist

Item & Order price Comparison:

Eniac's average price are substantially **higher** than Magist's price range.

It raises concerns about security and handling **high-value products**



Period: Apr. 2017 - Mar. 2018

2. User growth in Magist

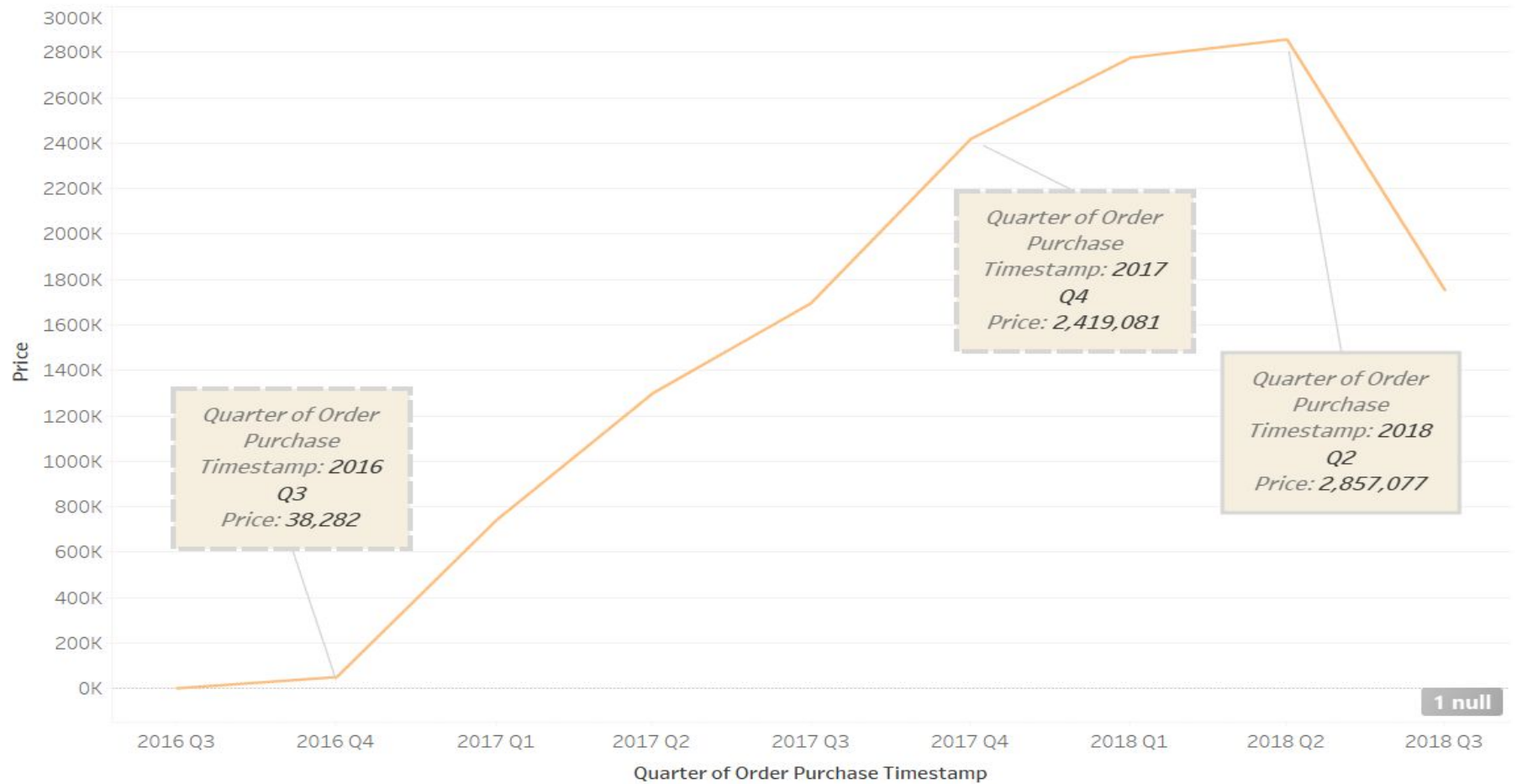


USER GROWTH IN MAGIST:

- From 2016 to 2018, smart appliances experienced a significant increase in the database, with **exponential growth** observed across all life sectors.
- **From 2016 to 2018, the growth was influenced by the following purchase styles:**
 1. Delivered - 96478
 2. Shipped - 1107
 3. Canceled - 301

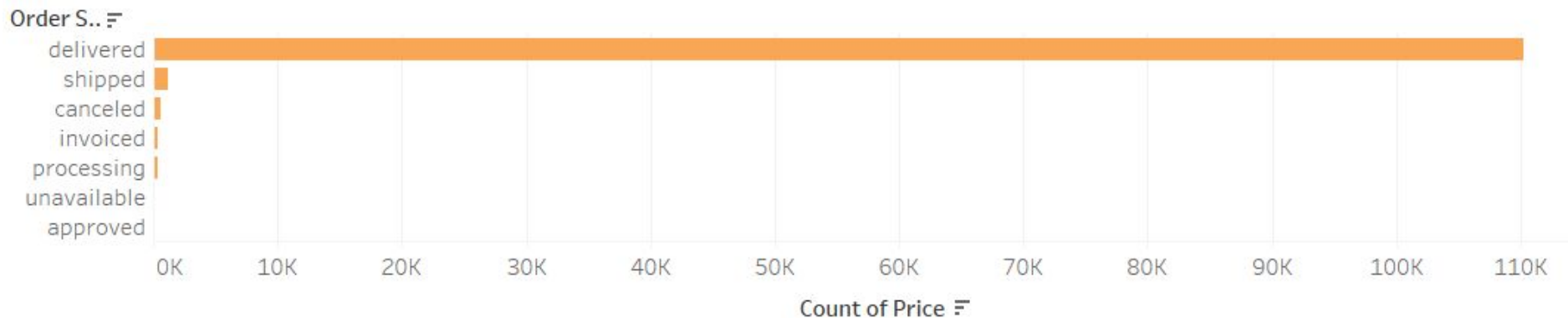
This 3 has the most number of purchase style items.





Delivery ranks 1st as order status:

The total cost of delivered items is **1,10,197 €**, shipped items are **1,185 €**, and canceled items are **542 €**.



3. Delivery and Customer reviews



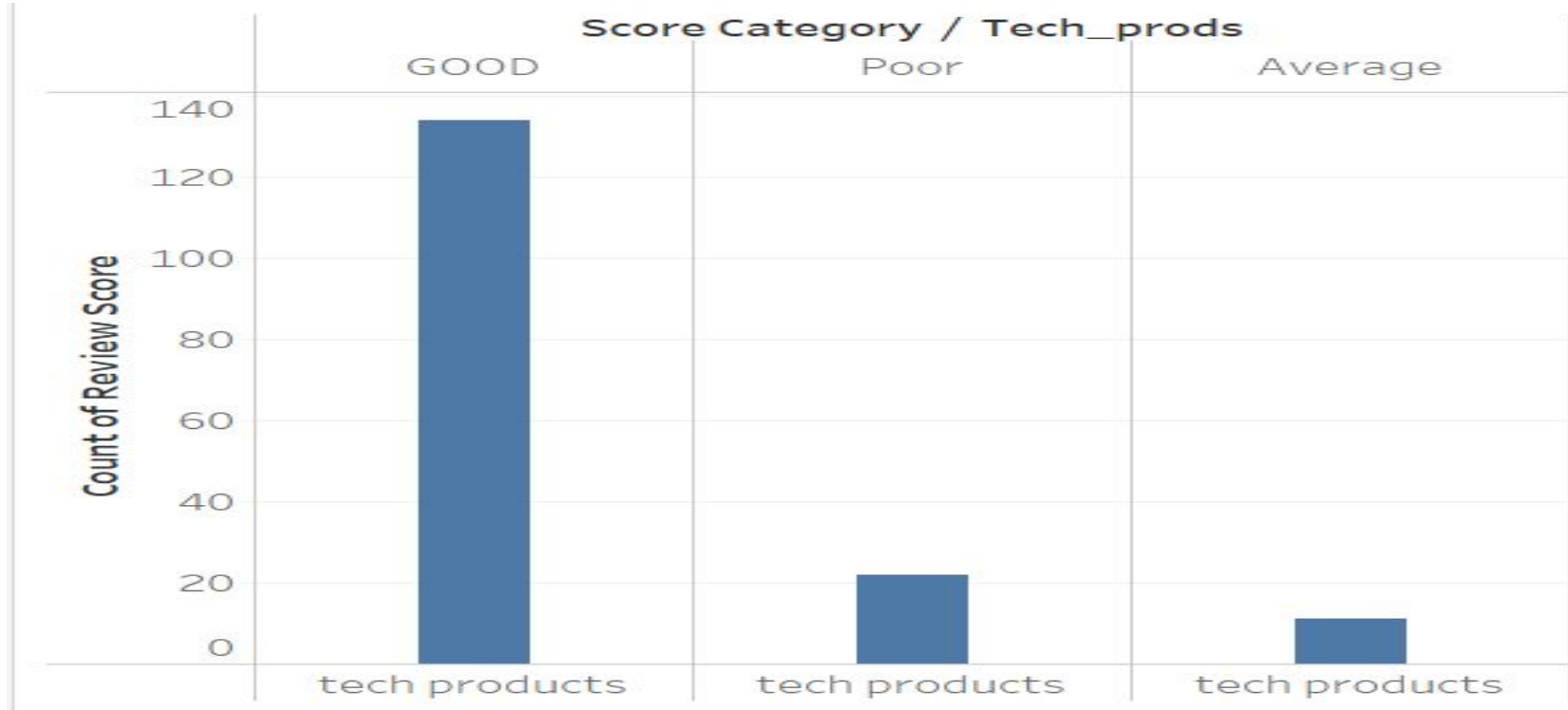
Delivery specifications:

- Avg. Delivery time: **13** days
3 days faster than the average 16 days* in Brazil
- Avg. Delivery fee: **18.90€**

* Statista ([Average delivery time for an online order in Brazil](#))



Vast Majority on Positive Reviews:



KEY INSIGHTS:

POSITIVE

- User growth **improved** (2+ years)
- Delivery time **faster** than average
- **Positive** Customer reviews

NEGATIVE

- **Small share** of 'Tech item'
- Lack of **High-value** product experience

Eniac **would not be beneficial** from a partnership with Magist.



THANKYOU

