

QBR Report - New Wheels

- Best Selling Vehicles
- True Value - Buy / Sell
- Quality Customer Support



21st Jan'24

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Business Overview

Total Revenue

125.48 M

Total Orders

1000

Total Customers

994

Average Days to Ship

97.96

Average Rating

3.16

Last Quarter Revenue

23 M

Last Quarter Orders

199

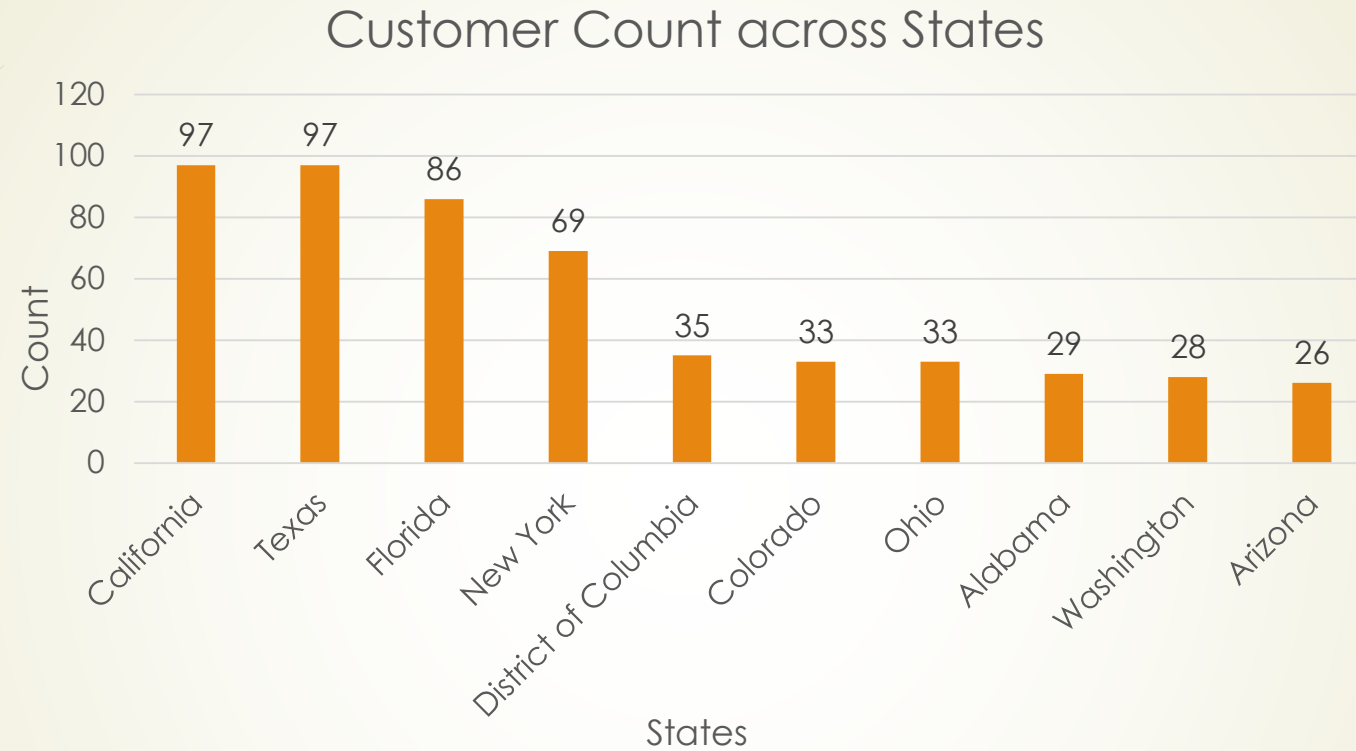
% Good Feedback

44.1%

Customer Metrics

Customer Distribution across States

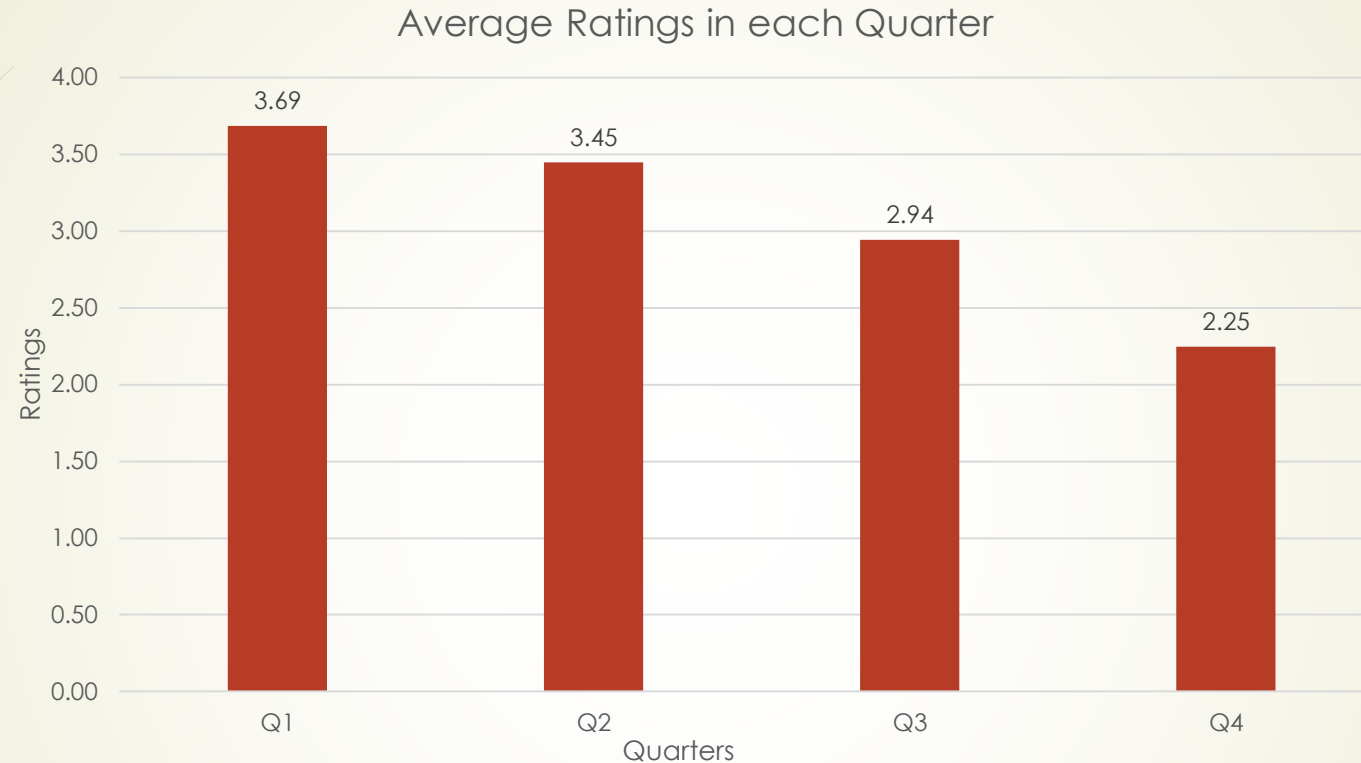
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- The states of **California** and **Texas** have the highest customer count at **97 each** followed by Florida and New York.
- The state of **Arizona** stands at the **10th place** with the customer count of **26** which is preceded by Washington and Alabama.

Quarterly Average Ratings

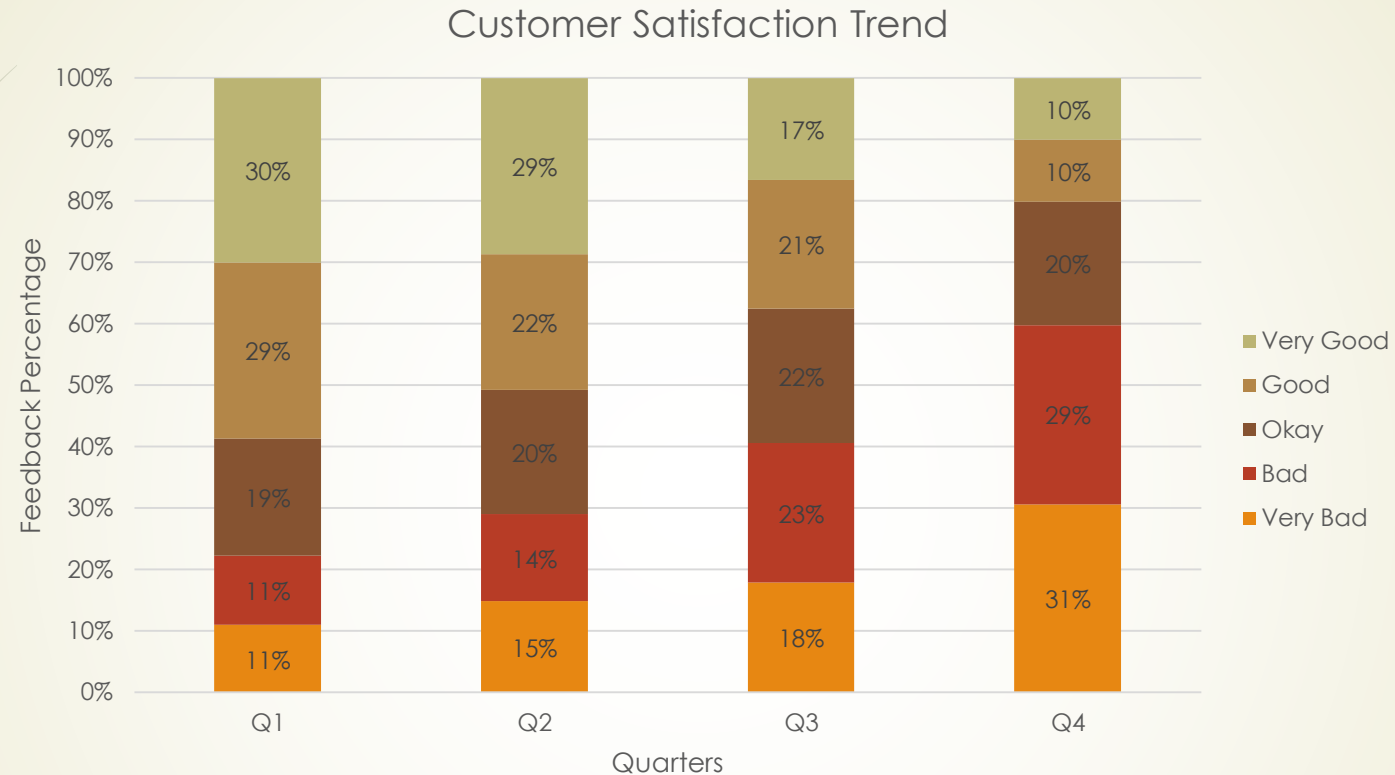
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- It can be observed that the **average ratings have consistently dropped** across the four quarters.
- It is thus safe to assume that **customer dissatisfaction has increased** due to several underlying causes which can be **depreciated vehicle quality, delayed/elongated shipping** dates etc.

Trend of Customer Satisfaction

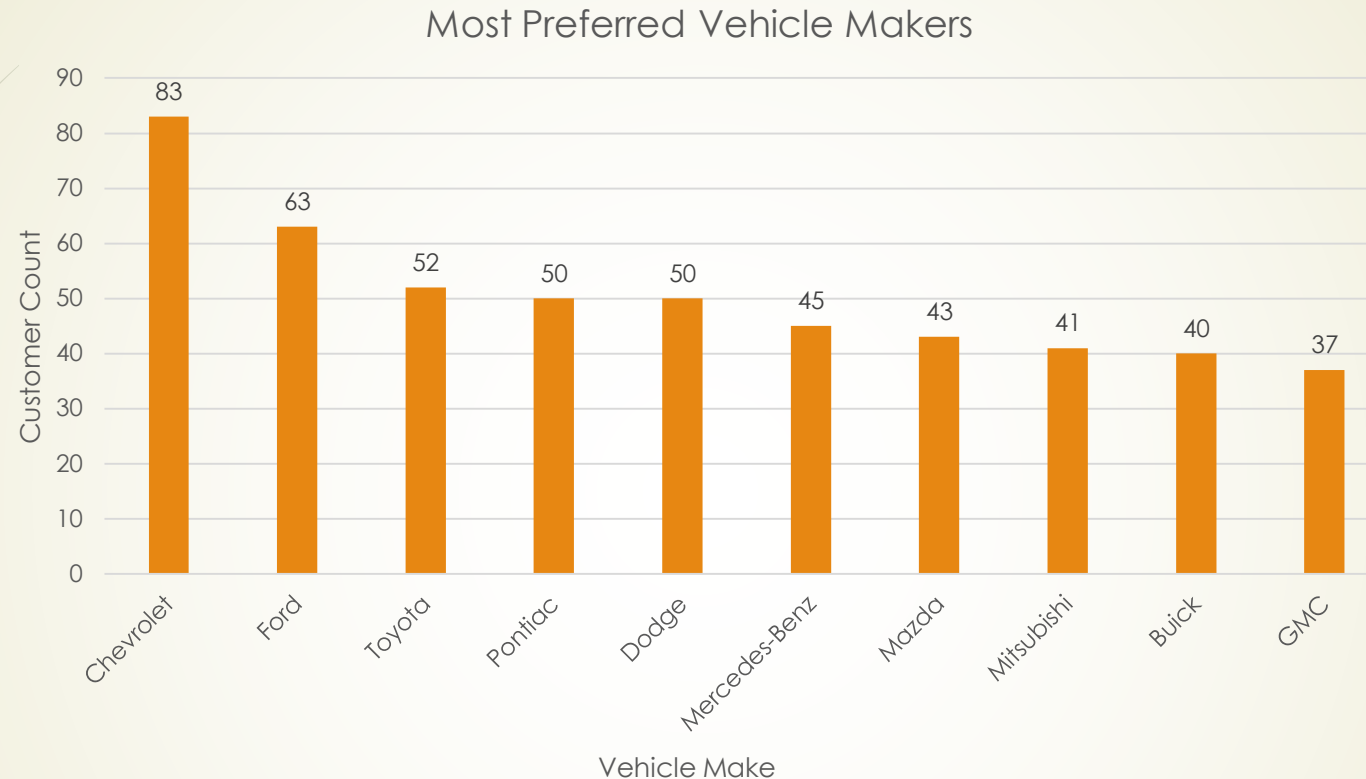
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- It can be clearly observed that the **customer positive ratings (4 and 5) have declined substantially** and the **negative ratings (1 and 2) have soared** through the four quarters.
- An overall **drop of 30%** can be observed in the positive ratings while an **increase of 38%** can be observed in the negative ratings over the four quarters.

Most Preferred Vehicle Maker

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- **Chevrolet is the most preferred vehicle make** with a customer count of **83** followed by Ford and Toyota which have a customer count of 63 and 52 respectively.
- **GMC** stands at the 10th place with about **37** customers which is preceded by Buick and Mitsubishi.

Most Preferred Vehicle Maker

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State	Vehicle_Maker	Customer_Count
Texas	Chevrolet	9
Florida	Toyota	7
California	Ford	6
California	Dodge	6
California	Audi	6
California	Nissan	6
California	Chevrolet	6
Ohio	Chevrolet	6
New York	Toyota	5
Alabama	Dodge	5
Colorado	Chevrolet	5
Maryland	Ford	5
New York	Pontiac	5
Virginia	Ford	5
Washington	Chevrolet	5
District of Columbia	Chevrolet	4
Indiana	Mazda	4
Missouri	Chevrolet	4

State	Vehicle_Maker	Customer_Count
Illinois	Ford	3
Arizona	Pontiac	3
Illinois	GMC	3
Arizona	Cadillac	3
Georgia	Toyota	3
Illinois	Chevrolet	3
Michigan	Ford	3
Minnesota	GMC	3
Nevada	Pontiac	3
North Carolina	Volvo	3
Pennsylvania	Toyota	3
Tennessee	Mazda	3

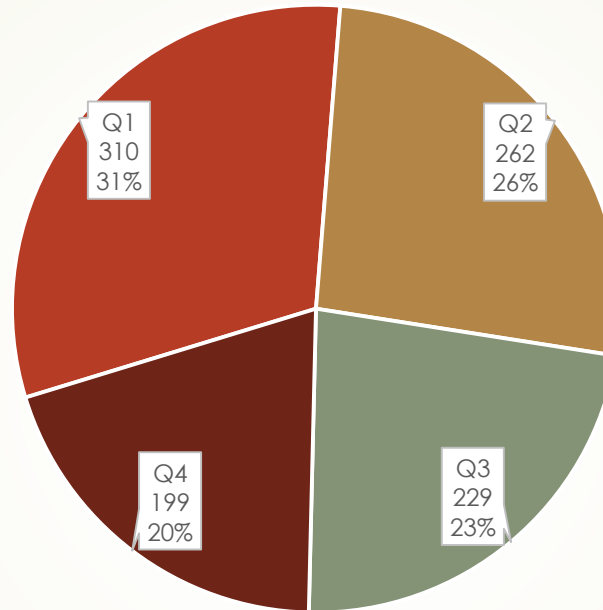
- **Chevrolet** takes the list of State-wise preference of vehicles being purchased by **9 customers** in the state of **Texas** alone. Toyota, Ford and Dodge follow next in the state of California and New York.
- As previously observed, Chevrolet has been bought very frequently by the customers making it the most desirable vehicle maker in the list.

Revenue Metrics

Trend of Orders

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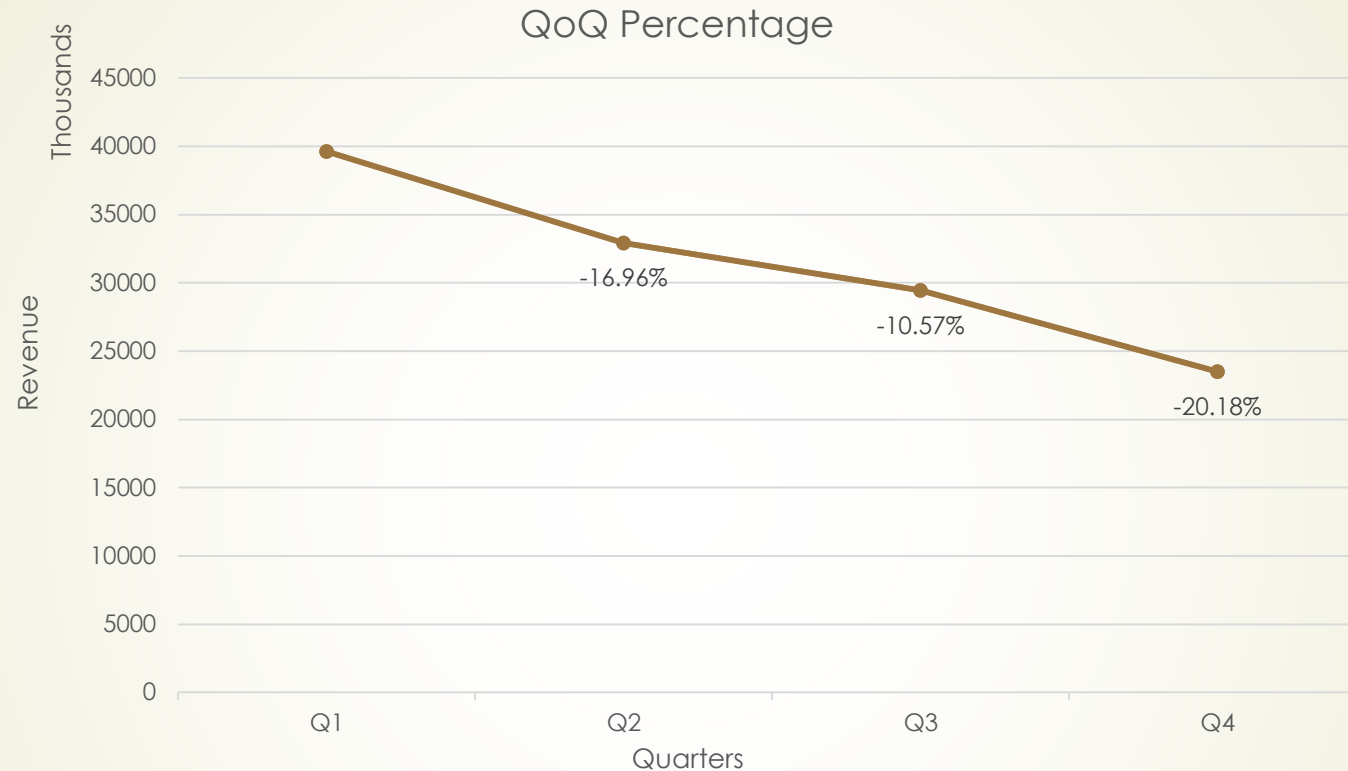
Quarterly Order Count



- It can be observed that out of the four quarters, the **first quarter** has received the **highest number of orders (310 orders)** which account for **31%** of the total order count throughout the year.
- The last quarter has witnessed **the lowest order count** of the year accounting for approximately **20% (199 orders)** of the yearly order count.

Quarter over Quarter Revenue Percentage

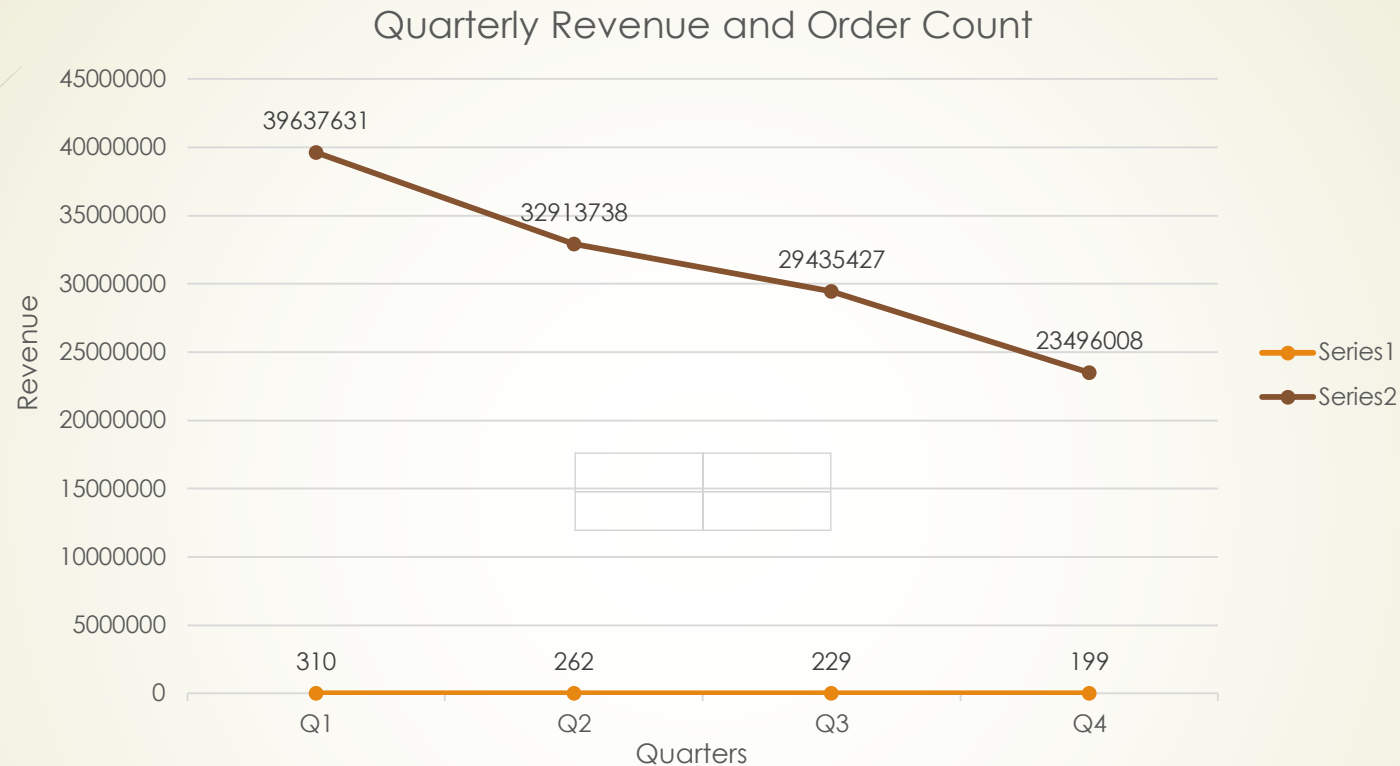
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- The Quarter-over-Quarter Revenue percentage can be seen to have declined substantially throughout the year.
- The last quarter took a major hit as its **QoQ percentage decreased by 20%** in comparison to the third quarter.

Trend of Revenue and Orders

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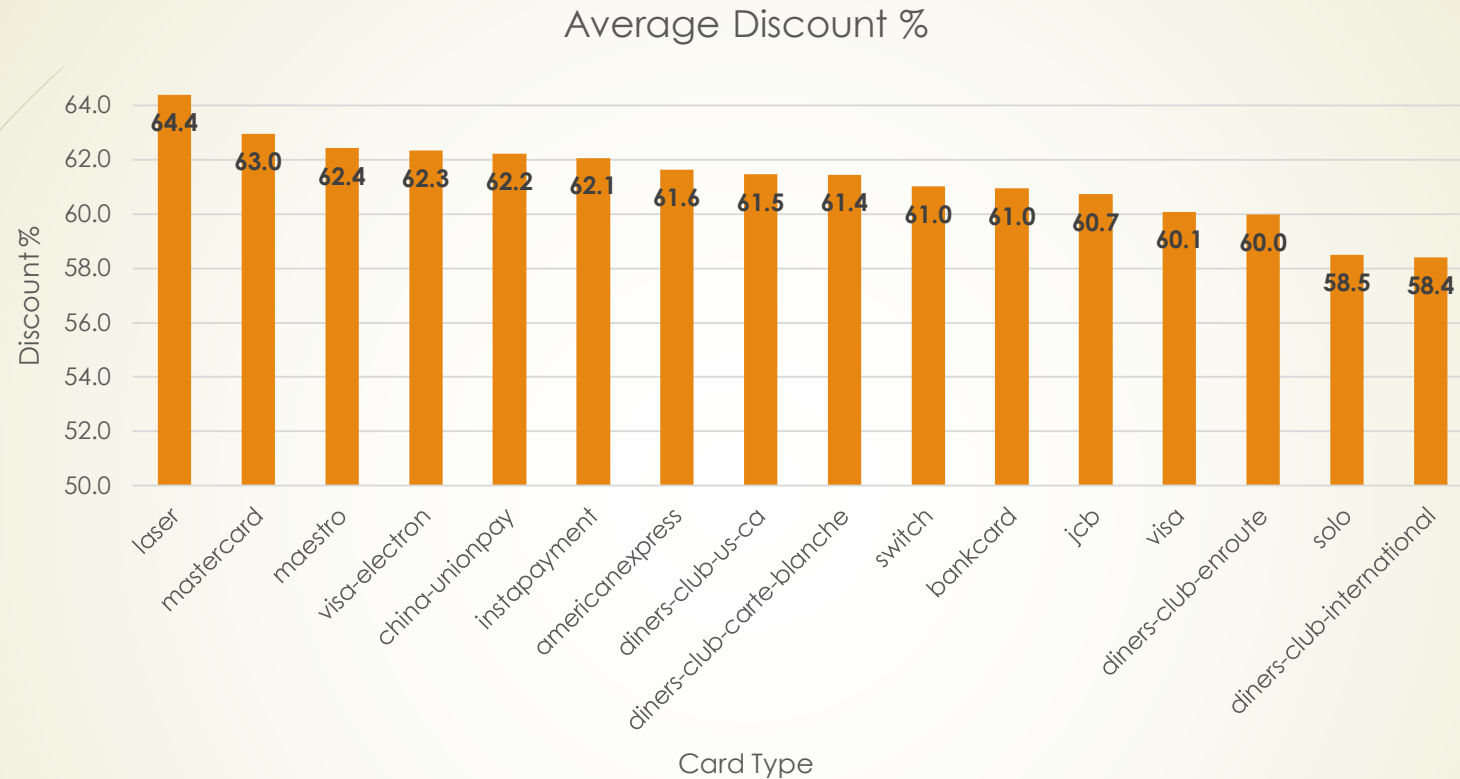


- Analogous to the previous observations, the **quarterly revenues and order count have decreased substantially** throughout the year making the **fourth quarter the most under-performing time** of the year in terms of revenue and count of orders.
- This trend can be strongly attributed to the rising levels of customer dissatisfaction among the buyers which could be seen earlier.

Shipping Metrics

Average Discount Percentage

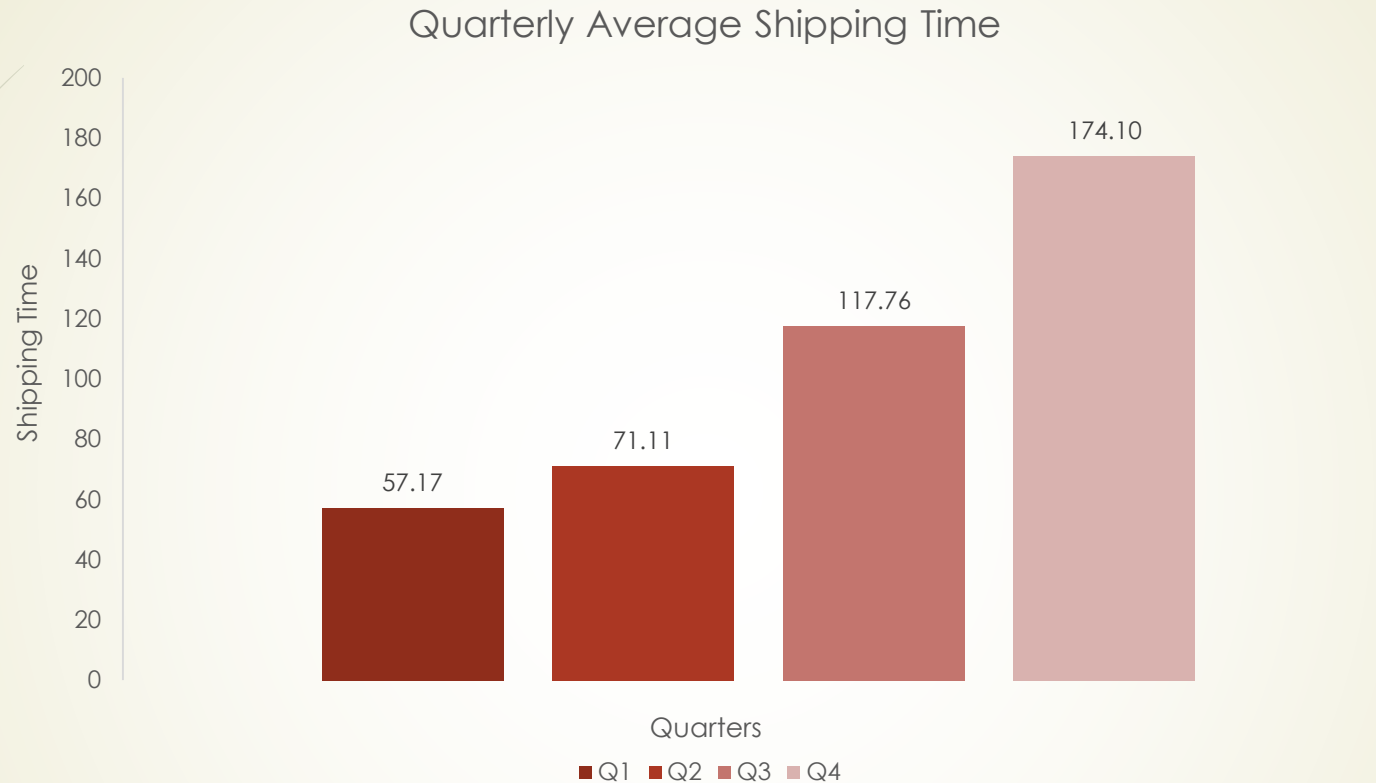
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- ▶ The Credit Cards '**laser**' and '**mastercard**' provide the highest percentages of discount approximately between **63-65%**
- ▶ The Credit Cards '**diners-club-international**' and '**solo**' provide the lowest percentages of discount approximately between **58-59%**

Trend of Average Shipping Times

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- The average shipping times have increased drastically throughout the year ranging from **2 months** in the first quarter to approximately **6 months** towards the end.
- The elongated average shipping time in the last quarter is roughly **3 times** that of the average shipping time in the first quarter which is a strong indicator of the growing dissatisfaction among the customers.

Insights and Recommendations

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- ▶ As per the observations and data trends, the key takeaway to be considered is to maintain standard shipping times of the vehicles.
- ▶ Prolonged shipping times seem to be the primary cause for the increase in the customer dissatisfaction ratings which have directly contributed towards the decline in the vehicle sales and revenue percentage.
- ▶ Maintaining fixed shipping times throughout the year by liaising with the shipping agencies is the hour of the need.
- ▶ Working suitable agreements with credit card companies offering good discount rates in order to upsell the less preferred vehicle makes.
- ▶ Ensuring effective and transparent customer communication in order to listen to their opinions, identify the potential opportunities and devise suitable strategies to overcome them.
- ▶ Identifying the population mix, professions and cities/States of people pertaining to purchase the less preferred vehicle makes in order to narrow down the target population and work on sales tactics to approach them.