**Eniac revenue info:**

(data from April 2017 – March 2018):

Revenue: 40,044,542 €

Avg monthly revenue: 1,011,256 €

Avg order price: 710 €

Avg item price: 540 € \*/

1.

1. *What categories of tech products does Magist have?*

Magist has 6 categories of Tech products:

informatica\_acessorios (computer\_accessories) 1639

telefonia (telephony) 1134

eletronicos (electronics) 517

consoles\_games (game\_consoles) 317

audio (audio) 58

pcs (pcs) 30

1. *How many products of these tech categories have been sold? What percentage of total sold do they represent?*

On TECH category, there are 112650 products sold

(Percentage would be displayed in graph)

1. *What’s the average price of the products being sold?*

Average price for MAGIST is 108.47 EUR

Average price for ENIAC is 540 EUR

*Notes:*

We have only one category with a highest average item price: 1098.34 (pcs) / \*0.2

All other tech-categories have a lower average price

We have only one category with a lowest average item price: 57.91 (eletronicos)

1. *Are expensive tech products popular?*

Here we found that total tech catg. makes 15% of the entire product sold,

so it might not be the most popular one, yet significant.

2.

1. *How many months of data are included in the magist database?*

Two years and two months (26 months) of data is included in the magist database

1. *How many sellers are there? How many Tech sellers are there? What percentage of overall sellers are Tech sellers?*

There are 3095 sellers in total (who also sold stuff) the same amount as all sellers from the sellers table.

here are 476 sellers in the tech segment

15.4% of sellers are tech sellers.

*Notes:*

Trend of Tech sellers amount - increase

2016: 22 tech sellers (for 4 months)

2017: 275 tech sellers (for 12 months)

2018: 360 tech sellers (for 10 months)

1. *What is the total amount earned by all sellers?*

All sellers: 13,591,643.7 for all 26 months and all sellers.

*Notes:*

Compared to our company Eniac it has much less revenue (40,044,542 for 12 months April 2017 - March 2018)

1. *What is the total amount earned by all Tech sellers?*

tech sellers: 1,826,985.44. for all 26 months and tech sellers only

3.

1. *What’s the average time between the order being placed and the product being delivered?*

The average time between the order being placed and the product being delivered is 12 days

and it takes around 20 days to reach a conclusion that the order is canceled.

1. *How many orders are delivered on time vs orders delivered with a delay?*

Total Shipments = 99441

Arrived on time: 89810; Percentage of arrived on time = 90.31%

Delayed: 6666; Percentage of shipments delayed = 6.70%

Unknown: 2965; Percentage of shipments unknow/lost = 2.98%

1. *Is there any pattern for delayed orders, e.g. big products being delayed more often?*

A significant pattern could not be concluded

Notes:

For delayed TECH products:

* Small Package has the most counts (1019). and a delay of 8 days (only for those who arrived later than estimated)
* Medium Package has 281 counts and a delay of 7.7 days
* Big Package has fewer counts 73 and a delay of 8 days

For delayed products

* Approximately 1 day more delay.
* The bigger the product the longer the delay (insignificant for tech products).

**SCRIPT**

REVENUE SLIDE:

* The monthly revenue over time fluctuates - *can indicate the influence of the economic situation in 2018.*
* 2018 showed a decrease in revenue - *due to the fact that the average price for tech products is much below our average prices. We can assume that high end tech products are not in a very high demand through Magist.*
* Due to the slow expansion of the Brazilian economy - future trends are unpredictable - *we don’t have at the moment enough data to try and create a projection or analysis*..

PERCENTAGE TECH PRODUCTS SLIDE:

* High-End Tech Products represent 15% of the entire inventory sold on Magista - *Magista as a platform offers a big variety of inventory, in diverse categories, which consist the majority of sales and products sold on the platform.*
* It is not the leading category, but displays a significant share - *relaying to the previous slide, we can indeed notice a trend of growing revenue from sale of products that fit the Eniac profile.*

ORDERS DELIVERY SLIDE:

* On an average 12 days: to deliver an order
* 90% of orders delivered on time, 7% are delayed - *orders which are delivered on time are orders which arrived in accordance with the estimation offered by Magist, or earlier. Delayed orders include all orders that arrived after the estimated time.*
* About 3% orders were not deliverable - *due to unavailability, or cancellation.*
* No significant pattern of delays found! - *Small packages are ordered the most, followed by the medium size and large size packages. Interestingly, regardless of the size, there is an average delay of 8 days. This means, Neither size nor type of products have significant ‘delay patterns’ for order delivery.*

CONCLUSION SLIDE:

* Magist is a growing e-Commerce platform - *As seen by our first slide there has been an increase in the share of tech products sellers.*
* It is also used for tech products, but not exclusively - the *share of tech products sold on Magist stands at 15%, so there is still room for growth.*
* Further analysis on the Brazilian Market is needed to understand the financial profitability.
  + *The Brazilian economy is expanding at a rather slow rate (estimated 1.1% GDP growth in 2018) - compared to other markets with large populations like Vietnam (6.4% GDP growth) and India (7.4% GDP growth), especially in the retail industry.*
  + *The products in Brazil are sold at a lower price than in our EU markets to maintain competitiveness - for example, iPad Pro 256GB is sold for 1165 Euros in Brazil, and for 1319 Euros in Spain - a loss of 153 Euros, which represents some 11% of the total price.*
  + *The margin of local tech sellers on Magist stands at around 15%*
  + *Taxes per shipment to Brazil range from 10% to 35%. The margin of local tech sellers must be*
* Estimated delivery time is generally too long, however orders are delivered within this time frame.
* Eniac should consider other Brazilian platforms or other markets before deciding on Magist.