

Magist

*A journey of a thousand miles
begins with a single step.*

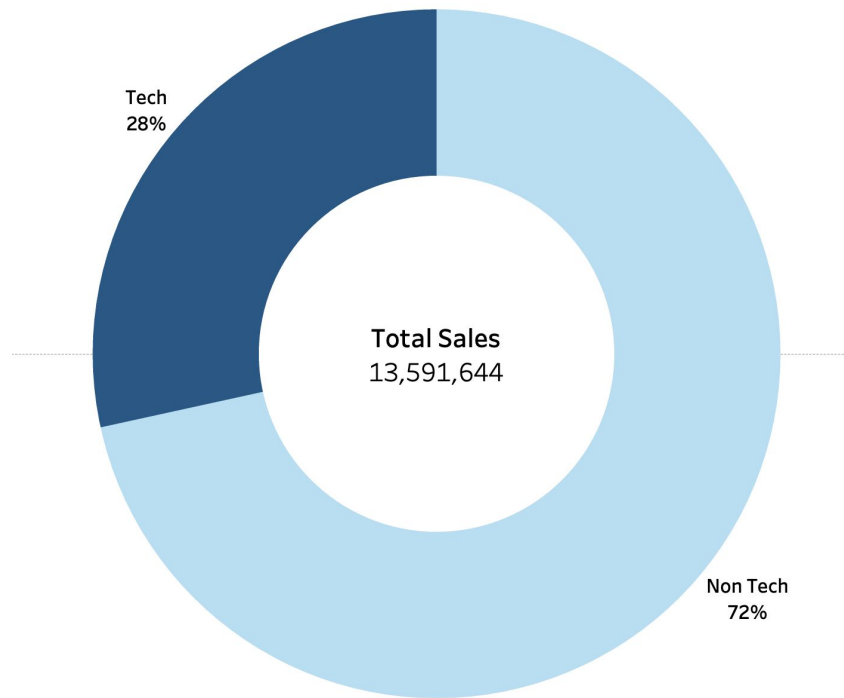


Eniac & Magist

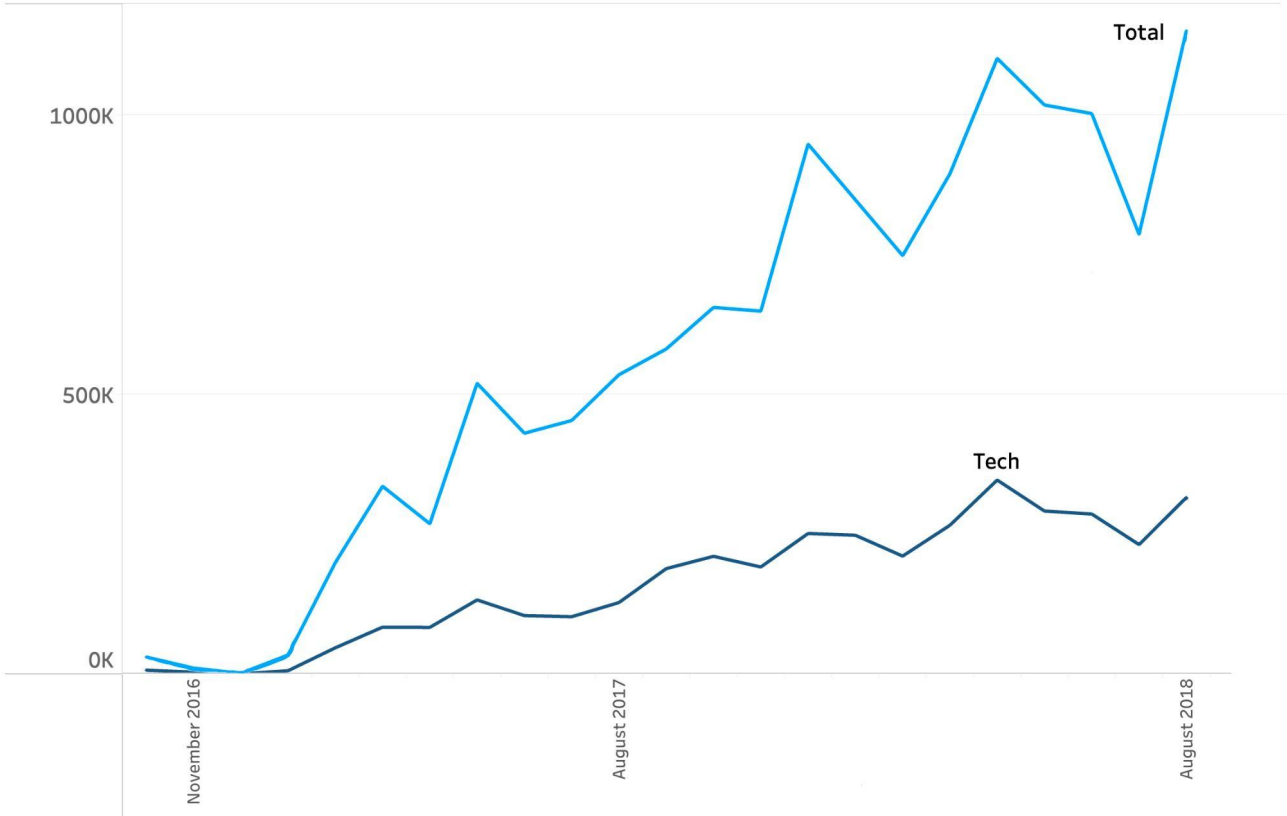
| | Eniac | Magist |
|-----------------|-----------|-----------|
| Total revenue | 14M EUR | 13.6M EUR |
| Avg monthly rev | 1.17M EUR | 1.74M EUR |
| Avg order price | 710 EUR | 155 EUR |
| Avg item price | 540 EUR | 120 EUR |

Is Magist a good partner for these high-end tech products?

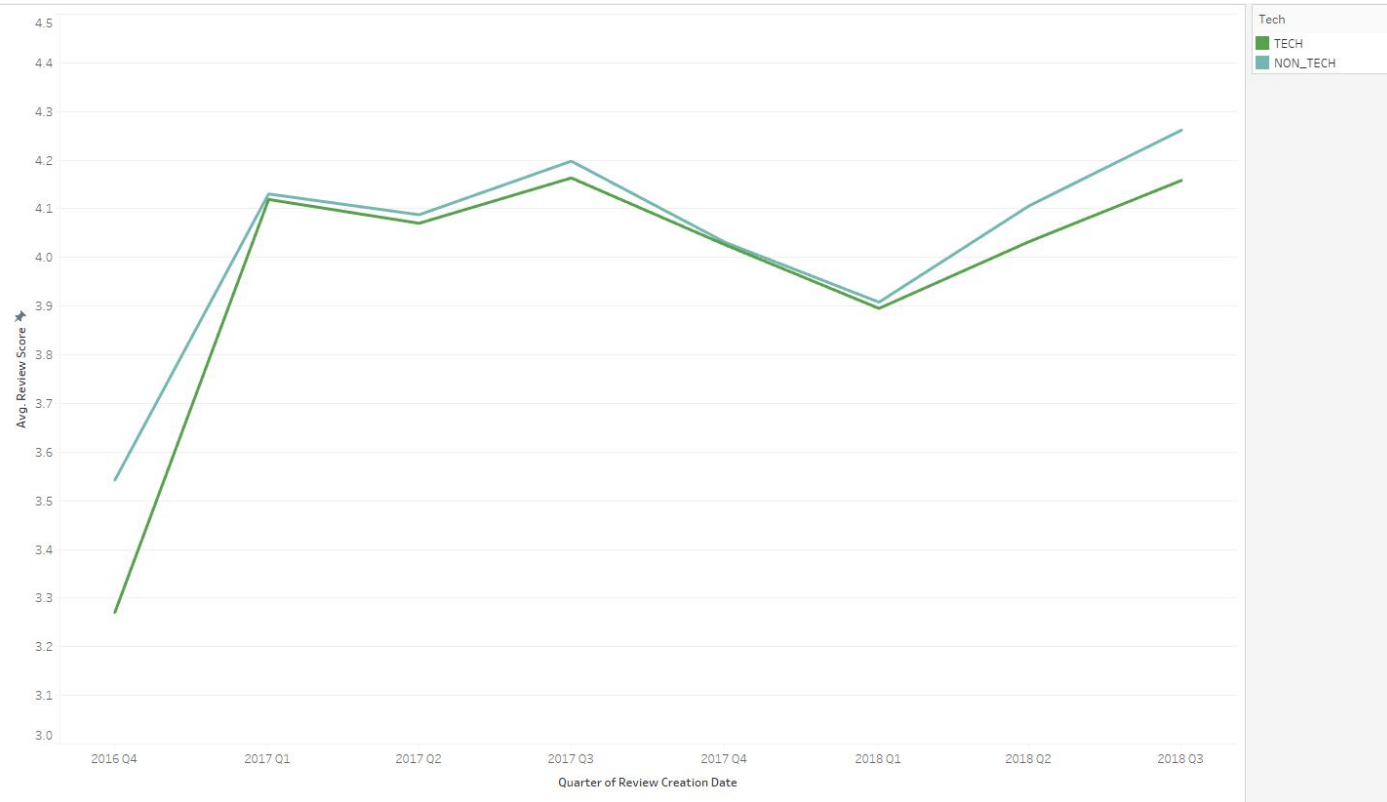
Magist Sales



Magist Sales Over Time



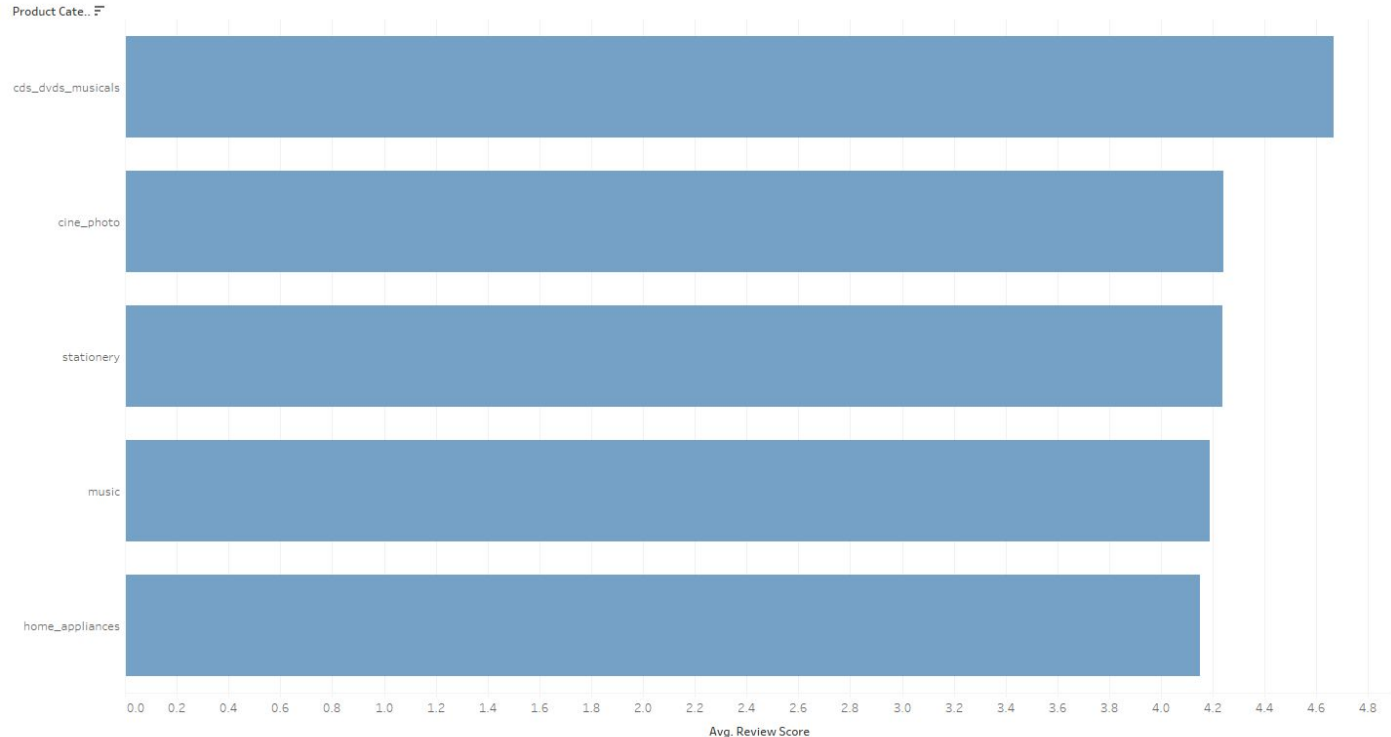
Tech vs Non-Tech reviews



Review scores out of 5.

Top 5 Tech products (as per review scores)

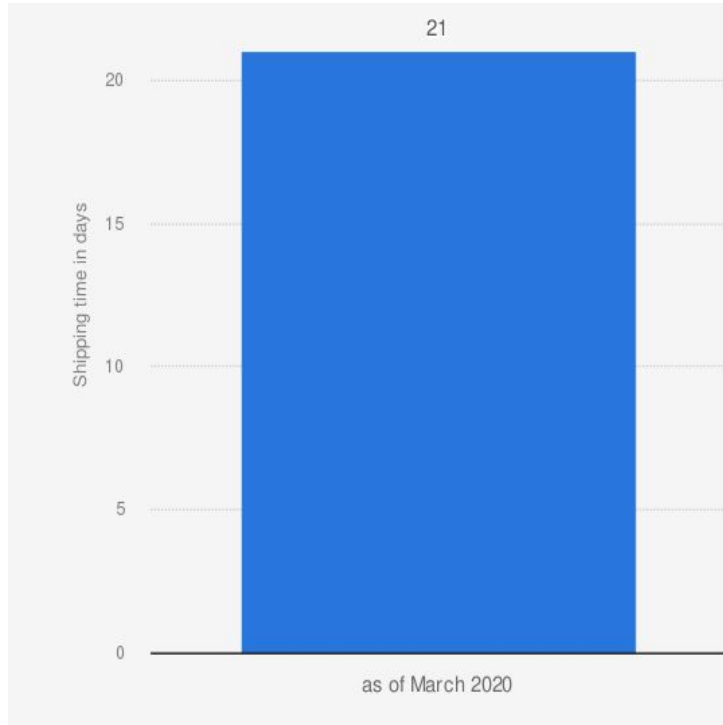
Top 5 products



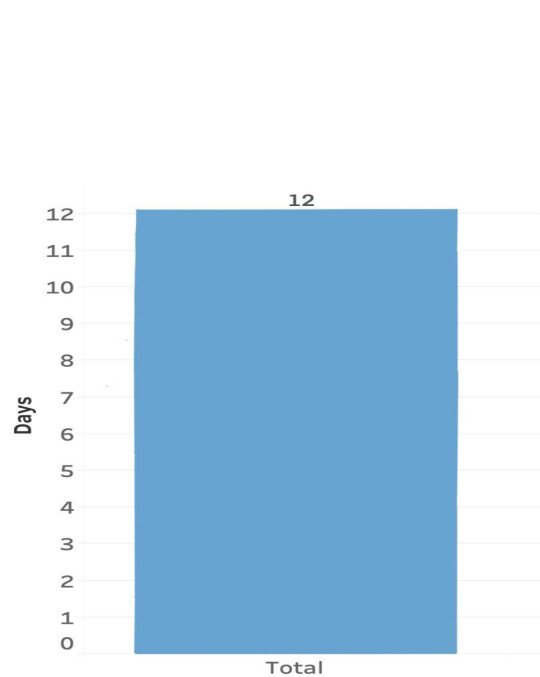
Are deliveries fast enough?

Delivery Time: Brazil Average vs Magist

Average delivery time for an online order in Brazil



Average delivery time Magist



Magist Delays



Final

Recommendation: We can go ahead with Magist based on these two conditions:

1. They commit to ensure that they continue to maintain the review scores for the tech categories and work to improve it.
2. They commit to ensure that they maintain their average 12-day delivery and work to make it even less.

Next steps: We require the following data from Magist before we can give a clear recommendation:

- a. Data about profit margins
- b. Clarification for dip in Sept/Oct 2018

Appendix: Categories 'Tech'

- Audio
- Cds_dvds_musicals
- Cine-photo
- Air_conditioning
- Consoles_games
- Dvds_blu_ray
- Home_appliances
- Home_appliances_2
- Electronics
- Small_appliances
- Computers_accessories
- Music
- Stationery
- Pc_gamer
- Computers
- Small_appliances_home_oven_and_coffee
- Portable_kitchen_food_processors
- Watches_gifts
- Security_and_services
- Signaling_and_security
- Tablets_printing_image
- Telephony
- Fixed_telephony

Appendix: Categories 'Non Tech'

- Agro_industry_and_commerce
- Food
- Food_drink
- Art
- Arts_and_craftmanship
- Party_supplies
- Christmas_supplies
- Auto
- Baby
- Drinks
- Health_beauty
- Toys
- Bed_bath_table
- Home_comfort
- Home_comfort_2
- Home_construction
- Construction_tools_construction
- Costruction_tools_tools
- Construction_tools_lights
- Costruction_tools_garden
- Construction_tools_safety
- Cool_stuff
- Sports_leisure
- Fashion_bags_accessories
- Fashion_shoes
- Fashion_sport
- Fashion_female_clothing
- Fashion_childrens_clothes
- Fashion_male_clothing
- Fashion_underwear_beach
- Garden_tools
- Flowers
- Diapers_and_hygiene
- Industry_commerce_and_business
- Musical_instruments
- La_cuisine
- Books_imported
- Books_general_interest
- Books_technical
- Luggage_accessories
- Market_place
- Furniture_mattress_and_upholstery
- Kitchen_dining_laundry_garden_furniture
- Furniture_decor
- Office_furniture
- Furniture_bedroom
- Furniture_living_room
- Others
- Perfumery
- Pet_shop
- Housewares

Appendix: Delivery Brazil data original graph

