

SQL and Databases: Project Report

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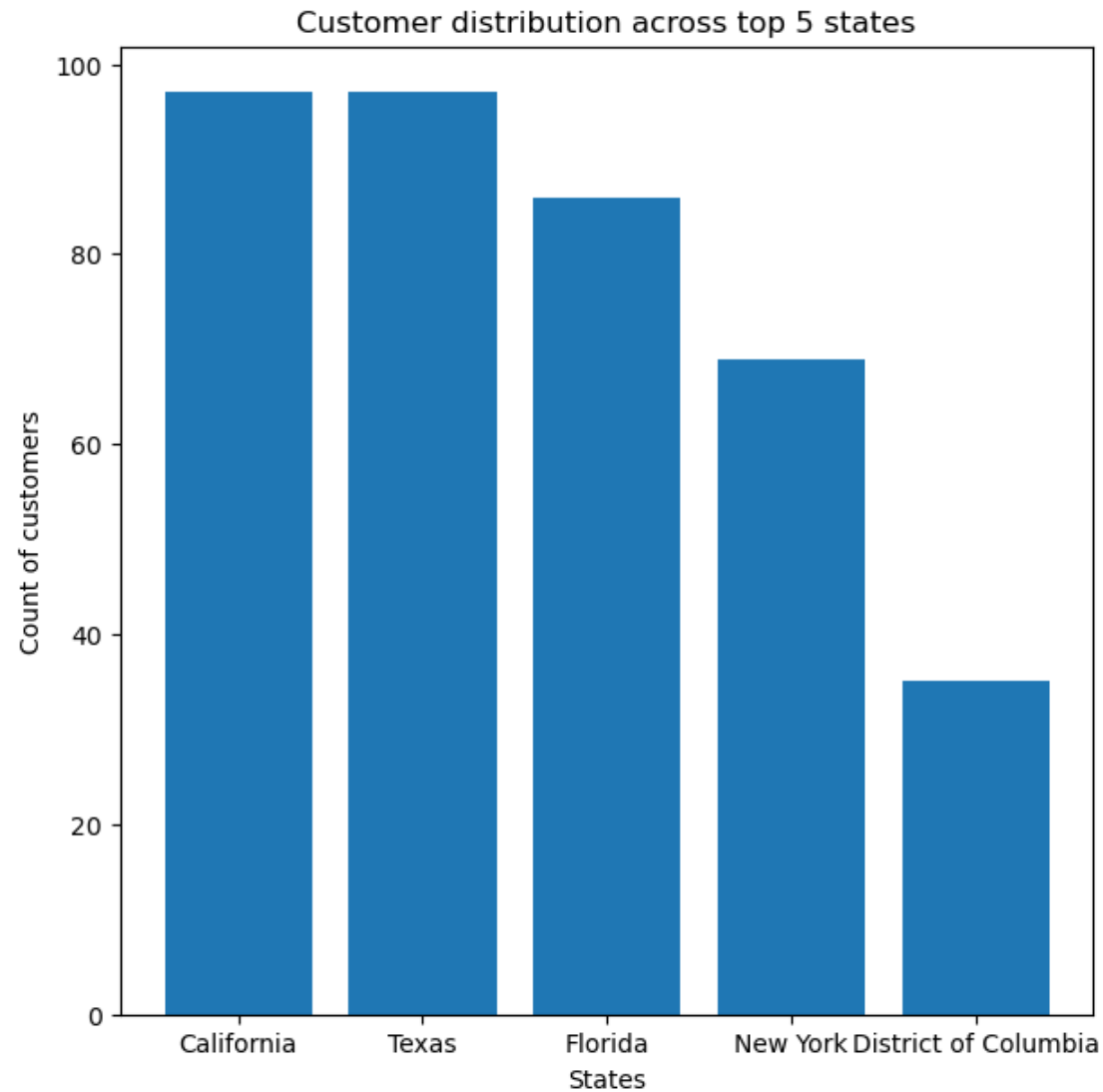
Date: 21-January-2024



Business Overview

	Q4	Q3
Revenue	15.28M	19.72M
Orders	199	229
Avg Days to Ship	174	117
Avg Rating	2.39	2.96
% Good Feedback	10.05	16.59
% Bad Feedback	30.65	17.90

Customer Metrics

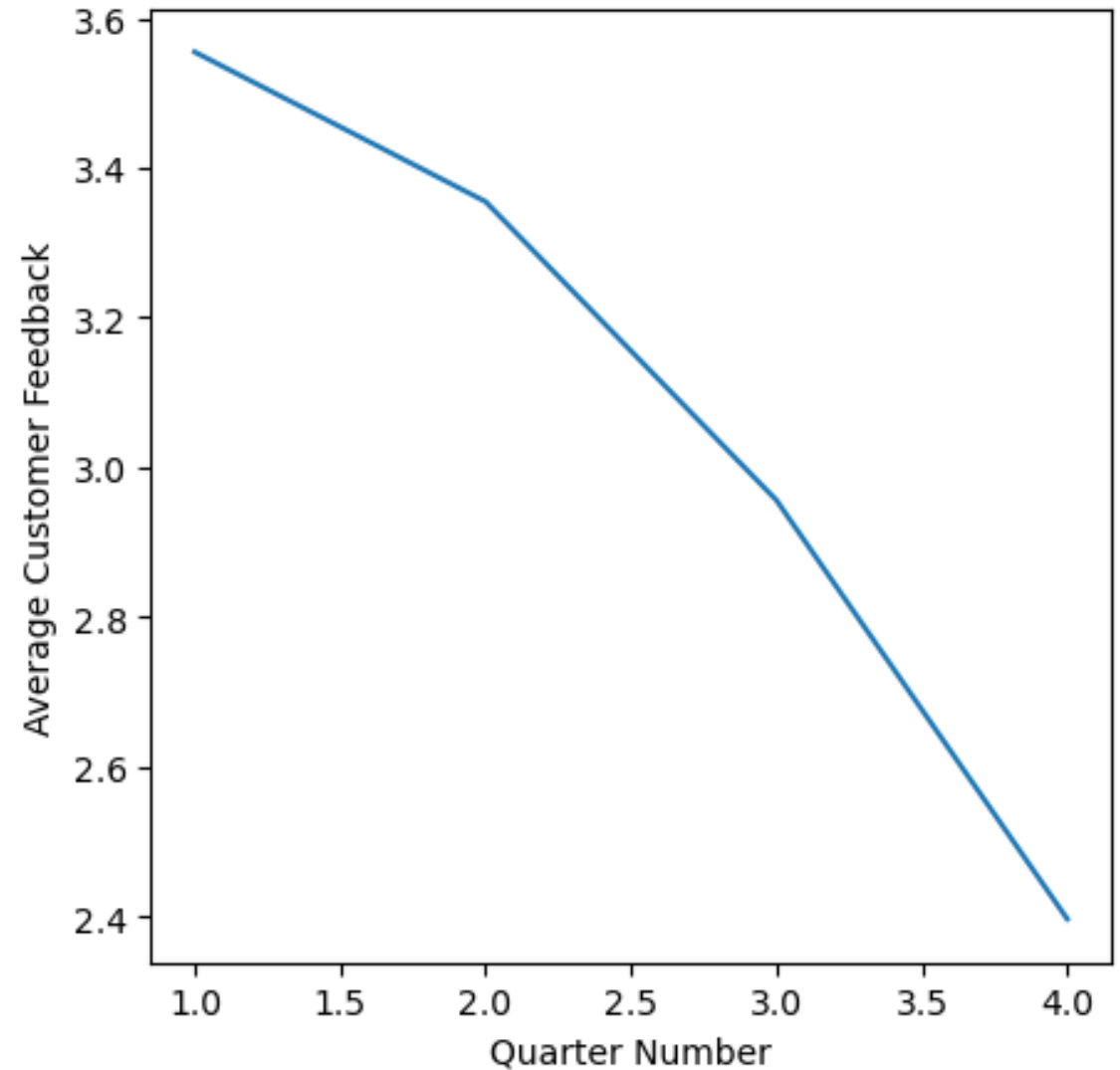


Distribution of Customers across states

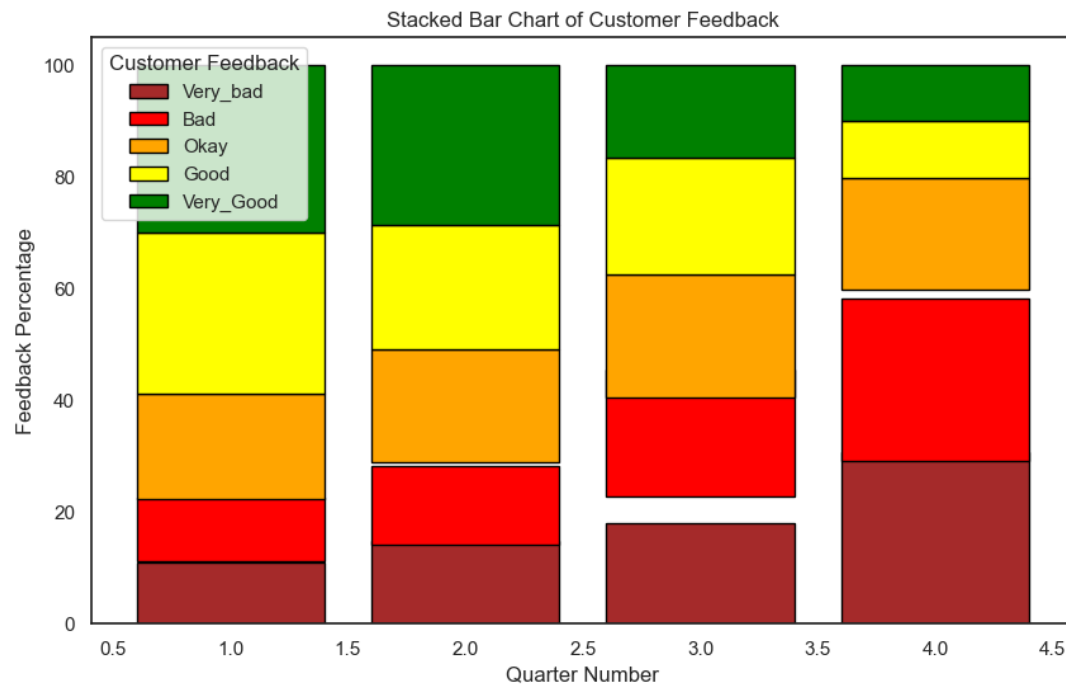
- Observations/findings:
- States: California, Texas have the maximum number of customers.
- In states with maximum customers, the average feedback is below the overall average feedback in quarter 4.

Average Customer Ratings by Quarter

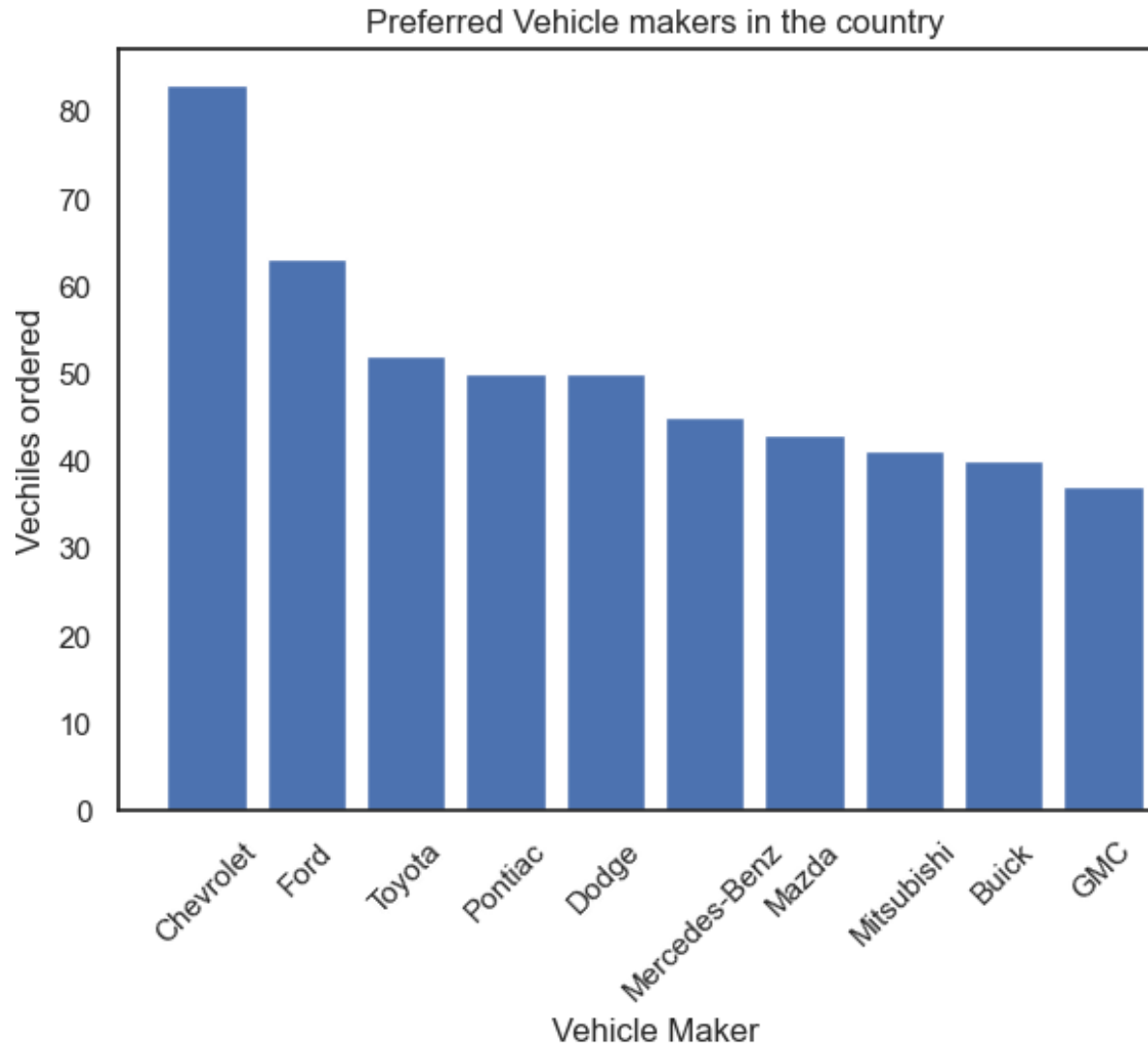
- The Average customer feedback has consistently deteriorated.
- Out of 5 (5 being 'Very Good' and 1 being 'Bad'), it was 3.55 in Quarter 1 of the year and 2.4 in Quarter 4.



Trend of Customer Satisfaction




- The positive reviews have consistently reduced with time
- Negative reviews have consistently increased every quarter.



Top Vehicle makers preferred by customers

- Chevrolet is the Vehicle maker of choice for the customers.
- Customer seem to prefer American or Japanese cars over cars from other geographical regions.

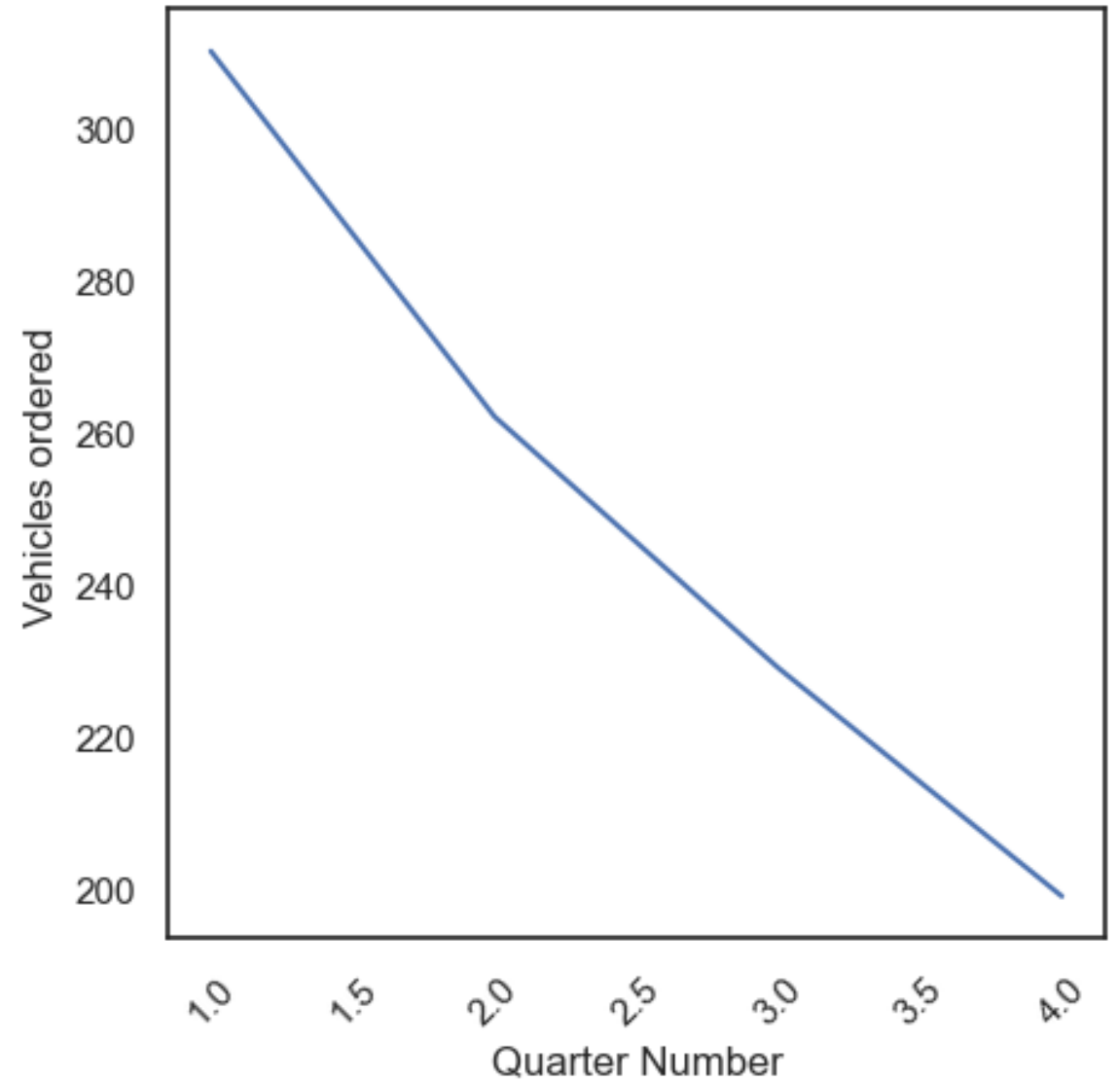
California	Audi,Dodge,Ford,Chevrolet,Nissan
District of Columbia	Chevrolet
Florida	Toyota
New York	Pontiac,Toyota
Texas	Chevrolet



Most
preferred
Vehicle
Make in top
5 states

Revenue Metrics

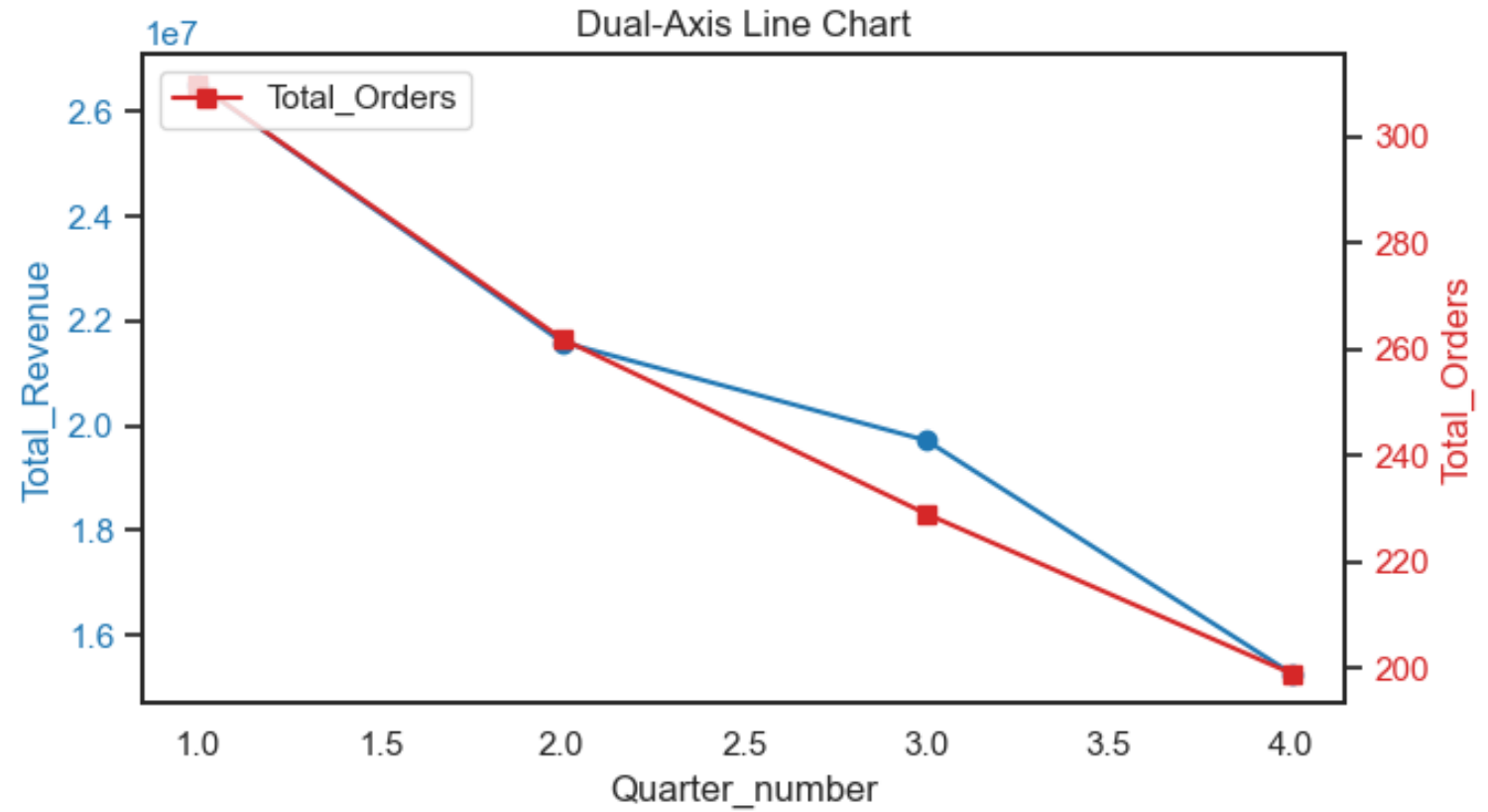
Trend of purchases by Quarter

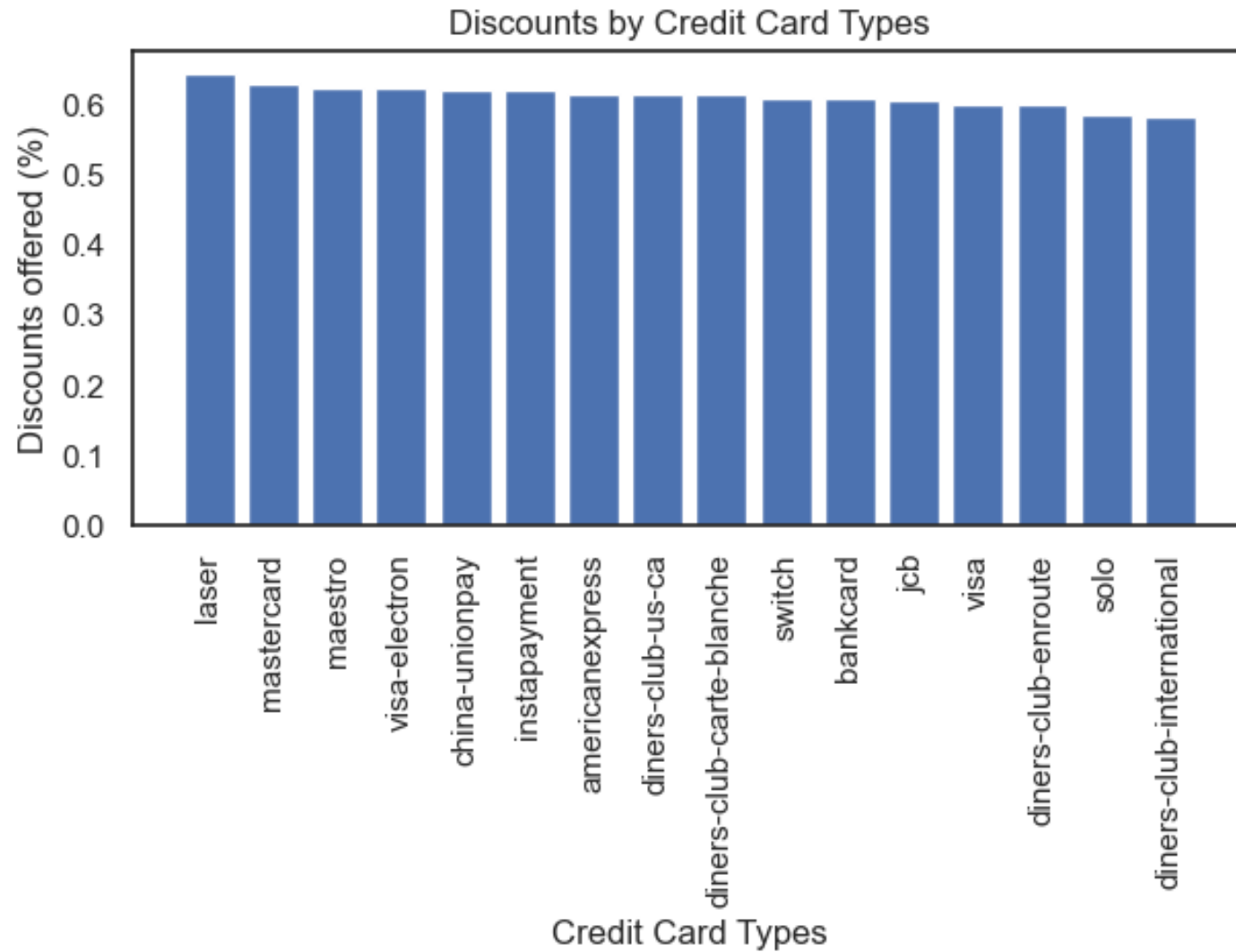


Quarter on Quarter % change in revenue

Quarter	Quarter Revenue (Million USD)	Previous Quarter Revenue (Million USD)	Revenue Increase Per Quarter (Million USD)	% Increase in revenue
4	15.28	19.72	-4.44	-22.51
3	19.72	21.60	-1.88	-8.69
2	21.60	26.52	-4.92	-18.57
1	26.52	NA	NA	NA

Trend of Revenue and Orders by Quarter



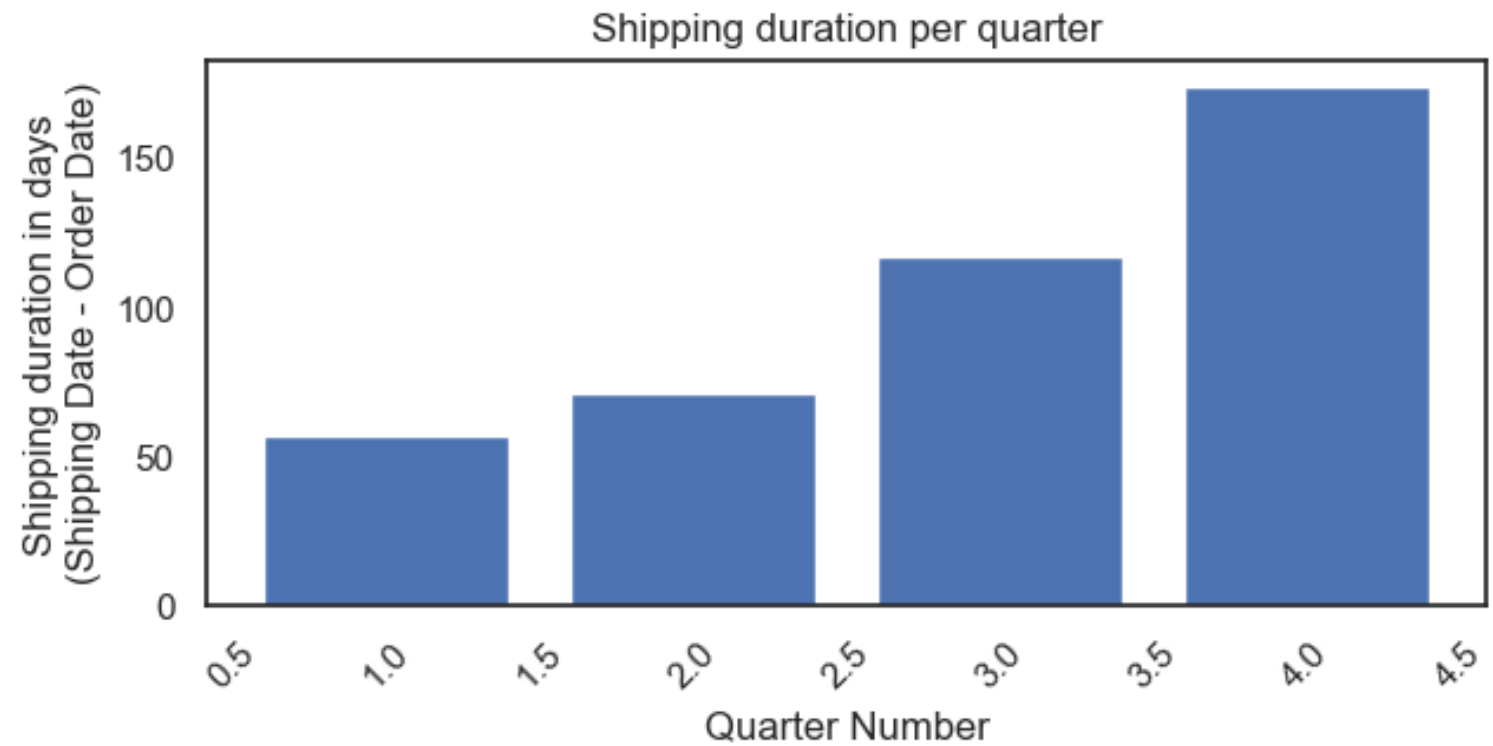


Average
discounts
offered by
Credit Card
Types

Shipping Metrics



Time taken
to ship
orders by
Quarter



Insights and Recommendations



The Orders and revenue has seen a consistent decline quarter by quarter.



This can be attributed to equally consistent decline in customer satisfaction with progression of each quarter/month of the year.



Also, the time taken to process the order also has seen significant increase consistently over the last year.



Discounts offered by credit card types are insignificant.



Immediate action is required to improve customer satisfaction, reduce the shipping duration.



It is imperative to understand where the processes have deteriorated that triggered increase in shipping duration.



Negotiations with the Credit Card merchants to increase the discounts being offered should help improve customer satisfaction.



Conduct a survey to understand why the customer is getting dissatisfied more recently so that necessary action to address them can be taken.