DATA-DRIVEN INSIGHTS FOR NEW-WHEELS COMPANY

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Business Overview
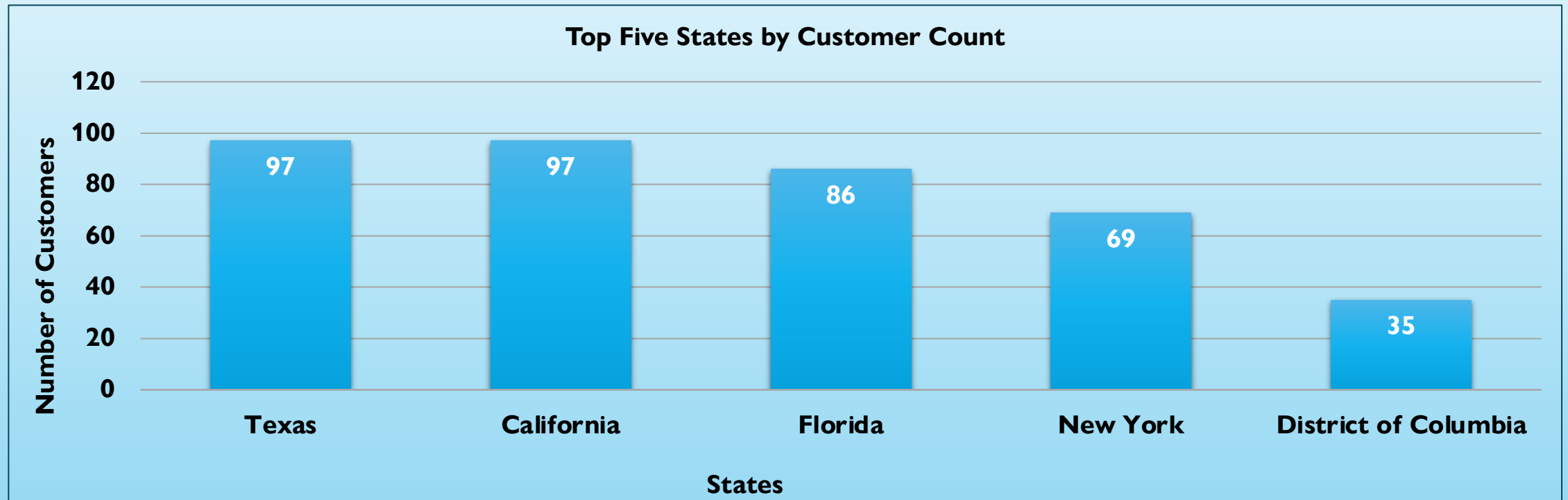
Total Revenue	Total Orders	Total Customers	Avg Rating
125.0M	1000	994	3.1

Last Qtr Revenue	Last Qtr Orders	Avg Days to Ship	% Good Feedback
23.4M	199	98	22%

CUSTOMER METRICS

Distributions of Customers across States

## Top Five States by Customer Count

- Out of 994 customers across 49 states, the top 5 states collectively account for 39% of the total customer base.

- It's a common trend that states with larger populations like California, Texas, and Florida tend to attract more customers.

- The bottom 30 states account for only 25% of the total customers. This suggests potential market opportunities in these states.

Average Customer Ratings by Quarter


Average Customer Ratings By Quarter
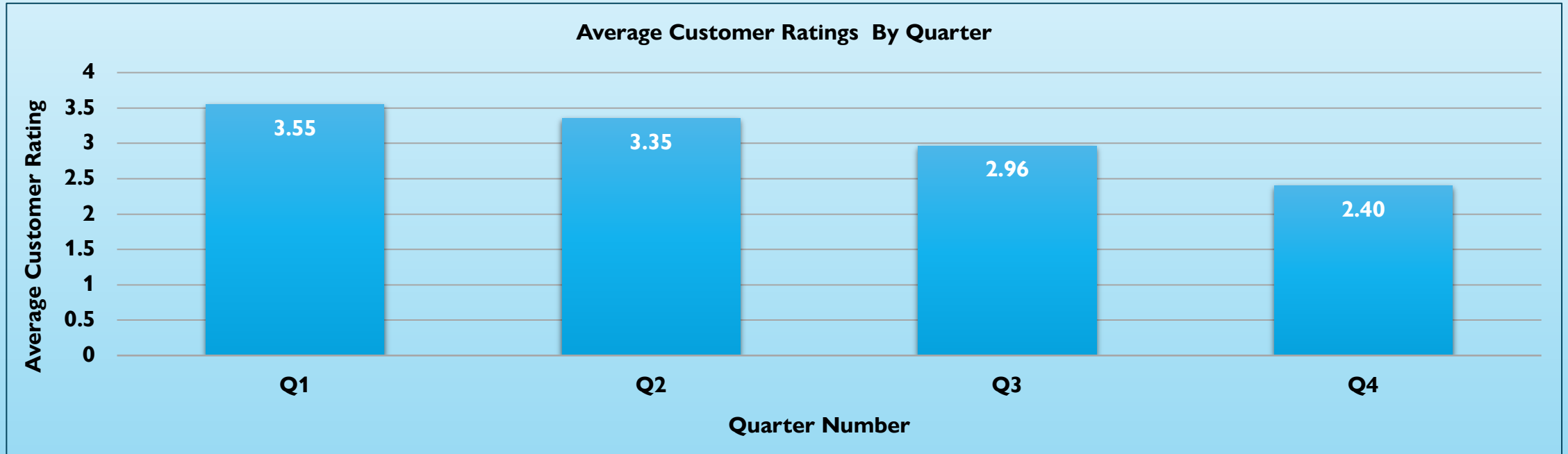
- There's a decline in average customer ratings quarterly, indicating a decrease in customer satisfaction throughout the year.

- There is a 48% decrease in customer satisfaction between Q1 and Q4. It's crucial to investigate the root causes of this decline and promptly address any underlying issues.

- The declining trend in ratings highlights the need for ongoing improvement efforts to boost customer satisfaction and loyalty.

Trend of Customer Satisfaction

CUSTOMER AVERAGE SATISFACTION TREND BY QUARTER
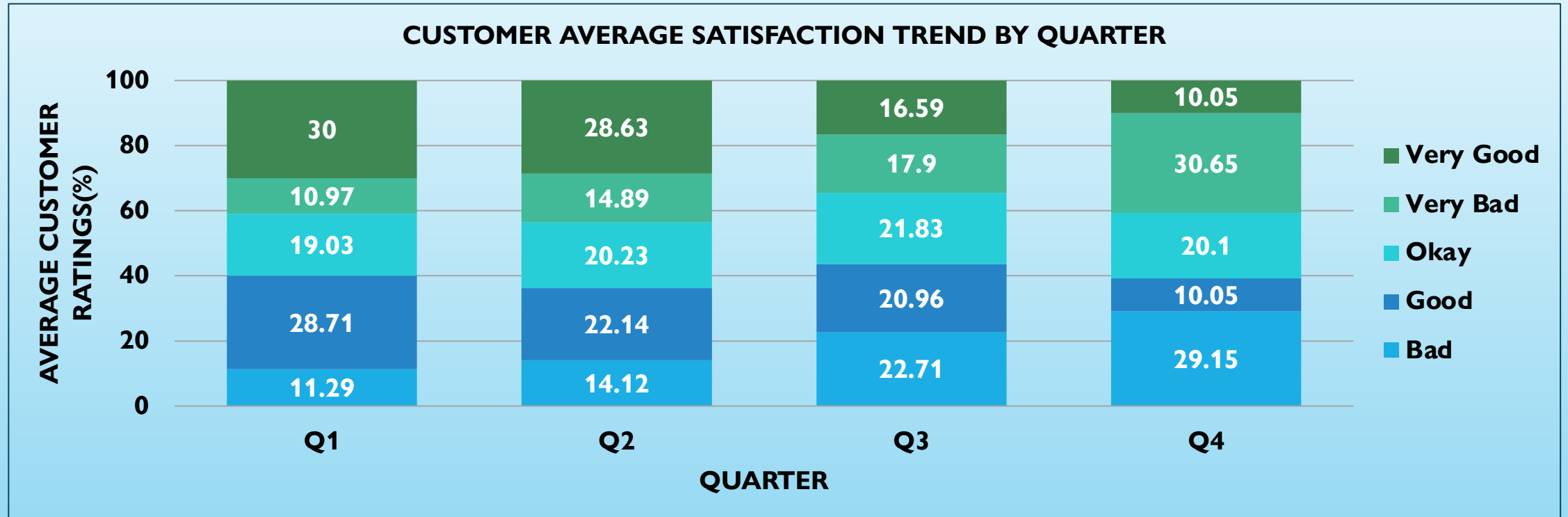
- "Okay" feedback percentages remain consistent across quarters, indicating stable satisfaction levels.

- "Bad" and "Very Bad" feedback percentages rise from Q1 to Q4, signaling a potential decline in overall satisfaction, prompting further investigation.

- Customer satisfaction appears highest in Q1 and lowest in Q4.

Top Vehicle makers preferred by Customers

Top Ten Vehicle Makers Preferred By Customers
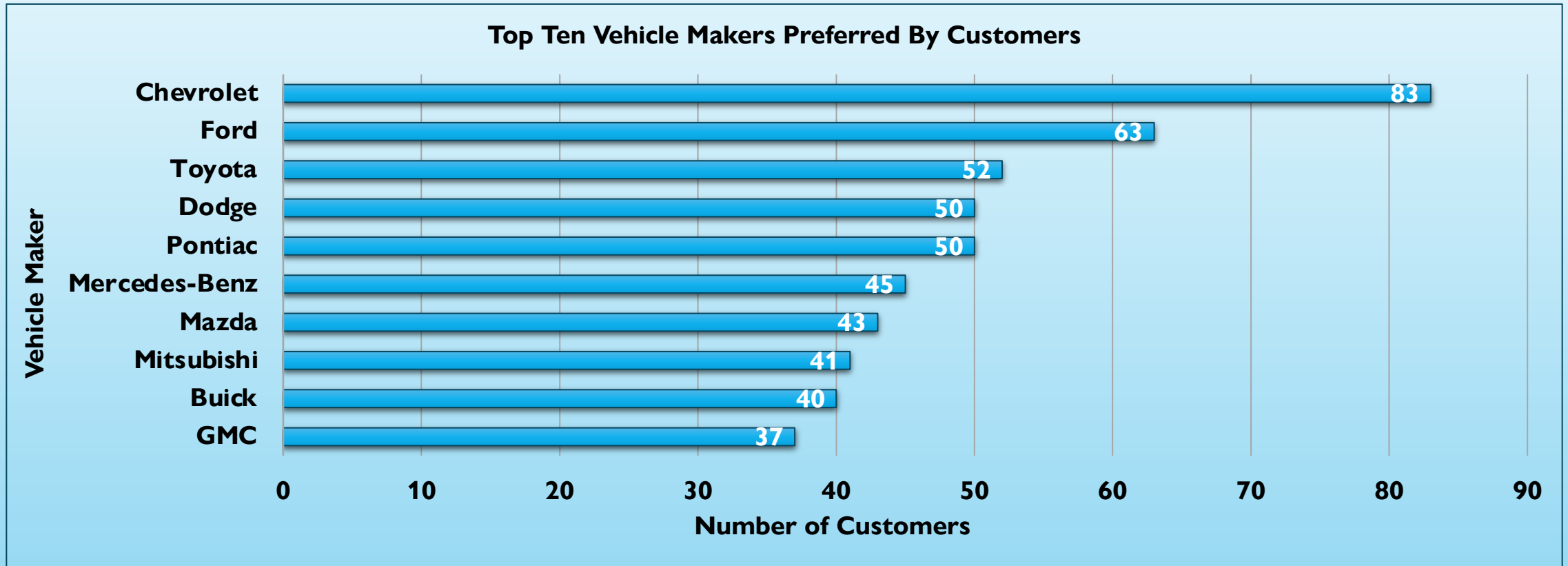
- The customer count varies per vehicle maker ranging from 1 to 83.

- Collectively, the top 10 preferred vehicle makers account for slightly over 50% of all customers.

- Austin, Citroen, Daewoo, MG, and Ram are the least preferred vehicle makers, each having only one customer.

Most preferred vehicle make in each state

- **Chevrolet appears to be the most preferred vehicle make across various states, with multiple instances of high customer count.**

- **The top five preferred manufacturers are as follows:**

    - **Chevrolet, present in 17 states with 54 customers.**

    - **Ford, operating in 10 states with 28 customers.**

    - **Toyota, found in 9 states with 25 customers.**

    - **Dodge, spanning 12 states with 24 customers.**

    - **Pontiac, the most preferred maker in 11 states with 20 customers.**

- **The top 5 preferred vehicle makers collectively represent 56% of the overall most preferred vehicle makers across states.**

State	Vehicle Make	Customer Count
Texas	Chevrolet	9
Florida	Toyota	7
Ohio	Chevrolet	6
Maryland	Ford	5
Colorado	Chevrolet	5
Virginia	Ford	5
Washington	Chevrolet	5
Alabama	Dodge	5
Missouri	Chevrolet	4
Indiana	Mazda	4
District of Columbia	Chevrolet	4

REVENUE METRICS

Trend of purchases by Quarter

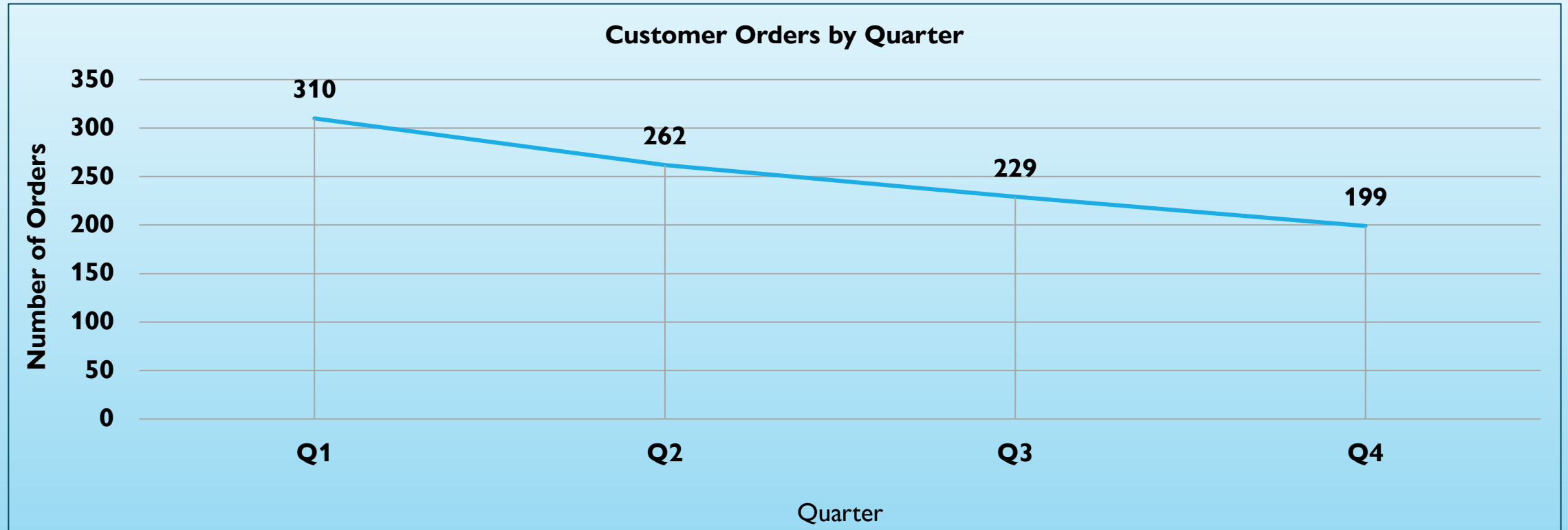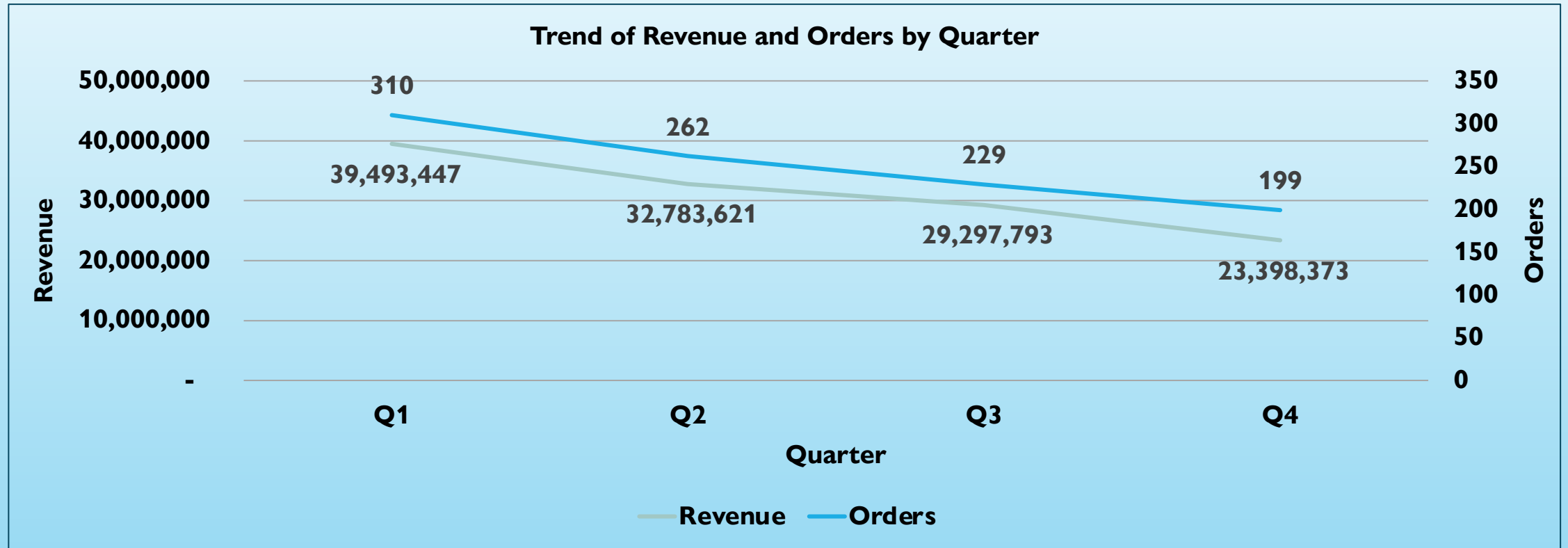**Customer Orders by Quarter**

- A clear trend emerges with decreasing order numbers as the year progresses from Q1 to Q4.

- There's a notable 56% decrease in orders when comparing the highest quarter (Q1) to the lowest quarter (Q4).

- There is a very strong correlation between decrease in customer satisfaction and decline in customer orders between Q1 and Q4.

Quarterly % change in Revenue

Quarterly Percentage Change in Revenue
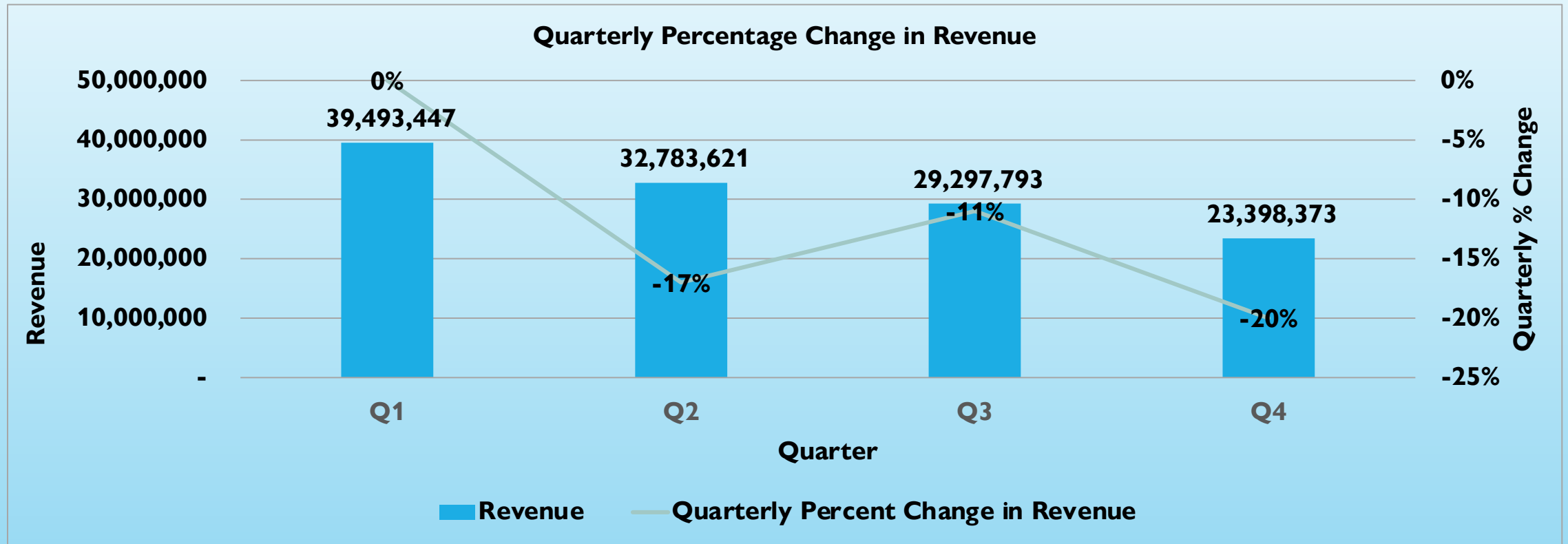
- There is a clear downward trend in revenue from Q1 to Q4.

- Quarterly percentage change reveals negative growth rates for each subsequent quarter, indicating a decrease in revenue compared to the prior quarter.

- Specifically, Q2, Q3, and Q4 saw respective decreases of 17%, 11%, and 20% compared to the preceding quarters.

Trend of Revenue and Orders by Quarter

Trend of Revenue and Orders by Quarter

Revenue values:
- Q1: 39,493,447
- Q2: 32,783,621
- Q3: 29,297,793
- Q4: 23,398,373

Orders values:
- Q1: 310
- Q2: 262
- Q3: 229
- Q4: 199

Legend: Revenue — Orders

- There is a strong positive correlation between orders and revenue across all quarters.
- Revenues and orders show a downward trend quarterly. This suggests a general decline in business activity or sales performance over the course of the year.
- Steady decrease in revenue and orders can be attributed to customer dissatisfaction each quarter.
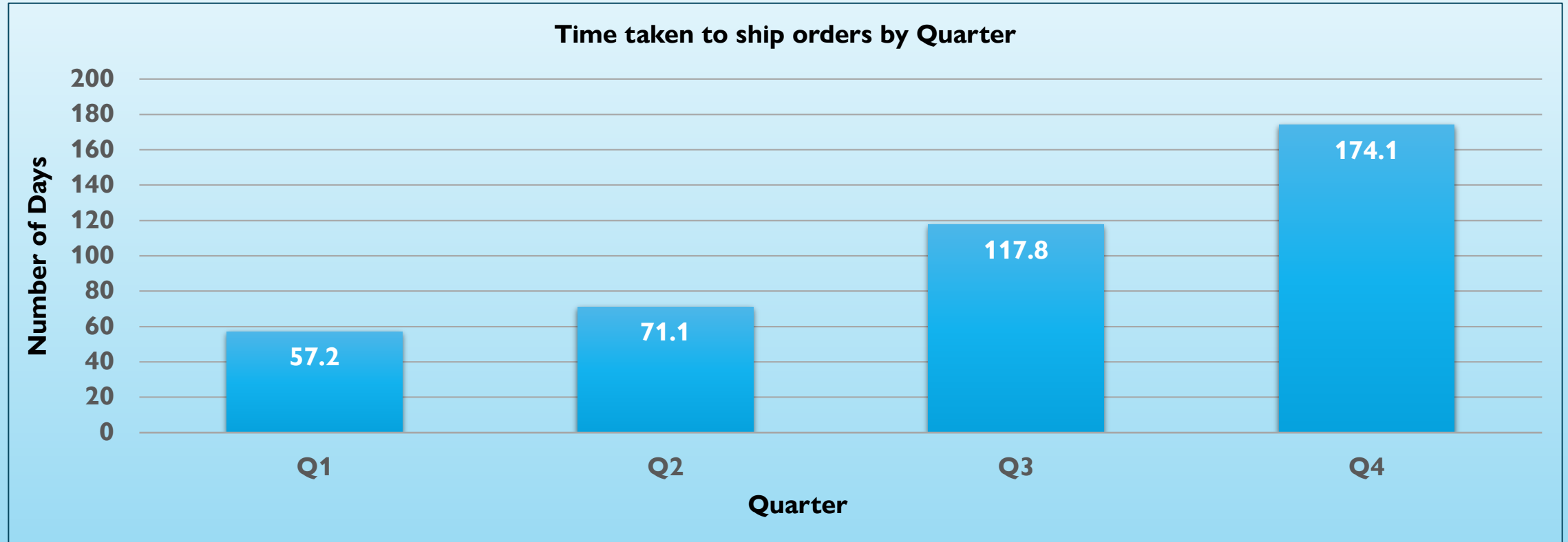
SHIPPING METRICS

Average discount offered by Credit Card type

- There is variation in the average discounts offered across different credit card types.

- The average discount by credit card type is .61%

- Most of the discount rates are within approximately ±0.01202 percentage points of the mean.

Credit Card Type	Average Discount
Laser	0.64%
Mastercard	0.63%
Visa Electron	0.62%
China Unionpay	0.62%
Americanexpress	0.62%
Maestro	0.62%
Instapayment	0.62%
Jcb	0.61%
Switch	0.61%
Diners Club Carte Blanche	0.61%
Bankcard	0.61%
Diners Club Us Ca	0.61%
Diners Club Enroute	0.60%
Visa	0.60%
Solo	0.59%
Diners Club International	0.58%

Insights and Recommendations

Regional Analysis: The top 5 states account for 39% of the total customer base, it is advised to research these regions to understand specific demographics, preferences, and behaviors driving customer engagement. Specific marketing campaigns can capitalize on these insights to further penetrate these markets and enhance customer satisfaction.

Customer Satisfaction: With a significant 48% decrease between Quarter 1 and Quarter 4, it's important to monitor customer feedback and satisfaction levels. Regular surveys and feedback can help identify issues quickly and implement measures to improve overall customer satisfaction and loyalty.

Regional Opportunities: The bottom 30 states account for only 25% of total customers. It is important to tap into these regions to capture market share and drive business growth, by targeted promotions focusing on customer preference.

Revenue : Revenue has declined significantly over the course of the year. A good advise would be to explore alternative income sources, such as expanding product offerings, and innovating new services to offset revenue declines and maintain business growth.

Logistics: The increase in average shipping time quarterly, emphasizes the importance of optimizing and streamlining the shipping process that is already in place. Investing in advanced tracking and delivery systems and using predictive analytics to forecast demand patterns can significantly reduce shipping times.