

New-Wheels Project Report

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Business Overview

Total Revenue

- 124.71 M

Total Orders

- 1000

Total Customers

- 994

Average Rating

- 3.135

Last Quarter Revenue

- 23.35 M

Last Quarter Orders

- 199

Average Days to Ship

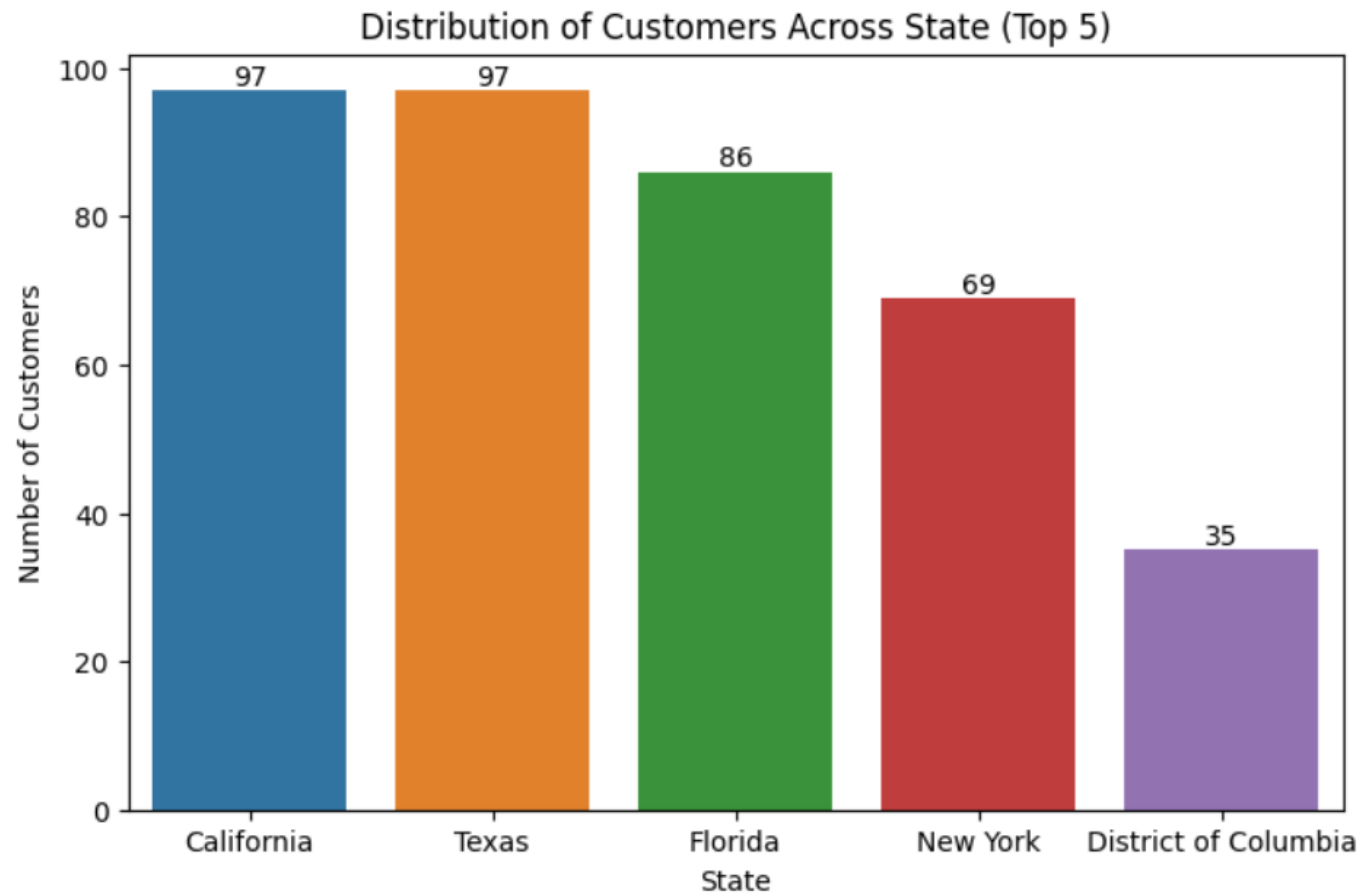
- 97.96

% Good Feedback

- 21.5%

Customer Metrics

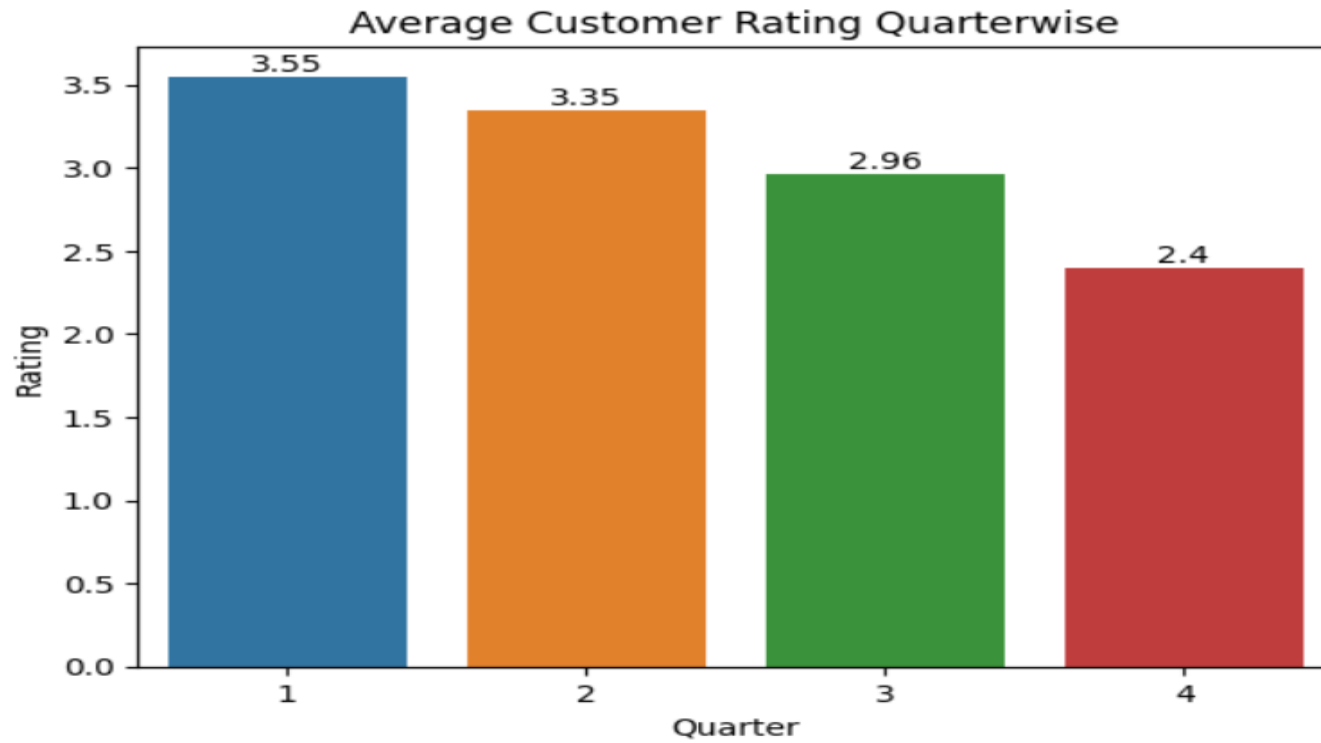
Distribution of Customers across States



Observations:

- ▶ There are total 49 states in dataset.
- ▶ There are 994 customers in the order table.
- ▶ Most of the customers are from California (97), Texas(97), Florida State (86), New York(69), District of Columbia(35).

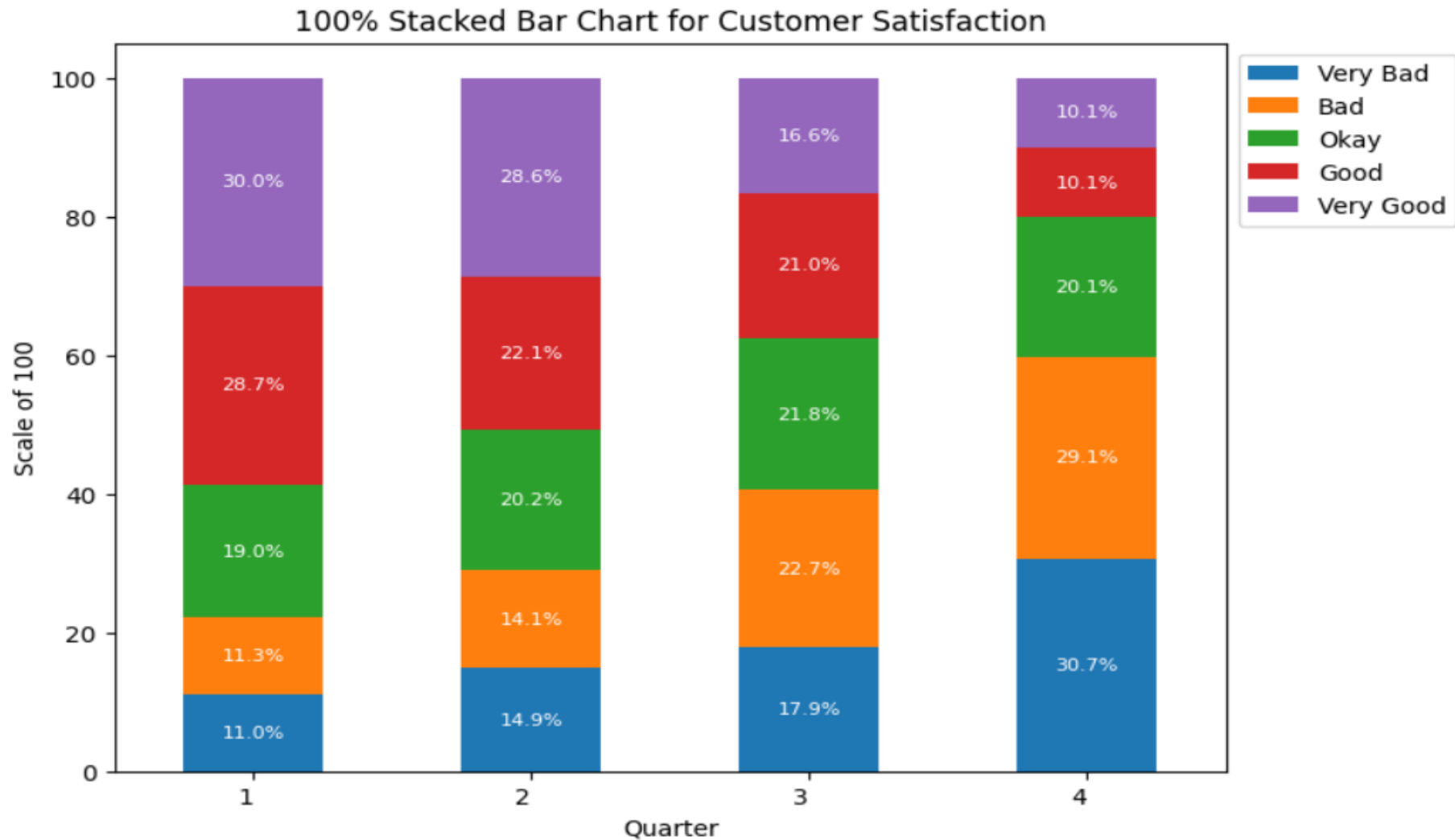
Average Customer Ratings by Quarter



Observations:-

- Average customer rating is decreasing quarter by quarter.

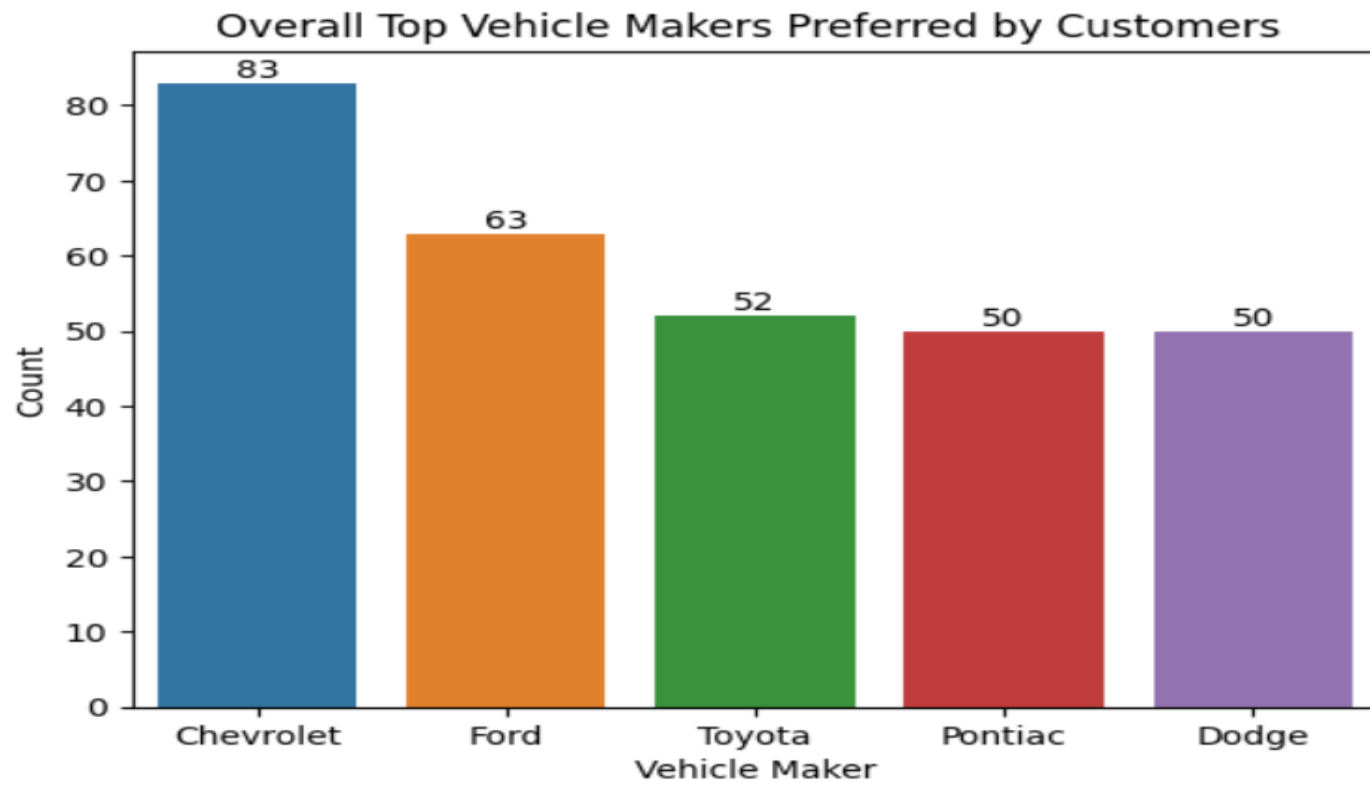
Trend of Customer Satisfaction



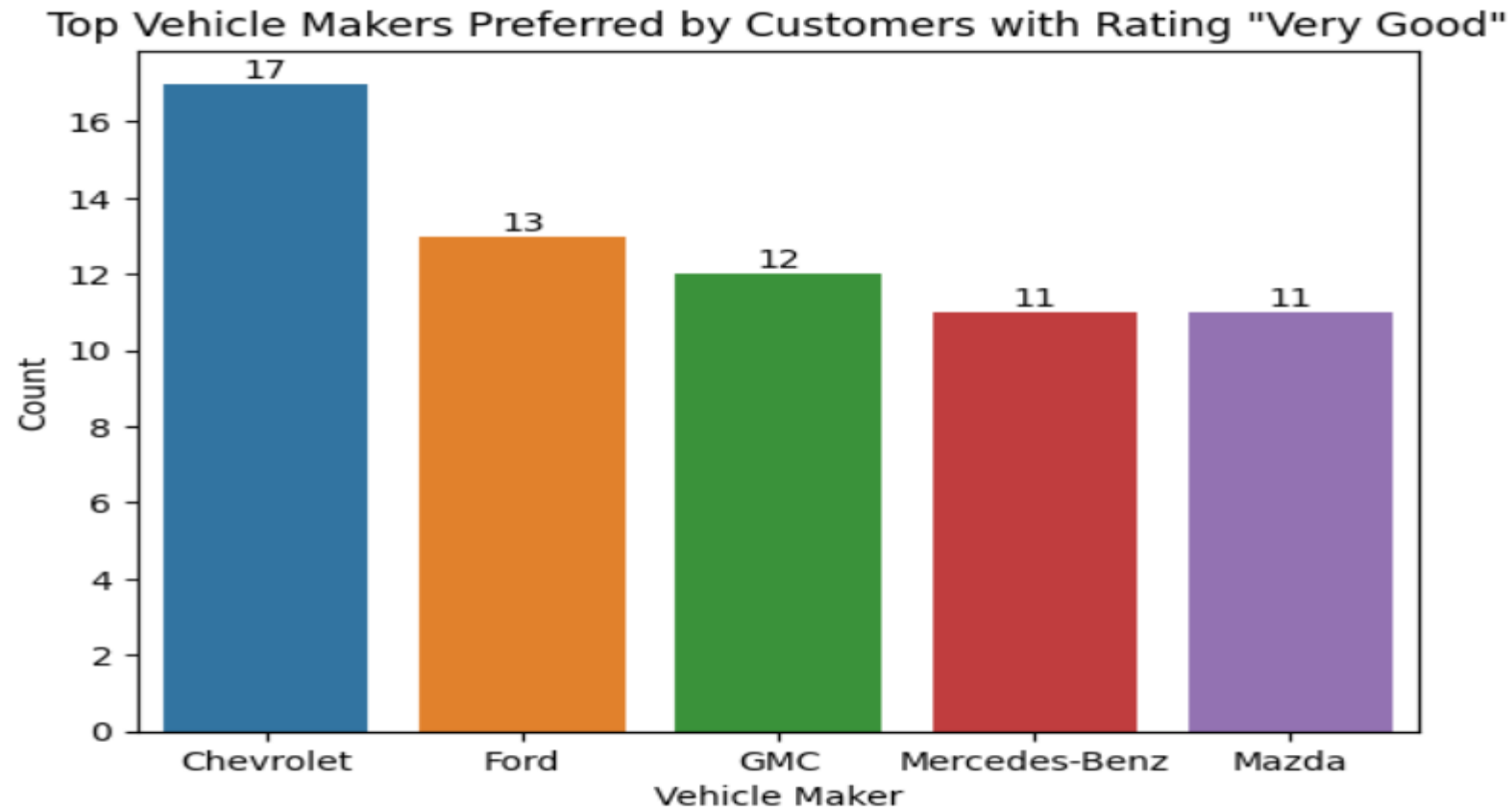
Observations:

- ▶ Customer satisfaction rate is also decreasing quarter by quarter.
- ▶ Very Good and Good rating is decreased by almost 3 times as compared to first and fourth Quarter.
- ▶ Very Bad rating is increased by 3 times as compared to first and fourth quarter.

Top Vehicle Makers Preferred by Customers



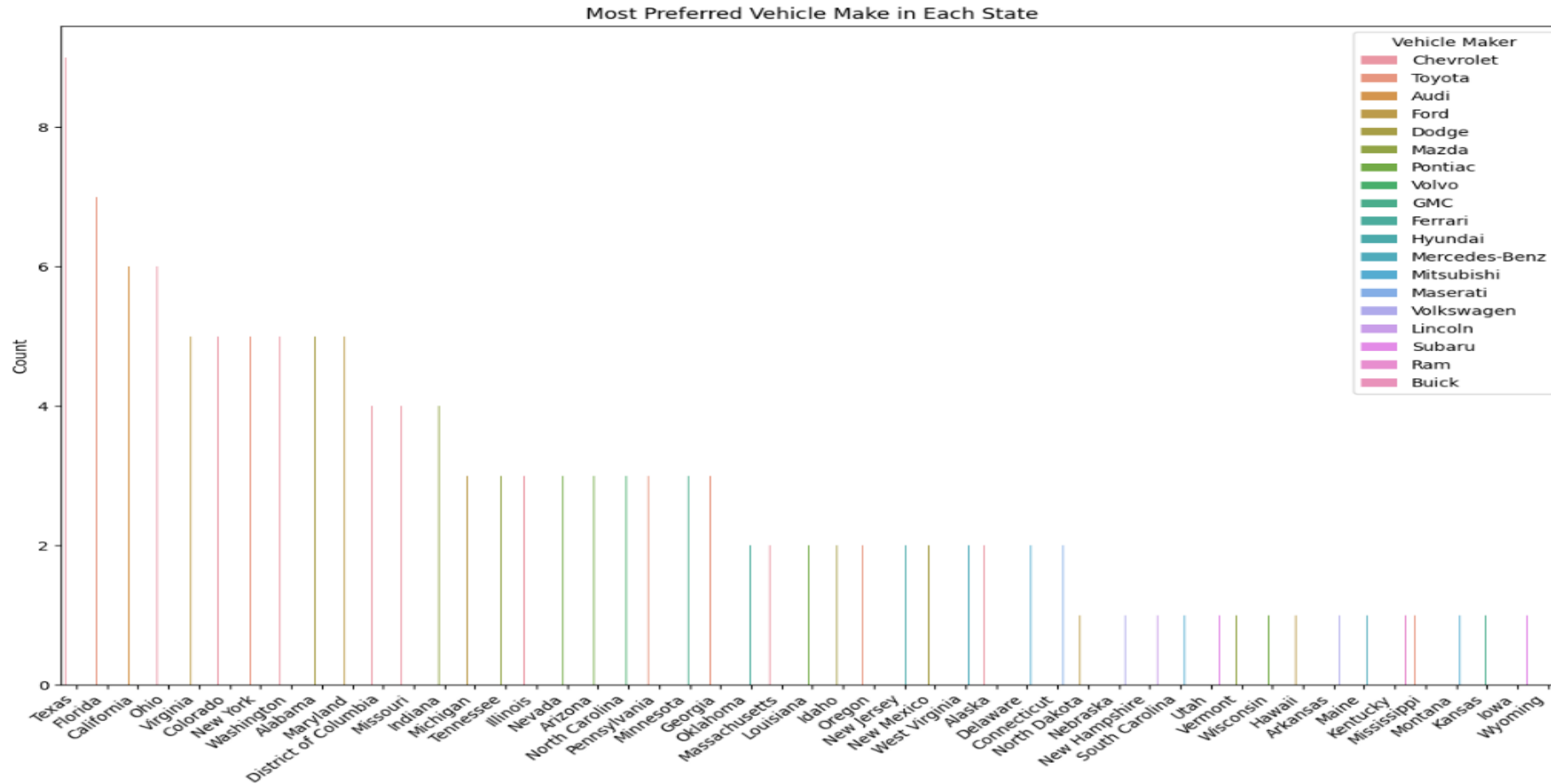
Top Vehicle Makers with “Very Good” Rating



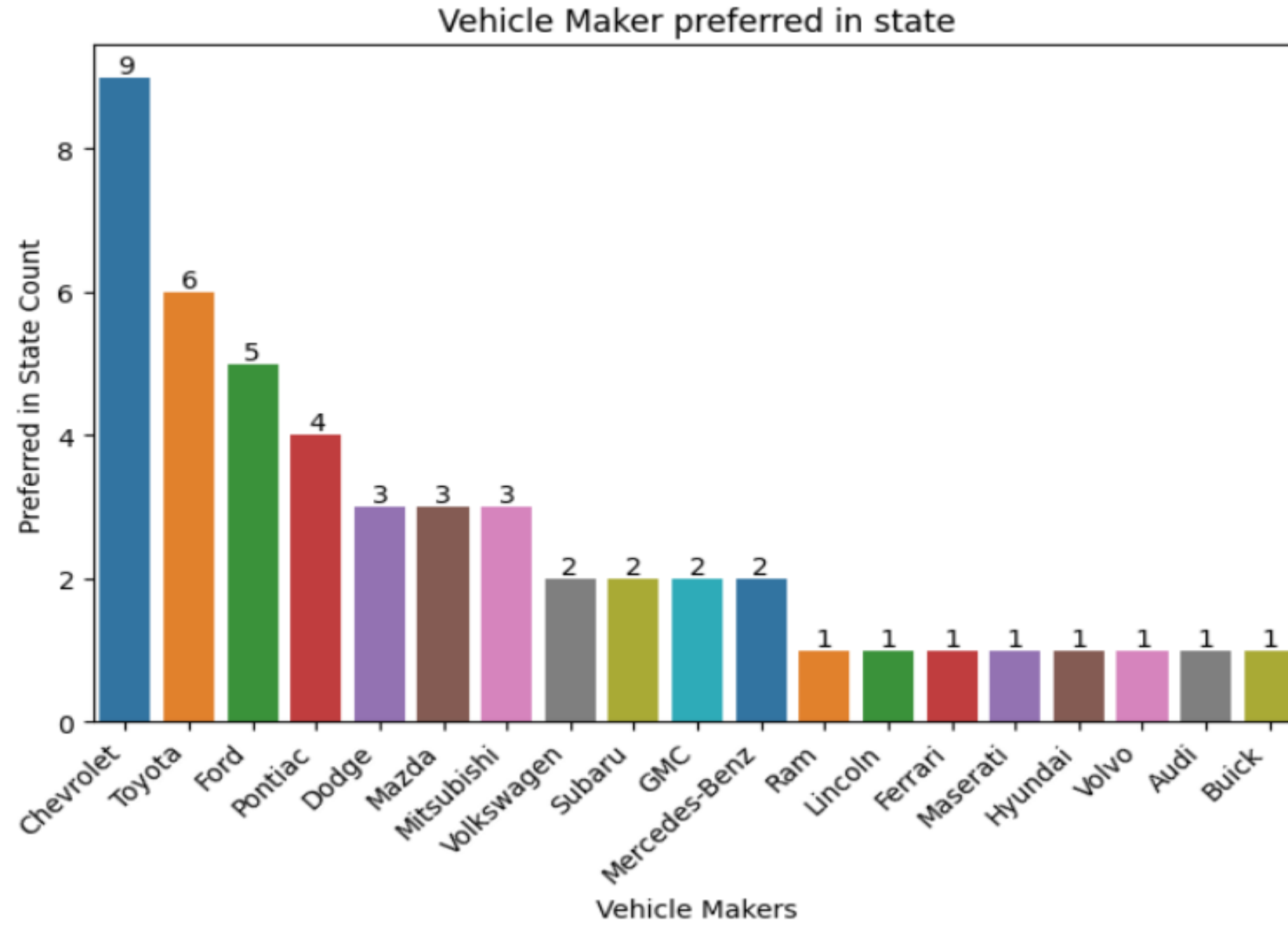
Observations:

- ▶ There are total 54 numbers of vehicle makers.
- ▶ Chevrolet is the best choice among customers.
- ▶ Overall the top 5 vehicle makers are Chevrolet, Ford, Toyoto, Pantiac and Dodge
- ▶ But vehicle makers with “Very Good” rating are - Chevrolet, Ford, GMC, Mercedes - Benz and Mazda

Most preferred vehicle maker in each state



Vehicle Maker Preferred in State



Observations:

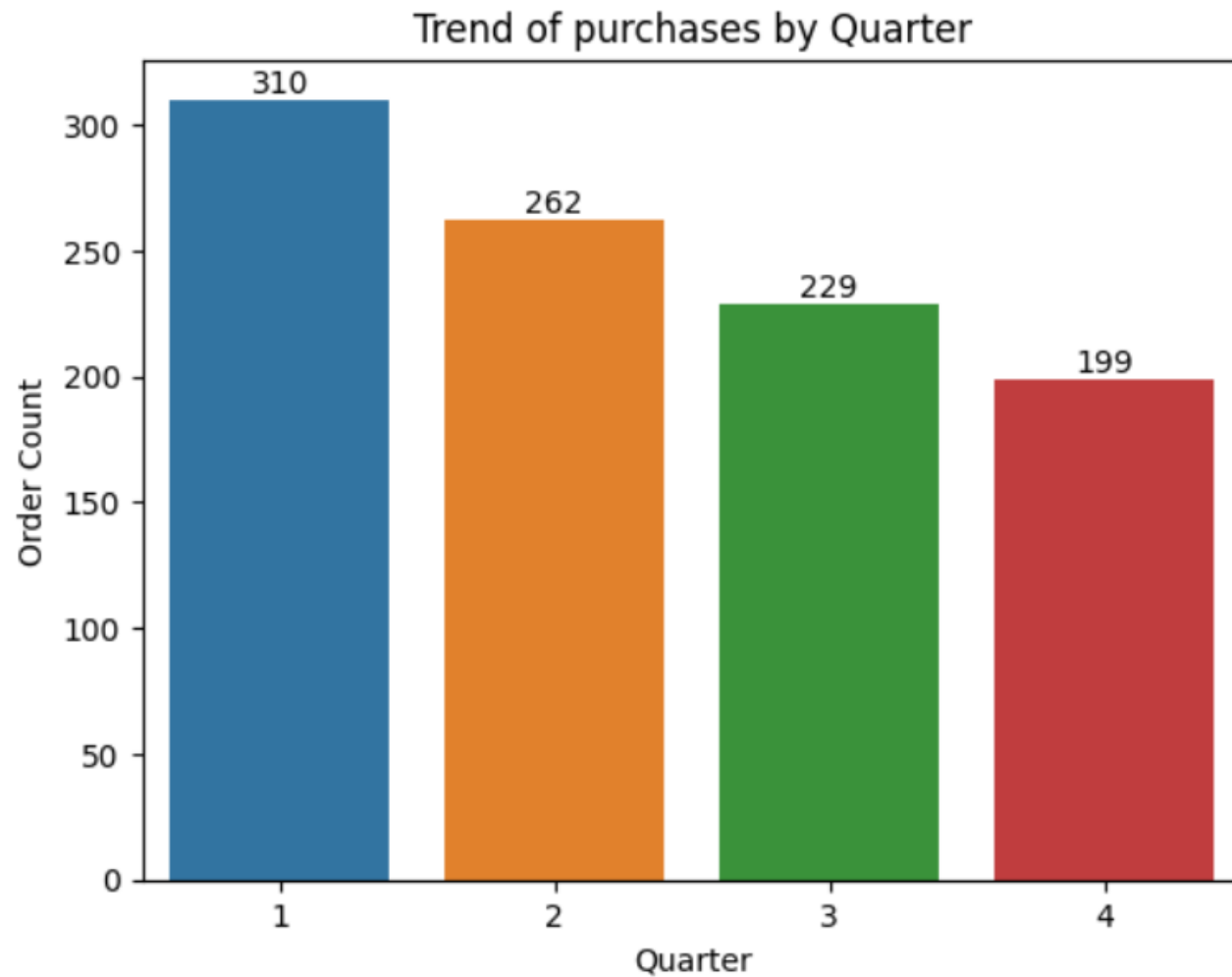
- ▶ Chevrolet is the most preferred vehicle maker. It is preferred in 9 states.
- ▶ After Chevrolet, Toyota and Ford are preferred in 6 and 5 state respectively.

Revenue Metrics

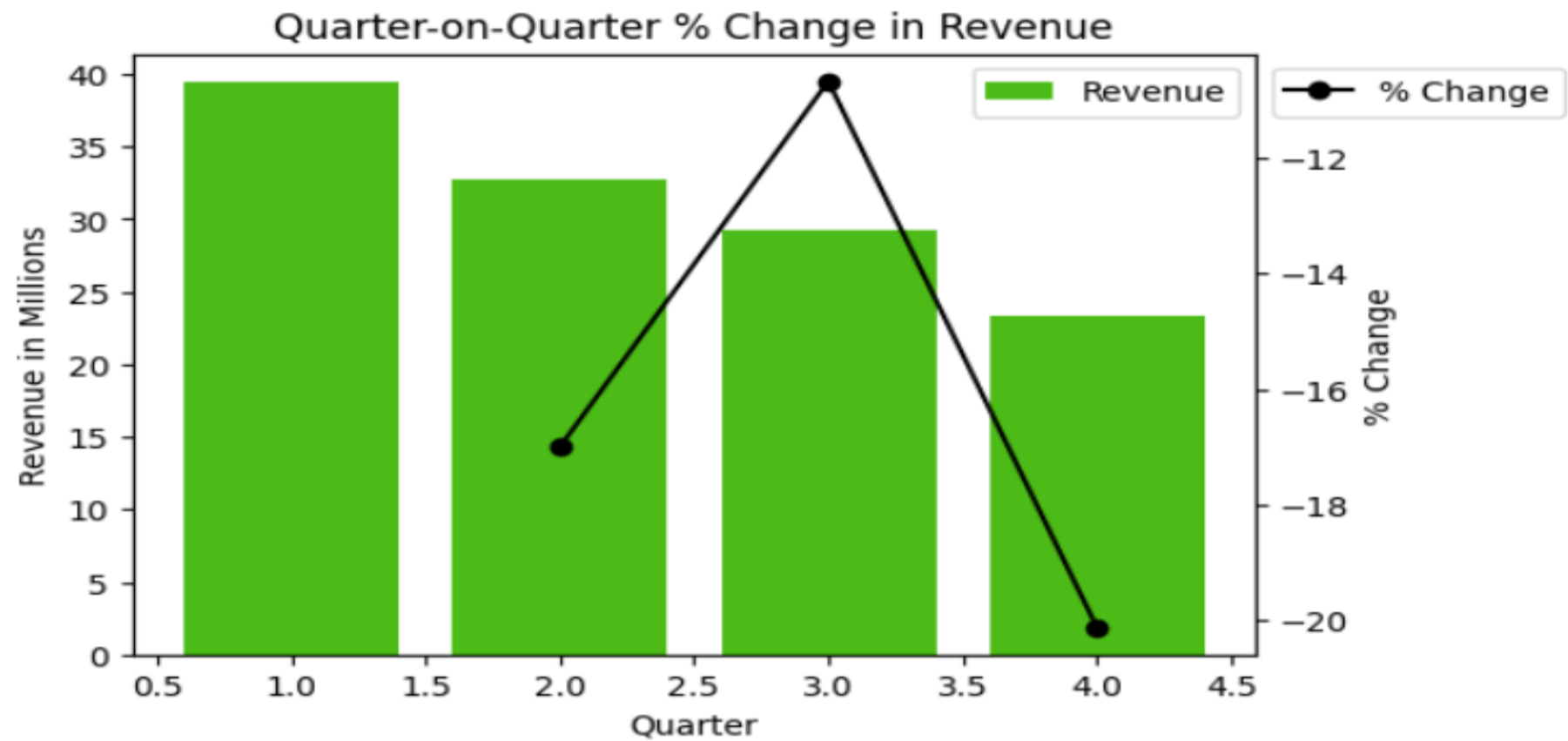
Quarter wise order and revenue

Quarter	Orders	Revenue (in Million)	Revenue Trend (in Percentage)
1	310	39.42	NaN
2	262	32.72	-17.00
3	229	29.23	-10.67
4	199	23.35	-20.12

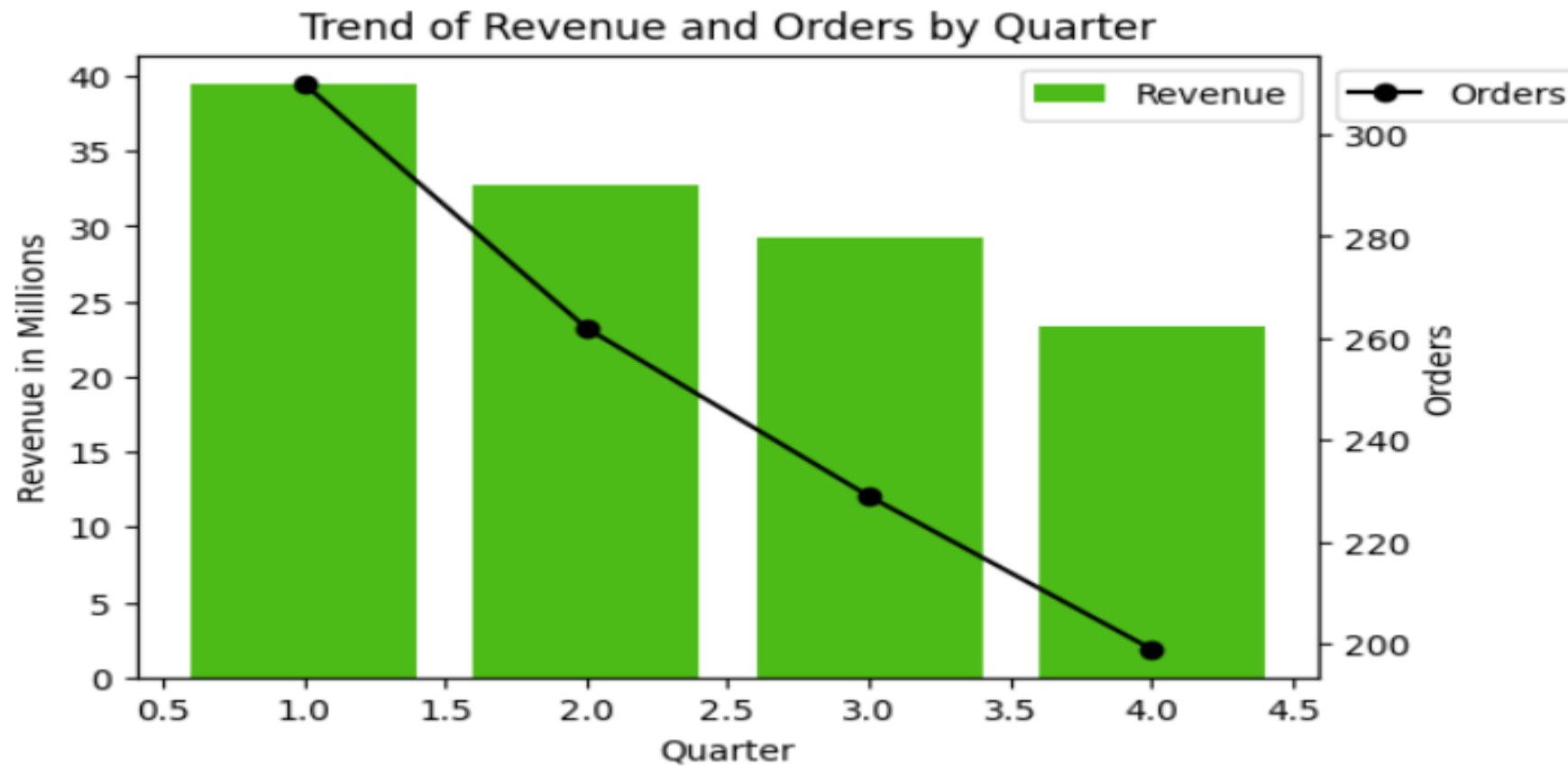
Trend of purchases by Quarter



Quarter on Quarter % change in Revenue



Trend of Revenue and Orders by Quarter

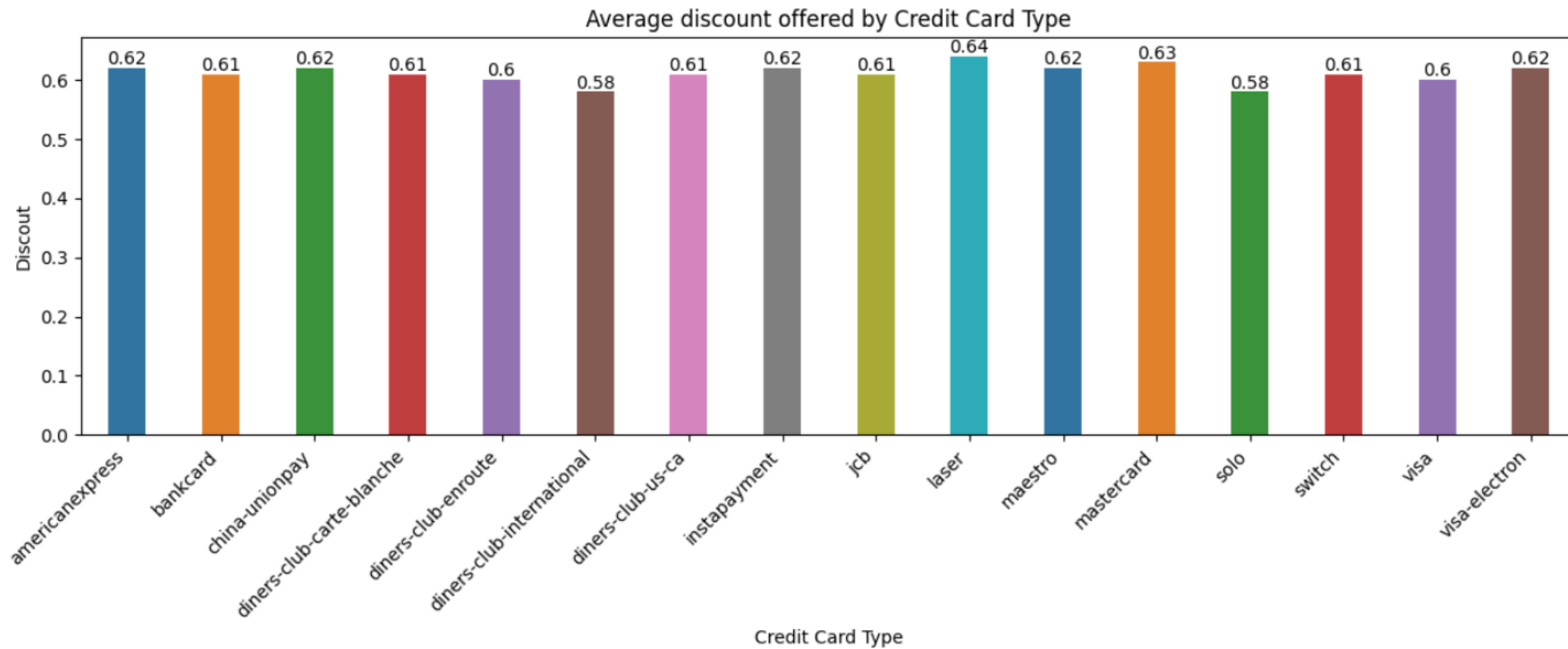


Observations:

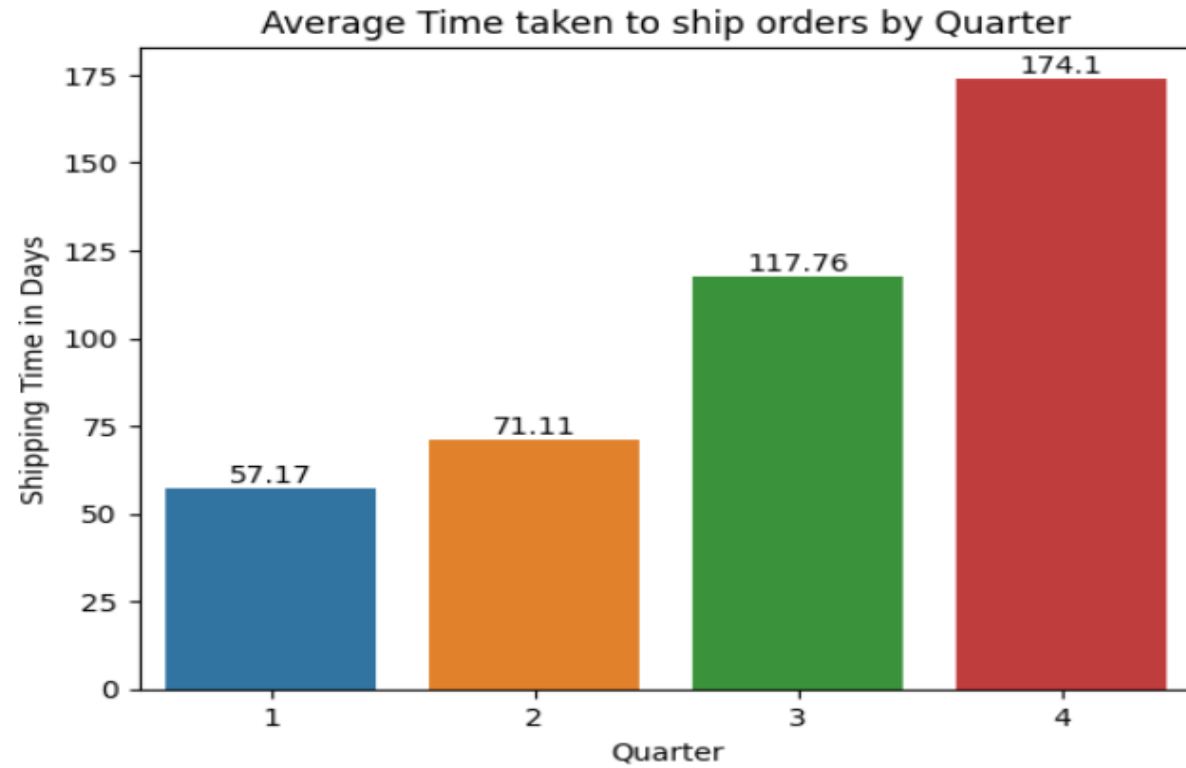
- ▶ Number of orders are decreasing quarter by quarter.
- ▶ As number of orders are decreasing, the revenue is also decreasing.

Shipping Metrics

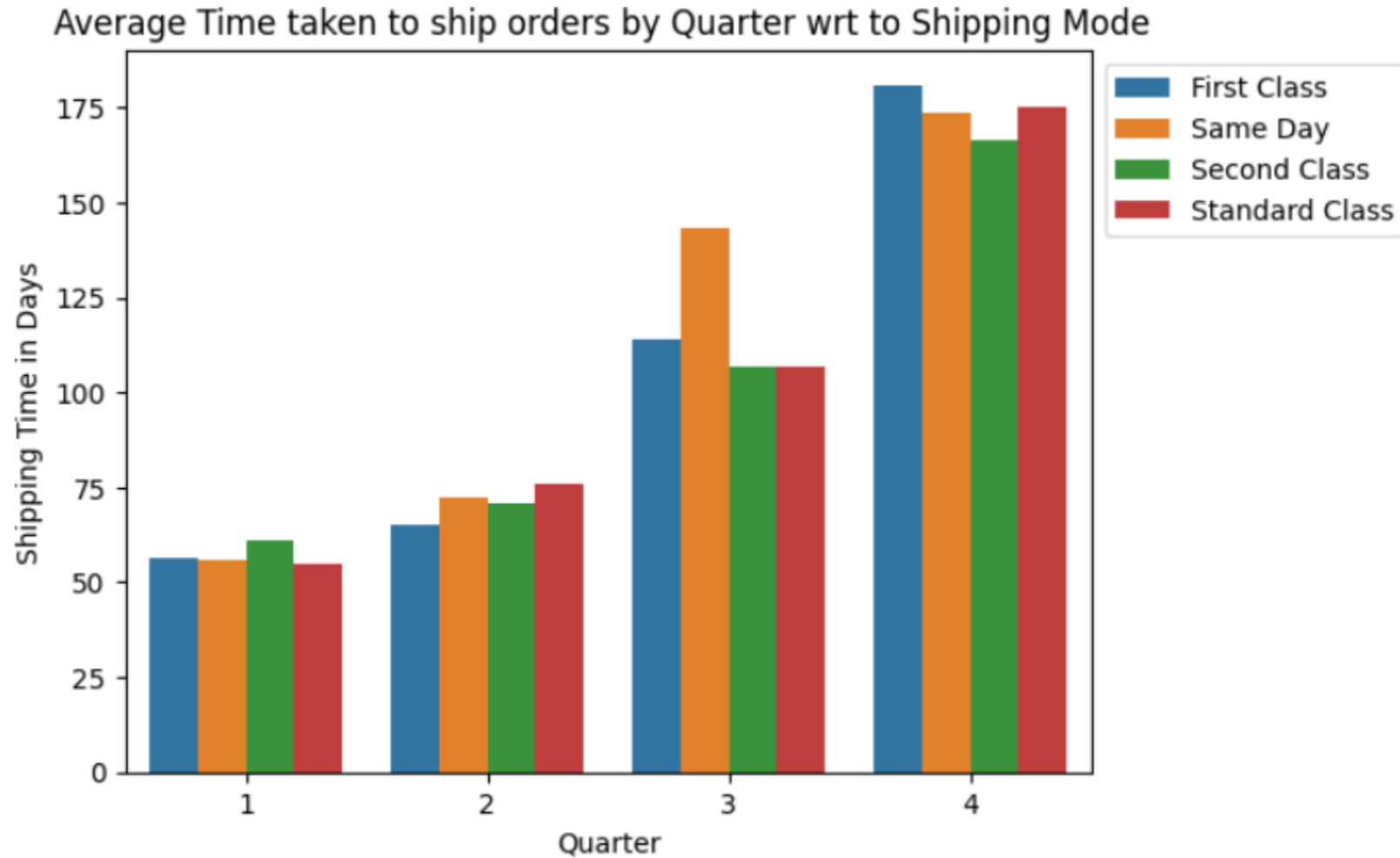
Average discount offered by Credit Card type



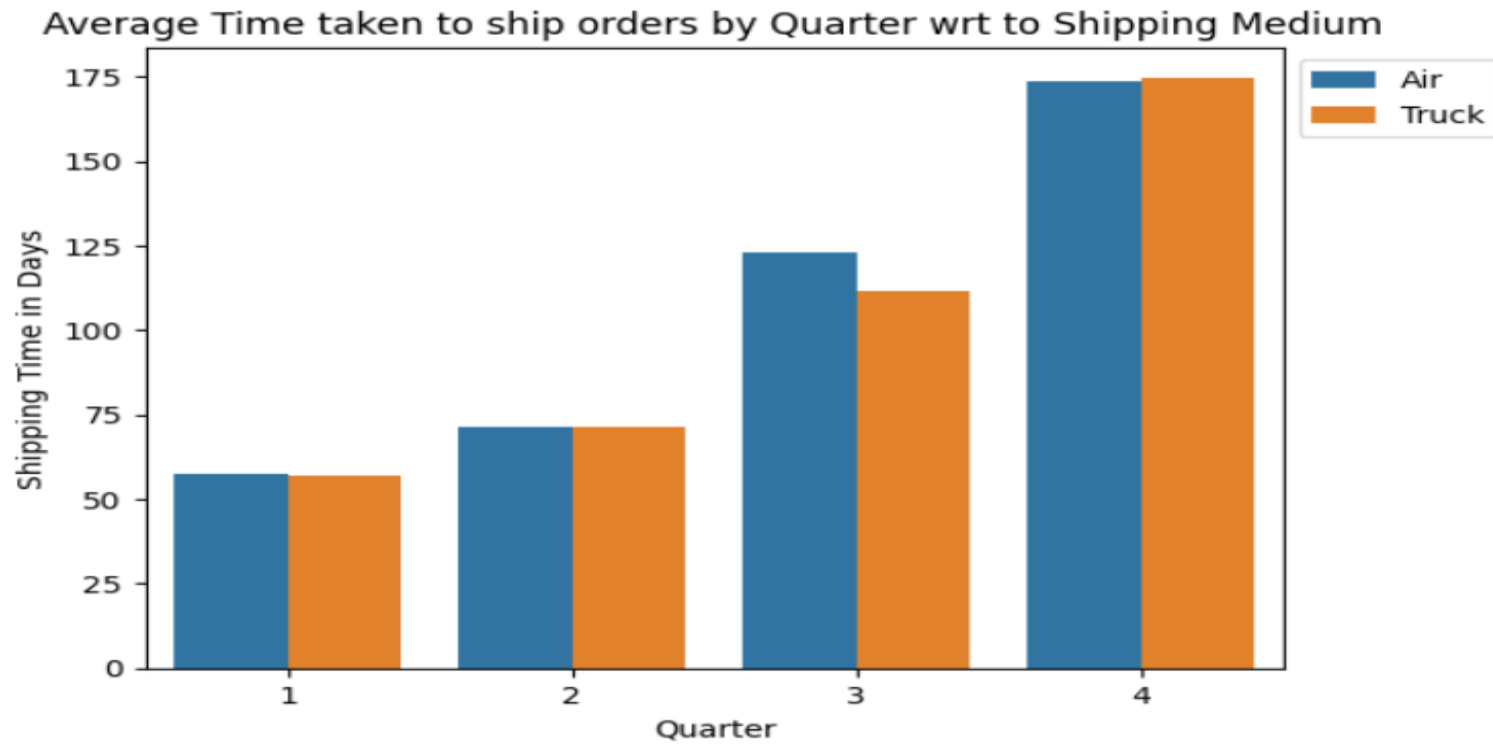
Time taken to Ship Orders by Quarter



Analysis on Shipping Mode



Analysis on Shipping Medium



Observation:

- ▶ All credit cards give almost same discount.
- ▶ Shipping time is increasing quarter by quarter.
- ▶ Shipping time is increase almost 3 times from 1st Quarter to 4th Quarter.
- ▶ In fourth-quarter, shipping time is increased for all type of shipping mode and medium.

Insight and Recommendation :

- ▶ Most preferred Vehicle maker is Chevrolet.
- ▶ Overall the top 5 vehicle makers are Chevrolet, Ford, Toyoto, Pantiac and Dodge
- ▶ But vehicle makers with “Very Good” rating are - Chevrolet, Ford, GMC, Mercedes - Benz and Mazda
- ▶ Order count is decreasing quarter by quarter.
- ▶ Customer rating is also decreasing quarter by quarter.
- ▶ Shipping time is also increased almost 3 time from 1st quarter to 4th quarter.
- ▶ In fourth-quarter, shipping time is increased for all type of shipping mode and medium.

THANK YOU