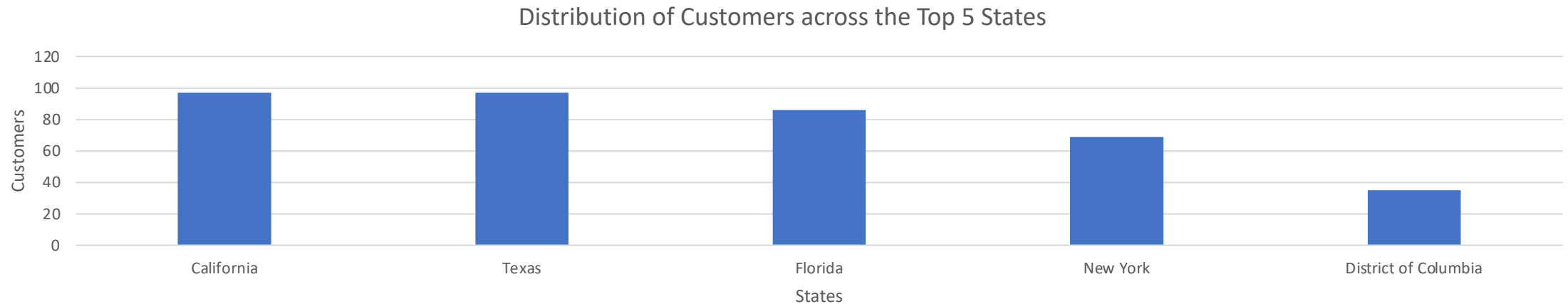


New Wheels

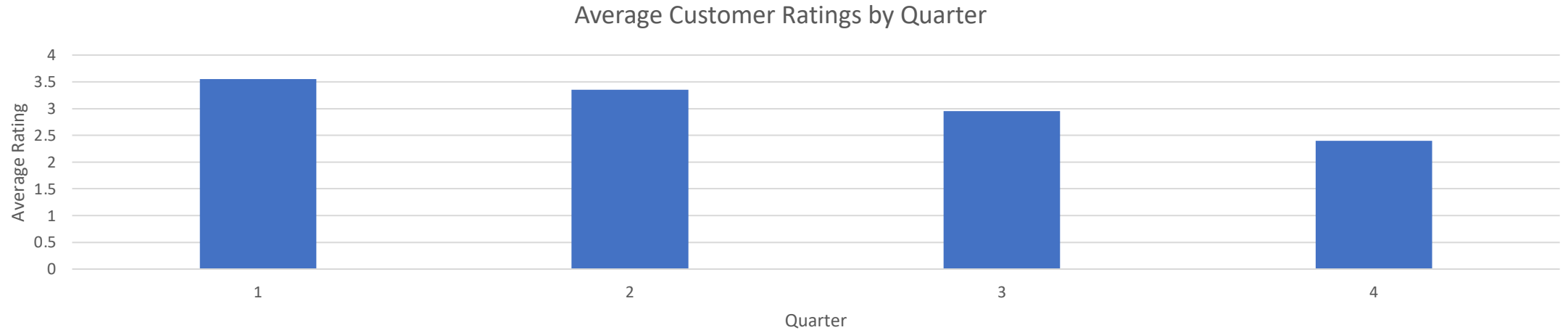
Customer Metrics

Distribution of Customers across States



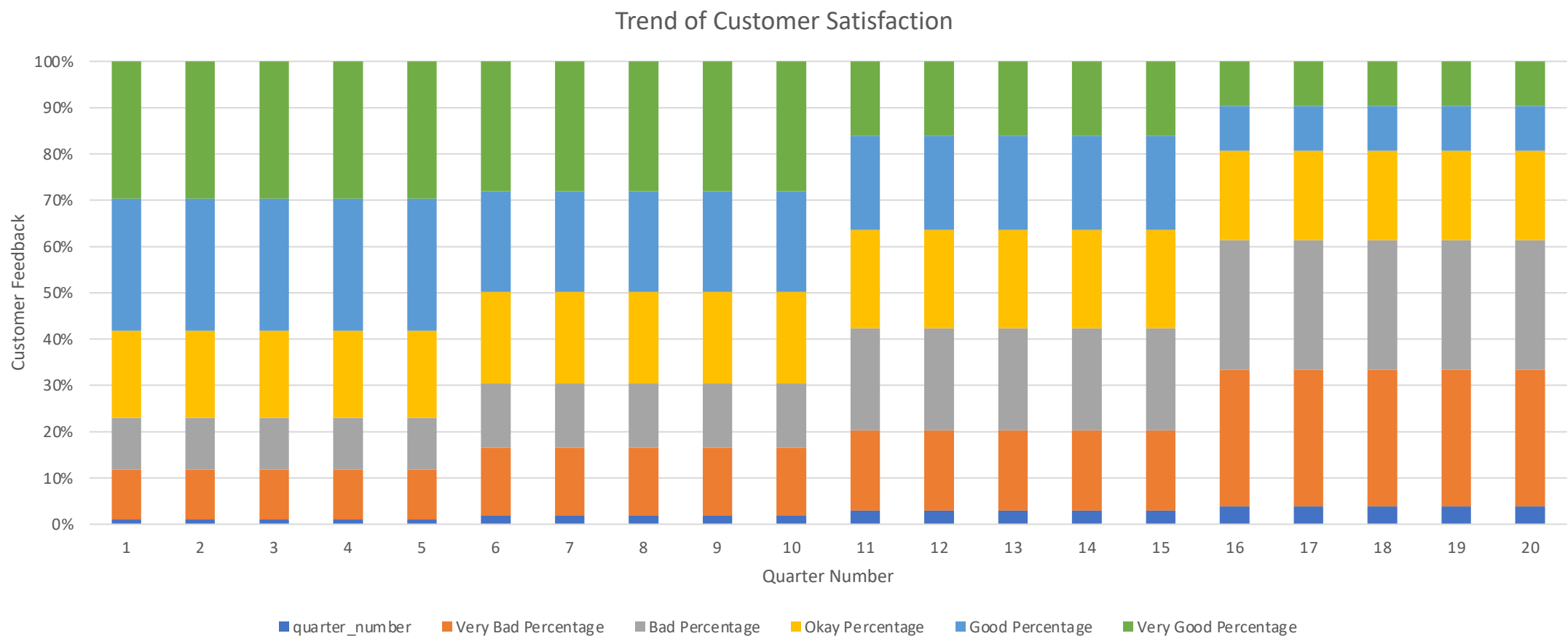
- The top 5 states are CA, TX, FL, NY, District of Columbia
- CA had 97 customers, Texas has 97 customers, Florida had 86 customers, New York had 69 customers, District of Columbia had 35 customers

Average Customer Ratings by Quarter



- There is a decline in the average customer rating in each quarter
- Q1 rating is 3.55, Q2 rating is 3.36, Q3 rating is 2.96, and Q4 rating is 2.4

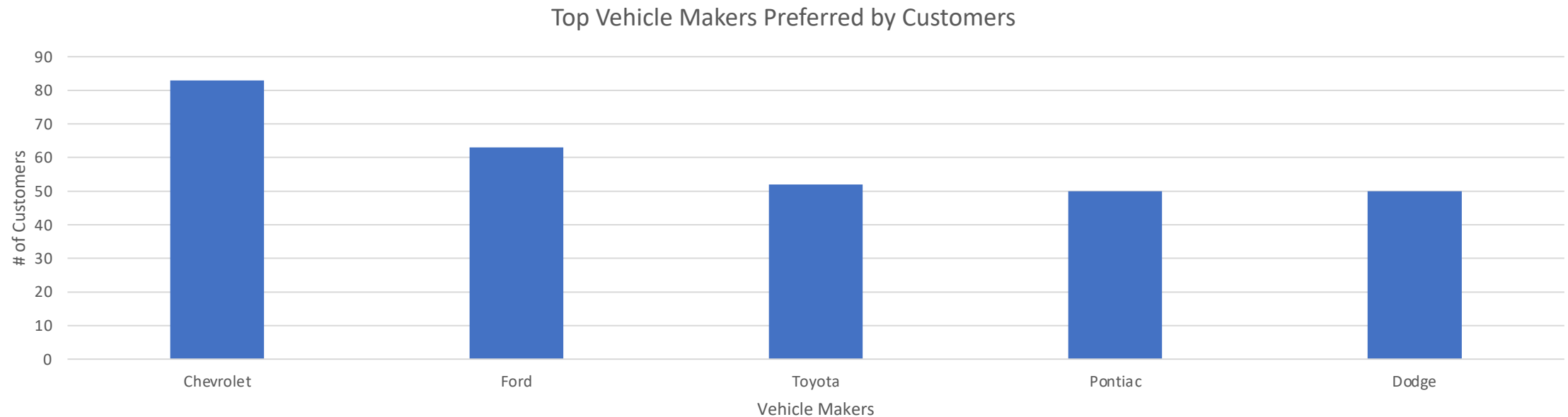
Trend of Customer Satisfaction



Trend of Customer Satisfaction Cont.

- The percentages of 'Very Good' and 'Good' declined in each quarter
- The percentages of 'Okay' remained stagnant
- The 'Bad' and the 'Very Bad' increased in each quarter
- The customer became dissatisfied in each quarter

Top Vehicle Makers Preferred by Customers



- The top vehicle makers are Chevrolet, Ford, Toyota, Pontiac, and Dodge
- Chevrolet has 83, Ford has 63, Toyota has 52, Pontiac has 50, and Dodge has 50

Most Preferred Vehicle in Each State 1

Alabama	Dodge
Alaska	Chevrolet
Arizona	Pontiac, Cadillac
Arkansas	Chevrolet, Pontiac, GMC, Suzuki, Volkswagen, Mitsubishi
California	Nissan, Ford, Dodge, Chevrolet, Audi
Colorado	Chevrolet
Connecticut	Maserati, Volvo, Chevrolet, Mercury
Delaware	Mitsubishi
District of Columbia	Chevrolet
Florida	Toyota

Most Preferred Vehicle in Each State 2

Georgia	Toyota
Hawaii	Ford, GMC, Toyota, Pontiac, Cadillac, Nissan
Idaho	Dodge
Illinois	GMC, Chevrolet, Ford
Indiana	Mazda
Iowa	Isuzu, Subaru, Hyundai, Dodge, Chrysler, Pontiac, Mazda, Ford, Jeep, Porsche, Chevrolet
Kansas	Mercedes-Benz, Nissan, Maserati, Buick, Lexus, Ford, Volkswagen, Mazda, Dodge, GMC, Honda, Saab, Suzuki
Kentucky	Acura, Audi, Ram, Volvo, Nissan, Mercury, Pontiac, Mercedes-Benz
Louisiana	BMW, Nissan, Kia, Ford, Pontiac
Maine	Mercedes-Benz

Most Preferred Vehicle in Each State 3

Maryland	Ford
Massachusetts	Chevrolet, Dodge
Michigan	Ford
Minnesota	GMC
Mississippi	Toyota, Dodge
Missouri	Chevrolet
Montana	Dodge, Mitsubishi, Chevrolet
Nebraska	Toyota, Volkswagen, Cadillac, Mercedes-Benz, Nissan, Chevrolet, Pontiac
Nevada	Pontiac
New Hampshire	Lincoln, Lexus, Chrysler

Most Preferred Vehicle in Each State 4

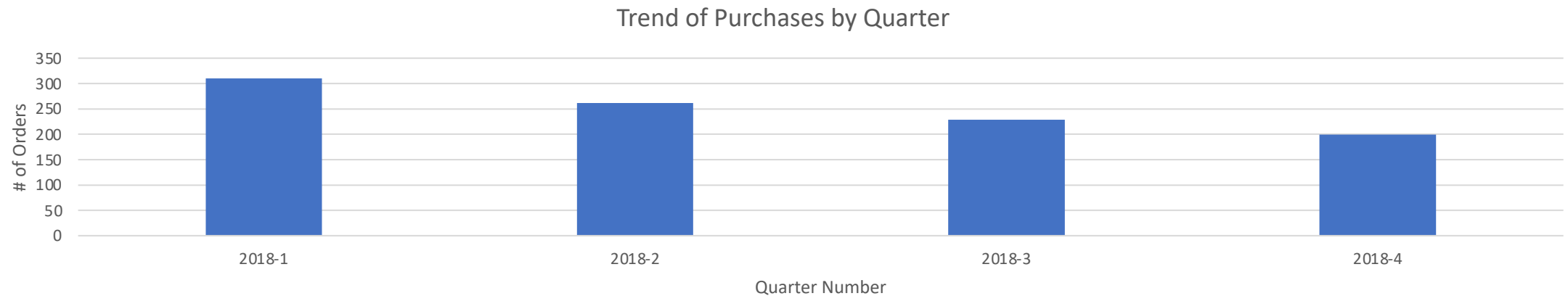
New Jersey	Mercedes-Benz, Hyundai
New Mexico	Dodge
New York	Toyota, Pontiac
North Carolina	Volvo
North Dakota	Ford, Hyundai
Ohio	Chevrolet
Oklahoma	Toyota, Ferrari, Mazda
Oregon	Toyota
Pennsylvania	Toyota
South Carolina	Jaguar, Kia, Acura, Buick, Mazda, Isuzu, Dodge, BMW, Mitsubishi

Most Preferred Vehicle in Each State 5

Tennessee	Mazda
Texas	Chevrolet
Utah	Chevrolet, Dodge, Pontiac, Subaru, Maybach, Buick, Volkswagen, Oldsmobile, Lincoln, Isuzu
Vermont	Mazda
Virginia	Ford
Washington	Chevrolet
West Virginia	Mercedes-Benz
Wisconsin	Mazda, Pontiac, Cadillac, Acura, Dodge, Nissan, Honda, Chevrolet
Wyoming	Buick

Revenue Metrics

Trend of Purchases by Quarter



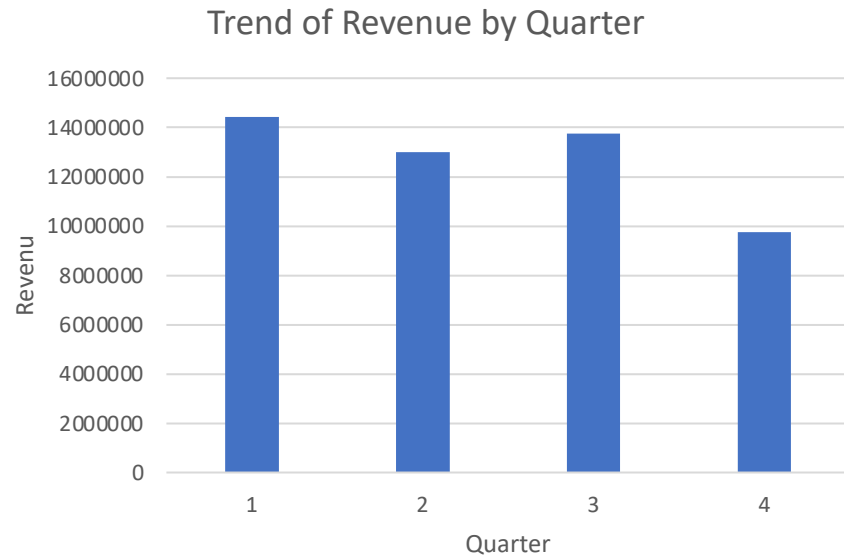
- Number of purchases declined each quarter
- Quarter 1 was their top quarter
- Quarter 4 was their worst quarter

Quarter on Quarter % Change in Revenue

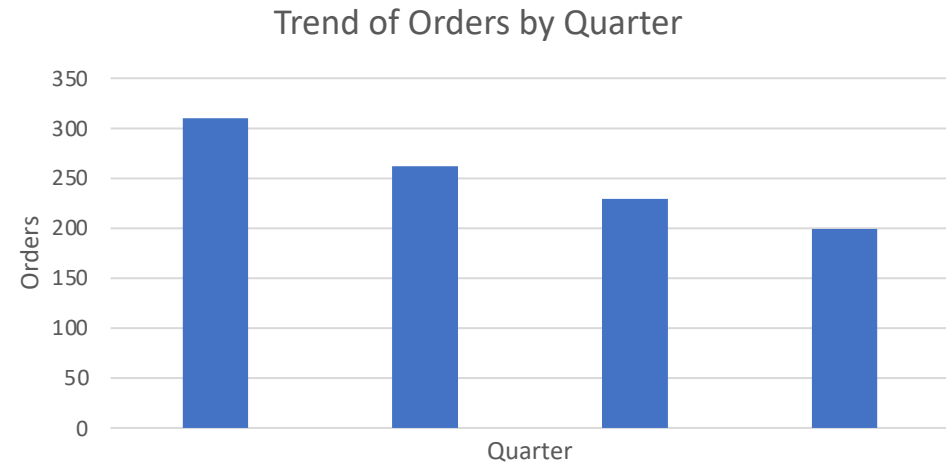
Quarter	QoQ_Percentage_Change
2018-1	
2018-2	-9.75593567
2018-3	5.77740934
2018-4	-29.06214773

- There was a decline in Quarter 1 to Quarter 2
- Quarter 3 had a slight increase from Quarter 2
- There was a decrease from Quarter 3 to quarter 4 in revenue

Trend of Revenue and Orders by Quarter



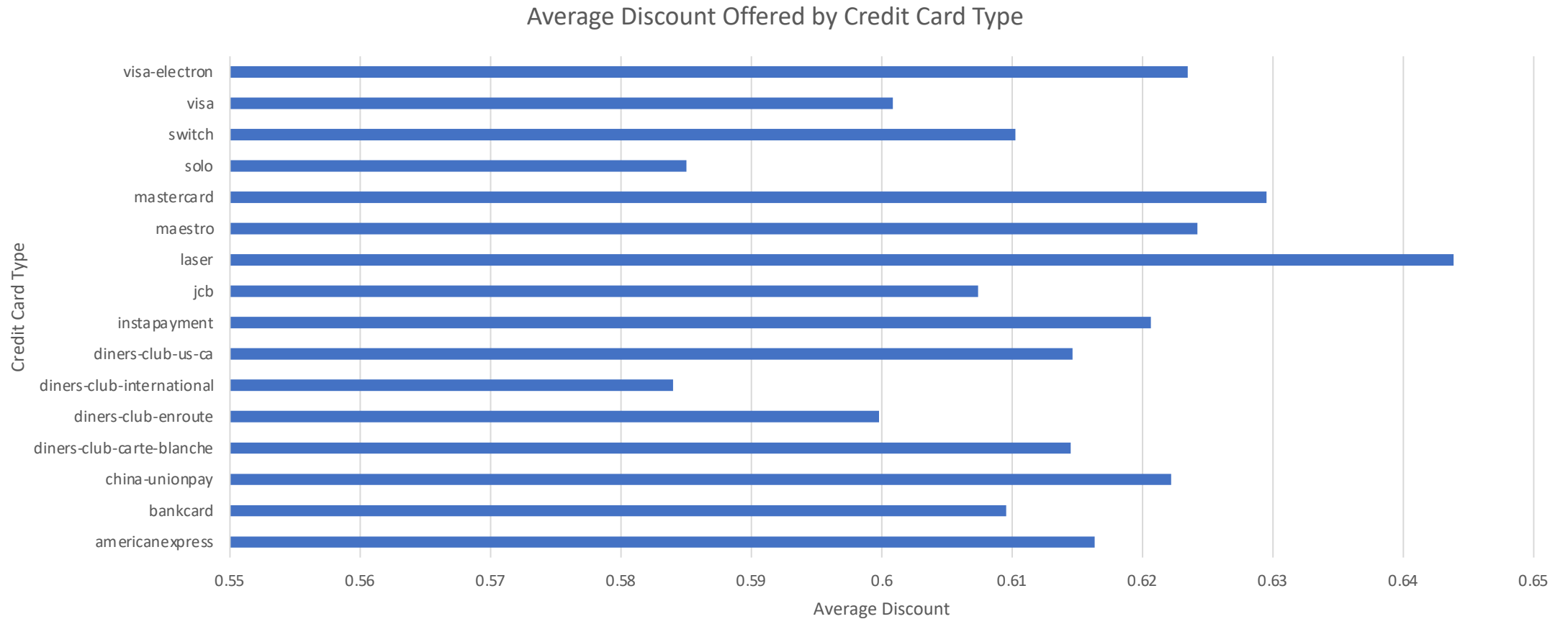
- There is a decline in revenue from Q1 to Q2
- There is an increase from Q2 to Q3
- There is a decline from Q3 to Q4



- There was a decline in the number of orders in each quarter

Shipping Metrics

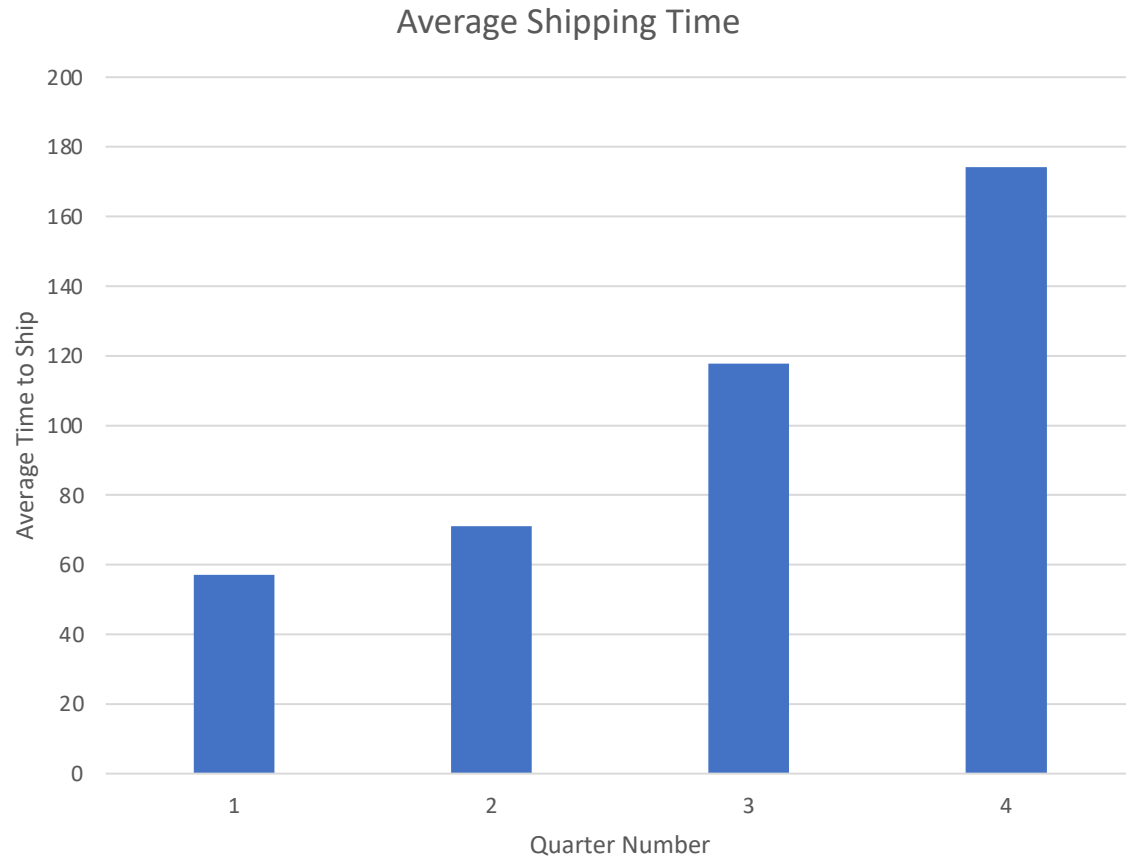
Average discount offered by Credit Card type



Average discount offered by Credit Card type Cont.

- Laser offered the highest discount
- Diners Club International offered the lowest discount

Time Taken to Ship Orders by Quarter



- The average shipping time increased each quarter
- Q1 had the fastest shipping time
- Q4 had the slowest shipping time

Insights and Recommendations

- The revenue and number of orders increased when the customers became dissatisfied.
- Customers became dissatisfied than the average shipping time.
- Improve customer satisfaction to increase revenue and number of orders.
- Improve shipping time to improve customer satisfaction.