

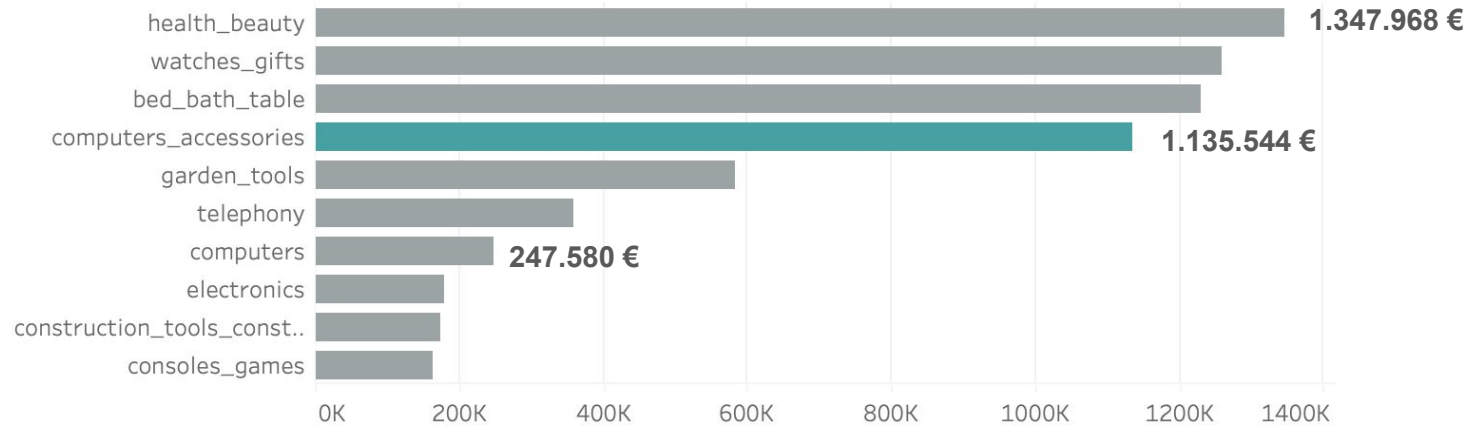
Expanding to Brazil: Data Insights



12%

sellers sell
technology products

Total Sales per Category



Computer accessories is a **key contributor 13.16%** of total sales



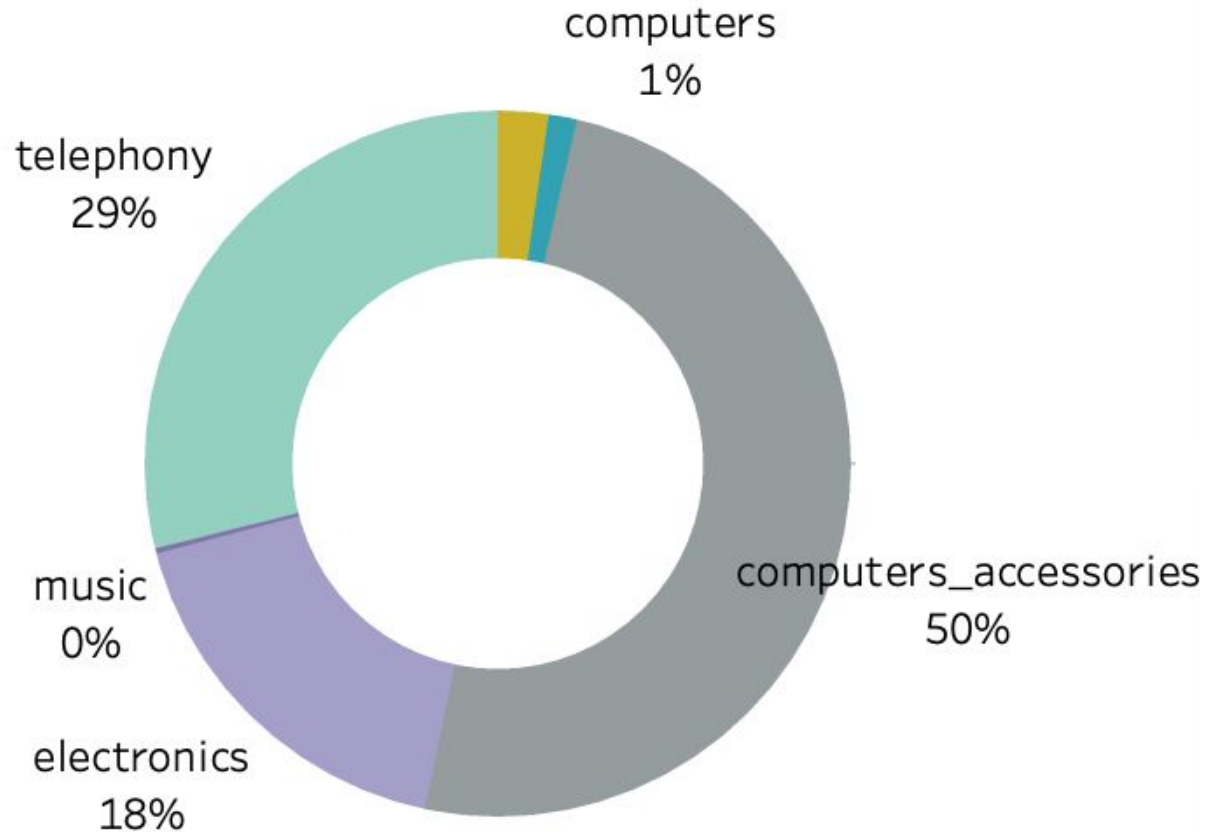
**Good conditions with a growth
rate of 19.72% of total sales in
2018**

Technological products show **strong demand** and remain crucial in the economic landscape.

21.17 %

of total sales in Magist

Product distribution shares in the Technology category



99441

Total number of delivered during
the study period

90,44%

of orders are delivered
on time

9,56%

deliveries arrived **late**

64%

of customers give a **review**
score of **5 and 4 stars**

vs

12%

of customers give a review
score of **1 and 2 stars**

Keywords **low rate** reviews

Damaged

Delivery Time

Lost

Disappointed

Cancellation

NEGATIVE

- Reviews
- Lack of information (+ years)
- The sales in other categories have slow performance

POSITIVE

- Growth is significant
- Tech products is a key contributor of the total sales

We recommend **NOT** partnership with Magist

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Appendix

Total Sales per Category

