

Magist Data Analysis

Data Range: 09/2016 – 10/2018

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ENIAC

Is Magist a good partner for Eniac?

Are deliveries fast enough?

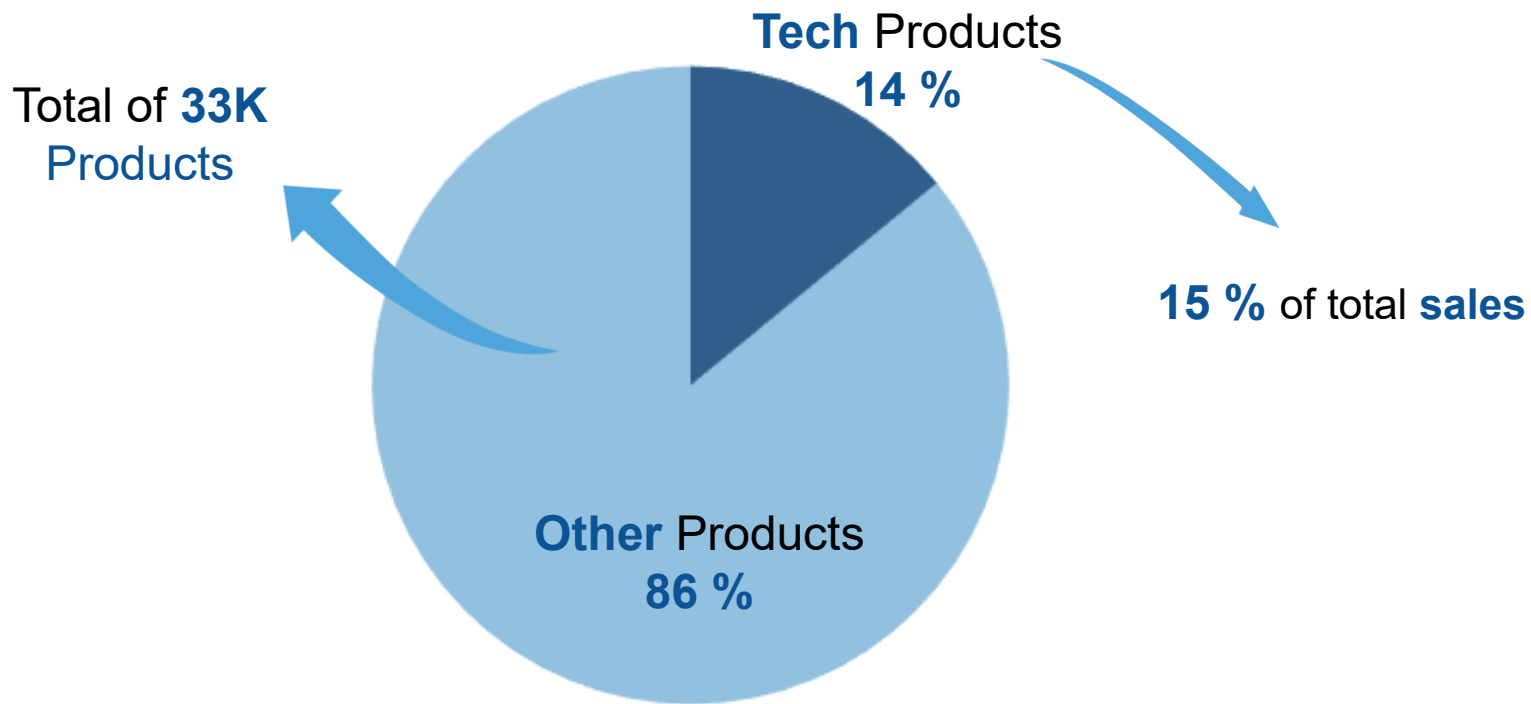
Product Portfolio: Magist vs. Eniac

Magist  **74 categories**  **9 Tech categories** = ENIAC

- **Computer Accessories**
- **Watches and Gifts**
- **Cool Stuff**
- **Electronics**
- **Console Games**
- **Computers**
- **Tablets, printing, imaging**
- **PC Gamer**
- **Insurance and Services**

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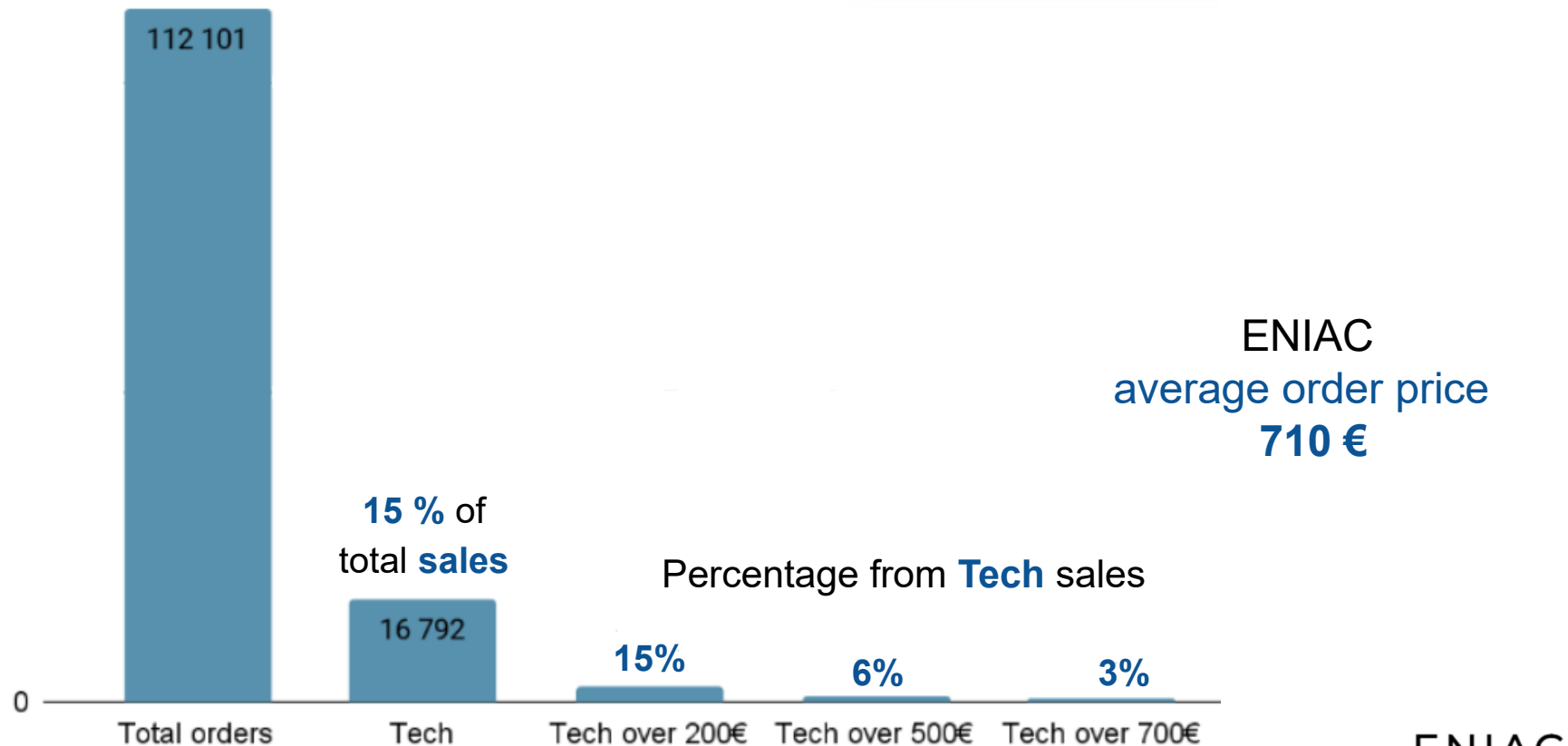
Amount of products sold by Magist



Source: Developed by the authors

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Tech categories sell less on Magist

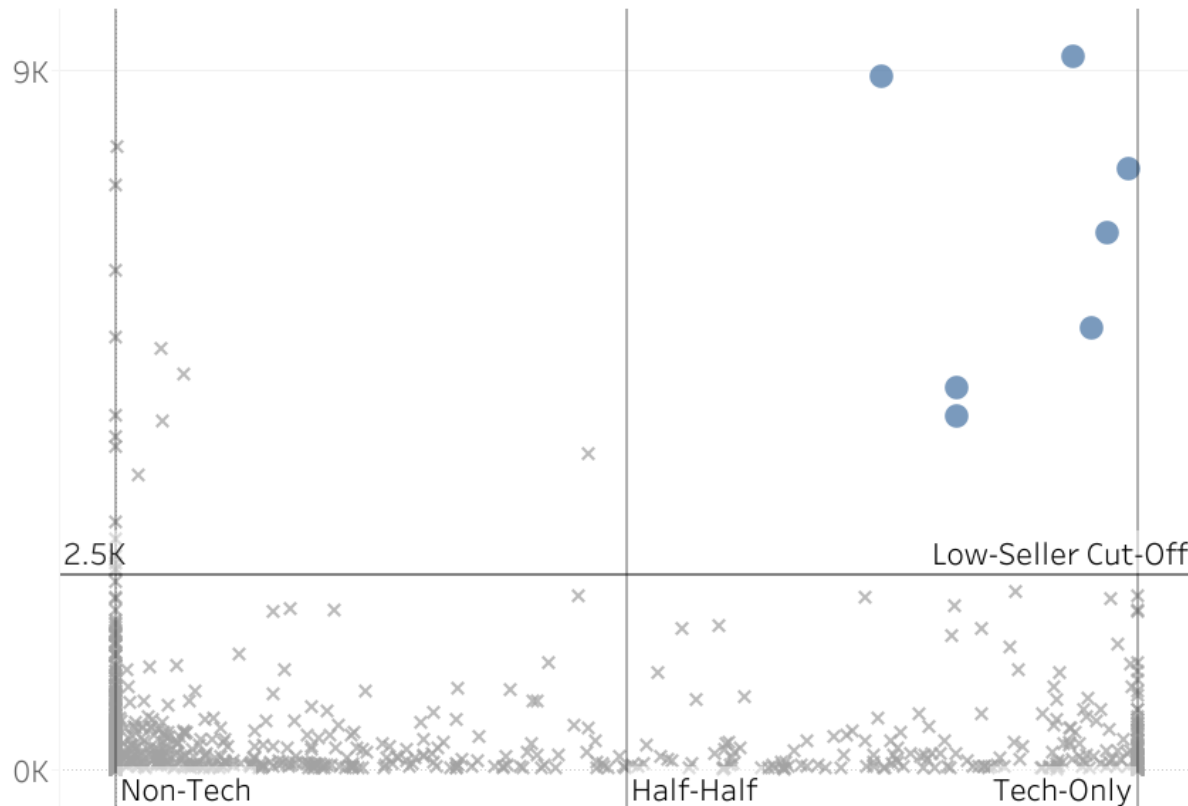


Source: Developed by the authors

Magist Sellers

Only 11% sellers out of 3095 sellers
have more than 50%
sales from Tech

Magist Sellers: No precedent for Eniac



Maximum monthly sales:

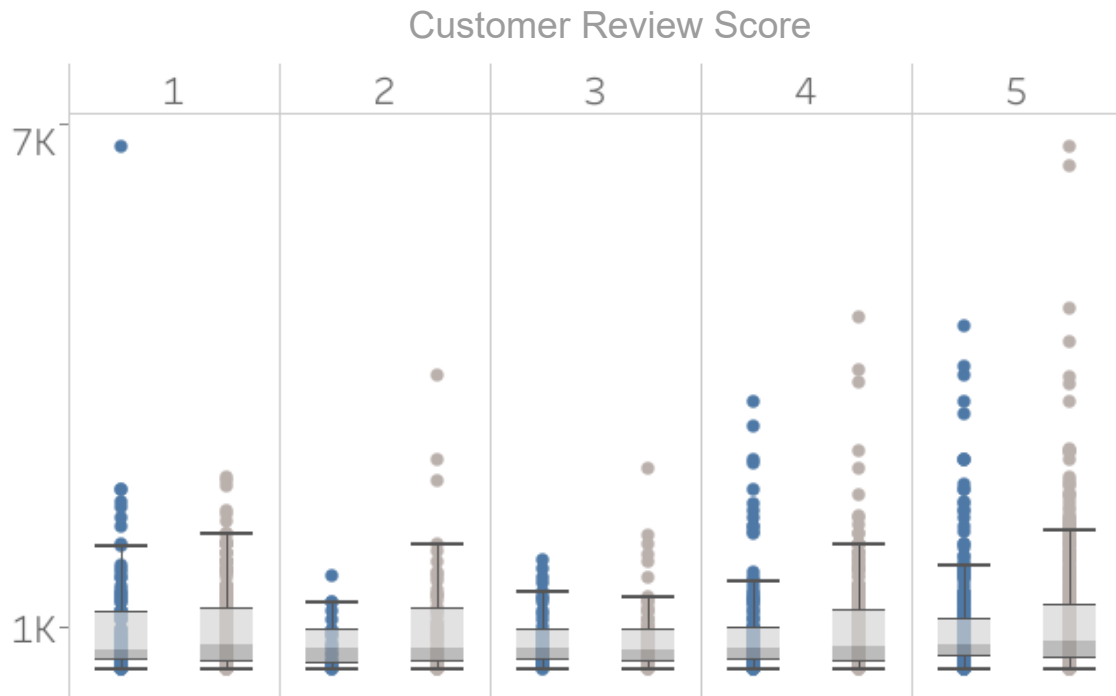
9.2 K€

Eniac:

1.17 M€

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Customer Reviews: Expensive Tech handling acceptable



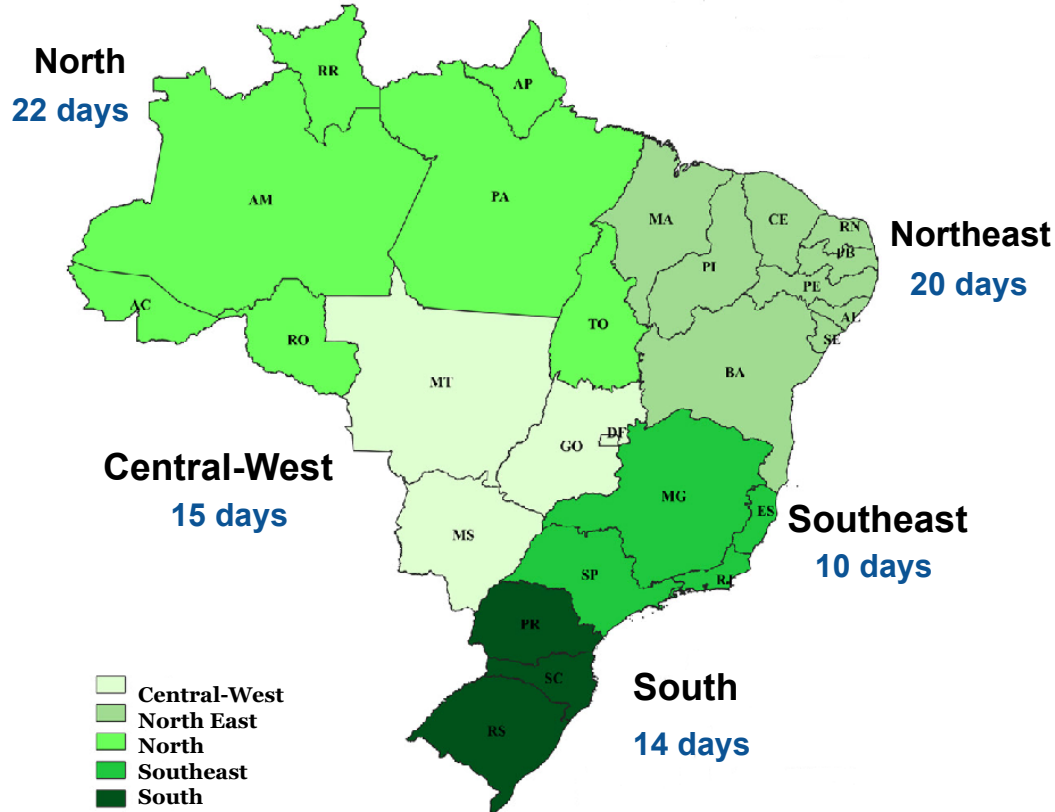
Review scores are similar:

- **Tech** vs. **Other**
- Across price range above 500€

Avg. review score:

- **Tech**: 4.0
- **Other**: 4.0

Map of Brazil with average delivery times



Average delivery

Brazilian Post = 13 days

Magist = 12 days

Orders **delivered late**
= 6.9%

Total **cancelled** orders:
= 0.5%

Cancelled **Tech products**
= 0.09%

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Is Magist a good partner for Eniac? Are deliveries fast enough?

PRO

- Few Tech-Focused Sellers on Magist have the Highest Revenues
- No issues in customer satisfaction with regards to expensive tech products
- Delivery faster than Brazilian Post's average - dependent on the region

CON

- Magist's average product price is distinctively lower than Eniac's
- No match in Magist's existing sellers for Eniac in Tech and revenues

A man in a dark suit and tie is holding a large black rectangular sign with the words "THANK YOU!" in white, bold, sans-serif capital letters. The sign is surrounded by various white business and technology icons, including a play button, a group of people, a bar chart, a line graph, a pie chart, a target, an envelope, and a smartphone. The background is a vibrant blue and green digital network with glowing nodes and lines, creating a high-tech, futuristic atmosphere.

THANK YOU!

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