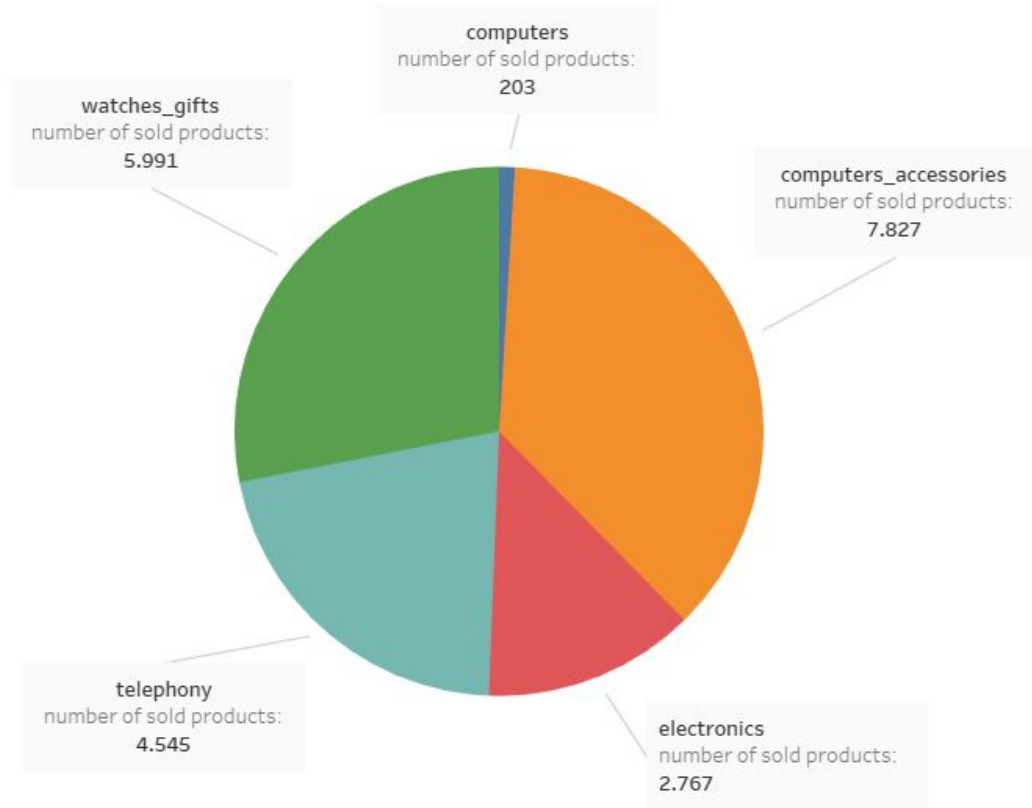


# Business strategy for Eniac

By Ranjit sah

# Tech Product Categories



computer accessories

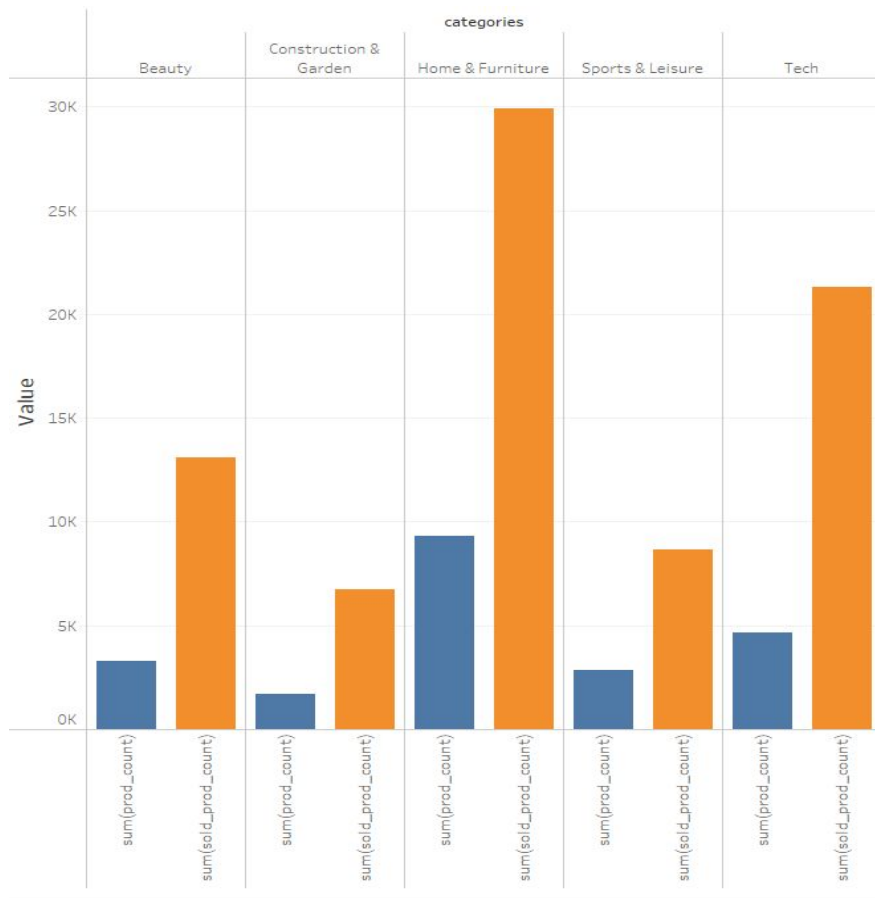
watches and gifts

telephony

electronics

computers

# Product Category Analysis



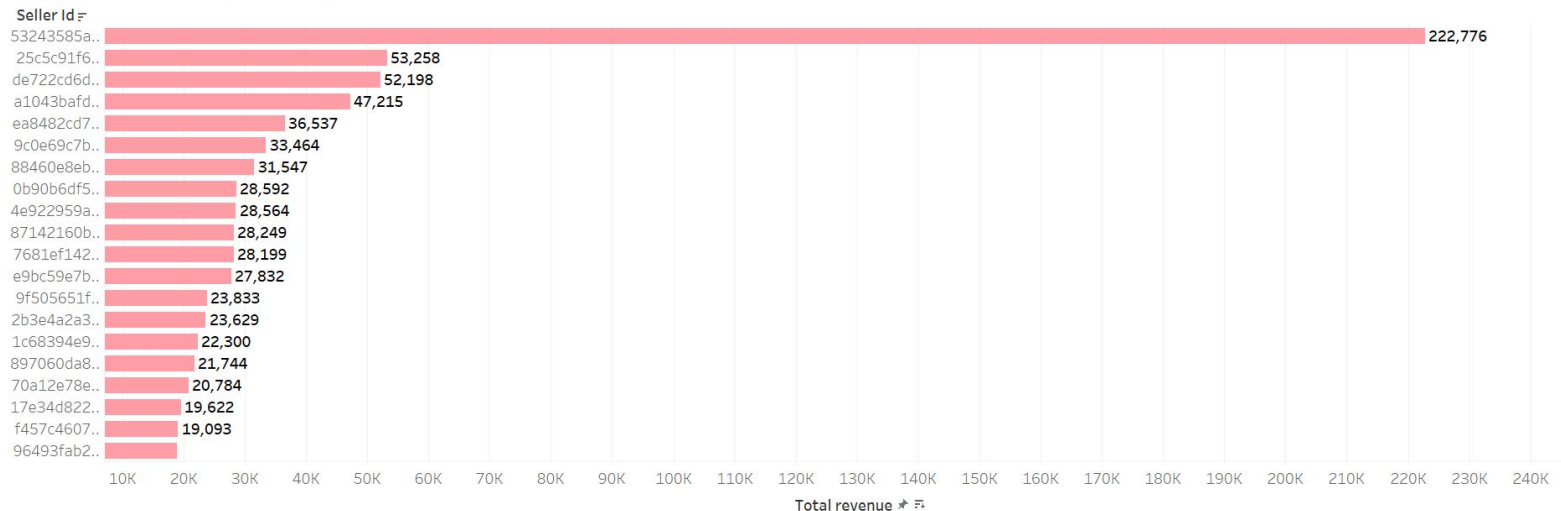
Magists sellers sell products  
from 5 big categories

Tech products make around  
19%

Average price of tech  
products 132 €

# Sellers

## Top 20 sellers in Tech categories

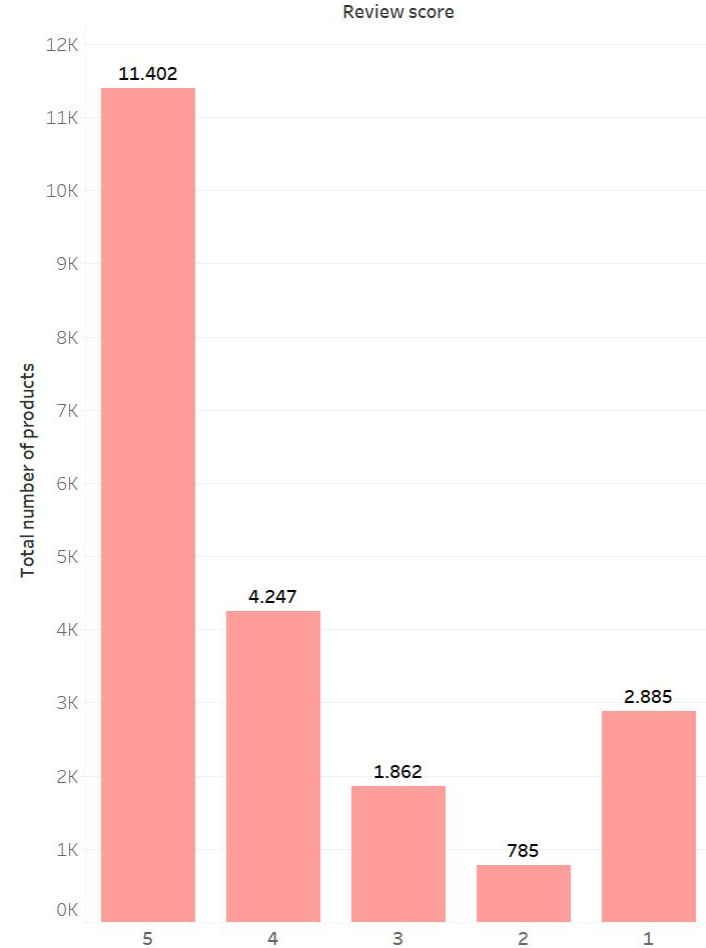


- 3095 sellers / 509 in Tech
- Average monthly revenue in Tech 980€ / 5500€
- Top seller - average product price 540€ (170 - 1700€) / 410 products sold

# Reviews

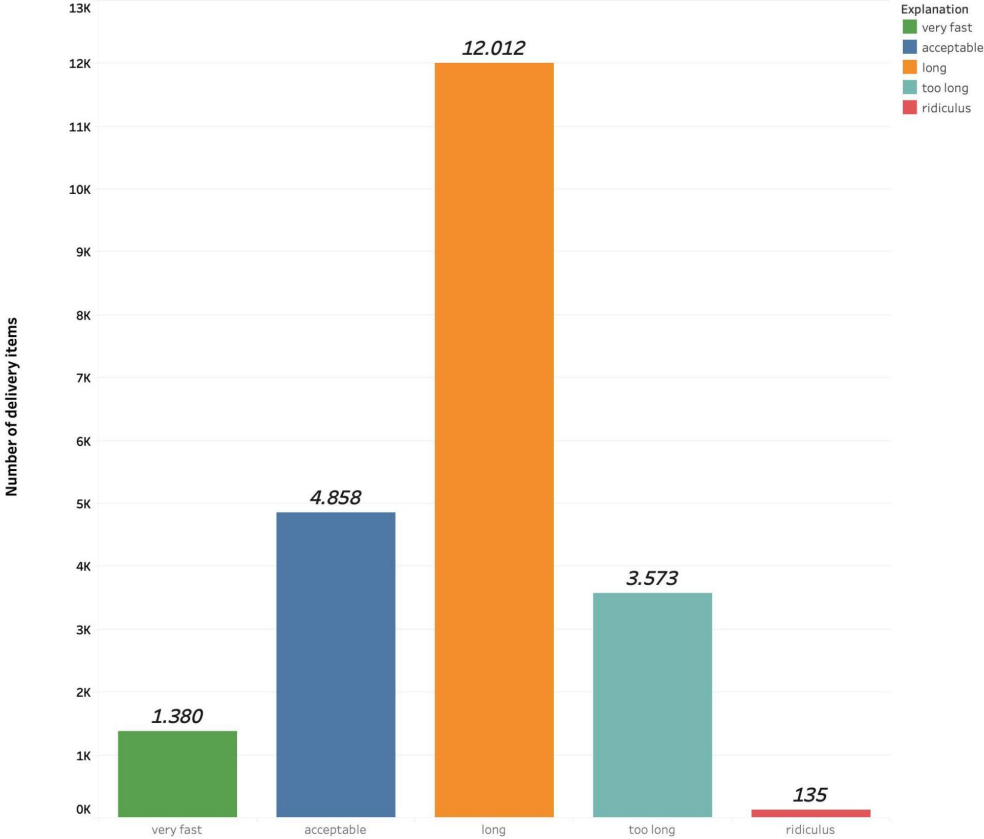
- $\frac{2}{3}$  of bad reviews connected to delivery
- Brazilian Postal office
- Customer service

Review scores of tech products




# Delivery status for tech products

Deliver Status




Sum of Count(\*) for each Explanation. Color shows details about Explanation. The marks are labeled by sum of Count(\*)

# Should Eniac Enter the Market through Magist or not

 Familiar with tech products vs another competitor with tech sellers


 very slow delivery

 lots of bad reviews

We suggest to not sign the contract



## SUGGESTIONS FOR IMPROVEMENT:

 change carrier

customer service for Eniac products