

Q1

/*Q1. Find the distribution of customers across the United States:*/

state	count(state)	total_pct
Alabama	29	2.9175
Alaska	10	1.006
Arizona	26	2.6157
Arkansas	6	0.6036
California	97	9.7586
Colorado	33	3.3199
Connecticut	22	2.2133
Delaware	6	0.6036
District of Columbia	35	3.5211
Florida	86	8.6519
Georgia	18	1.8109
Hawaii	6	0.6036
Idaho	7	0.7042
Illinois	25	2.5151
Indiana	21	2.1127
Iowa	11	1.1066
Kansas	13	1.3078
Kentucky	8	0.8048
Louisiana	20	2.0121
Maine	1	0.1006
Maryland	14	1.4085
Massachusetts	14	1.4085
Michigan	17	1.7103
Minnesota	17	1.7103
Mississippi	2	0.2012
Missouri	23	2.3139
Montana	3	0.3018
Nebraska	7	0.7042
Nevada	17	1.7103
New Hampshire	3	0.3018
New Jersey	9	0.9054
New Mexico	5	0.503
New York	69	6.9416
North Carolina	20	2.0121
North Dakota	2	0.2012
Ohio	33	3.3199
Oklahoma	16	1.6097
Oregon	7	0.7042
Pennsylvania	25	2.5151
South Carolina	9	0.9054
Tennessee	23	2.3139
Texas	97	9.7586
Utah	10	1.006
Vermont	1	0.1006
Virginia	24	2.4145
Washington	28	2.8169
West Virginia	10	1.006
Wisconsin	8	0.8048
Wyoming	1	0.1006

Q2 /*Q2. Average rating in each quarter:*/

quarter_number	avg(rating_no) over (par
1	3.5548
2	3.355
3	2.9563
4	2.397
Year Average	3.065775

Q3 /*Q3. How does customer satisfaction change over time?*/
 (these are the pivot tables made from the 1000 line chart I pulled from SQL.)

Sum of Satisfaction Ratic Column Labels

	1 Very Bad	2 Bad	3 Okay	4 Good	
1	6.596	6.72	17.228	36.846	
2	8.697	7.511	13.886	15.66	
3	9.594	14.872	12.4	10.704	
4	21.289	18.502	7.92	1.86	
Grand Total	46.176	47.605	51.434	65.07	

Sum of sat_ct Column Labels

Row Labels	1	2	3	4	
1 Very Bad	34	39	41	61	
2 Bad	35	37	52	58	
3 Okay	59	53	50	40	
4 Good	89	58	48	20	
5 Very Good	93	75	38	20	
Grand Total	310	262	229	199	
	3.55483871	3.354961832	2.956331878	2.396984925	

Q4 /*Q4. Which are the top 5 vehicle makers preferred by customers?*/

vehicle_maker	maker_ct
Chevrolet	83
Ford	63
Toyota	52
Dodge	50
Pontiac	50

Q5 /*Q5. What is the preferred vehicle make in each state?*/

state_brand_ct	state_cust	state_rank	state	vehicle_maker
5	30	1	Alabama	Dodge
2	10	1	Alaska	Chevrolet
3	26	1	Arizona	Cadillac
3	26	1	Arizona	Pontiac
6	97	1	California	Audi
6	97	1	California	Chevrolet
6	97	1	California	Dodge
6	97	1	California	Ford
6	97	1	California	Nissan
5	33	1	Colorado	Chevrolet
2	22	1	Connecticut	Chevrolet
2	22	1	Connecticut	Maserati
2	22	1	Connecticut	Mercury
2	22	1	Connecticut	Volvo
2	6	1	Delaware	Mitsubishi
4	35	1	District of Colum	Chevrolet
7	86	1	Florida	Toyota
3	19	1	Georgia	Toyota
2	7	1	Idaho	Dodge
3	25	1	Illinois	GMC
3	25	1	Illinois	Chevrolet
3	25	1	Illinois	Ford
4	23	1	Indiana	Mazda
2	20	1	Louisiana	BMW
2	20	1	Louisiana	Ford
2	20	1	Louisiana	Kia
2	20	1	Louisiana	Nissan
2	20	1	Louisiana	Pontiac
5	15	1	Maryland	Ford

2	14	1	Massachusetts	Chevrolet
2	14	1	Massachusetts	Dodge
3	17	1	Michigan	Ford
3	17	1	Minnesota	GMC
4	23	1	Missouri	Chevrolet
3	17	1	Nevada	Pontiac
2	9	1	New Jersey	Hyundai
2	9	1	New Jersey	Mercedes-Benz
2	5	1	New Mexico	Dodge
5	69	1	New York	Toyota
5	69	1	New York	Pontiac
3	20	1	North Carolina	Volvo
6	33	1	Ohio	Chevrolet
2	16	1	Oklahoma	Ferrari
2	16	1	Oklahoma	Mazda
2	16	1	Oklahoma	Toyota
2	7	1	Oregon	Toyota
3	25	1	Pennsylvania	Toyota
3	23	1	Tennessee	Mazda
9	98	1	Texas	Chevrolet
5	24	1	Virginia	Ford
5	28	1	Washington	Chevrolet
2	10	1	West Virginia	Mercedes-Benz



Q6 /*Q6. What is the trend of number of orders by quarters?*/

Q6_Orders_by_Quarter			Vehicles_Sold	
quarter_number	count(order_id) over (partition by quarter_number	total_order	quarter_number	total_order
1	310	464	1	464
2	262	400	2	400
3	229	342	3	342
4	199	306	4	306
total orders		1000	Total Vehicles	1512

Merged Tables

quarter	Orders	Vehicles	%Multiple Cars Bought
1	310	464	1.50
2	262	400	1.53
3	229	342	1.49
4	199	306	1.54

quarter_number	tot_orders	current_qtr	prev_qtr	pct_chg
1	1000	310	NULL	NULL
2	1000	262	310	-0.15
3	1000	229	262	-0.13
4	1000	199	229	-0.13

Q7 /*Q7. What is the quarter over quarter % change in revenue?*/

quarter_number	tot_price_in_Mill	prev_price_in_Mill	chg_pct
1	18.0325499	NULL	NULL
2	13.12299576	18.0325499	-27
3	8.88229884	13.12299576	-32
4	8.57314928	8.88229884	-3

Total Yearly Revenue 48.61099378 chg over yr -1.103375237

Q8 /*Q8. What is the trend of revenue and orders by quarters?*/

quarter_number	qtr_orders	prev_orders	order_chg_pct	qtr_revenue
1	310	NULL	NULL	18032549.9
2	262	310	-15	13122995.76
3	229	262	-13	8882298.84
4	199	229	-13	8573149.28

Q9

/*Q9. What is the average discount offered for different types of credit cards?*/

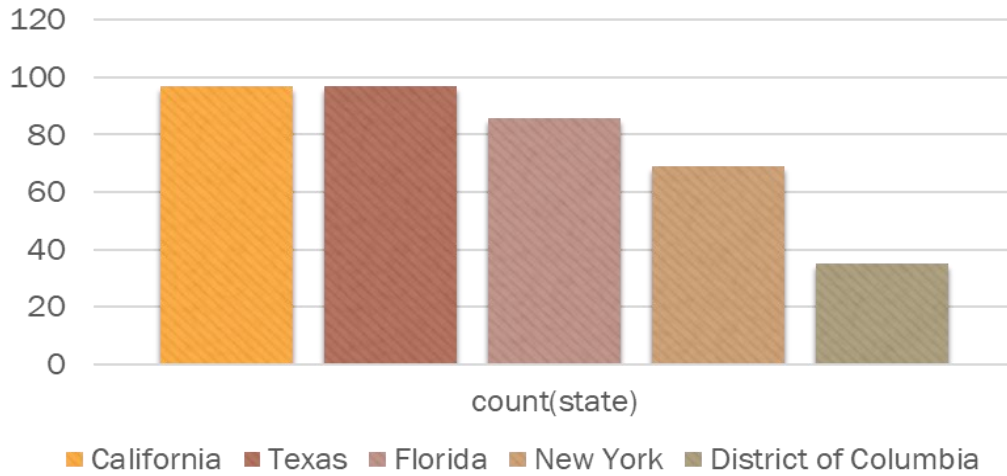
credit_card_type	avg_disc	Column1
Diners Club International	0.584	Under 6% is low
Solo	0.585	Under 6% is low
Diners Club Enroute	0.599792	Under 6% is low
Visa	0.600833	Under 6% is low
JCB	0.607382	Between 6 & 6.2% is average
Bankcard	0.609545	Between 6 & 6.2% is average
Switch	0.610233	Between 6 & 6.2% is average
Diners Club Carte Blanch	0.61449	Between 6 & 6.2% is average
Diners Club US CA	0.614615	Between 6 & 6.2% is average
American Express	0.616327	Between 6 & 6.2% is average
Instapayment	0.620625	Above 6.2% is high
China Unionpay	0.622174	Above 6.2% is high
Visa electronic	0.623469	Above 6.2% is high
Maestro	0.624219	Above 6.2% is high
Mastercard	0.6295	Above 6.2% is high
Laser	0.643846	Above 6.2% is high

Q10

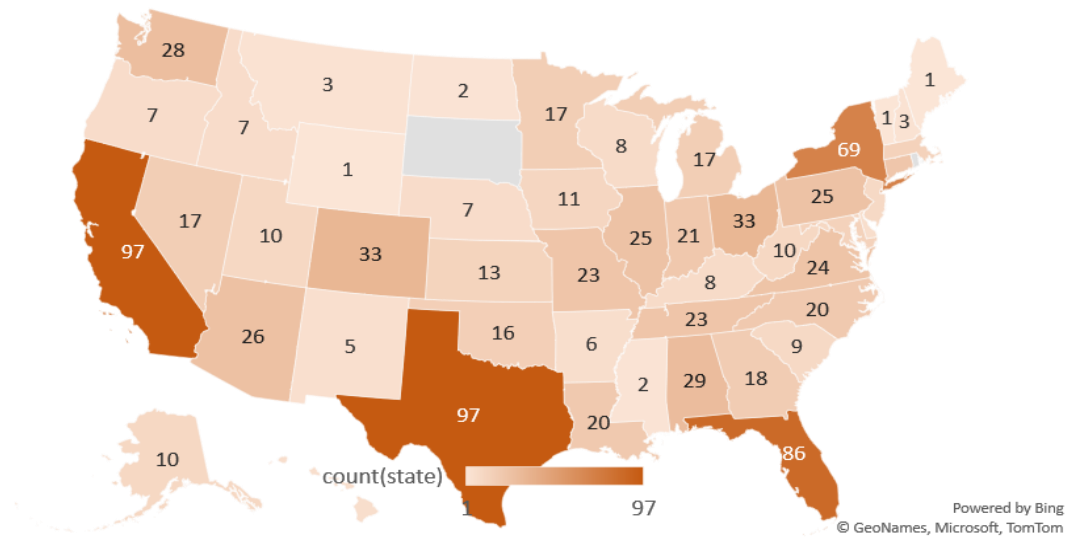
/*Q10. What is the average time taken to ship the placed orders for each quarters?*/

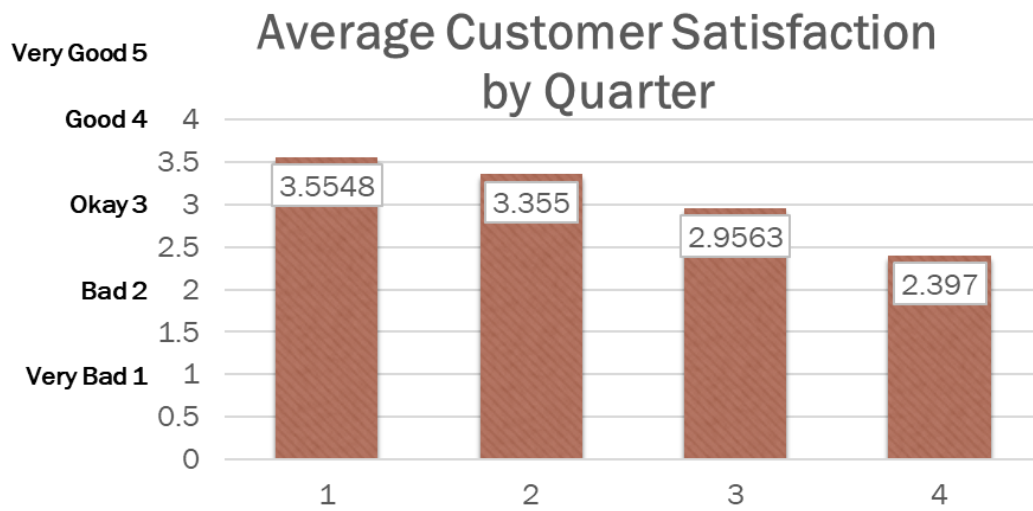
Avg No of Days Until De	
1	57.2
2	71.1
3	117.8
4	174.1
Avg	105.0

Top 5 States for Sales



Customers Per State

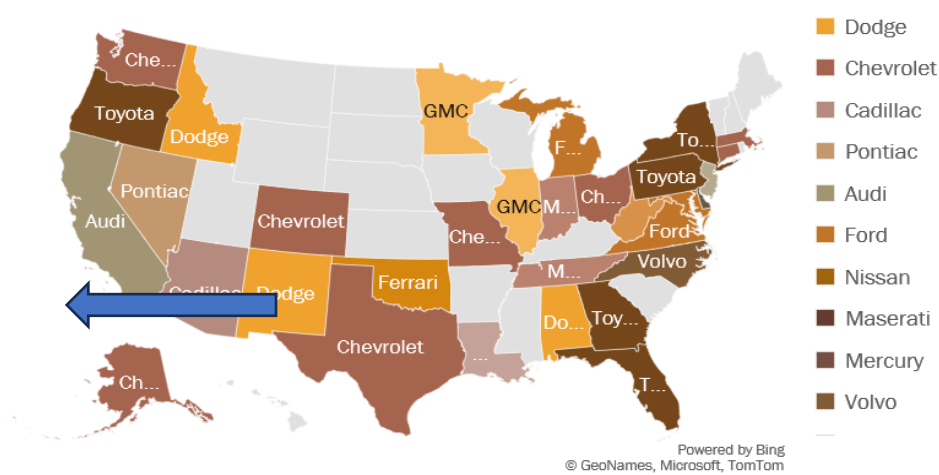
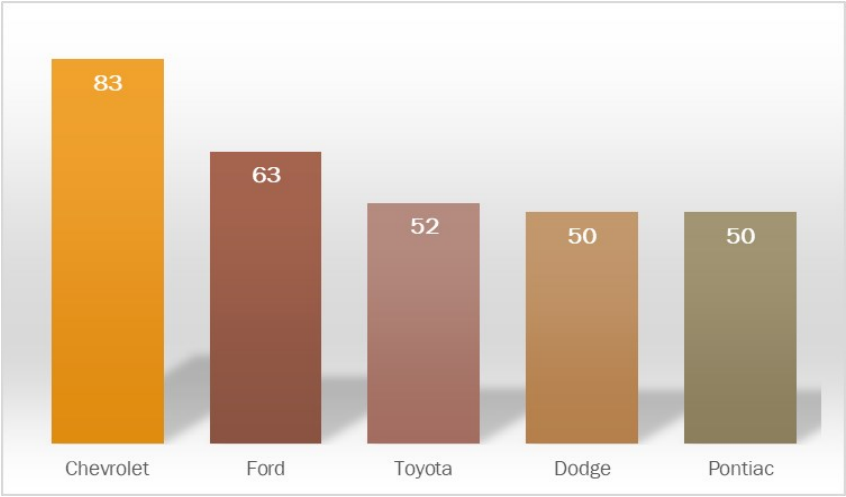




5 Very Good	Grand Total
38.316	105.706
24.9	70.654
6.384	53.954
1.76	51.331
71.36	281.645
0.4844	

Grand Total
175
182
202
215
226
1000
3.135



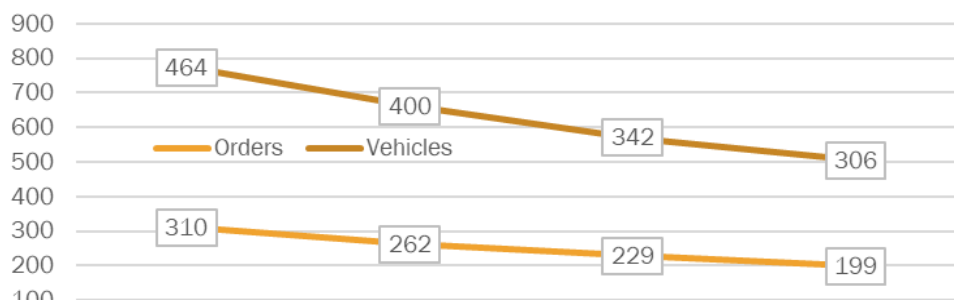


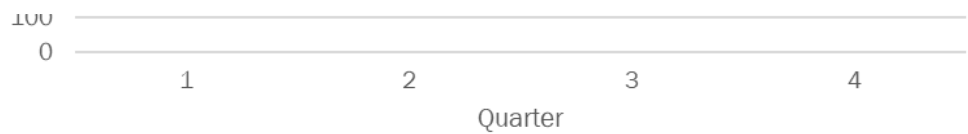
state	vehicle_maker	Column1	Column2
Arkansas	Chevrolet	***	***
California	Chevrolet	***	***
Delaware	Chevrolet	***	***
Hawaii	Ford	***	***
Illinois	Chevrolet	***	***
Iowa	Chevrolet	***	***
Louisiana	Ford	***	***
Massachusetts	Chevrolet	***	***
Minnesota	Dodge	***	***
Mississippi	Dodge	***	***
Montana	Chevrolet	***	***
Nebraska	Chevrolet	***	***

New Jersey	Dodge	***	***
New York	Pontiac	***	***
Utah	Chevrolet	***	***
Alaska	Chevrolet		Chevrolet
Colorado	Chevrolet		Chevrolet
Connecticut	Chevrolet		Chevrolet
District of Columbia	Chevrolet		Chevrolet
Missouri	Chevrolet		Chevrolet
Ohio	Chevrolet		Chevrolet
Tennessee	Chevrolet		Chevrolet
Texas	Chevrolet		Chevrolet
Washington	Chevrolet		Chevrolet
Wisconsin	Chevrolet		Chevrolet
Alabama	Dodge		Dodge
Idaho	Dodge		Dodge
Kansas	Dodge		Dodge
New Mexico	Dodge		Dodge
South Carolina	Dodge		Dodge
Maryland	Ford		Ford
Michigan	Ford		Ford
North Dakota	Ford		Ford
Virginia	Ford		Ford
Arizona	Pontiac		Pontiac
Kentucky	Pontiac		Pontiac
Nevada	Pontiac		Pontiac
West Virginia	Pontiac		Pontiac
Florida	Toyota		Toyota
Georgia	Toyota		Toyota
Indiana	Toyota		Toyota
North Carolina	Toyota		Toyota
Oklahoma	Toyota		Toyota
Oregon	Toyota		Toyota
Pennsylvania	Toyota		Toyota

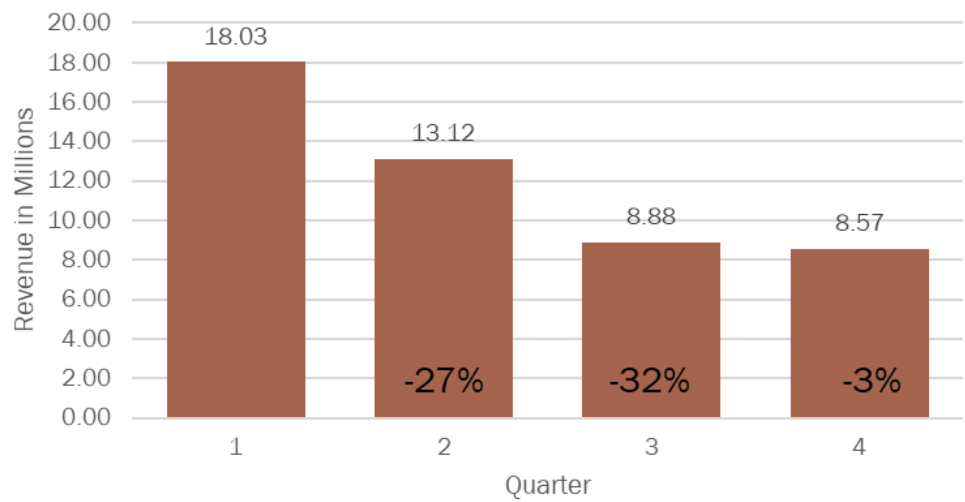


Orders by Quarter





Revenue over Quarters



Rev in 100K	prev_rev	revenue_chg_pct
180.325499	NULL	NULL
131.2299576	18032549.9	-27
88.8229884	13122995.76	-32
85.7314928	8882298.84	-3

