

# Breaking Borders Eniac's Ventures into Brazil



**What Data can tell us about the collaboration with MAGIST**

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# Introduction

Eniac is exploring an expansion to the Brazilian market.

Magist is a Brazilian Software as a Service company that offers a centralized order management system.

To evaluate a future cooperation, Magist has let us access a snapshot of their database.

In accordance to our key business strategy we want to know:



**Is Magist a good partner for our high-end tech products?**



**Are Magist's deliveries fast enough to meet our standards?**



# Overview

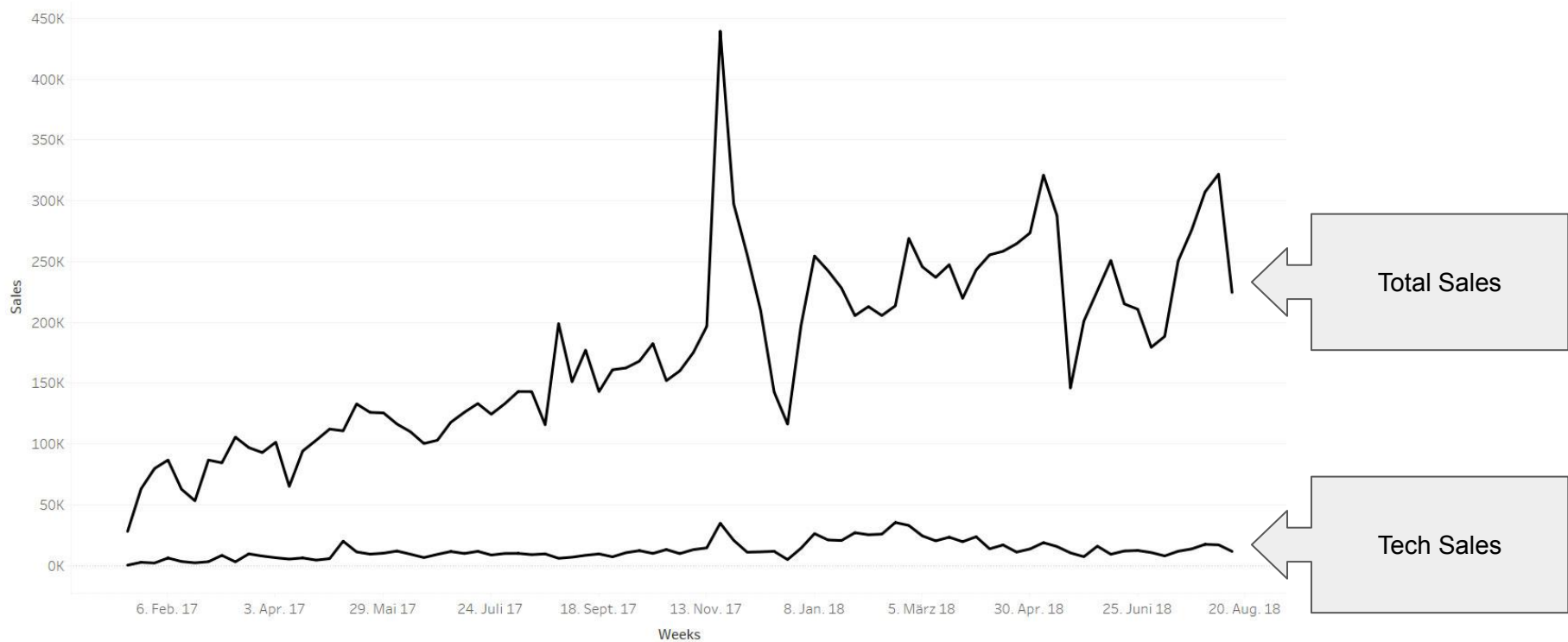
Magist has 74 product categories

Our Definition of Tech products:

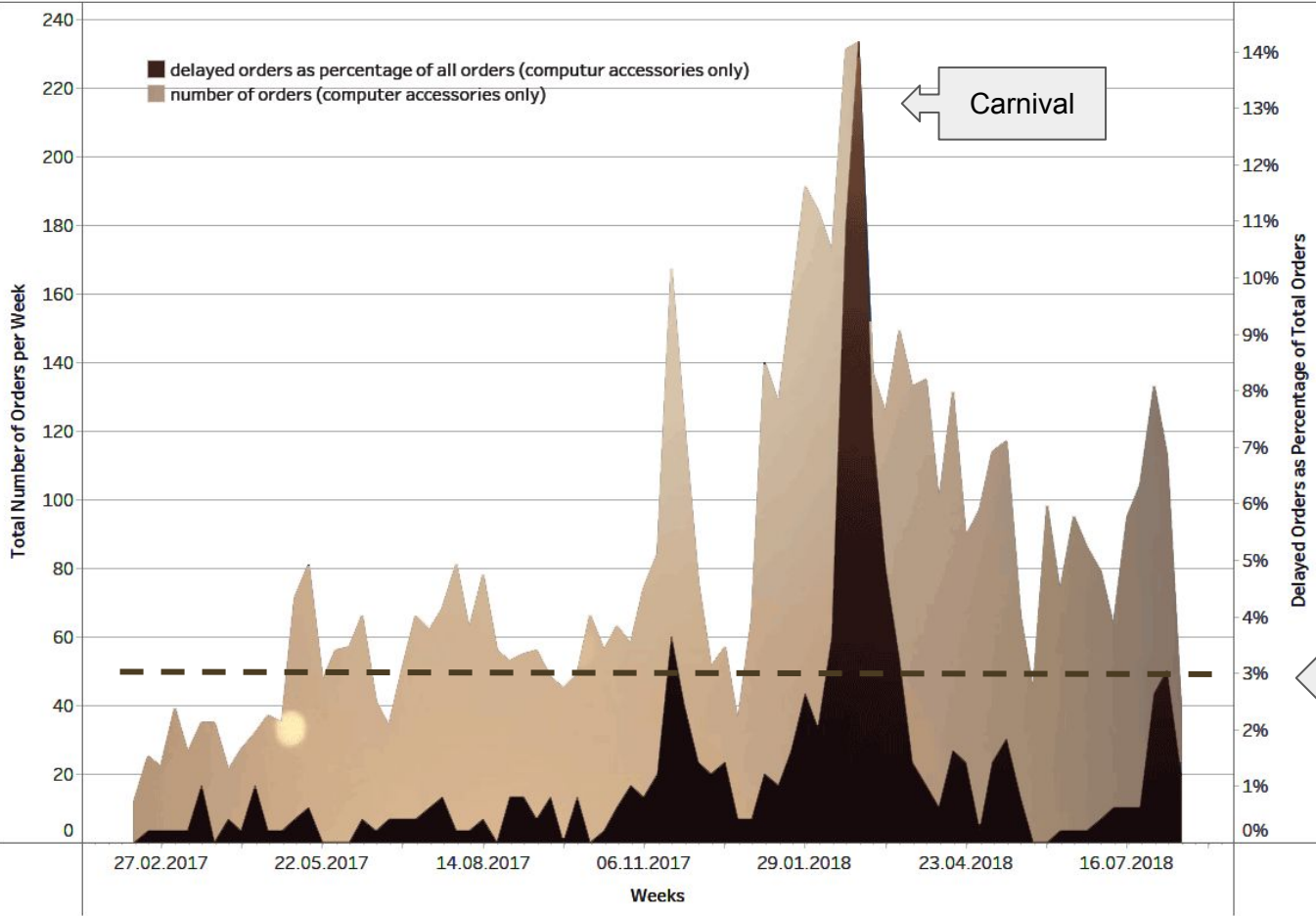
- TECH-CORE:  
Computer\_accessories (1 product category)
- TECH-LIKE:  
computers, tablets\_printing\_image, electronics (3 product categories)
- 9.3% of sellers are TECH-CORE sellers
- 5.3% of sellers are TECH-LIKE sellers
- 6.7% of sales are TECH-CORE sales
- 2.9% of sales are TECH-LIKE sales

# Total Amount earned by all Tech Sellers/Non tech Sellers

Tech sales account for only a small proportion of total sales



computer accessories: when sales increase, the proportion of delayed deliveries increases



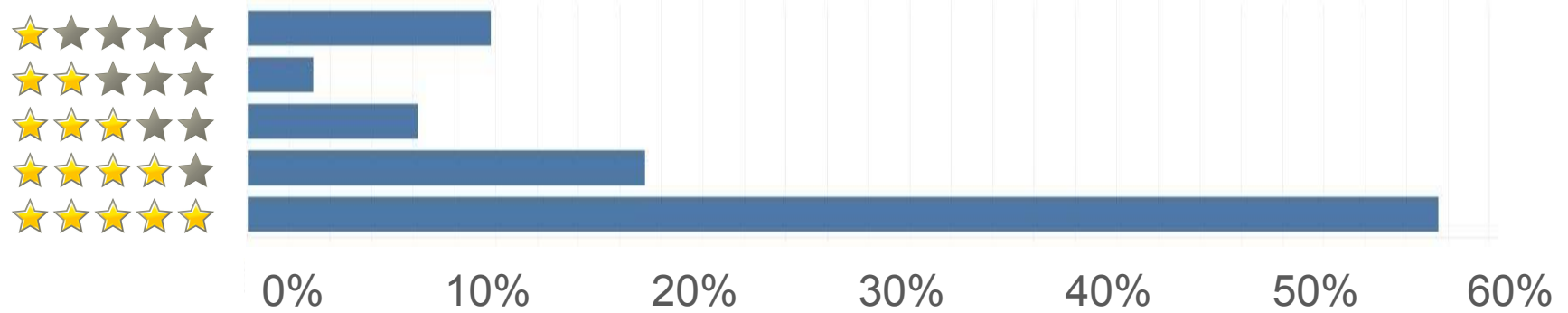
Late deliveries are generally less than 3% of all orders (within tech orders only).

# Most of the deliveries are not within an accepted delivery time in Brazil



(1) <https://www.statista.com/statistics/783442/e-commerce-brazil-maximum-delivery-time/>

# Review Score



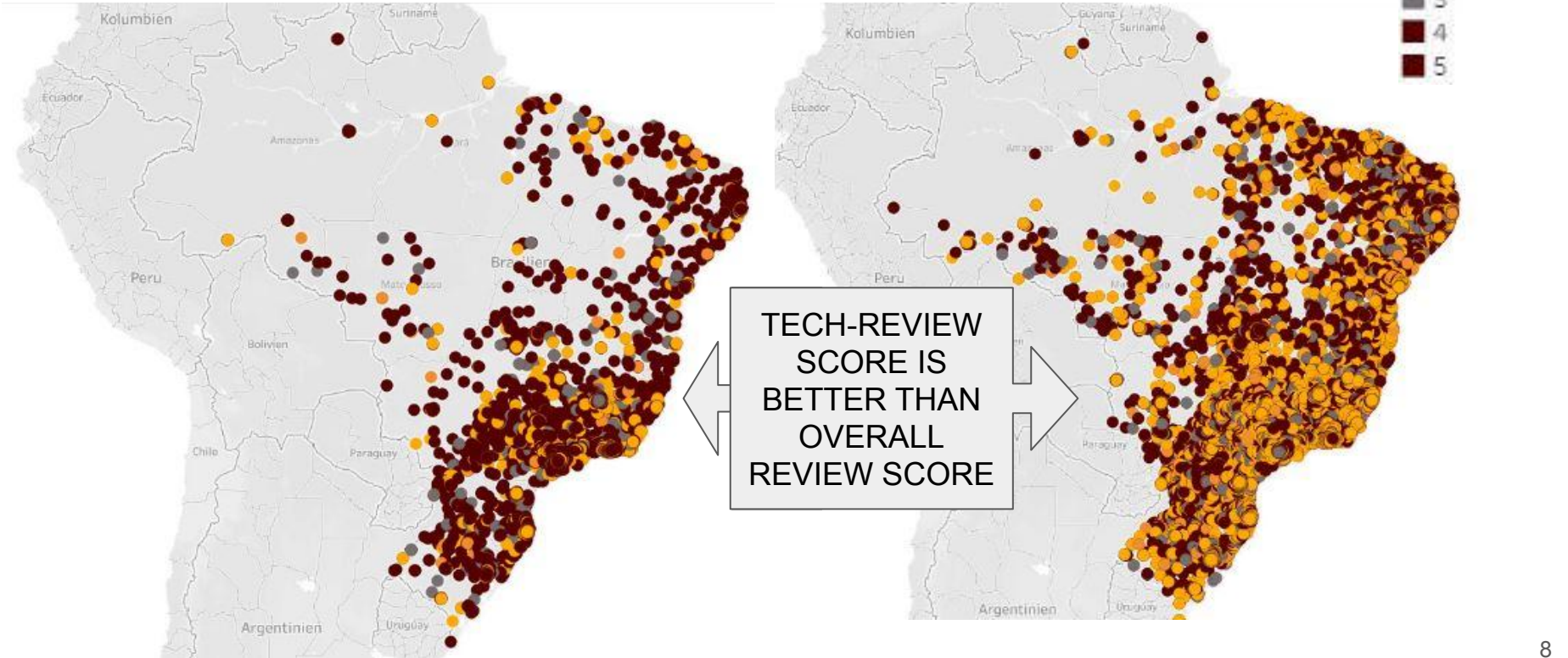
>70% rates with 4-5 stars

~10% rates with 1 star



# Reviews of Tech orders

# Review of ALL orders





# Conclusion

- Magist does not focus on high end tech products
- according to our standards Magist does not deliver fast enough
- Magist's tech-customer is more satisfied than Magist's general customer
- We recommend to look for an alternative distributor like Ingram Micro

# References

Brasil IT distributors:

<https://techinbrazil.com/largest-it-distributors-in-brazil>

[https://en.wikipedia.org/wiki/Ingram\\_Micro](https://en.wikipedia.org/wiki/Ingram_Micro)

Revenue US\$ 54.5 billion (2021)



Alternatively look in to

<https://www.goldendistribuidora.com.br/t/sobre-nos>









WHEN pcat.product\_category\_name\_english = 'computers\_accessories'  
AND oi.price BETWEEN 1300 AND 2600 THEN 'mid'  
WHEN pcat.product\_category\_name\_english = 'computers\_accessories'  
AND oi.price BETWEEN 2600 AND 3900 THEN 'high'

WHEN pcat.product\_category\_name\_english = 'computers' AND oi.price  
BETWEEN 0 AND 2300 THEN 'low'  
WHEN pcat.product\_category\_name\_english = 'computers' AND oi.price  
BETWEEN 2300 AND 4600 THEN 'mid'  
WHEN pcat.product\_category\_name\_english = 'computers' AND oi.price  
BETWEEN 4600 AND 6900 THEN 'high'

WHEN pcat.product\_category\_name\_english = 'tablets\_printing\_image' AND  
oi.price BETWEEN 0 AND 300 THEN 'low'  
WHEN pcat.product\_category\_name\_english = 'tablets\_printing\_image' AND  
oi.price BETWEEN 300 AND 600 THEN 'mid'  
WHEN pcat.product\_category\_name\_english = 'tablets\_printing\_image' AND  
oi.price BETWEEN 600 AND 900 THEN 'high'

WHEN pcat.product\_category\_name\_english = 'electronics' AND  
oi.price BETWEEN 0 AND 830 THEN 'low'  
WHEN pcat.product\_category\_name\_english = 'electronics' AND  
oi.price BETWEEN 830 AND 1660 THEN 'mid'  
WHEN pcat.product\_category\_name\_english = 'electronics' AND  
oi.price BETWEEN 1660 AND 2490 THEN 'high'

# Reference

```
SELECT *,  
  
    CASE  
  
        WHEN review_comment_title is null AND review_comment_message is NULL THEN 'none'  
  
        WHEN review_comment_title is not null AND review_comment_message is null THEN 'title'  
  
        WHEN review_comment_title is null AND review_comment_message is not null THEN 'message'  
  
        WHEN review_comment_title is not null AND review_comment_message is not null THEN 'title and message'  
  
    END AS comment_type  
  
FROM order_reviews reviews;
```



```
use magist;
```

```
/*
```

What is TECH? our definition is:

1: computers\_accessories

2: computers\_accessories, computers, tablets\_printing\_image, electronics

3: everything

1: TECH, 2: TECH-LIKE, 3: EVERYTHING (i.e. all product categories)

-- How many months of data are included in the magist database?

-- How many sellers are there? How many Tech sellers are there? What percentage of overall sellers are Tech sellers?

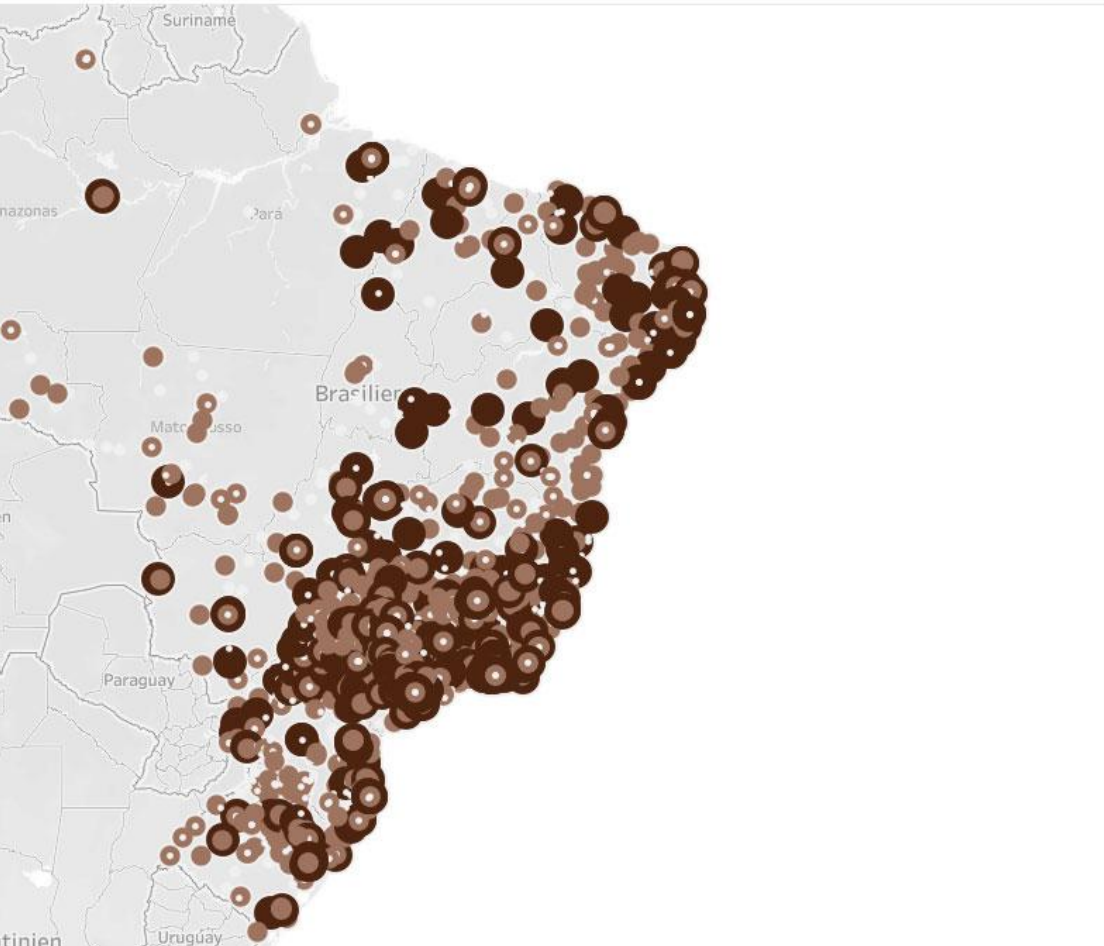
-- What is the total amount earned by all sellers? What is the total amount earned by all Tech sellers?

-- Can you work out the average monthly income of all sellers? Can you work out the average monthly income of Tech sellers?

```
*/
```

-- Question 4: How many products are there on the products table?

```
SELECT count(distinct product_id)
```



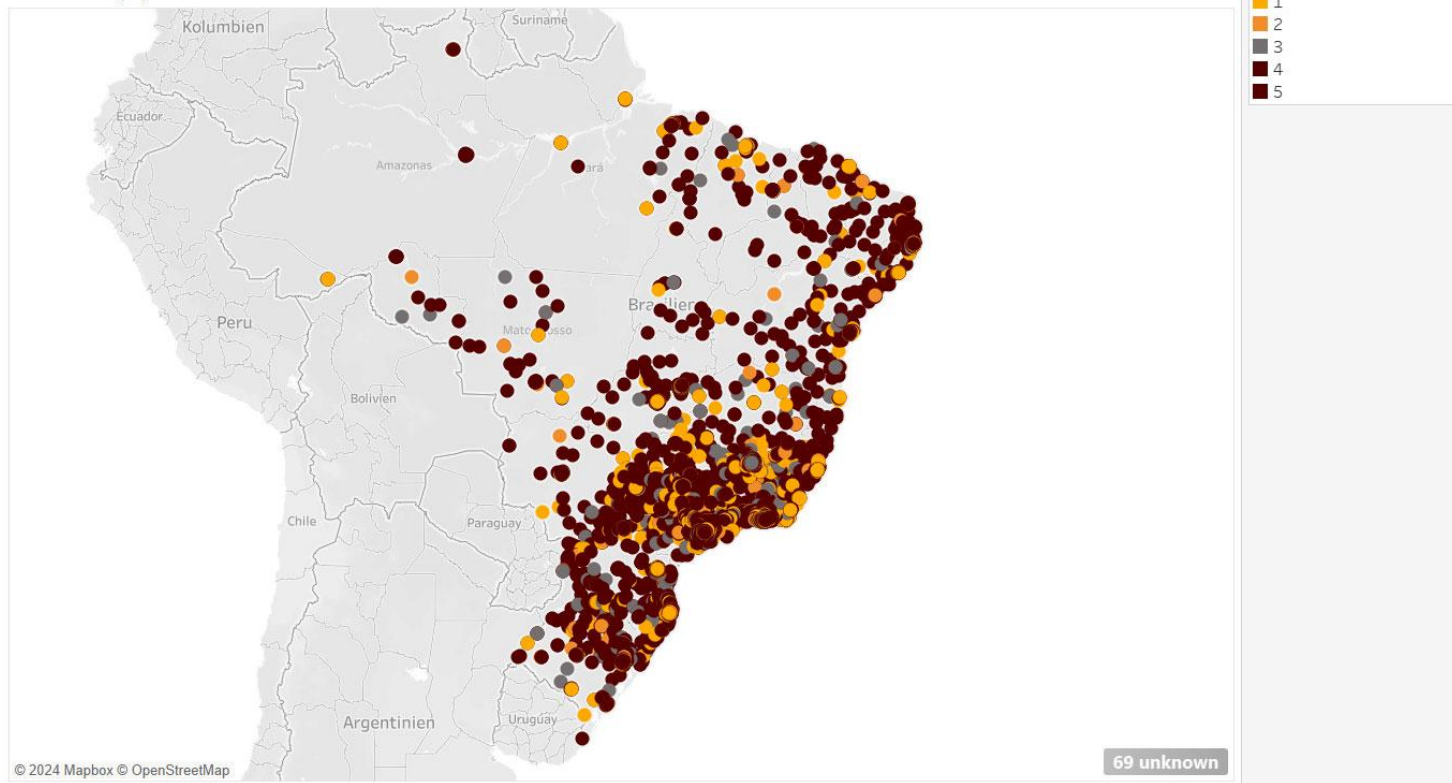
Comment Title + Messa...



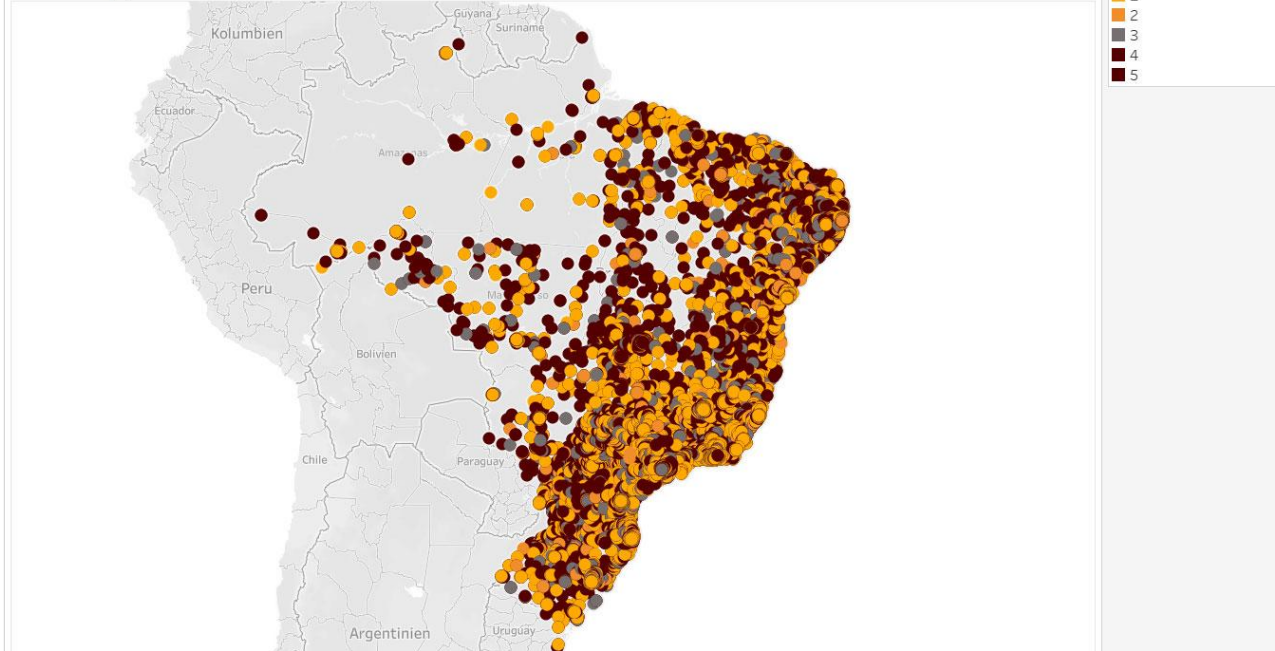
Comment Title + Messa...



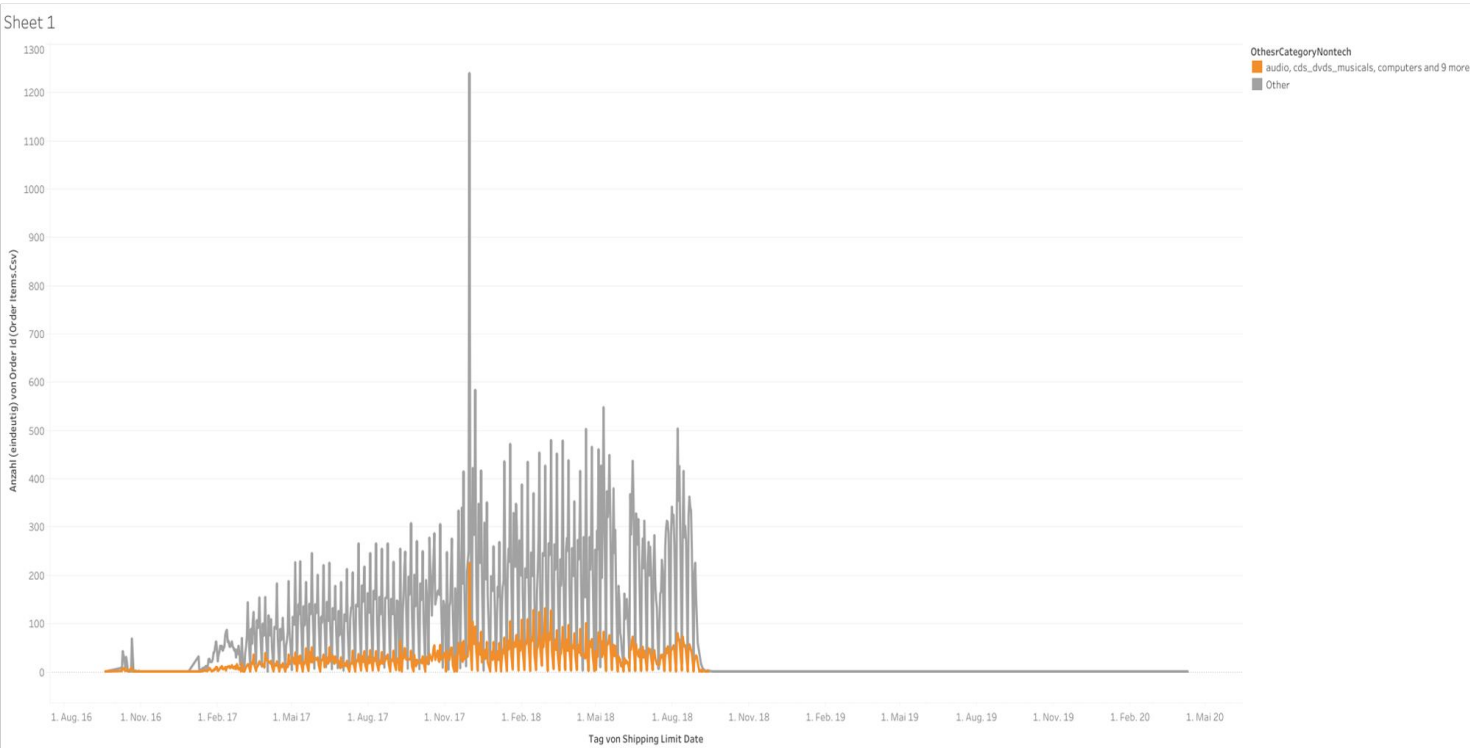
## Sheet 7 (2)



Sheet 7 (2)



# Total Amount earned by all Tech Sellers/Non tech Sellers



## Tech Categories:

Computers\_accessories , computers', tablets\_printing\_image',

Electronics 'telephony' , computers , pc\_gamer