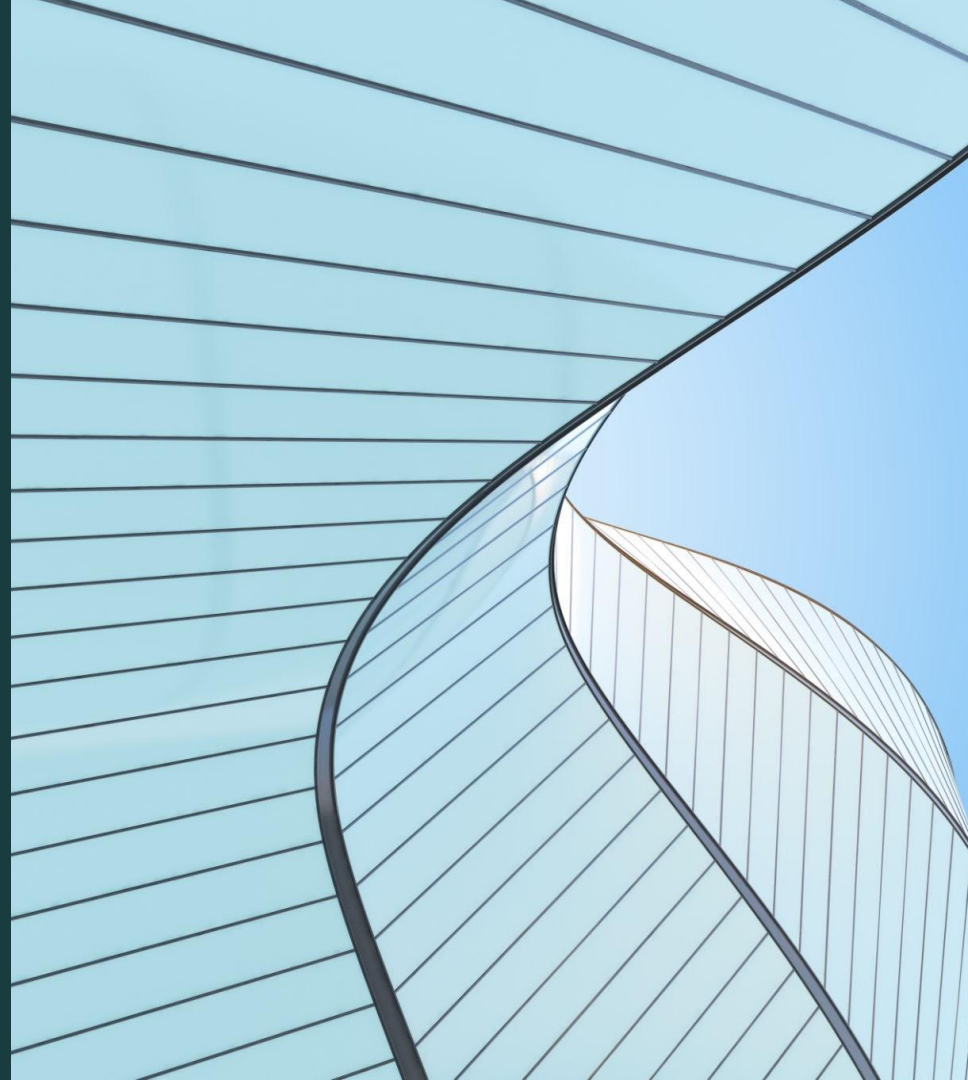


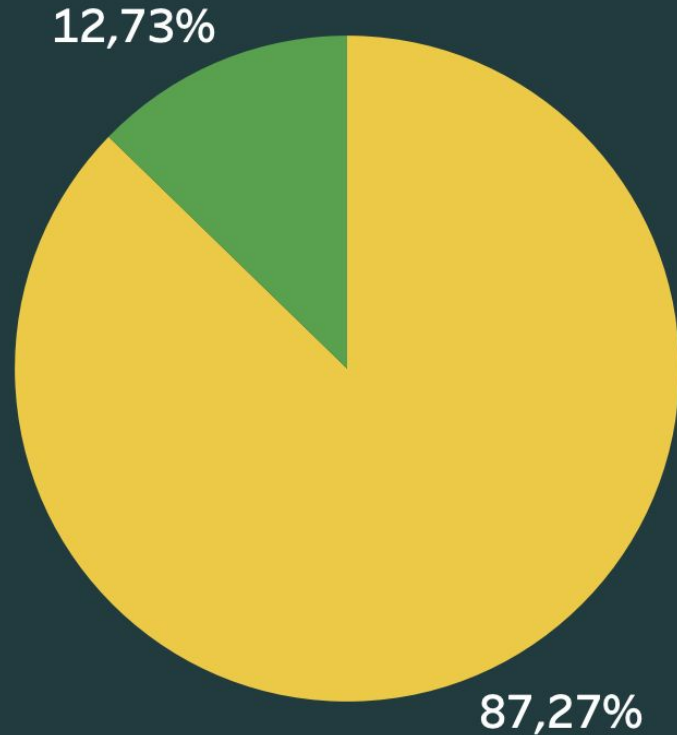
Eniac Ltda.

Data Analysis of Magist

Alex
Aisan
Marc
Armin

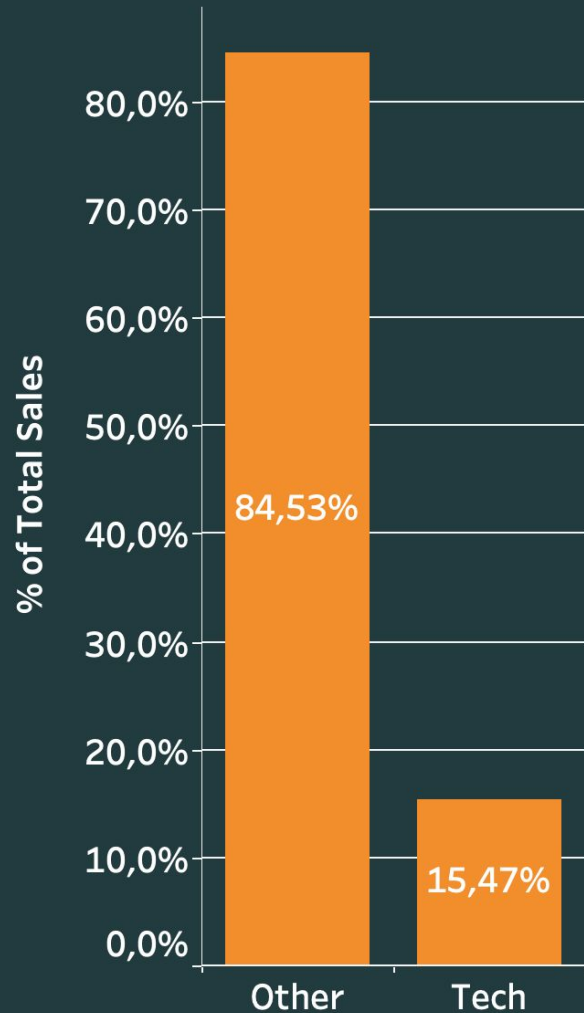


Magist's Catalog: Tech vs Other



- Only **12.7%** of listings are tech-related.
- Magist's core focus is **general consumer goods**, not technology.
- Still offers **broad reach** for testing market entry in Brazil.

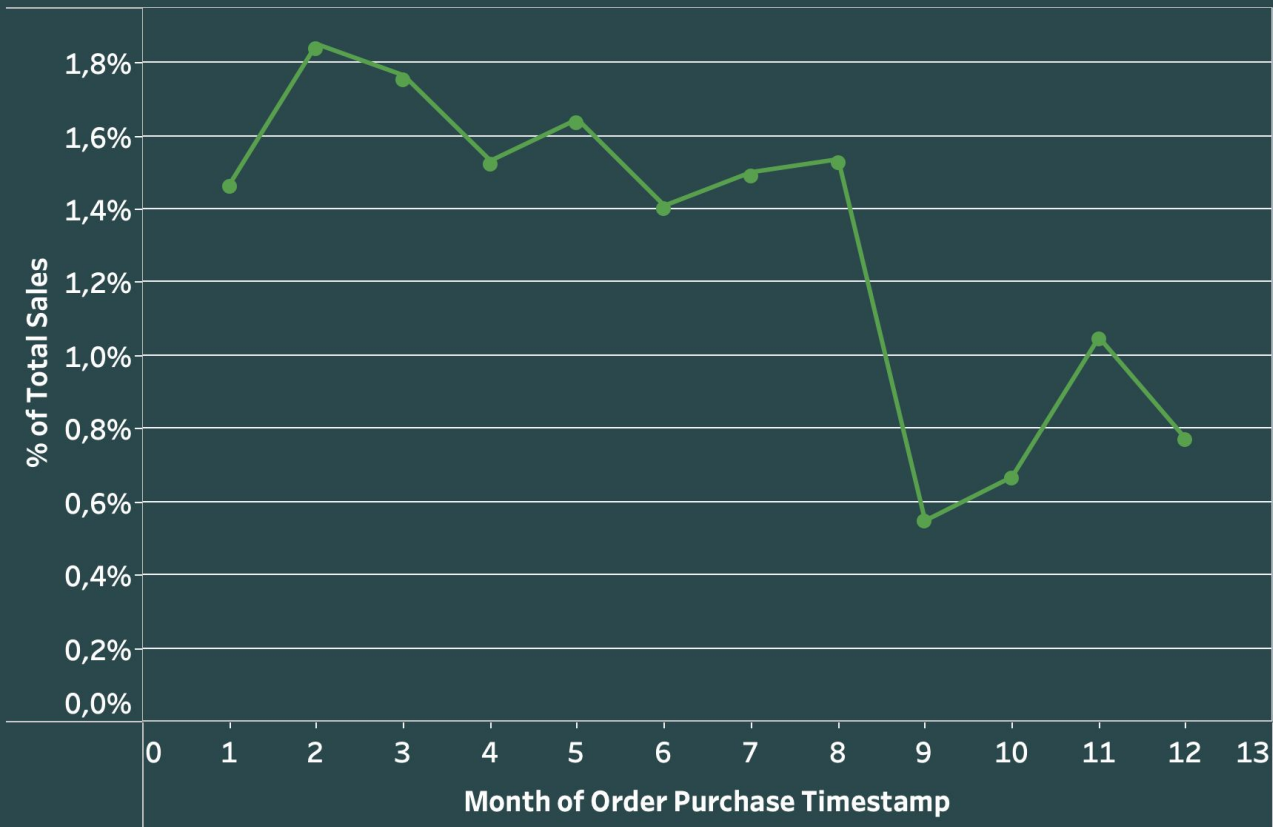
Magist's Sales: Tech vs Other



3

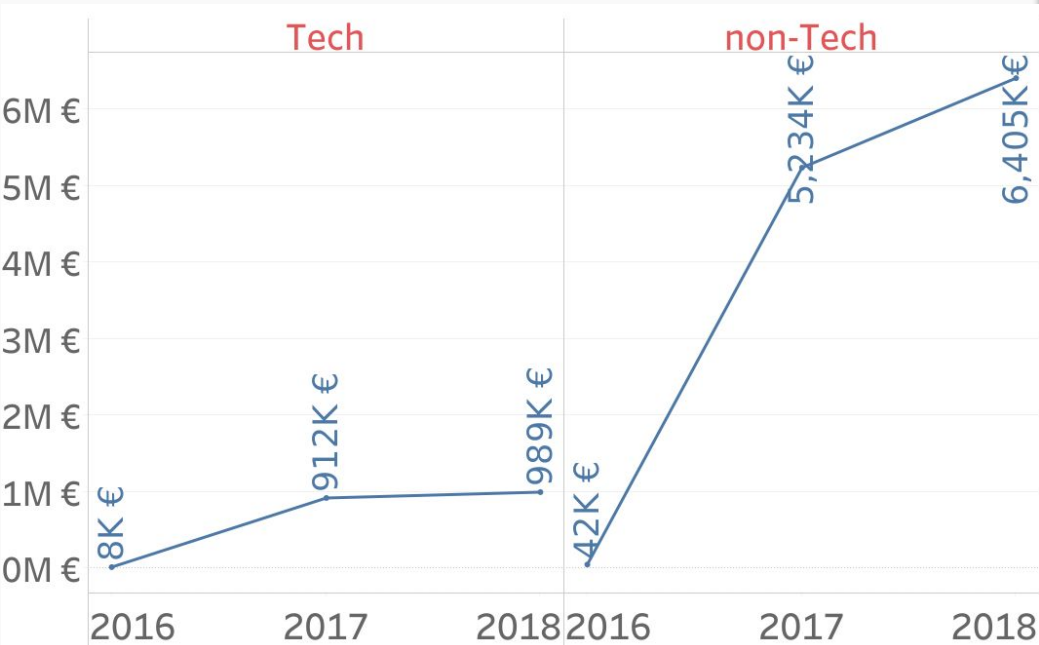
- Tech products account for **15.47% of total sales.**
- Customer spend clusters in **low- to mid-price brackets**
- **sales frequency** for tech products is **5–6 × lower** than other items

Total Sales Over Time - Tech vs Other



- **Tech share** remains flat across the two-year period.
- **Non-tech products dominate** with \approx 85–90 % of total orders each month.

Sale Performance

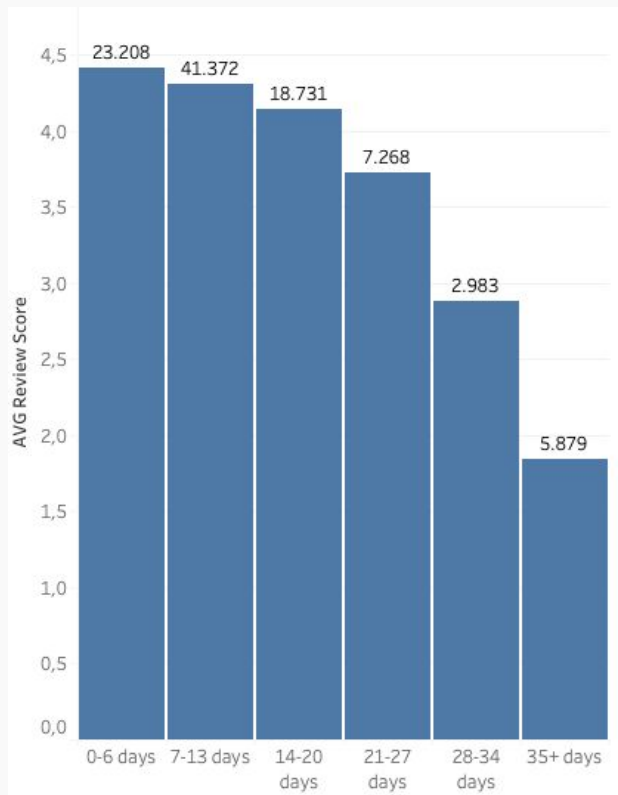


■ Duration: 26 months

- ✓ Total Seller : 3095
 - Revenue: 13,6M €
 - Avg Monthly Rev: 577K €

- ✓ Tech Sellers: 515 (16.64 %)
 - Tech Revenue: 1,96M €
 - Tech Avg Monthly Rev: 80k €

The "Human Touch" Gap: Fulfillment Impacts Loyalty



Key learning 1

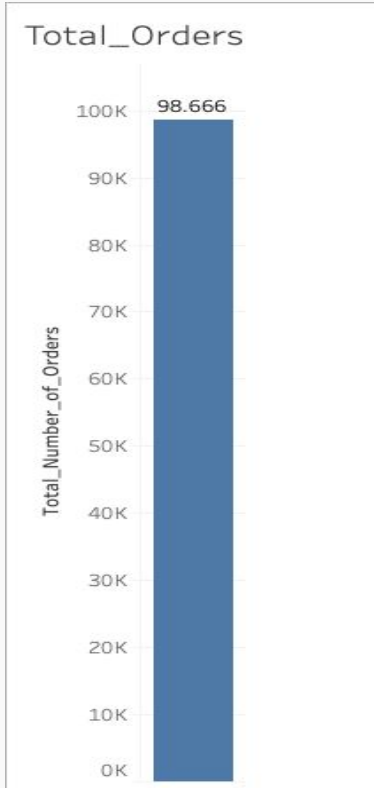
Delivery Speed is the #1 Driver

Our "warmhearted spirit" is undermined by slow fulfillment. There is a clear, negative correlation between delivery time and customer review scores.

Key learning 2

Customers who experience slow fulfillment are highly unlikely to become loyal repeat buyers. Satisfaction drops from "Excellent" (4.41) to "Poor" (2.83) when delivery exceeds 5 weeks.

Initial Insight: High Transactional Volume, Low Loyalty



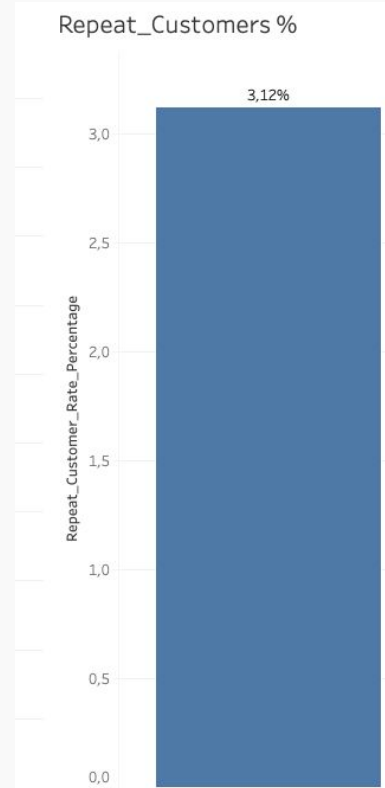
Key learning 1

Magist has successfully acquired a large volume of customers, showing steady growth through the data period. However, the subsequent behavior suggests these are one-time buyers rather than repeat patrons.

Key learning 2

CRITICAL METRIC: 3.12% Low Customer Retention

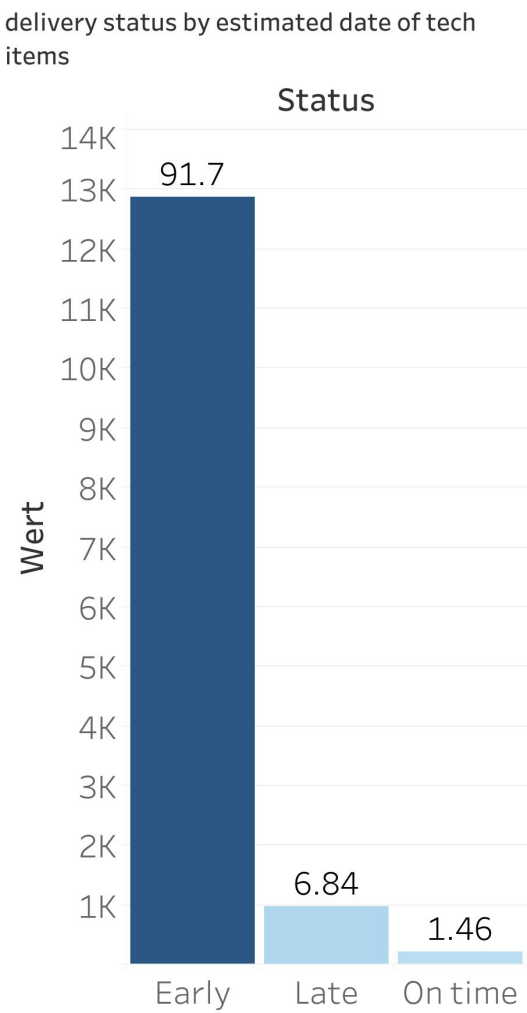
This rate indicates the platform fails to foster the customer loyalty that is fundamental to eniac's "human touch" philosophy. Scaling transactions without building retention presents long-term instability.



ENIAC - Delivery Performance

Overview

- Avg delivery time is **12.5 days**
- **93%** of deliveries arrive **on-time or early**
- **7%** of deliveries are **delayed**
- The average delivery times **improved by 38% overall** and **by 21% for tech products** from 2016 to 2018



ENIAC - Delivery Performance

- **Median** delivery time is **11 days**
- The **90th percentile worst case scenario** for most customers is **23 days**
- Magist's **12.5 day average** meets Brazilian e-commerce standards **4-15 day range**

Source: technibrazil.com
April 2015



Our Recommendation

Should we cooperate with
Magist?

Yes, but

- Start with a **testing phase of one year**
- Focus on **Sao Paulo**

Team Banana Split

