

Eniac

Brazil Market Expansion

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ENIAC



High-end tech product
company



Competitive Prices



High customer
satisfaction



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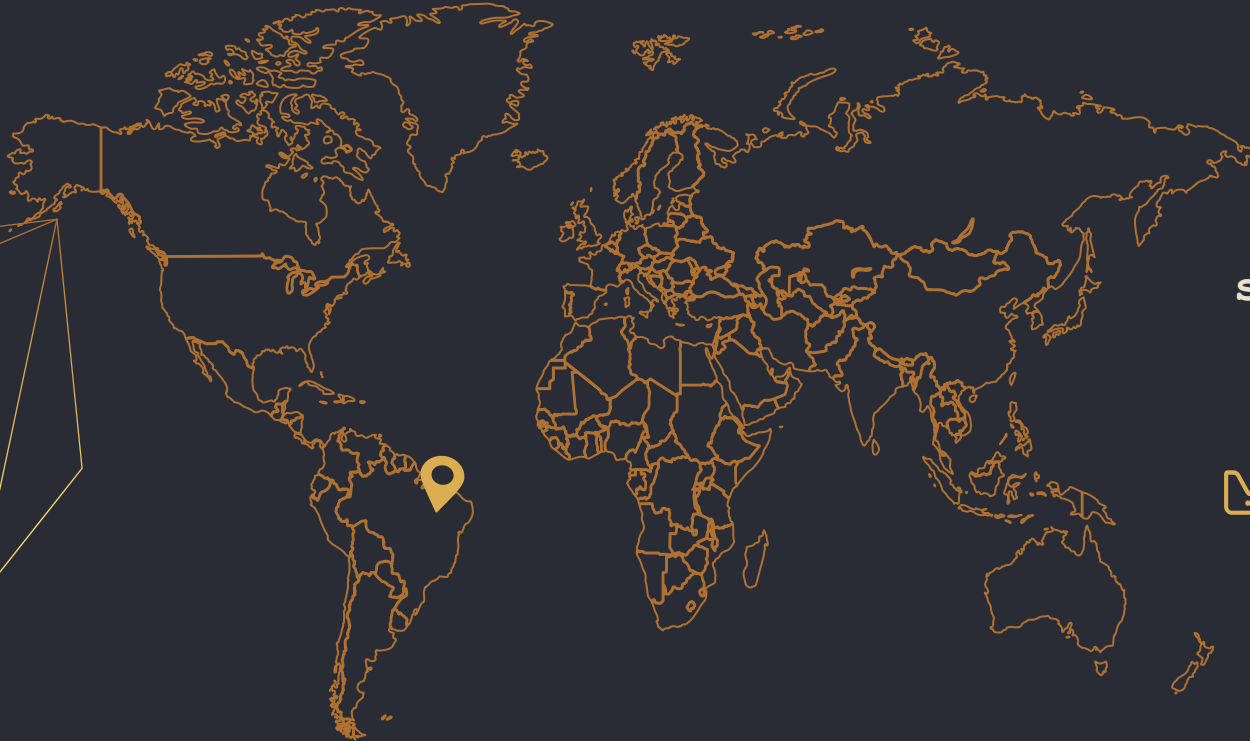




1

ABOUT THE
PROJECT

BRAZIL MARKET EXPANSION



Ensuring
customer
satisfaction



Shorter
delivery
times

BRAZIL MARKET EXPANSION

Apple Product Sales

+ 21% YoY¹



Market Share
Dynamics

~ 10.02%²

Average Delivery Time

~ 16-21 days³



Local Production
Initiatives

Expanding local
product manufacturing⁴





MARKET SHARE OF TECH PRODUCTS

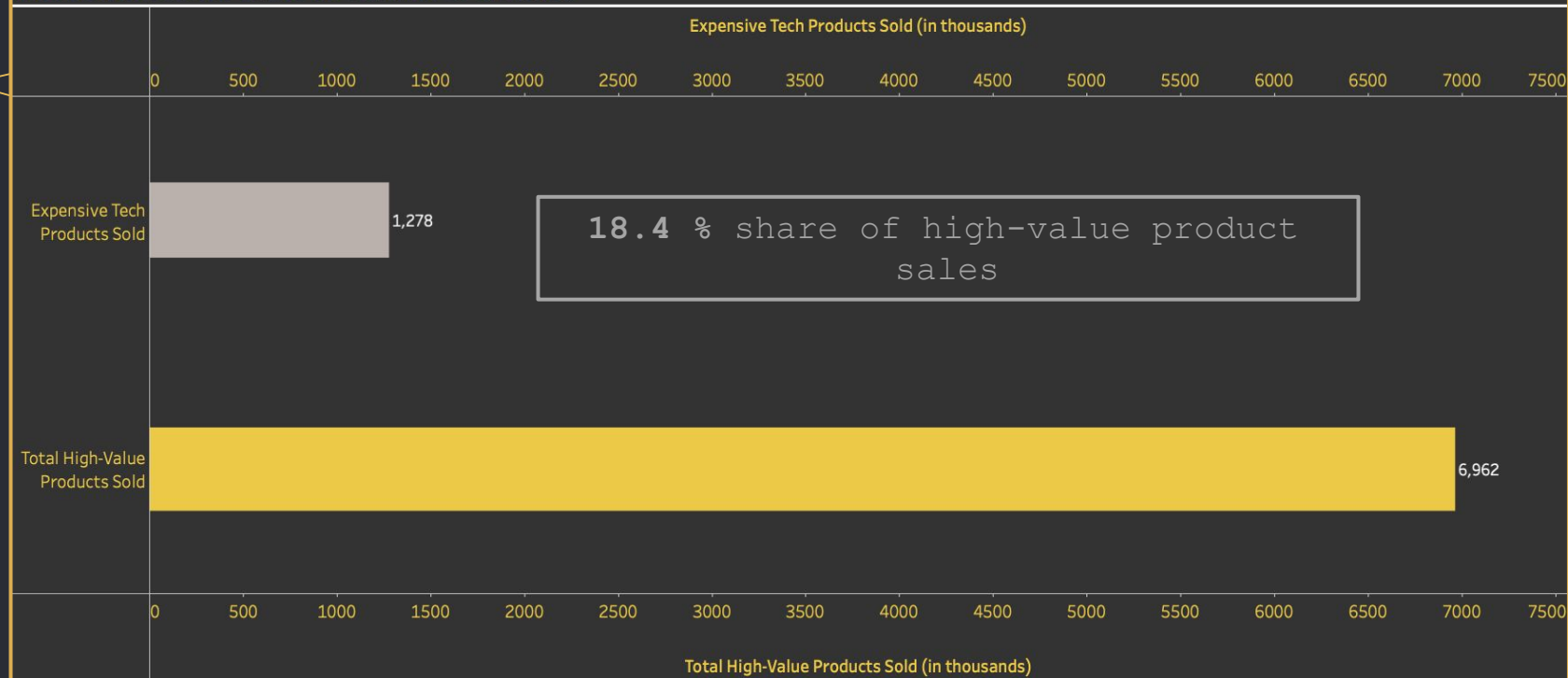


2

Role of Expensive Tech Product on Sales

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

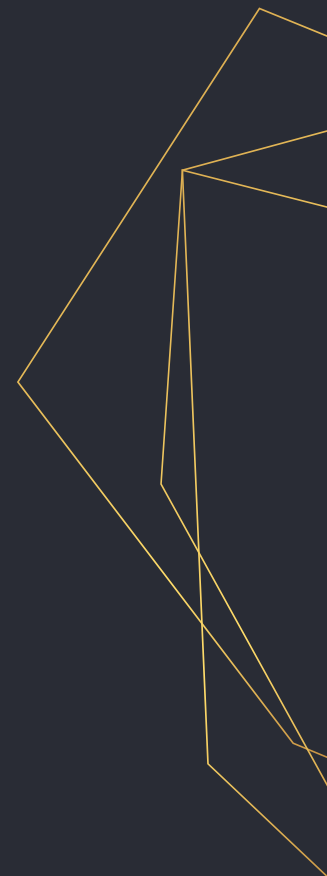
(Products priced at €300 or more are classified as expensive.)





3

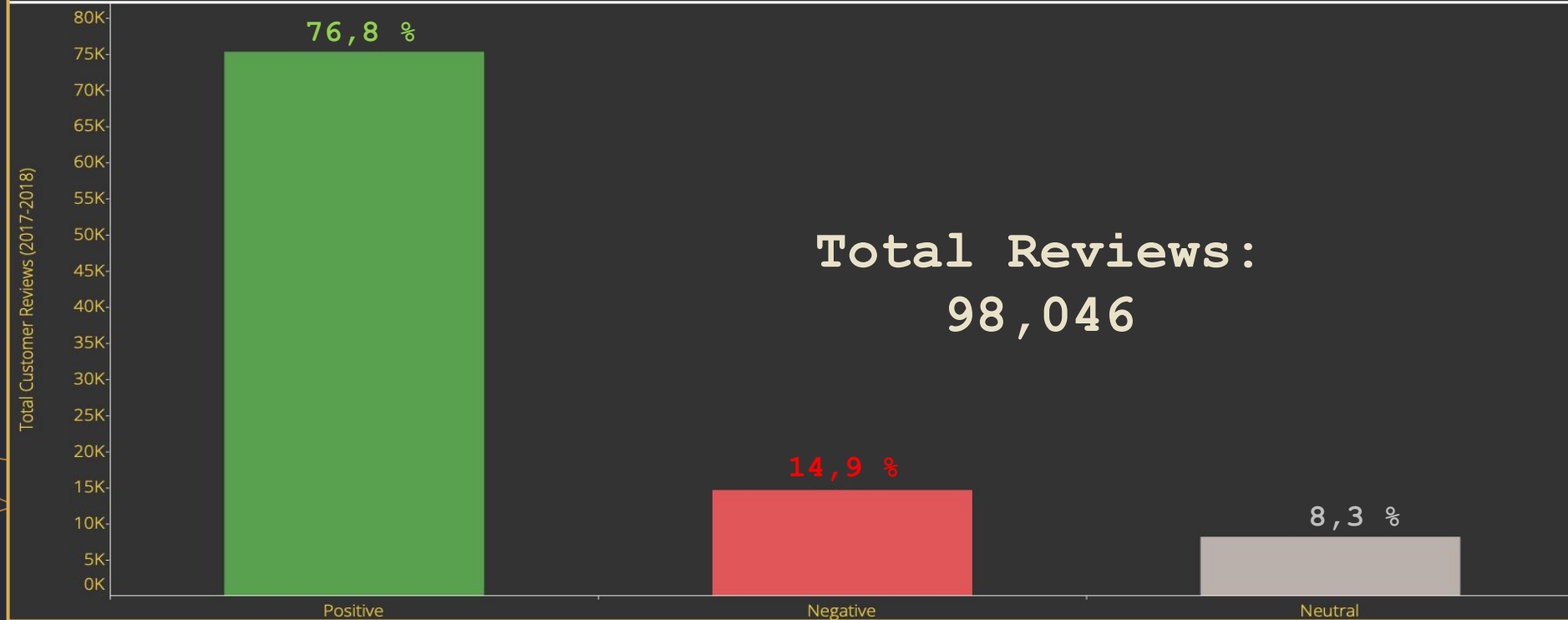
Customer Review Analysis



General Customer Reviews

Customer Sentiment Analysis: How Do Customers Feel About Magist?

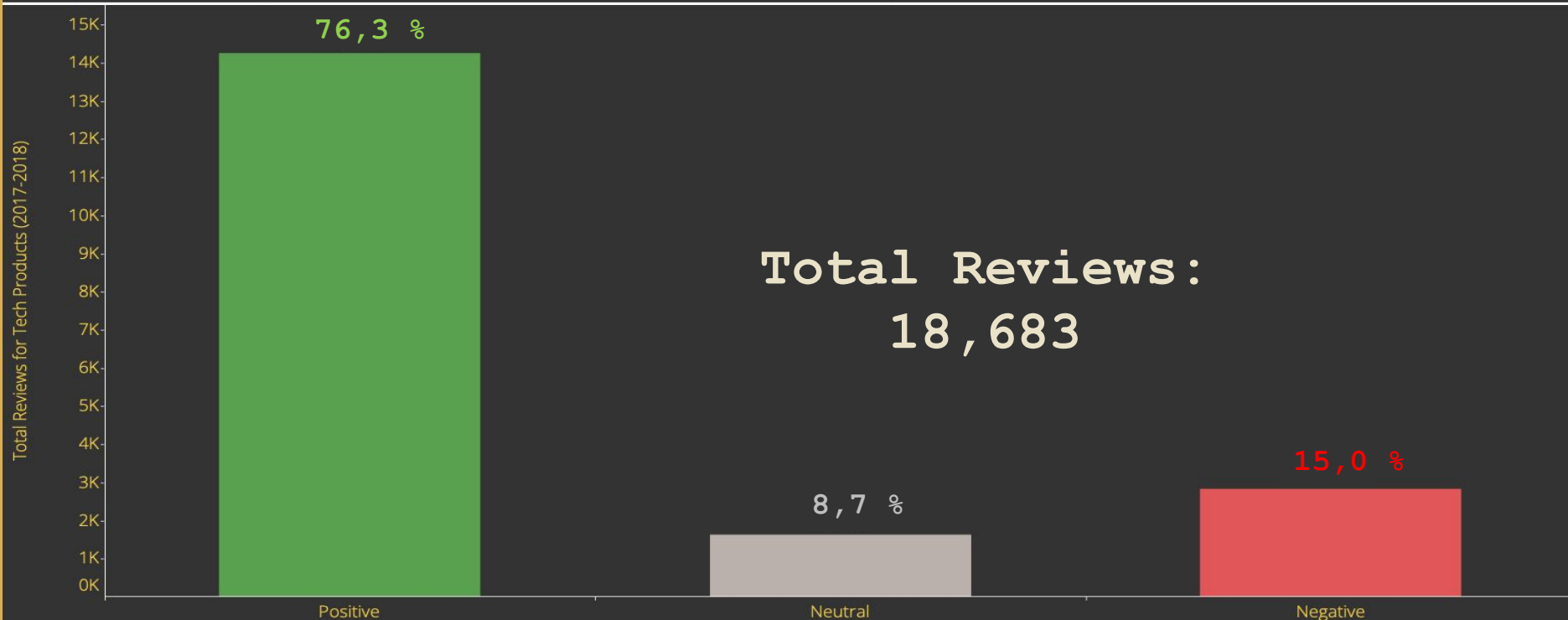
(This graph visualizes the total number of reviews from orders processed by Magist (2017-2018). Positive reviews (4-5 stars) dominate in **Green**, while negative reviews (1-3 stars) are shown in **Red**. A smaller portion of reviews remain **Neutral**.)



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*.)





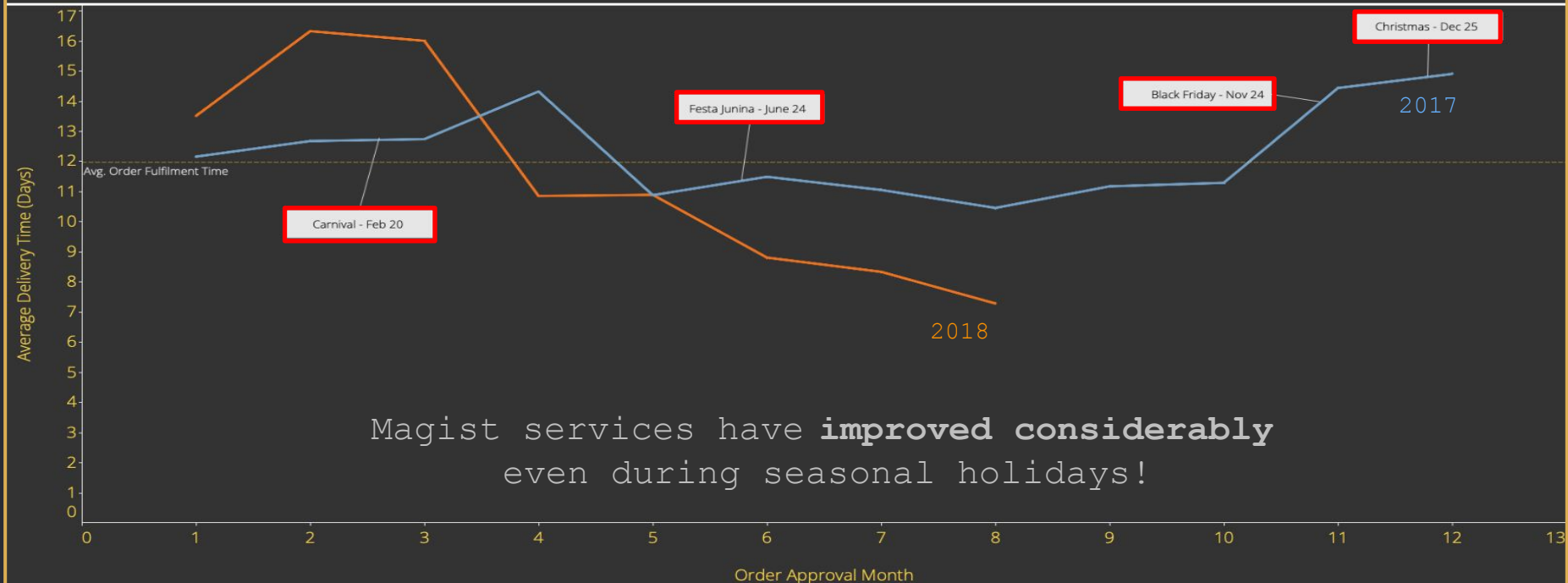
4

Analysis OF DELIVERY TIME

Relation between Average Delivery Time and Public Holidays

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

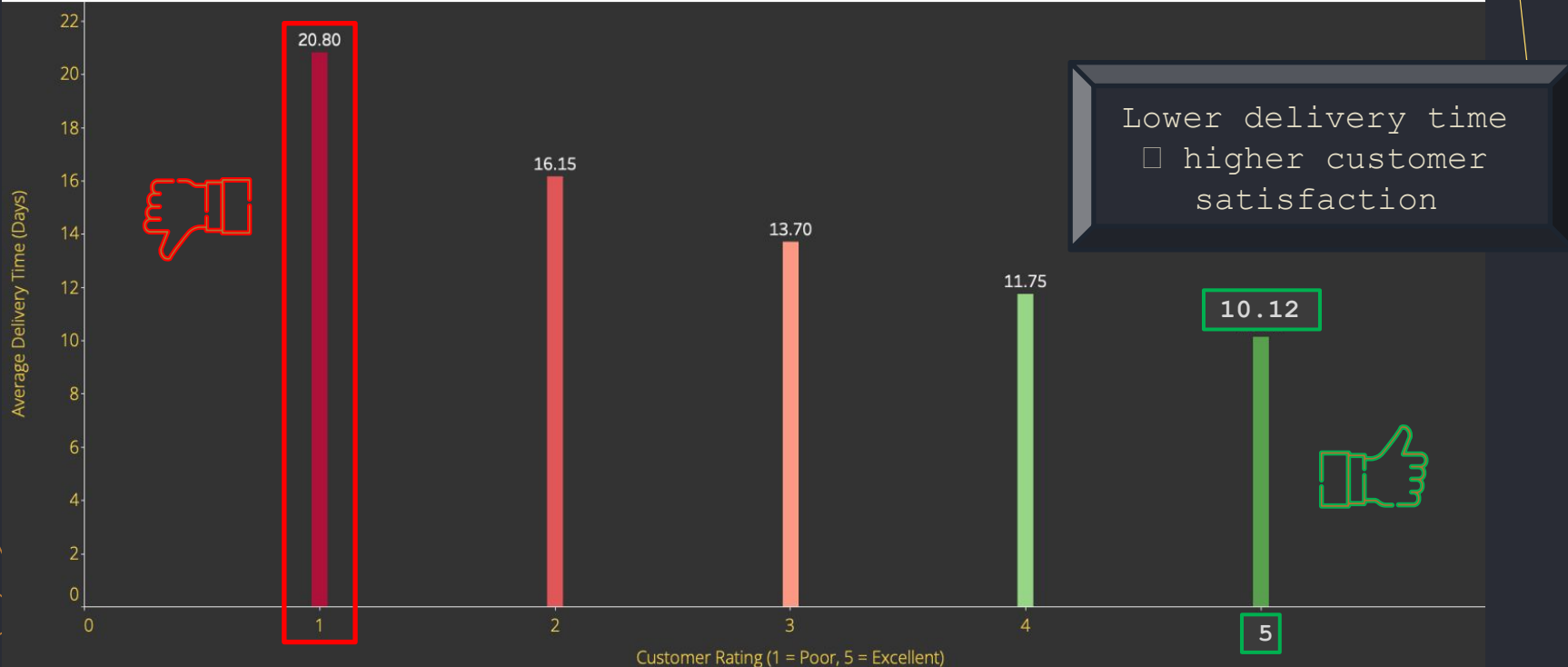
(This analysis highlights how major Brazilian public holidays impact Magist's average delivery time. Peaks in delays align with major shopping events and holidays such as Carnival, Black Friday, and Christmas.)



Customer Satisfaction and Delivery

How Delivery Delays Impact Customer Satisfaction

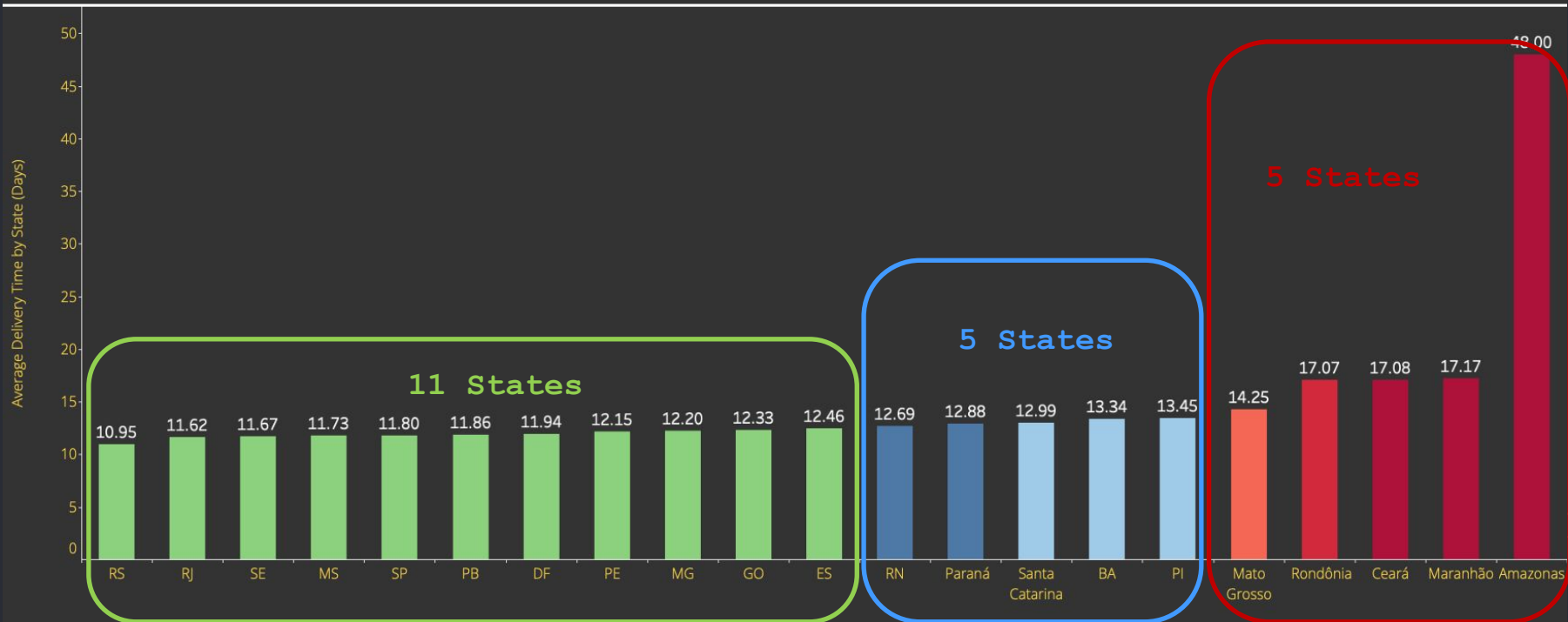
(This analysis examines the relationship between order fulfillment time and customer review scores. Longer delivery times correlate with lower ratings, while faster deliveries result in higher customer satisfaction.)



Delivery Performance

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

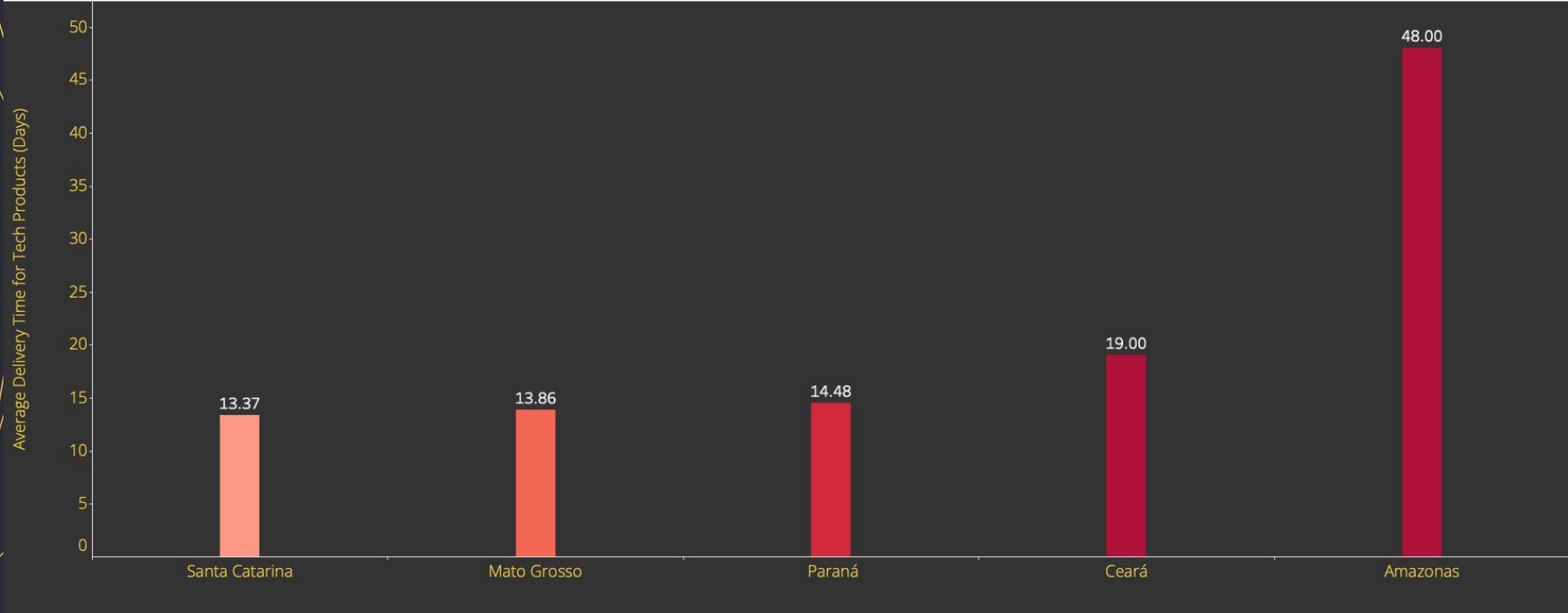
(This chart highlights the delivery times for all magist products across 27 Brazilian states where Magist operates. States with significantly delayed deliveries are shown in **Red(bad)**, **Green** represents the best-performing states, and **Blue** indicates decent performance.)



Bad Performing States

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

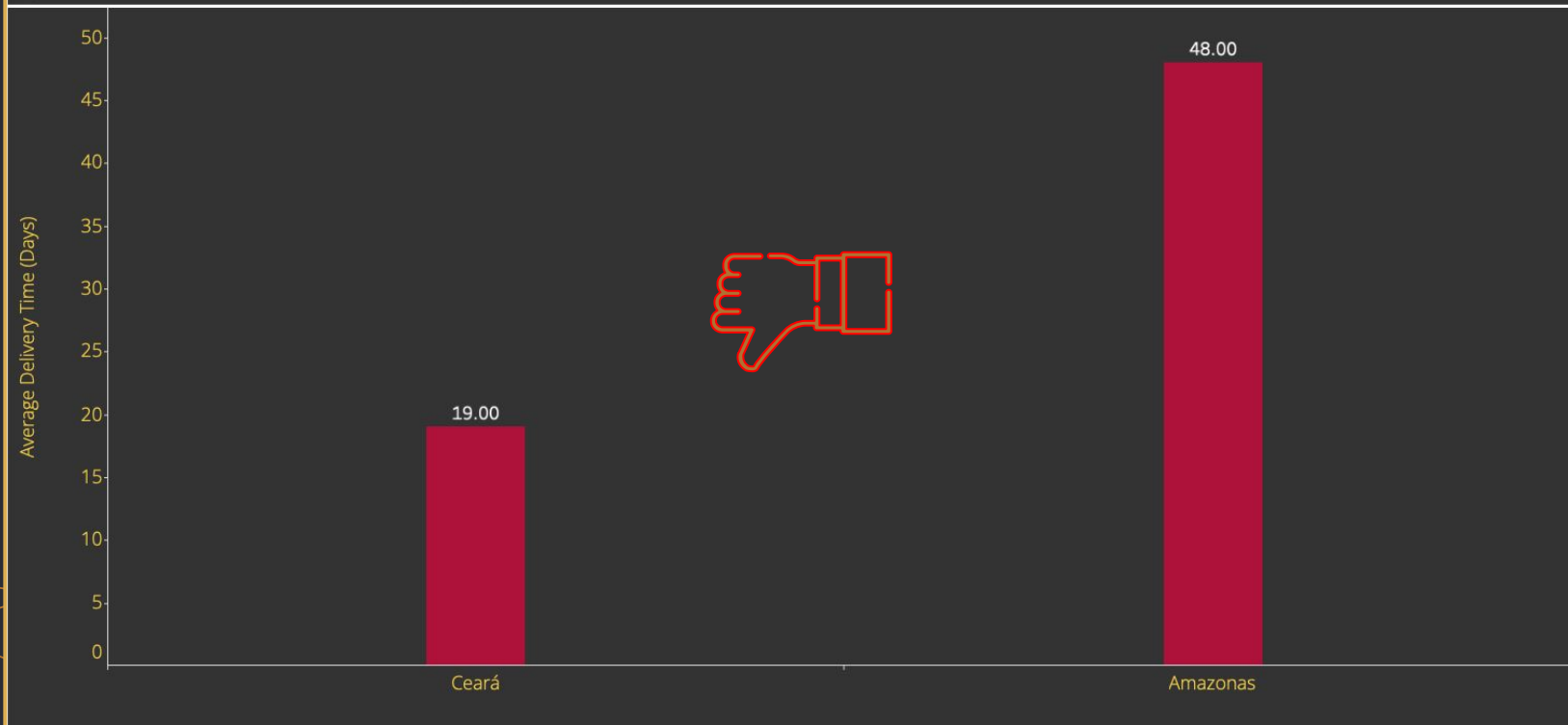
(This analysis highlights states where tech product deliveries exceeded 13 days. Customers tend to give lower ratings when delivery times surpass this threshold, affecting overall satisfaction.)



Worst Performing States

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

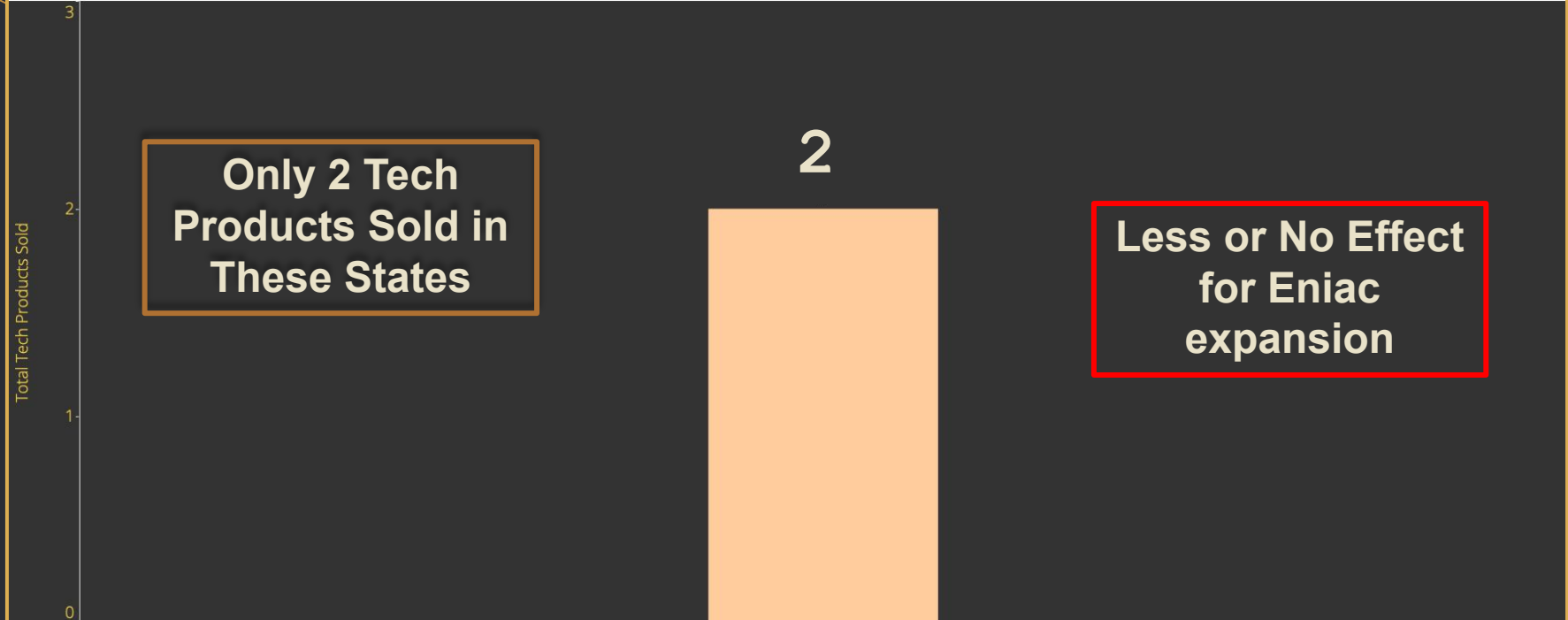
(This chart highlights the two Brazilian states where delivery times exceeded 15 days for tech products. Long delays in Amazonas and Ceará could impact customer satisfaction and business operations.)



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.

Sources

[1] Patently Apple:

https://www.patentlyapple.com/2024/12/in-q3-2024-apple-took-a-solid-leap-in-smartphone-sales-in-the-latin-american-market.html?utm_source=chatgpt.com

[2] Statista:

https://www.statista.com/statistics/1117196/delivery-time-e-commerce-brazil/?utm_source=chatgpt.com

[3] StatCounter:

https://gs.statcounter.com/os-market-share/mobile/brazil?utm_source=chatgpt.com

[4] Digital Watch:

https://dig.watch/updates/apple-expands-iphone-16-production-to-brazil?utm_source=chatgpt.com

Extra

Quarterly Sentiment Analysis (2017-2018)

