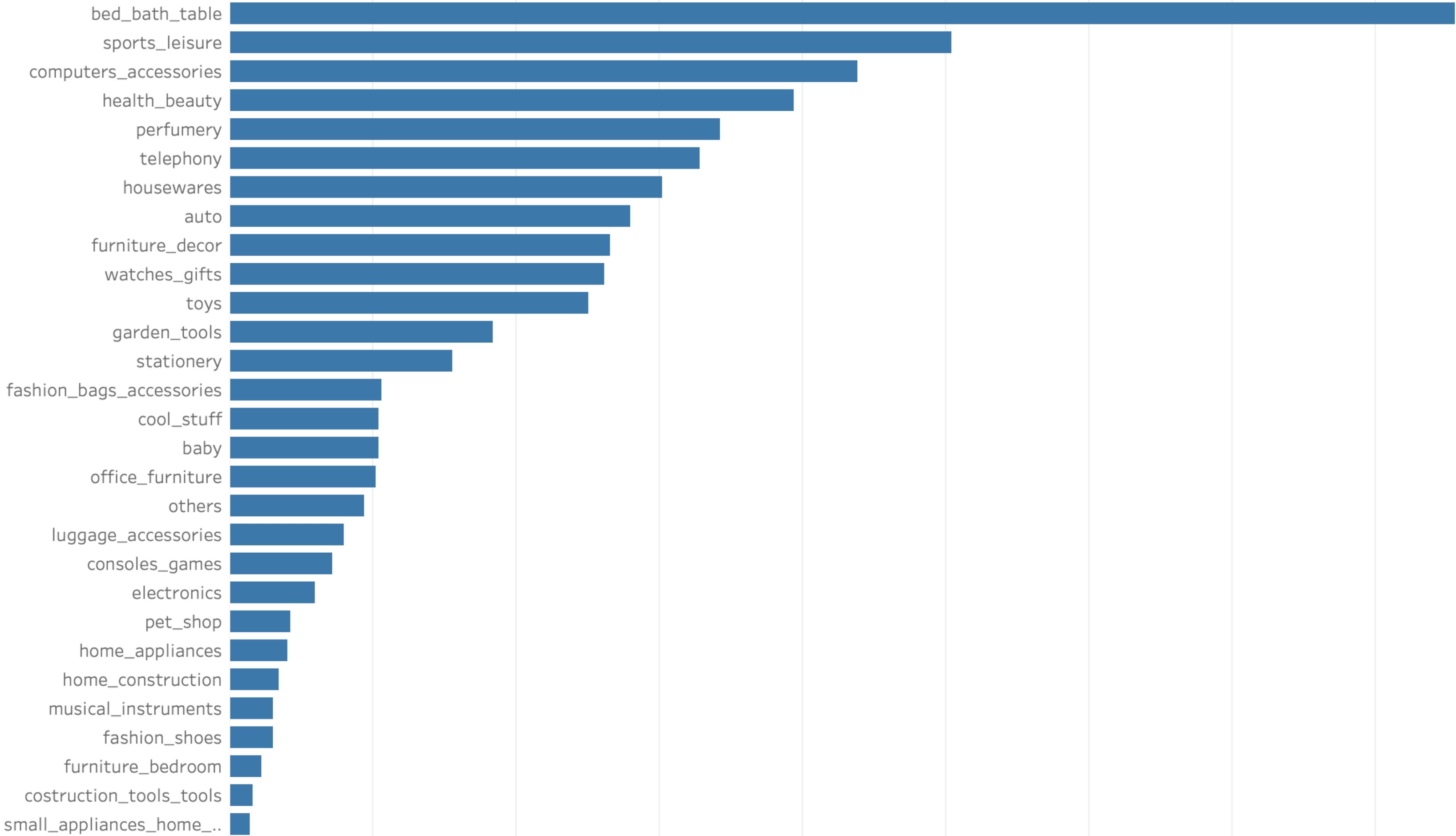# Brazil: Key Facts & Figures

- **Vast Territory:** 5th largest globally (8.5M sq km), ~24x larger than Germany.

- **Large Population:** 214M+ (unevenly distributed, dense coast/east, sparse Amazon).

- **Urban/Rural Divide:** Megacities (São Paulo, Rio) coexist with smaller towns/villages.

- **Income Gap:** Average household income ~1,714 Real (~€315) / month, urban areas significantly higher.

- **Growing Internet Access:** 75% coverage (2021), but a digital divide persists between urban and rural areas.
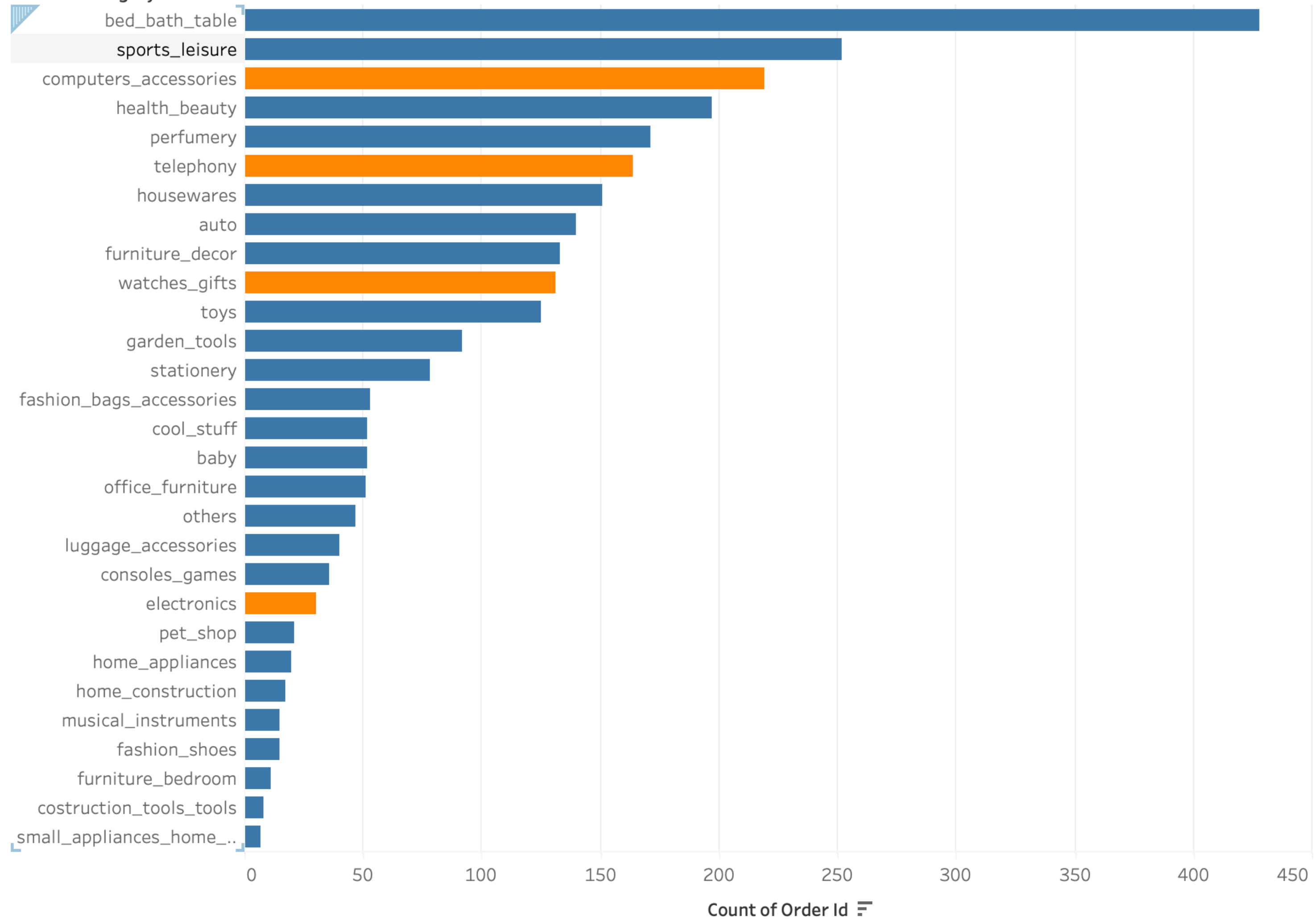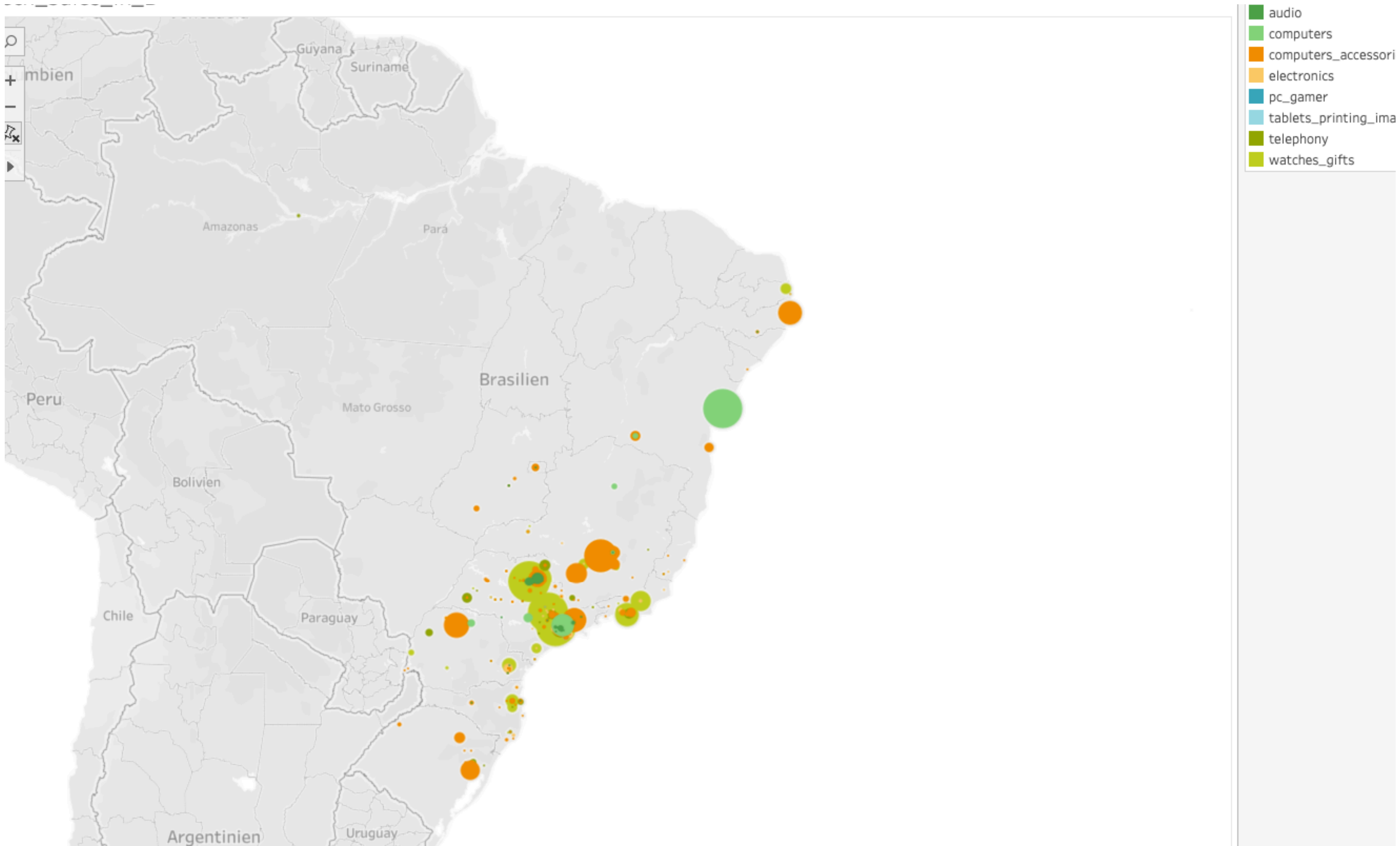
Magist is not yet a good partner

Magist's Sales and Cities

Product Category Na.. ⯆

Category	
bed_bath_table	
sports_leisure	
computers_accessories	
health_beauty	
perfumery	
telephony	
housewares	
auto	
furniture_decor	
watches_gifts	
toys	
garden_tools	
stationery	
fashion_bags_accessories	
cool_stuff	
baby	
office_furniture	
others	
luggage_accessories	
consoles_games	
electronics	
pet_shop	
home_appliances	
home_construction	
musical_instruments	
fashion_shoes	
furniture_bedroom	
costruction_tools_tools	
small_appliances_home_..	

Product Category Na..

Product Category Name	Count of Order Id
bed_bath_table	~430
sports_leisure	~252
computers_accessories	~220
health_beauty	~197
perfumery	~172
telephony	~164
housewares	~150
auto	~139
furniture_decor	~132
watches_gifts	~131
toys	~125
garden_tools	~91
stationery	~78
fashion_bags_accessories	~53
cool_stuff	~51
baby	~51
office_furniture	~51
others	~46
luggage_accessories	~39
consoles_games	~34
electronics	~28
pet_shop	~19
home_appliances	~18
home_construction	~15
musical_instruments	~13
fashion_shoes	~13
furniture_bedroom	~9
costruction_tools_tools	~6
small_appliances_home_...	~5

Count of Order Id

City_korrigiert

City	Value
sao paulo	6.937
lauro de freitas	358
maringa	1.563
guariba	1.051
sumaré	581
barueri	331
ribeirao preto	1.023
sao jose dos campos	430
itauna	154
guarulhos	111
rio de janeiro	322
recife	325
belo horizonte	904
jacarei	468
porto alegre	321
ilicinea	323
diadema	76
nova friburgo	30
campinas	461
pradopolis	148
osasco	87
sarandi	136
franca	143
curitiba	114
blumenau	256
colombo	77
cotia	74
sao goncalo	172
guanambi	21
salvador	65
santo andre	62
cascavel	84
santos	226
novo hamburgo	62
brasilia	111
formiga	69
mamanguape	16

High_Selling_Cities by tech-orders

City_korrigiert

Legend — Product Category Name ...
- audio
- computers_accessories
- electronics
- pc_gamer
- tablets_printing_image
- telephony
- watches_gifts

Y-axis: Order_Count

Bar segment labels: computers_accessories, electronics, telephony, watches_gifts

X-axis categories: sao paulo, sumaré, sao jose dos ca..., santos, sao goncalo, sao bern ardo.., uberland.., sorocaba, sao jose do rio .., são josé do rio ..

Marketshare

Market Share of Tech and Non-Tech Products

Product Category Group
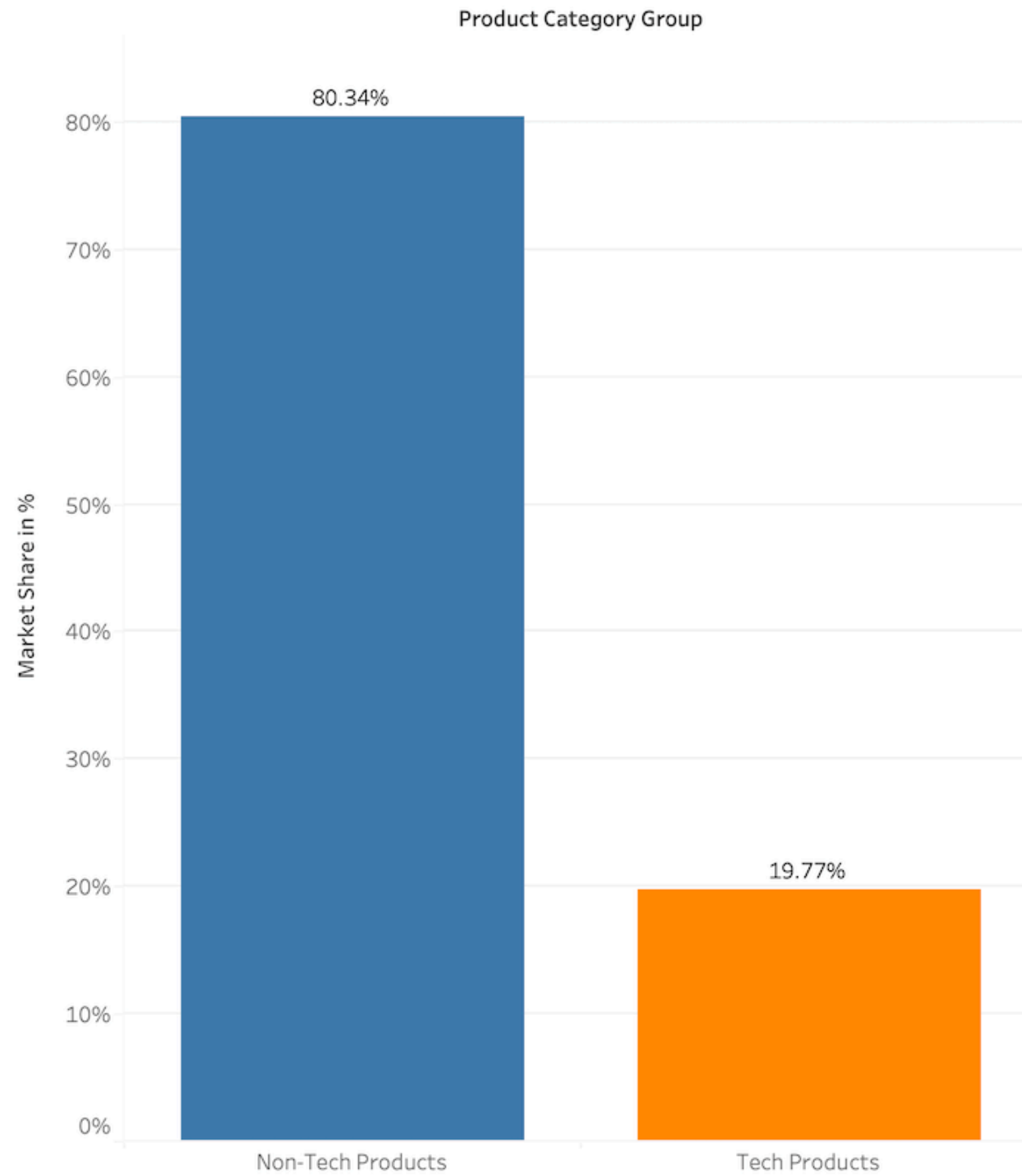
Product Category Group
- Non-Tech Products
- Tech Products

Changes in Market Share in %
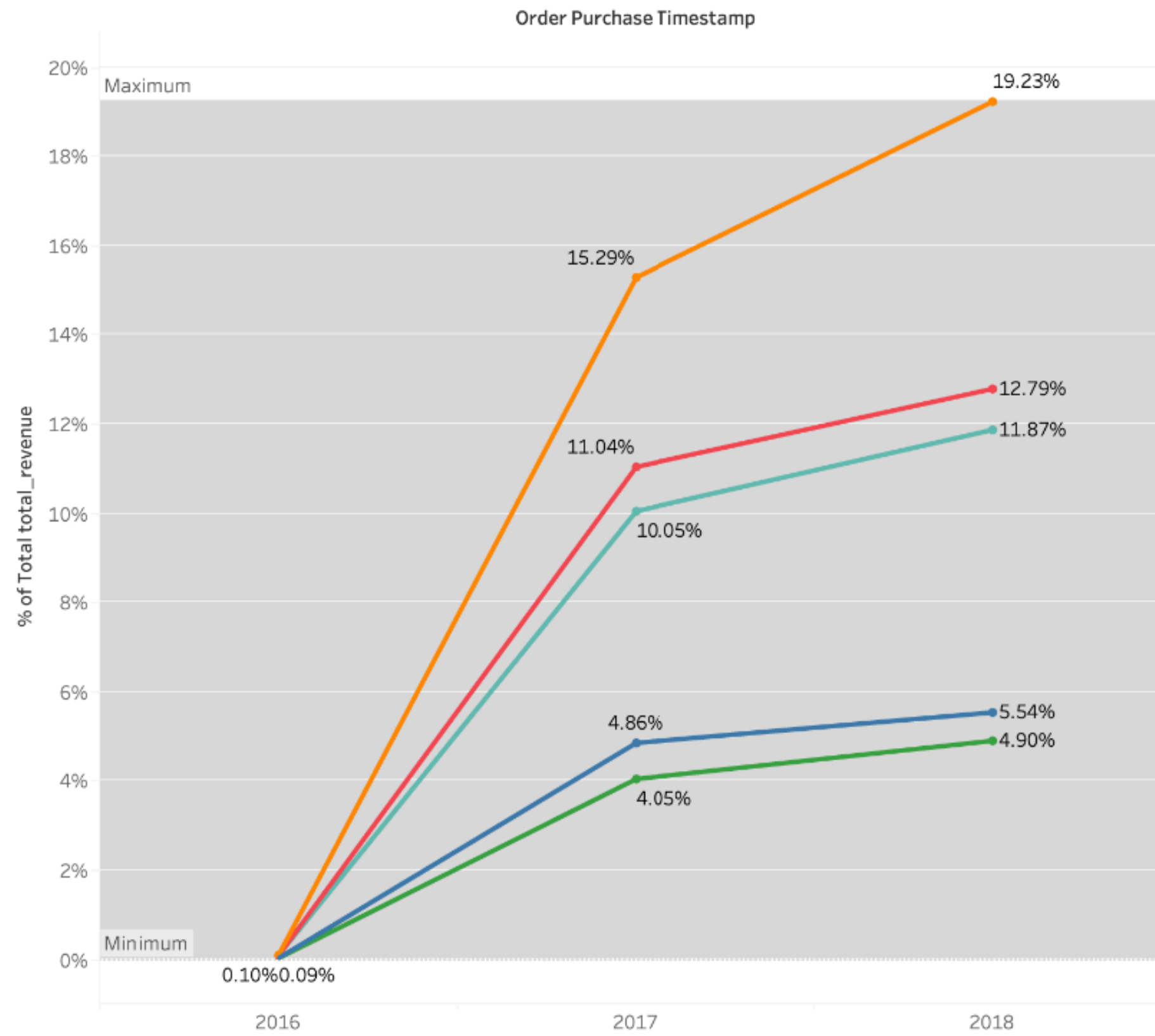
Revenue Development Tech Product:
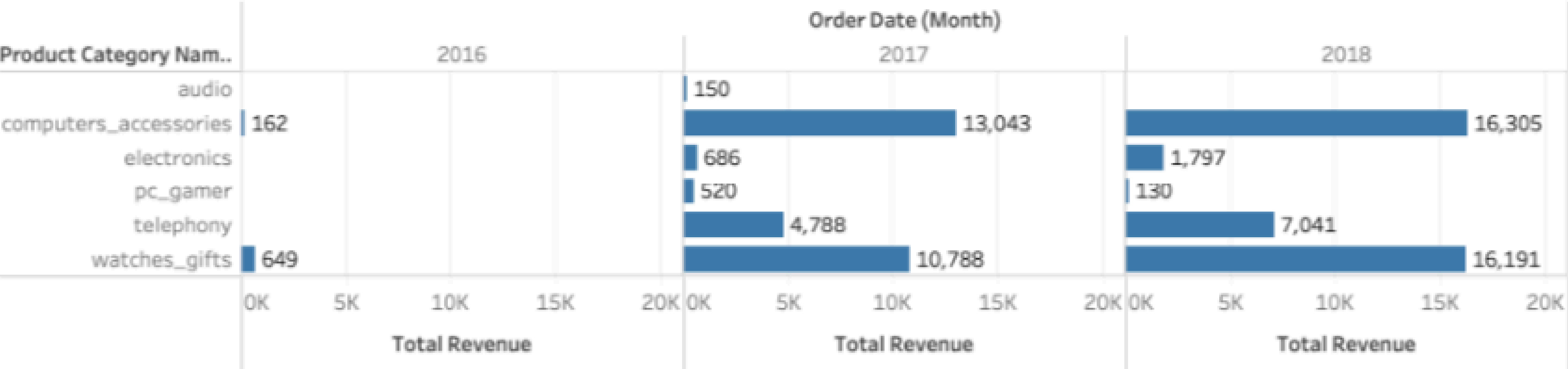
Revenue Development Tech Product in São Paulo:

Delivery Time

Deliveries On time and Delayed

Product Category

| Non-Tech-Products | Tech-Products |
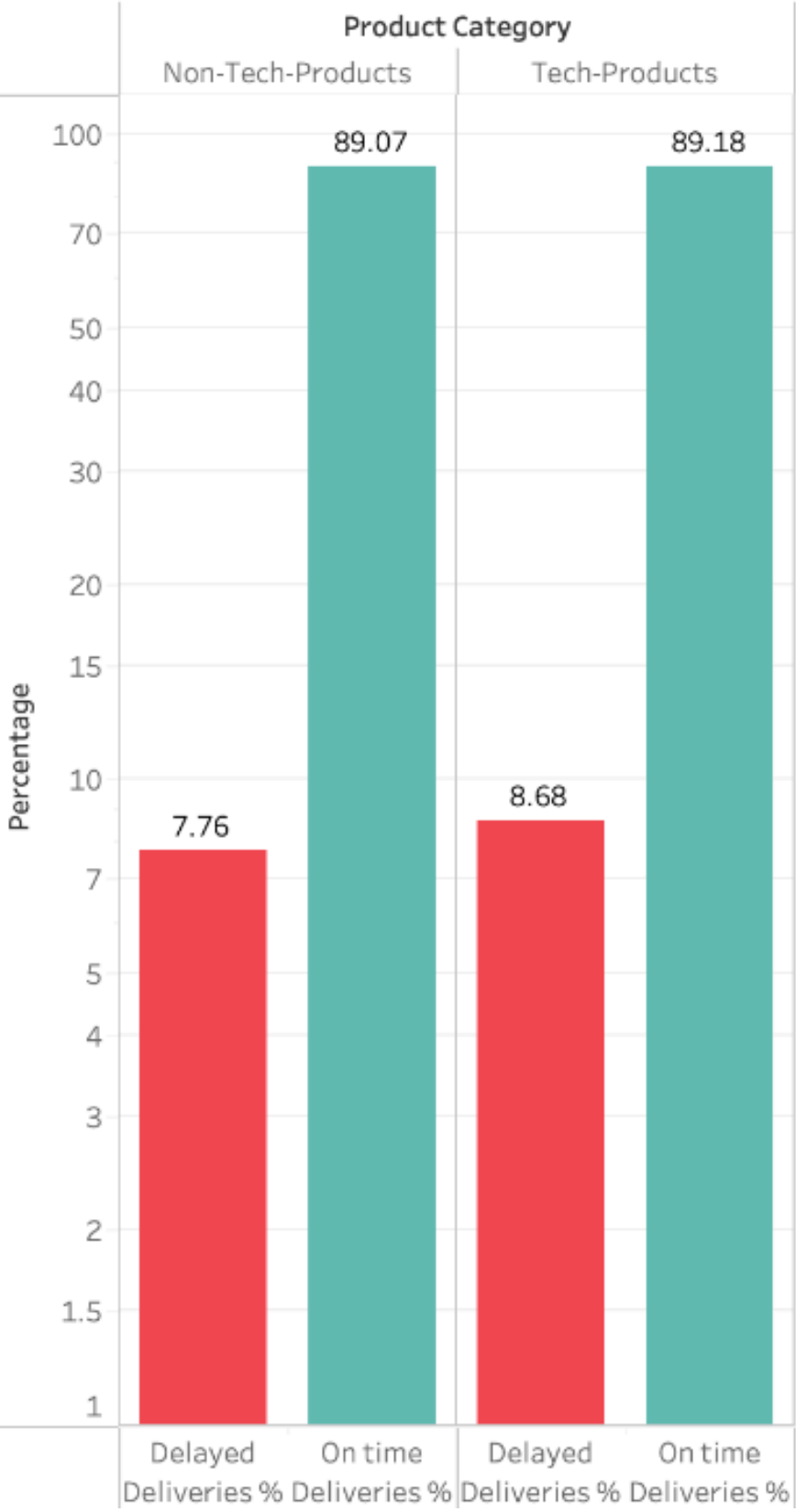
Average Delivery Time per Product Category

Product Category Name English

Bar chart showing Avg. avg_delivery_time by product category:
- computers: 13.836
- audio: 13.440
- computers_a..: 13.119
- telephony: 12.895
- electronics: 12.869
- tablets_print..: 12.785
- watches_gifts: 12.741
- pc_gamer: 10.143
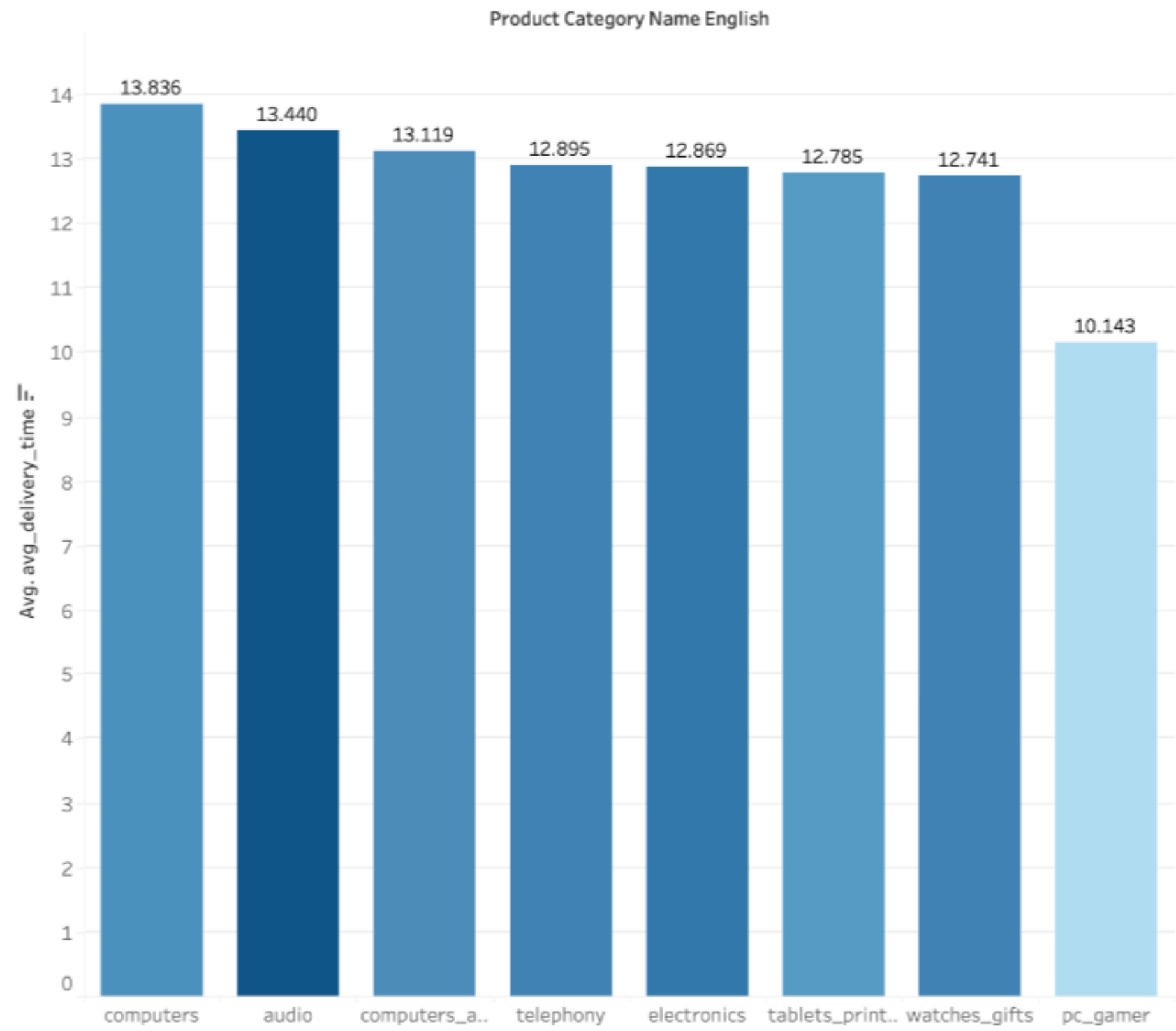
Actual Delivery and Shipping Time, and Deviation from Expected Delivery Time
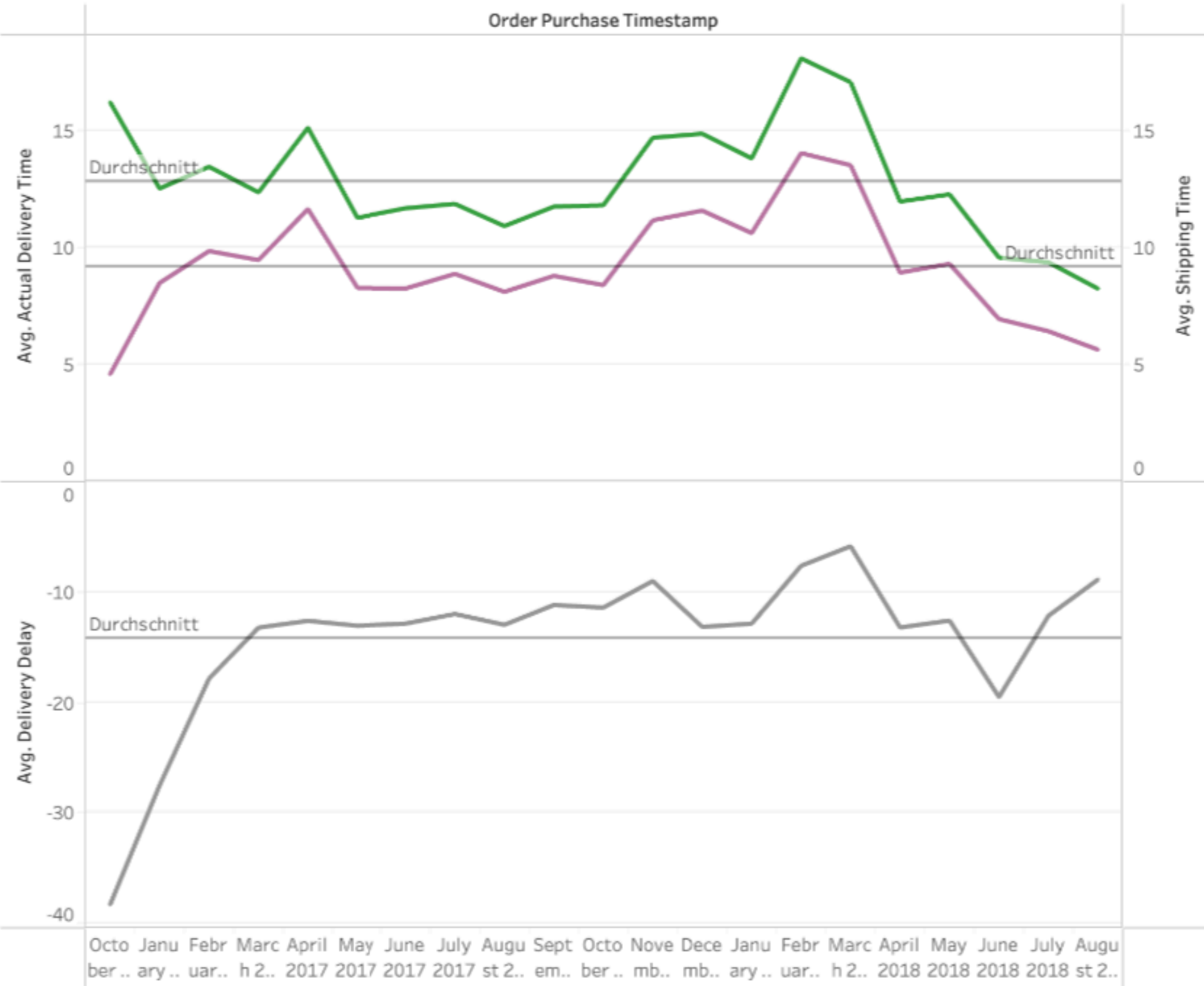
Shipping

Average Shipping Costs

Tech Product Breakdown	
N. Non-Tech Products	
C.. computers_accessories	
T.. audio	
computers	
electronics	
pc_gamer	
tablets_printing_image	
telephony	
watches_gifts	

avg_shipping_cost
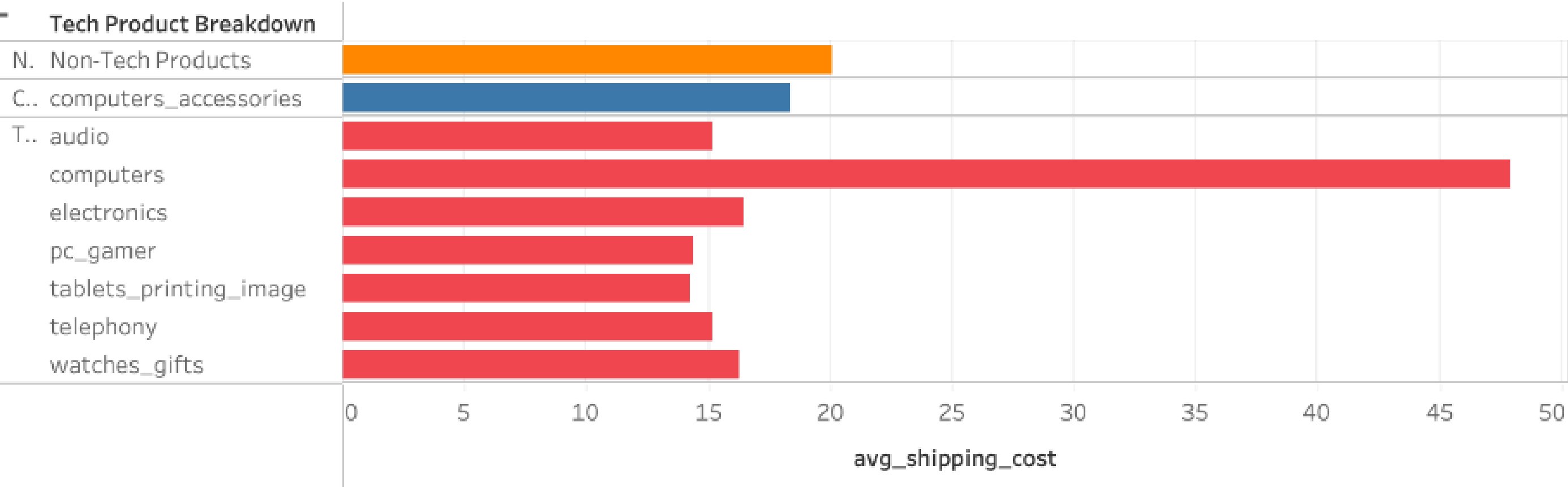
PCG_computers_ac
☑ (Alle)
☑ Computer Accessories
☑ Non-Tech-Products
☑ Tech-Products

PCG_computers_ac
■ Computer Accessories
■ Non-Tech-Products
■ Tech-Products

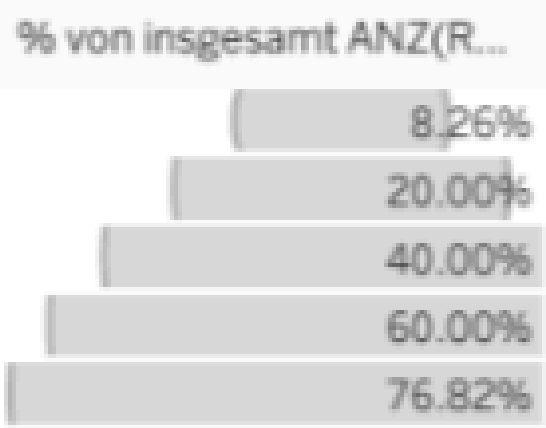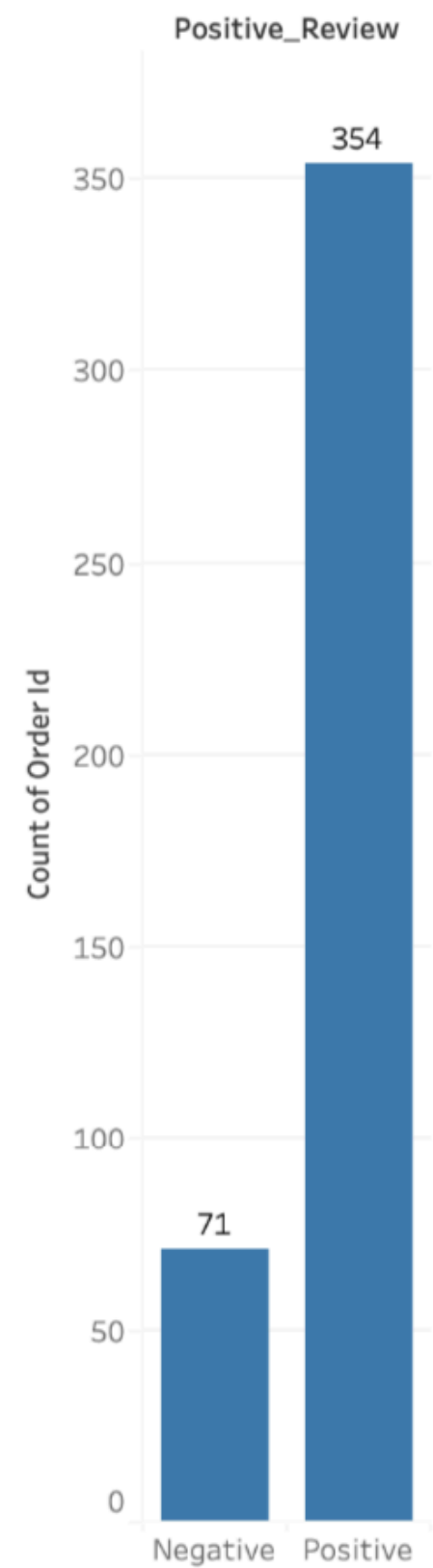# Reviews

Positive Negative and Moderate Reviews

Review Positive Negative Moderate

| Moderate | Negative Review | Positive Review |

1.71%
6.55%

3.12%
11.90%

15.01%
61.81%

Reviews_Tech_Products

Positive_Review

Average Review Scores

Tech Product Breakd.. ☰

Tech Product Breakdown	avg_review_score
computers	4.138
electronics	4.089
Non-Tech Products	4.085
tablets_printing_image	4.076
watches_gifts	4.050
computers_accessories	4.023
telephony	3.994
audio	3.820
pc_gamer	3.125

avg_review_score 📌 ☰
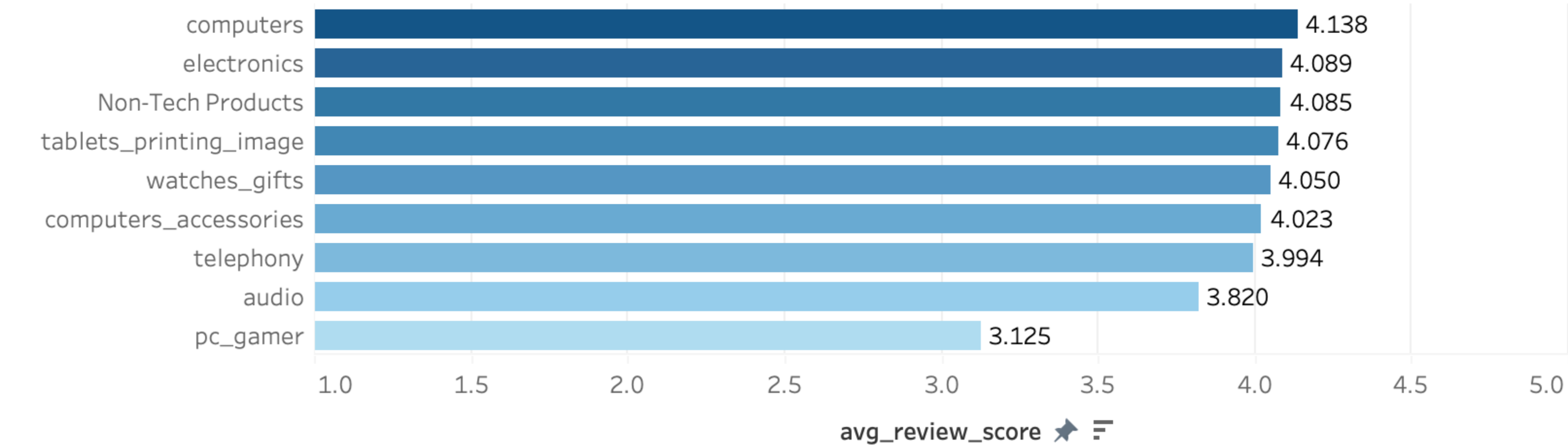
- **Defective/Damaged Products**
  - Physical damage (damaged boxes, scratches, tears) or defects (cases not fitting properly, broken screen protectors, missing parts)
- **Incorrect Product Description/Mismatched Items**
- **Poor Product Quality**
- **Delivery Issues:**
  - Complaints include late deliveries, incomplete deliveries (missing items), and deliveries of incorrect items.
- **Problems with Returns/Refunds**

Issues in making a recomendation:

- inclompete Data
- limited time

Sources:

Regierungsportal Brasiliens: https://en.wikipedia.org/wiki/Portal_da_Transpar%C3%AAncia

Brasilianisches Institut für Geographie und Statistik (IBGE): https://www.ibge.gov.br/

Auswärtiges Amt: https://www.auswaertiges-amt.de/de/reiseundsicherheit/brasiliensicherheit-201092

Kooperation International: https://www.kooperation-international.de/laender/amerika/brasilien