

The background features several thin, light-colored lines that form abstract, angular shapes, resembling stylized mountains or architectural elements. These lines are scattered across the dark blue background, with some intersecting the central text box.

# Eniac

## Brazil Market Expansion

An Analysis for Magist's Suitability for  
Brazilian Market

# ENIAC



High-end tech product  
company



Competitive Prices



High customer  
satisfaction



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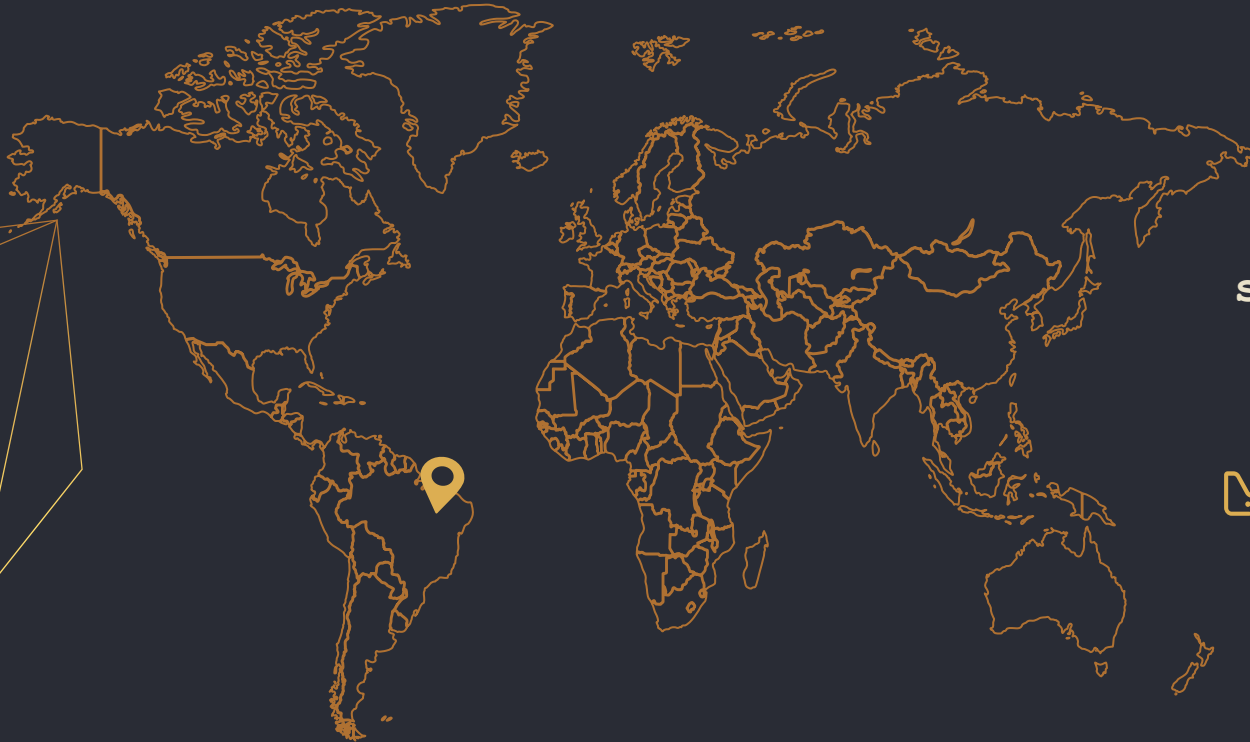




1

ABOUT THE  
PROJECT

# BRAZIL MARKET EXPANSION



Ensuring  
customer  
satisfaction



Shorter  
delivery  
times

# BRAZIL MARKET EXPANSION

Apple Product Sales

+ 21% YoY<sup>1</sup>



Market Share  
Dynamics

~ 10.02%<sup>2</sup>

Average Delivery Time

~ 16-21 days<sup>3</sup>



Local Production  
Initiatives

Expanding local  
product manufacturing<sup>4</sup>





# MARKET SHARE OF TECH PRODUCTS

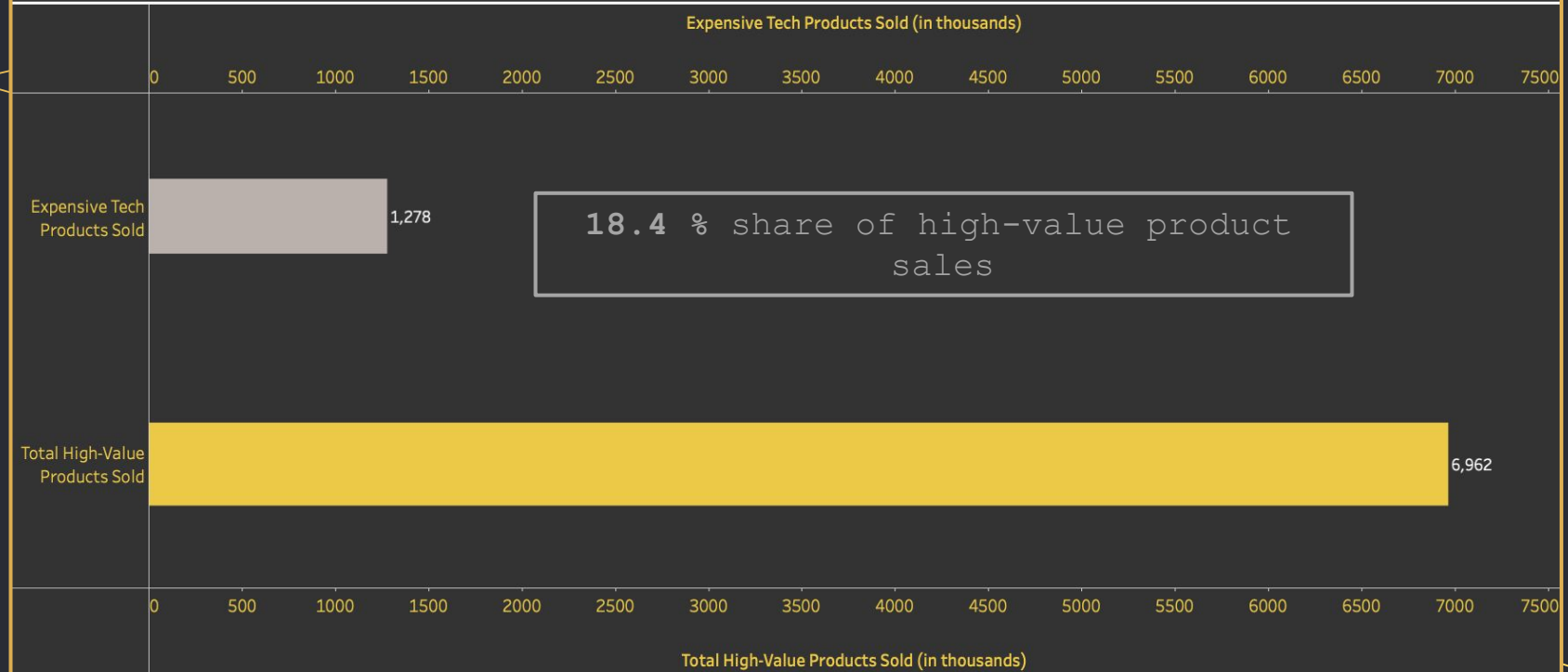


# 2

# Role of Expensive Tech Product on Sales

Are Expensive Tech Products Driving Sales? A Look at Magist's Market.

(Products priced at €300 or more are classified as expensive.)





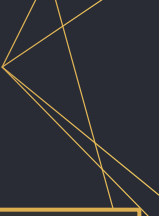


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# Customer Review Analysis

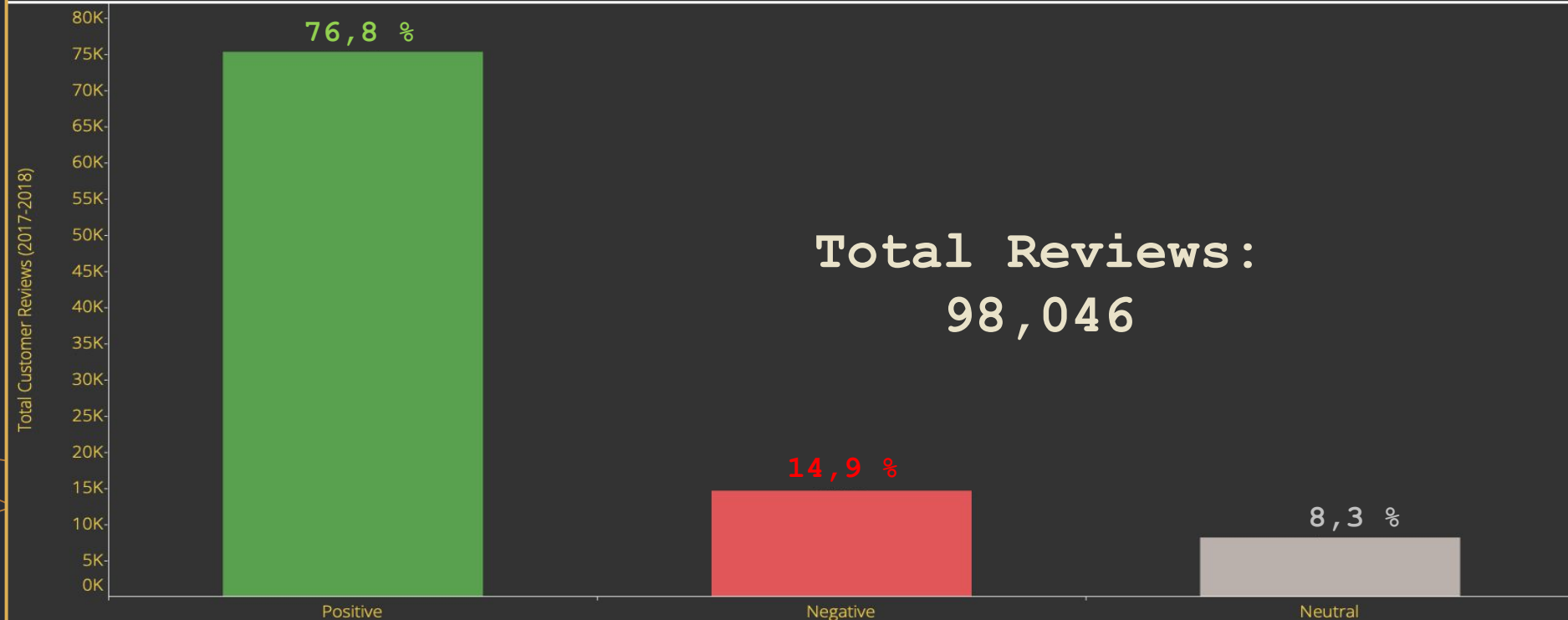


# General Customer Reviews



## Customer Sentiment Analysis: How Do Customers Feel About Magist?

(This graph visualizes the total number of reviews from orders processed by Magist (2017-2018). Positive reviews (4-5 stars) dominate in **Green**, while negative reviews (1-3 stars) are shown in **Red**. A smaller portion of reviews remain **Neutral**.)



# Customer Reviews for Tech-Products

## Customer Sentiment on Tech Products Regardless of Price Category: Are Buyers Satisfied?

(This chart represents the distribution of customer reviews specifically for tech-related products sold by Magist (2017-2018). Positive reviews (4-5 stars) are displayed in *Green*, negative reviews (1-3 stars) in *Red*, and neutral feedback in *Gray*.)





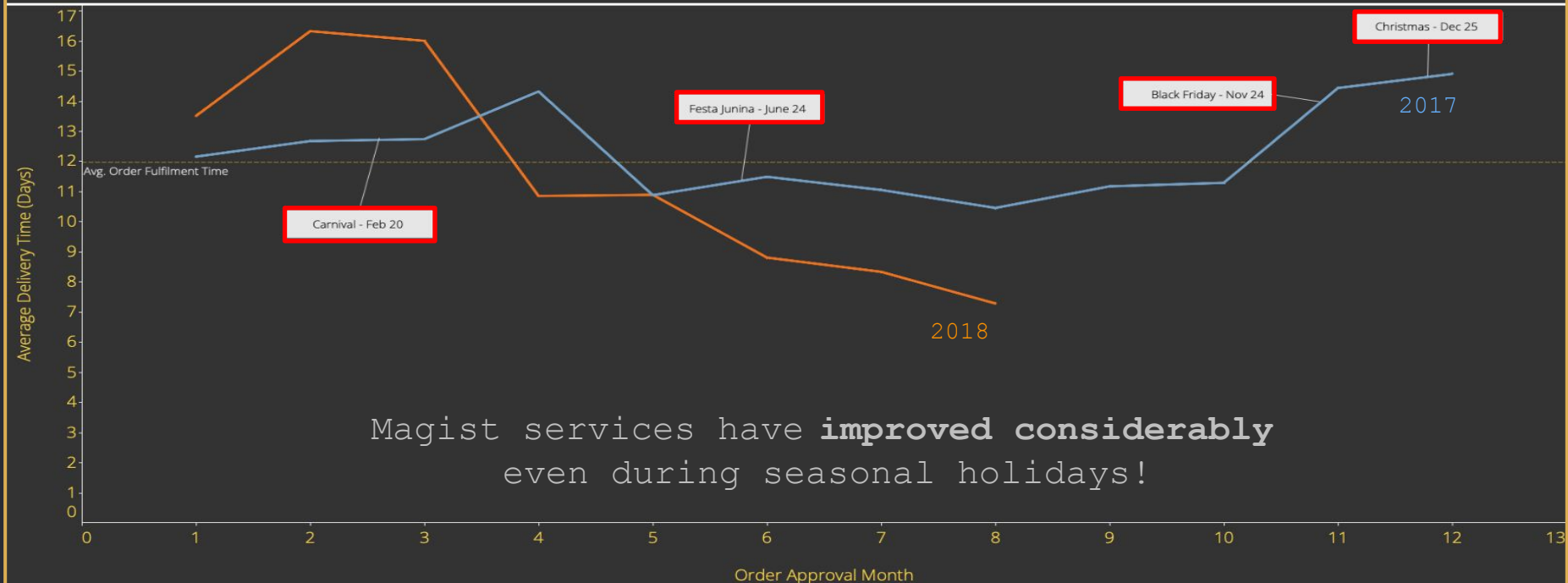
4

# Analysis OF DELIVERY TIME

# Relation between Average Delivery Time and Public Holidays

## Impact of Seasonal Trends on Magist's Delivery Performance (2017-2018)

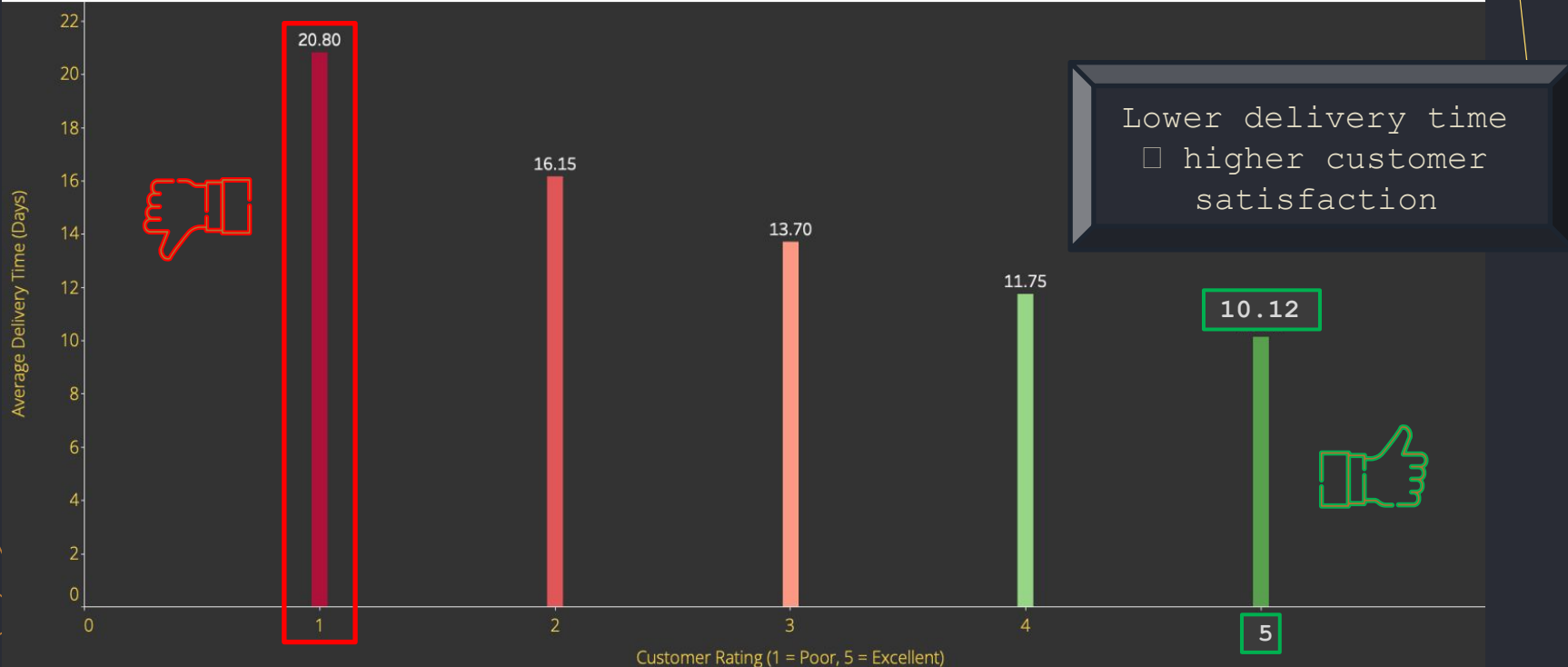
(This analysis highlights how major Brazilian public holidays impact Magist's average delivery time. Peaks in delays align with major shopping events and holidays such as Carnival, Black Friday, and Christmas.)



# Customer Satisfaction and Delivery

## How Delivery Delays Impact Customer Satisfaction

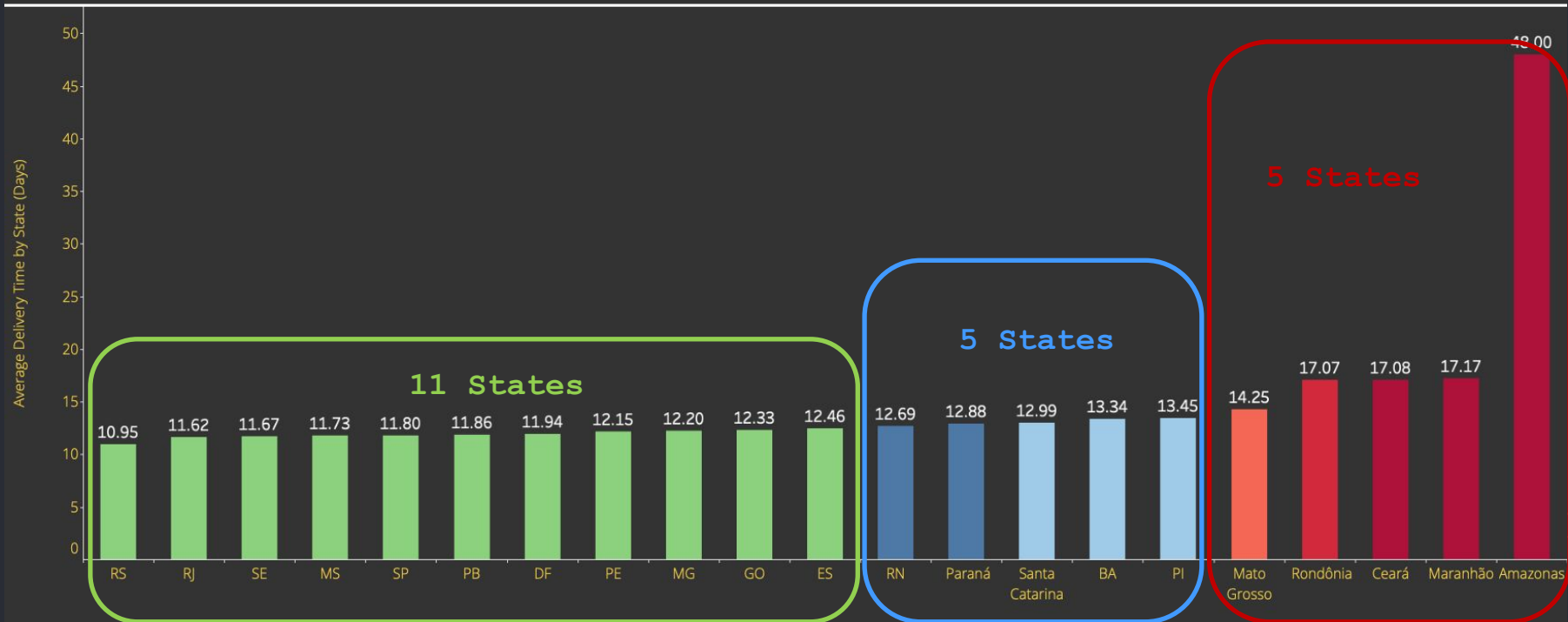
(This analysis examines the relationship between order fulfillment time and customer review scores. Longer delivery times correlate with lower ratings, while faster deliveries result in higher customer satisfaction.)



# Delivery Performance

## Delivery Performance of States that took more than 10 days: Where Does Magist Struggle the Most?

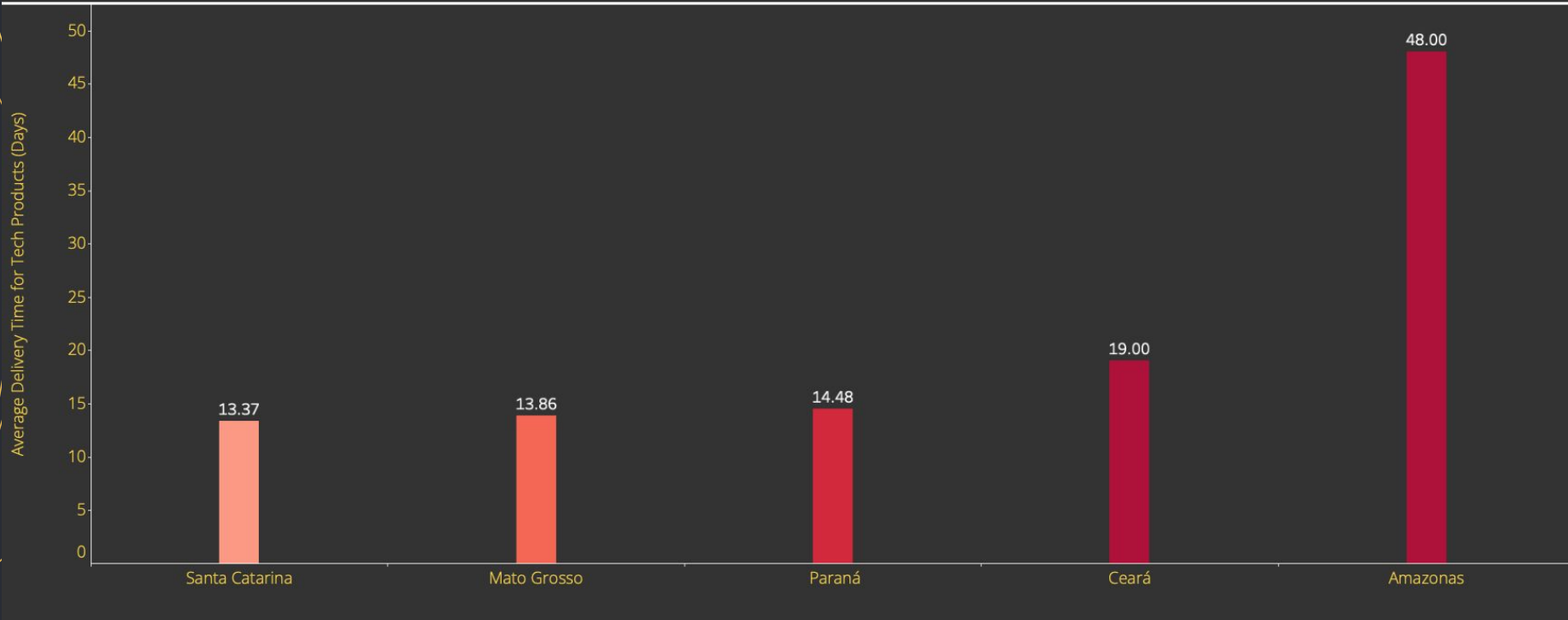
(This chart highlights the delivery times for all magist products across 27 Brazilian states where Magist operates. States with significantly delayed deliveries are shown in **Red**(bad), **Green** represents the best-performing states, and **Blue** indicates decent performance.)



# Bad Performing States

## States with the Longest Delivery Delays for Tech Products, Delivery Took more than 13 Days

(This analysis highlights states where tech product deliveries exceeded 13 days. Customers tend to give lower ratings when delivery times surpass this threshold, affecting overall satisfaction.)

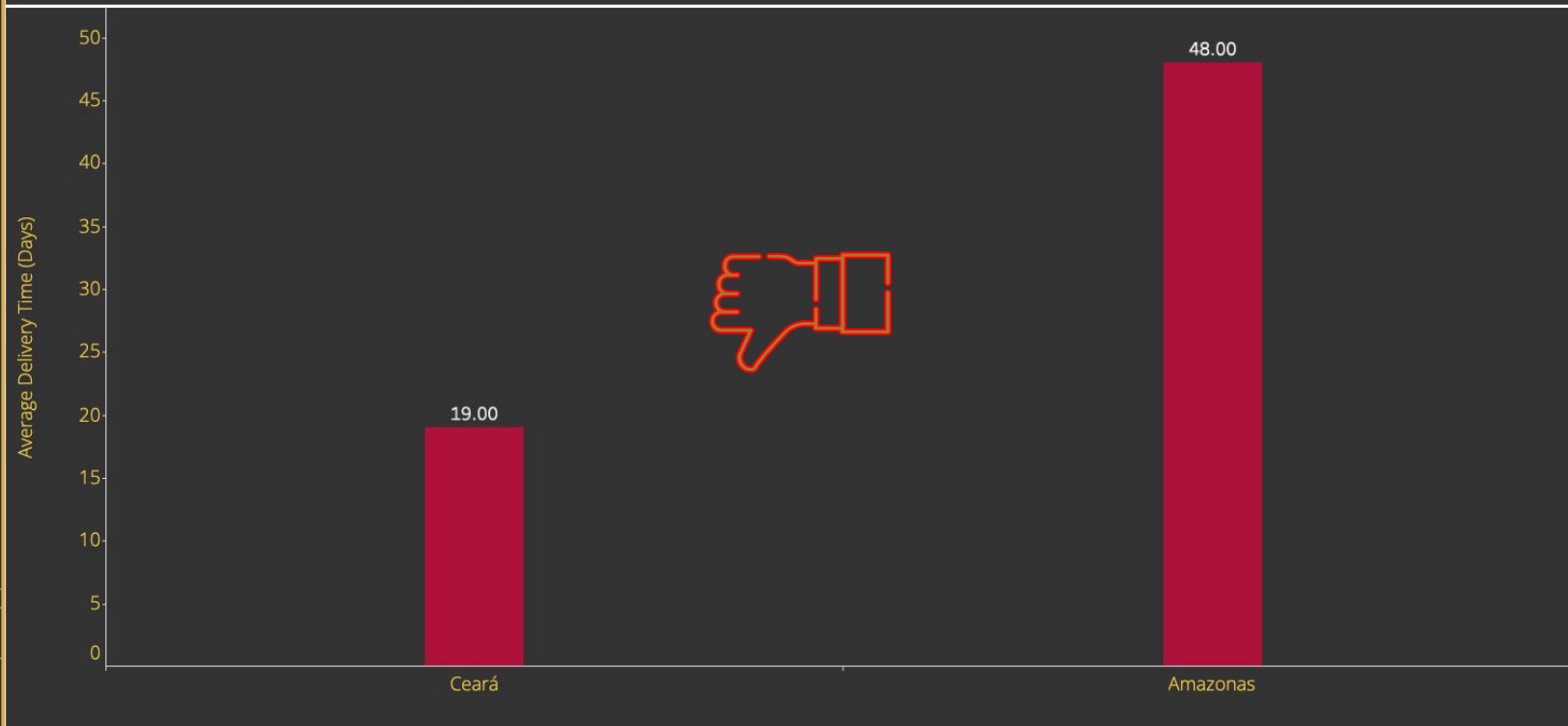




# Worst Performing States

## The Two Worst-Performing States for Delivery Delays, Delivery Took More than 15 days

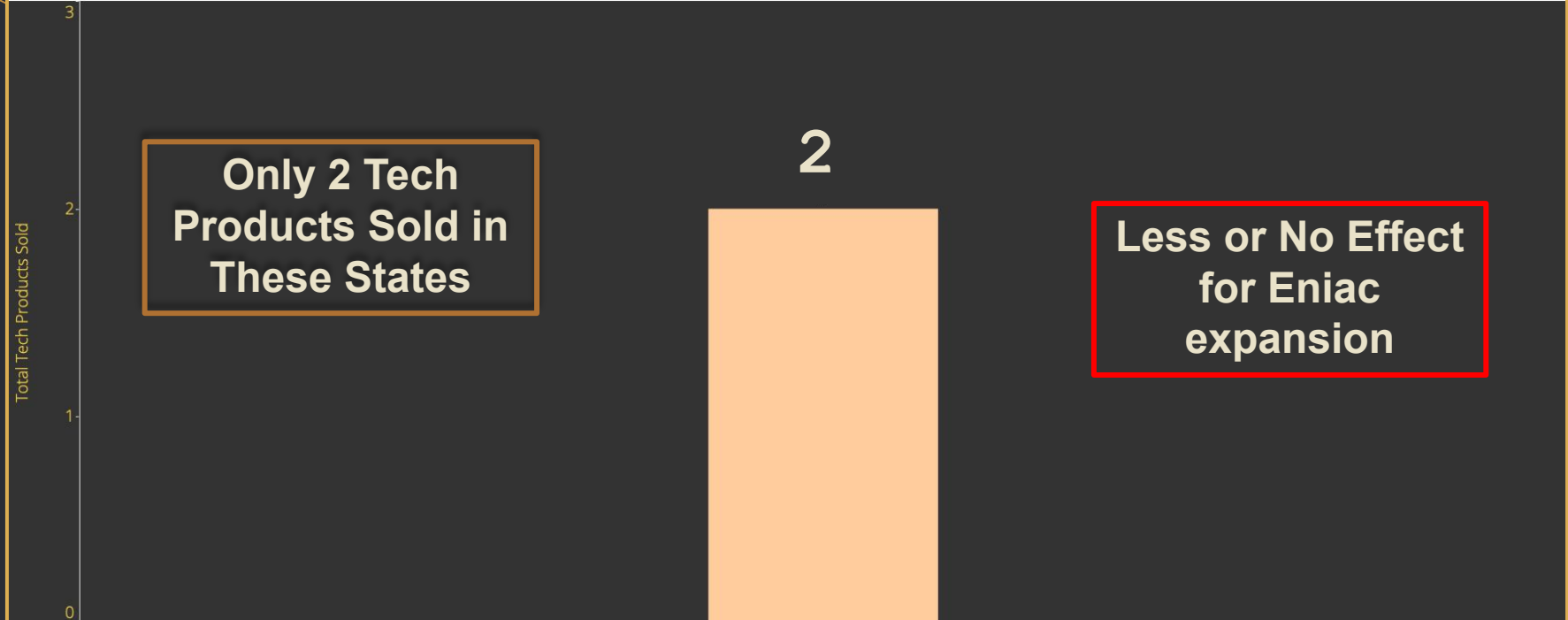
*(This chart highlights the two Brazilian states where delivery times exceeded 15 days for tech products. Long delays in Amazonas and Ceará could impact customer satisfaction and business operations.)*



# Sales Figures for Amazonas & Ceará Tech Products

## Tech Product Sales in Amazonas & Ceará: How Many Products Sold?

(This visualization presents the total number of tech products sold and delivered in Amazonas and Ceará. Delivery delays in these states will have no effect on Eniac, if going forward.)





5



CONCLUSION

# Conclusion



## Business Questions

- Is Magist a good fit for high-end tech products?
- Are orders being delivered on time?



## Sales Volume – **Inconclusive**

- Only 1,278 high-end tech products sold.
- Too low to determine scalability for premium tech.
- More sales data needed before a final decision.



## Customer Satisfaction – **Recommended**

- Efficient delivery times and high customer satisfaction.
- Strong logistics performance despite low sales.
- Proceed with magist based on delivery efficiency.

# THANKS!



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# Sources

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# Extra

## Quarterly Sentiment Analysis (2017-2018)

