

New Wheels Project

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Great Learning

Business overview:

Total Revenue:
48 Million

Total Orders:
1000

Total Customers
:994

Average
rating: 2.13

Last QTR
revenue: 24011

Last QTR
order: 199

Average days
to ship: 97

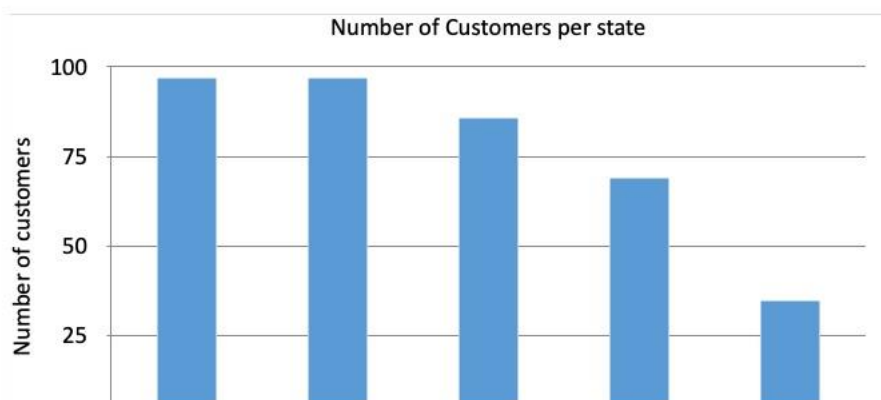
Customer Metrics

1. Distribution of customers across states?

- Maximum number of customers are in California and Texas which is 97
- Minimum number of customers are in Maine, Wyoming and Vermont which is 1.
- Below are the top distributors per states.

Table 1

state	Number of customers
California	97
Texas	97
Florida	86
New York	69
District of Columbia	35

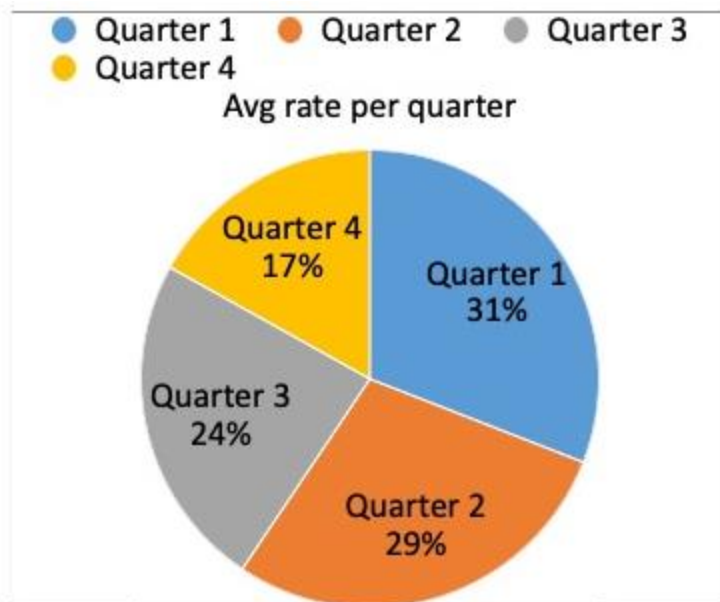


2. Average rating in each quarter?

- Maximum number of ratings are in Quarter 1.
- Minimum number of ratings are in Quarter 4.
- Below is the pie chart representation of the data that how ratings are distributed in each quarter. So we

getting more ratings in the first quarter of the month.

# quarter_number	average_rate
Quarter 1	2.5548
Quarter 2	2.3550
Quarter 3	1.9563
Quarter 4	1.3970



3. Are customers getting more dissatisfied over time?

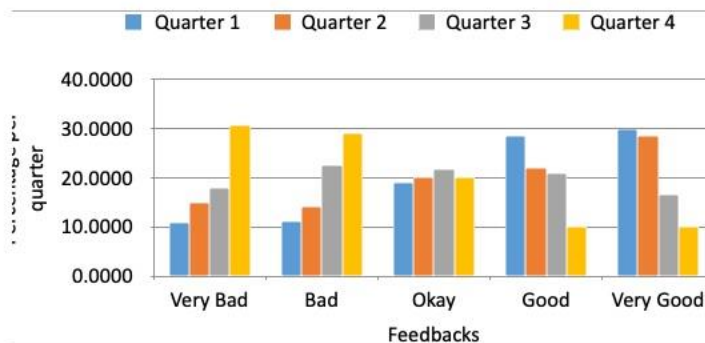
- Below is the graphical representation of feedback of customers per quarter.

- In the first quarter, positive feedbacks have high weightage than in all quarters and minimum negative feedbacks also there in 1st Quarter.

- In the fourth Quarter, number of negative feedbacks have high weightage than in all quarters.

Table 1

quarter_number	very_bad_per	bad_per	ok_per	gd_per	vg_per
1	10.9677	11.2903	19.0323	28.7097	30.0000
2	14.8855	14.1221	20.2290	22.1374	28.6260
3	17.9039	22.7074	21.8341	20.9607	16.5939
4	30.6533	29.1457	20.1005	10.0503	10.0503



4. Top 5 vehicle makers preferred by the customer.

- Top 1 vehicle maker is Chevrolet with having 83 of customers.
- Second top vehicle maker company is Ford having 63 number of total customers.
- Third top company is Toyota having 52 number of customers, fourth and fifth are Pontiac and Dodge having 50 each of them.

5. Most preferred vehicle make in each state.

-The most preferred vehicle make is Infiniti, Suzuki, Mercedes-benz, Bentley, Ferrari, Plymouth, Jeep in state Texas.

Revenue Metrics

6. Trend of number of orders by quarters.

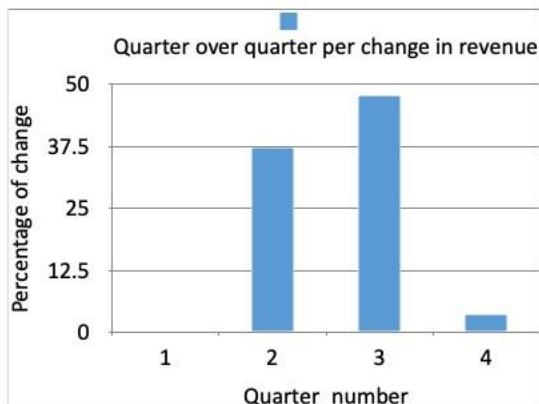
- Maximum number of orders are in first quarter which is 310.
- Second, Third and fourth quarter have total orders 262, 229, 199 respectively.
- The trend is in decreasing order as we can number of orders are getting decrease by quarter. So customers are spending on the start of the month.

7. Quarter over quarter percentage change in revenue.

- The highest percentage of change in quarter in revenue is 47.74% which is in first quarter and lowest is 3.6 which is fourth quarter.

Table 1

# quarter_number	quarter_over_quarter_per_change_in_revenue			
1				
2	37.41183976			
3	47.74323613			
4	3.60602101			



8. Trend of revenue and orders by quarters?

- Highest revenue is in first quarter and lowest in fourth quarter and same for total orders.

- Highest revenue is 103772 and lowest is 24011.

- Highest total order is 310 and lowest is 199.

quarter_number	revenue	total_order
1	103772.7130	310
2	55173.4404	262
3	31379.8518	229
4	24011.5095	199

Shipping Metrics

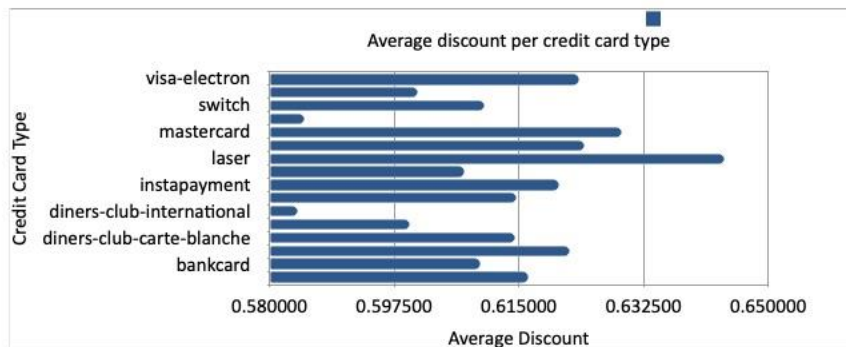
9. Average discount offered for different types of credit cards.

- On average highest discount is offered on laser that is 64%.

- On average lowest discount is offered on diners-club-international that is 58%.

Table 1

# credit card type	average dis
visa-electron	0.623469
visa	0.600833
switch	0.610233
solo	0.585000
mastercard	0.629500
maestro	0.624219
laser	0.643846
jcb	0.607382
instapayment	0.620625
diners-club-us-ca	0.614615
diners-club-internatic	0.584000
diners-club-enroute	0.599792
diners-club-carte-blanc	0.614490
china-unionpay	0.622174
bankcard	0.609545
americanexpress	0.616327



10. Average time taken to ship the placed orders for each quarters.

- Average time taken by fourth quarter is highest among all that is 174 days.

- Average time taken by first quarter is least which is 57 days.

Table 1

# quarter_number	avg_time_taken			
4	174.0955			
3	117.7555			
2	71.1107			
1	57.1677			

