

Abstract geometric lines in the top-left corner of the page, consisting of several thin, black, overlapping lines that form a complex, non-representational shape.

SQL AND DATABASES

NEW WHEELS PROJECT REPORT

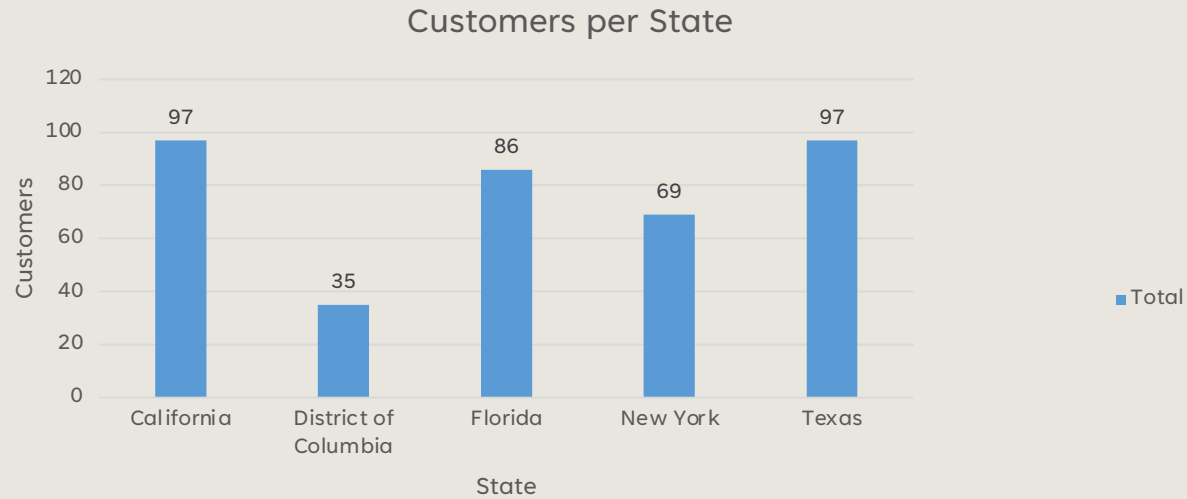
By: Assia Umuhoza

BUSINESS OVERVIEW

Total Revenue	Total Orders	Total Customers	Average Rating	Last Quarter Revenue	Last Quarter Orders	Avg Days To Ship
\$124,714,086.32	1000	994	3	\$23,346,779.63	199	105

CUSTOMER METRICS

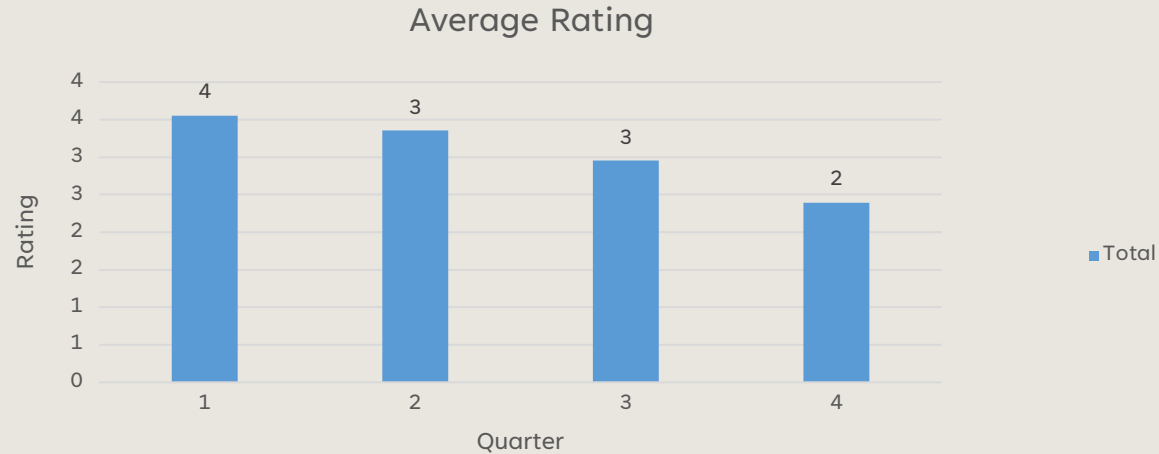
DISTRIBUTION OF CUSTOMERS ACROSS STATES



Observations/Findings

- The top 5 states with the most customers are California, Florida, New York, Texas and District of Columbia which is not surprising as they are states with large populations.

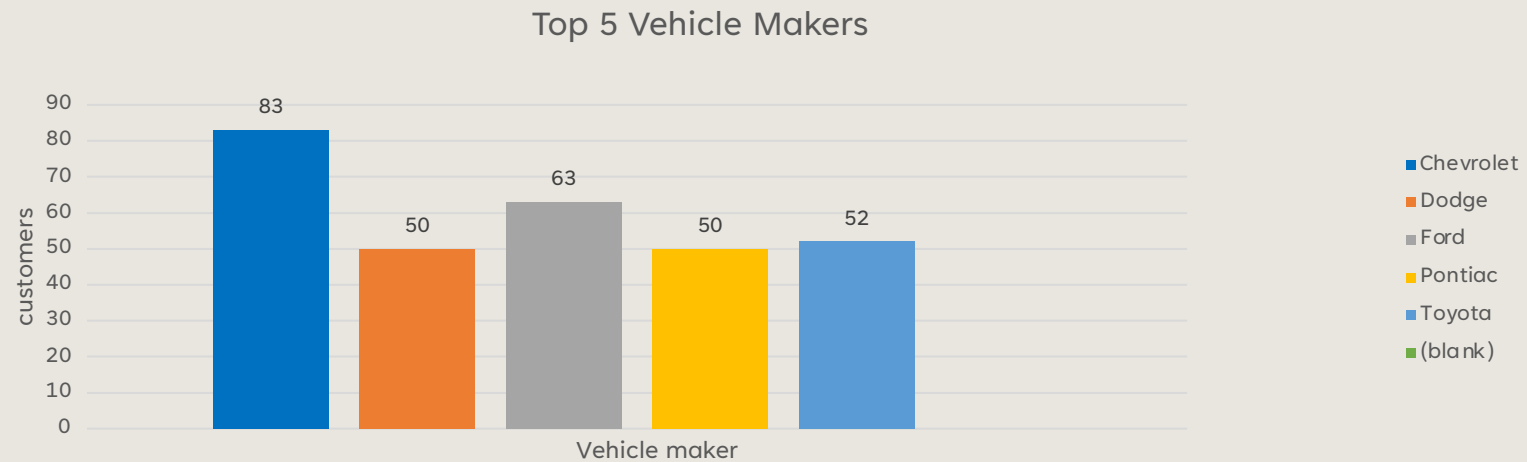
AVERAGE CUSTOMER RATINGS BY QUARTER



Observations/Findings

- The average ratings are decreasing every quarter with the overall average being a 3.
- The last quarter rating was a 2.
- Changes need to be implemented to increase customer rating for upcoming year.

TOP VEHICLE MAKERS PREFERRED BY CUSTOMERS

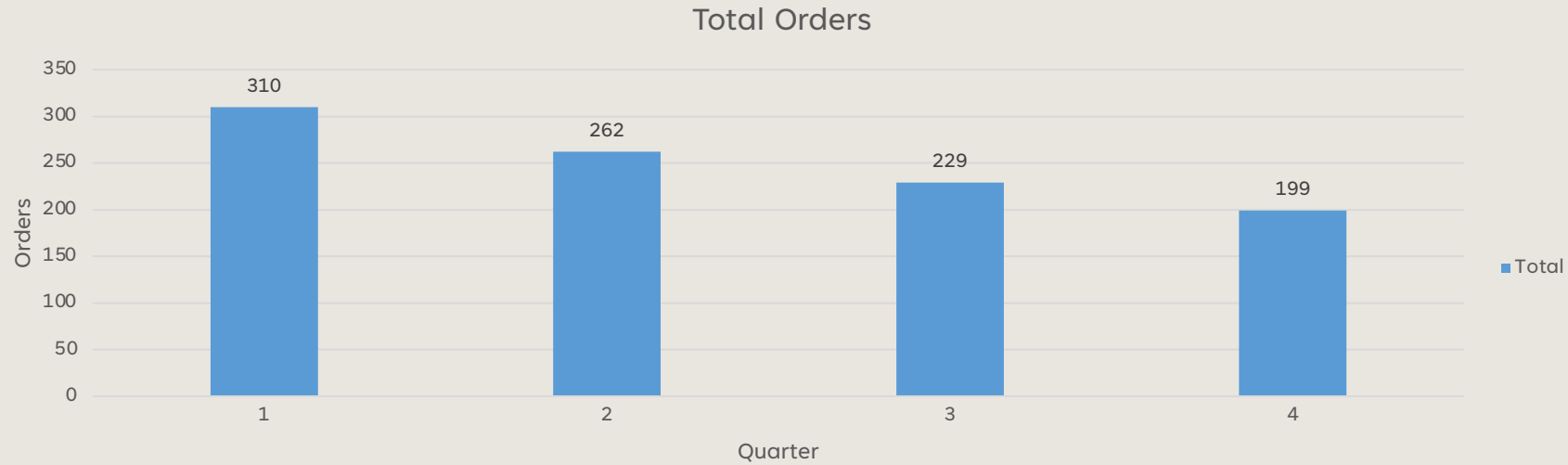


Observations/Findings

- The top 5 vehicle makers are Chevrolet, Dodge, Ford, Pontiac and Toyota.
- Chevrolet is the top vehicle maker preferred by customers overall.

REVENUE METRICS

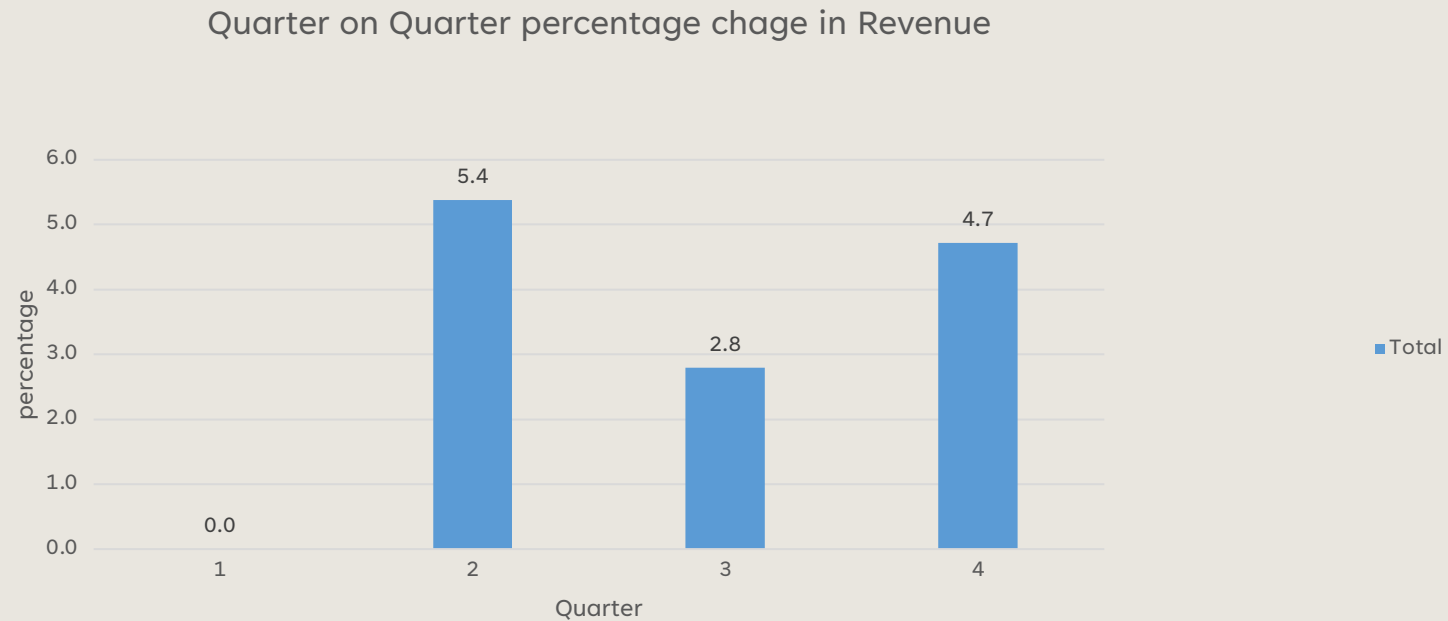
TREND OF PURCHASES BY QUARTER



Observations/Findings

- The first quarter had the most purchases.
- Purchases have declined every quarter with last quarter having only 199 orders which is a difference of 111 orders compared to the first quarter.

QUARTER ON QUARTER % CHANGE IN REVENUE

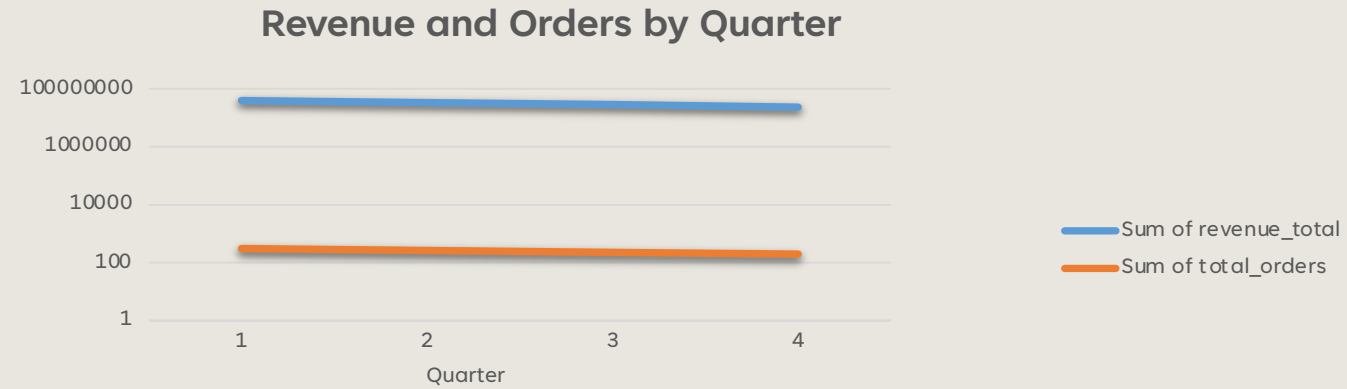


Observations/ Findings

- Quarter 2 and the last quarter had a significant dip in revenue.
- Overall revenue continues to decline by each quarter.

SHIPPING METRICS

TREND OF REVENUE AND ORDERS BY QUARTER



Observations/Findings

- Revenue continues to decline by quarter due to the decline in orders.

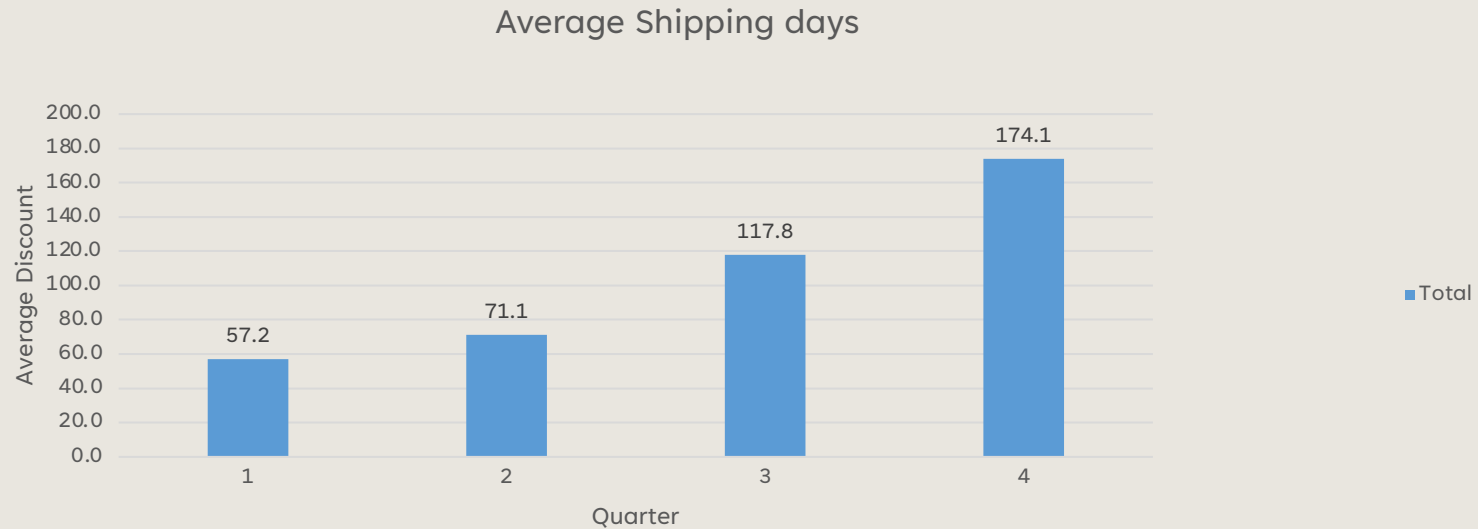
AVERAGE DISCOUNT OFFERED BY CREDIT CARD TYPE

Credit Type	Discount
American express	0.62
bankcard	0.61
china-union pay	0.62
diners-club-carte-blanche	0.61
diners-club-enroute	0.60
diners-club-international	0.58
diners-club-us-ca	0.61
Insta payment	0.62
jcb	0.61
laser	0.64
maestro	0.62
mastercard	0.63
solo	0.59
switch	0.61
visa	0.60
visa-electron	0.62
Average Discount	0.61

Observations/Findings

- Laser is the credit type that is offered the highest discount at 0.64.
- The overall average discount is 0.61.
- All discounts are above 50%.

TIME TAKEN TO SHIP ORDERS BY QUARTER



Observations/Findings

- Shipping days have tripled between the first and last quarter.



INSIGHTS

From the insights that we have reviewed, it is evident that revenue has declined every quarter due to the decline in order purchases that have been influenced by customer ratings.

After analyzing customer data, order data and shipping data, it is evident that the customer ratings have been heavily influenced by the shipping days which have tripled from an average of 57.2 days to 174.1 days.

Incentivizing customers using discounts has not worked as their average discount on all credit card types is 0.61 and all discount are above 50%. Therefore, it clear that the only solution is to fix the shipping delays in order to improve ratings that will in turn generate New Wheels more revenue.



RECOMMENDATIONS

New-Wheels' sales have decreased due to customer ratings as a result of shipping delays. To increase ratings;

- Communication between the customers and the company should be improved by communicating any delays in time and sending constant tracking updates.
- A reputable and reliable shipping company must be used.
- They should plan for peak seasons.
- Stock enough inventory of top vehicle maker in each state to reduce transit times.
- Customer details and order details must be carefully be documented to reduce delays due to negligence.

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THANK YOU

Assia Umuhoza