

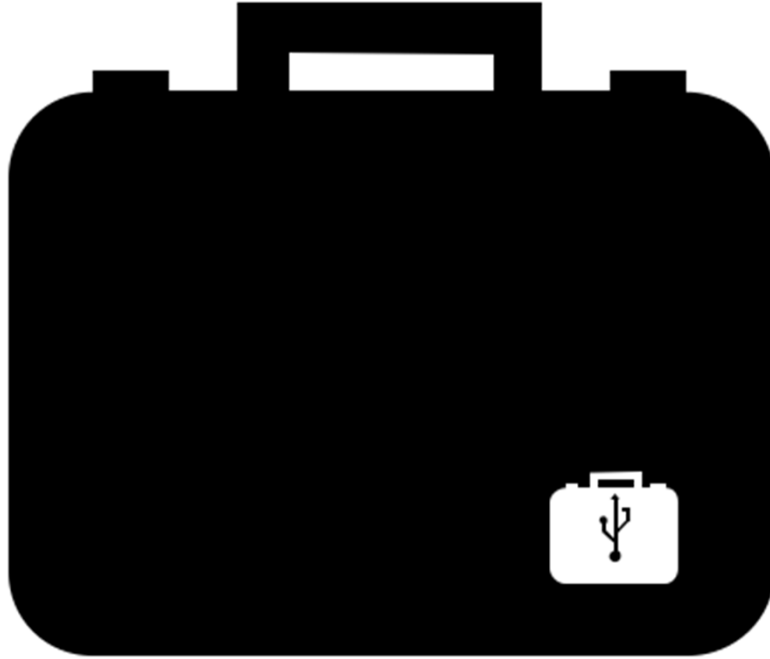
Magist Partnership

Recommendation based on Magist data

Key questions about Magist

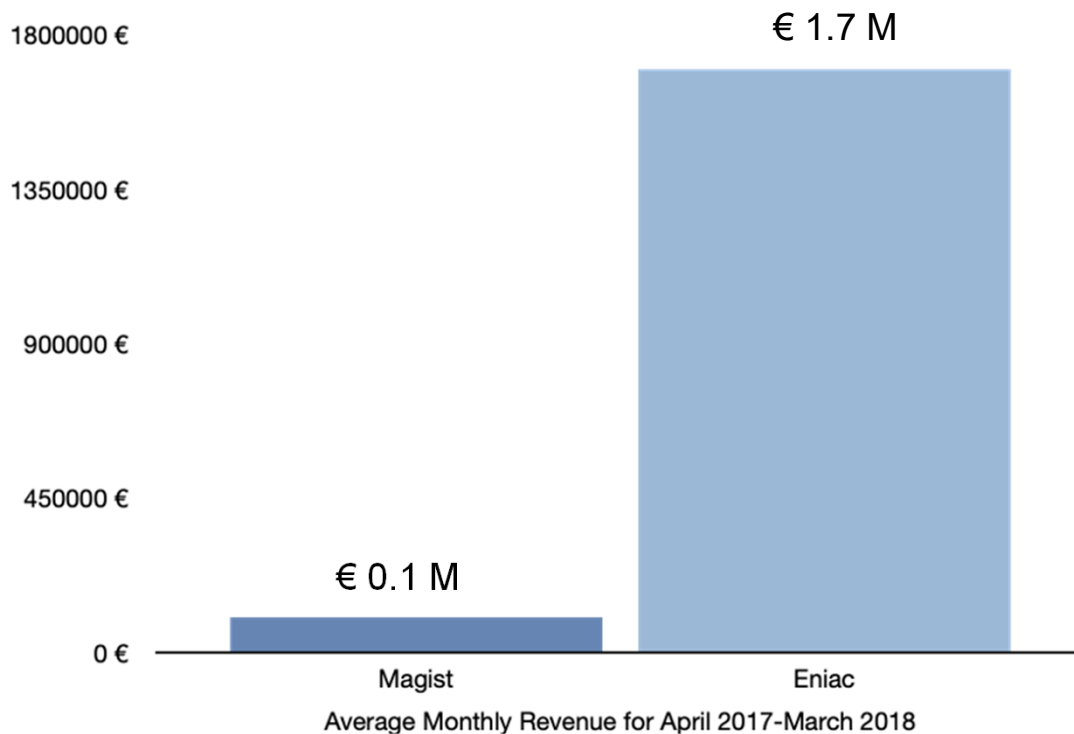
1. Magist in the tech sector: Is Magist a good partner for high-end technology products?
2. Customer satisfaction: Are delivery services reliable?

High-end technology products are not Magist's strength



- Only **15.28 %** of the sellers that have worked with Magist can be categorized as technology sellers.
- Technology sellers that offer products of a value higher than 540 € comprise only **2.75%**

Low monthly average revenue in technology sales



A significant number of orders was delivered to the customers with a delay

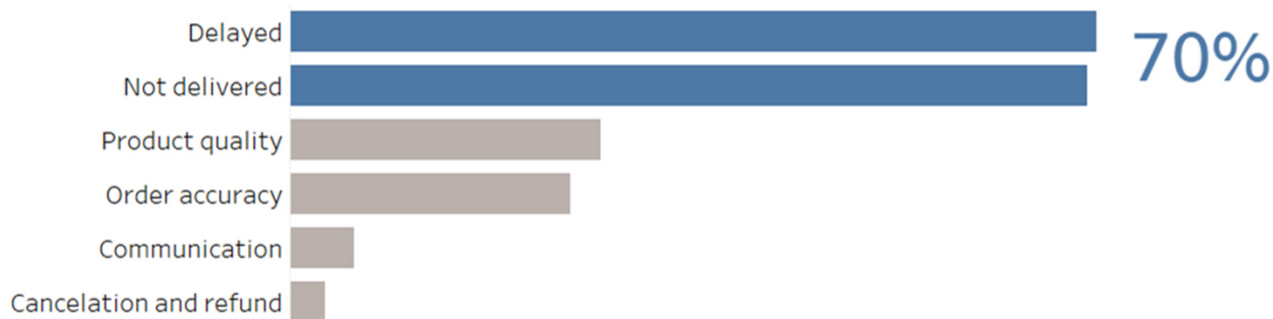
Number of orders by delivery time, %



- Avg. estimated delivery time - 24 days
- Avg. delivery time - 13 days for both 2017 and 2018
- 92% (in 2017) and 90% (in 2018) of tech products were delivered before the estimated delivery date
- 5% and 8% of tech items were delivered with a delay
- Avg. delay time - 11 days (in 2017) and 9 days (in 2018)

Tech customers are most dissatisfied with deliveries

Negative Review Topics



Partnership with Magist is not recommended

Small tech sector

- Tech sellers are a minority with unexpected selling trends
- Tech revenue and selling price fall outside Eniac's range

Unsatisfactory delivery services

- Estimated delivery time: 24 days versus expected: 4-7 days
- Customer complaints related to late delivery

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

Recommendation

- Reconsider the Brazilian market and add affordable products
- Understand the Brazilian market by selling through *Mercado Livre* first

Assumptions

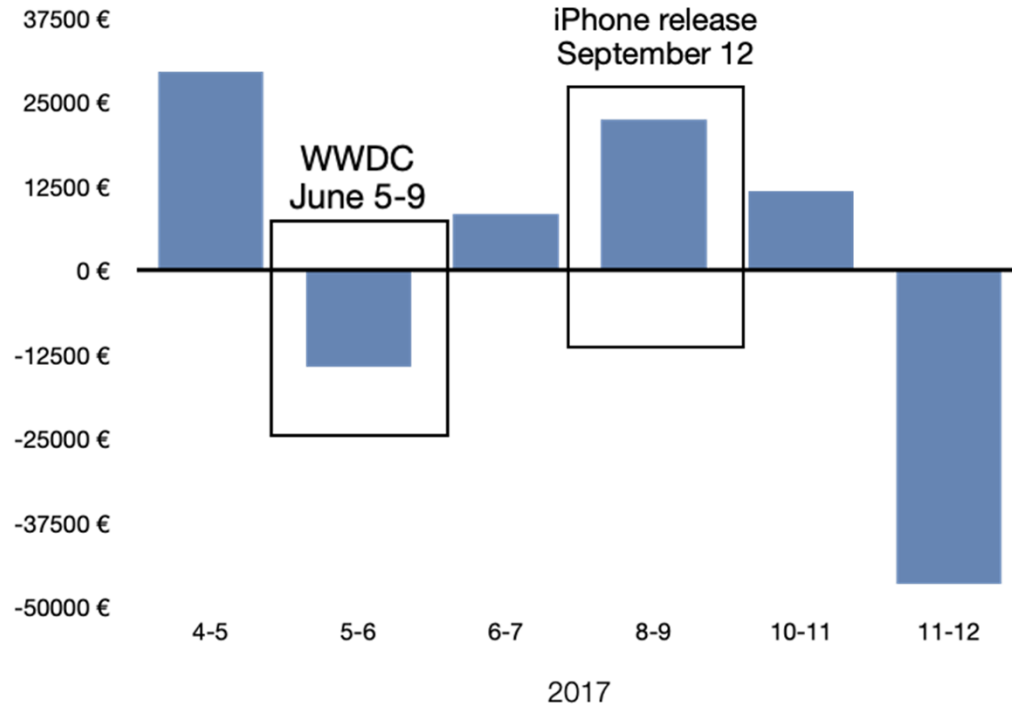
Tech categories: audio, computers, computers_accessories, consoles_games, electronics, fixed_telephony, pc_gamer, signaling_and_security, tablets_printing_image, telephony, watches_gifts

“Delivered on time” - < **14 days** or < **“estimated delivery”**?

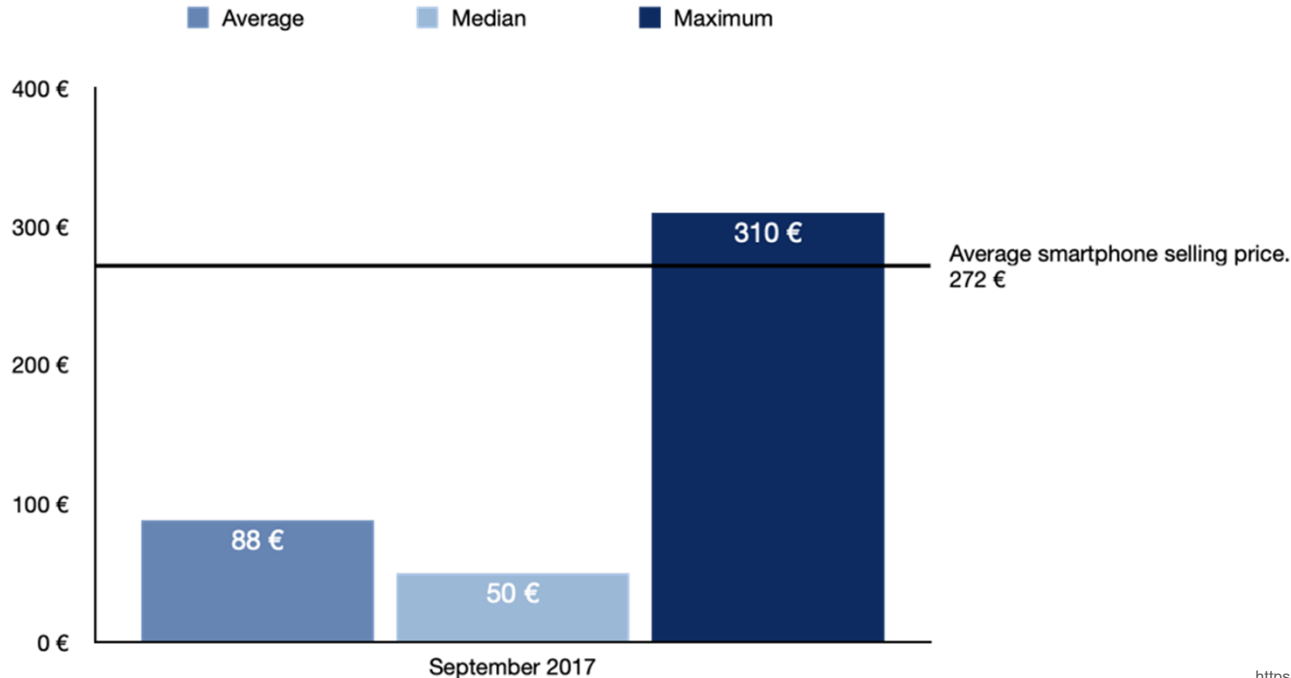
Data for 2016 was excluded

Data for 10,11 and 12.2018 is non existent.

High-end Technology sales are not as expected



Key sales trend for Apple product



Sales for mobile phones do not reach the expected values.