

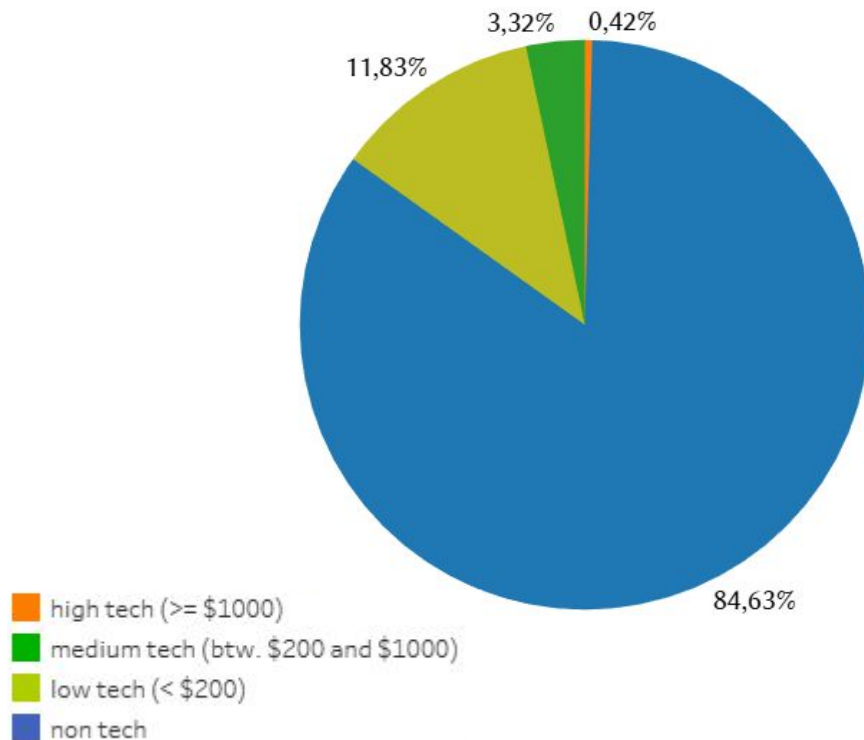
Magist case study

1. Are Magist marketplaces a good fit for Eniac?
2. Are orders delivered on time?

Products Analysis

- 32,951 different products
- 74 categories
- 10 tech-related categories (5064 products)
 - Computer Accessories (1639)
 - Watches/Gifts (1329)
 - Telephony (1134)
 - Electronics (517)
 - Console Games (317)
 - Audio (58)
 - Computers (30)
 - Cine/Photo (28)
 - Tablets/Printing/Image (9)
 - PC Gaming (3)

How are the products distributed in the all categories?



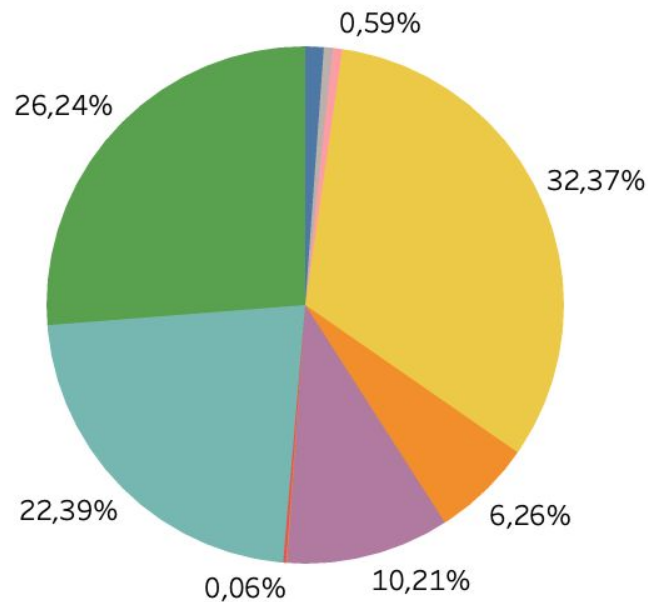
Products Analysis

- 32,951 different products
- 74 categories
- 10 tech-related categories (5064 products)
 - Computer Accessories (1639)
 - Watches/Gifts (1329)
 - Telephony (1134)
 - Electronics (517)
 - Console Games (317)
 - Audio (58)
 - Computers (30)
 - Cine/Photo (28)
 - Tablets/Printing/Image (9)
 - PC Gaming (3)

Product Category

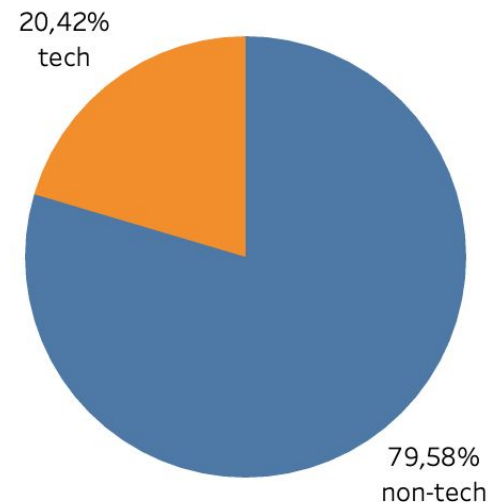
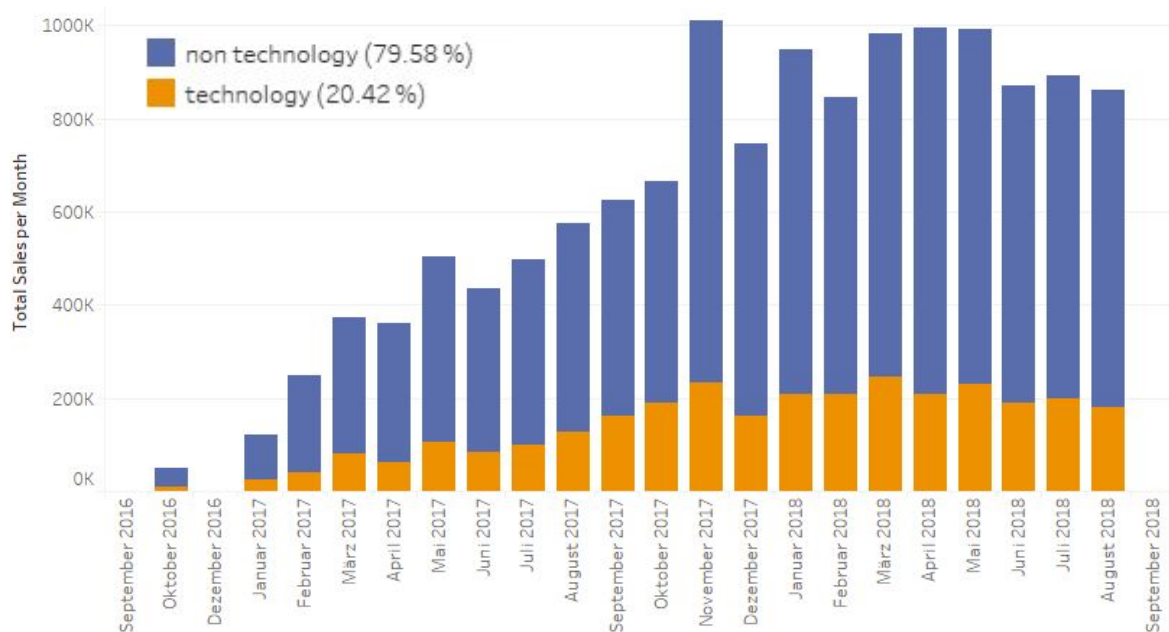


How are the products distributed in the tech-only categories?



Orders Analysis

How many sales per tech category?



% of total sales in all categories

Is Magist a good
fit for high-end
tech products?

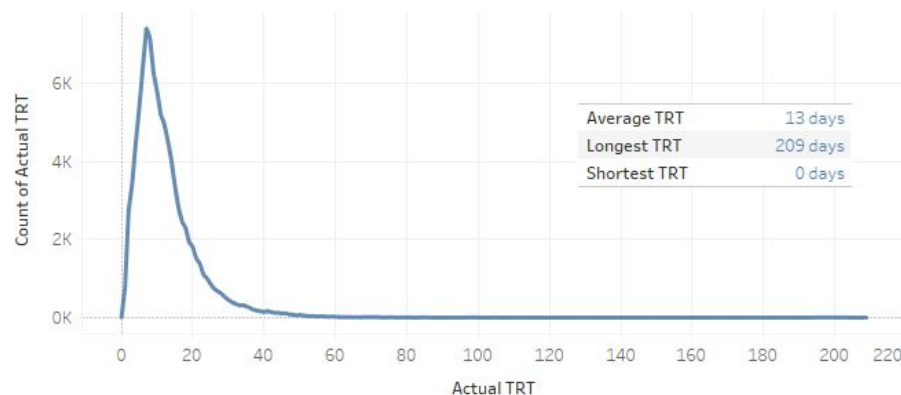
Magist's marketplaces are
mostly focused on home,
automotive, sports and
fashion-related products.

Delivery Analysis

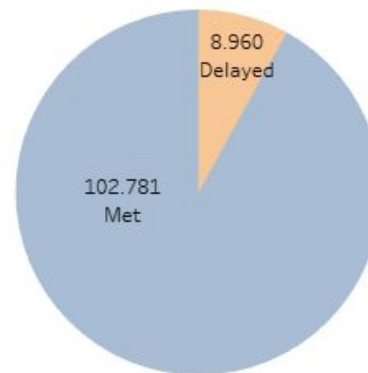
How much time it takes to deliver?
How efficient is delivery?

- The analysis covers the full 24 month period of the data provided
- Average TRT from order placement to customer delivery is 13 days

Actual Turn Round Time of Sold Orders



- 102781 (~92%) orders met their estimated delivery
- 8960 orders failed to meet their estimated delivery (~8% of Total)
- After examining various delivery scenarios no patterns emerged for delayed orders



Are orders
delivered on time?

Yes, we can say that
orders are delivered
within the estimated
period most of the time.

*Is Magist a good fit for high-end
tech products?*

A good percentage
of sales (~20%) are
tech-related.

Magist is
potentially
a good fit for Eniac

Most of the orders
are delivered on
time.

*but it needs more
research*

- Understanding the delivery market in Brazil
- Explore other sales platforms selling Tech products
- More data from Eniac:
 - ◆ Optimal delivery time
 - ◆ Actual products

