

Quarterly Business Report

By

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Essentials of Data Analytics

Business Overview

Total Revenue
82.6 M

Total Orders
100

Total Customers
994

Average Rating
3.14

Last Quarter
Revenue
15.2 M

Last Quarter Orders
199

Average Days to ship
98

% Good Feedback
44%

Customer Metrics

Distribution of customers across States

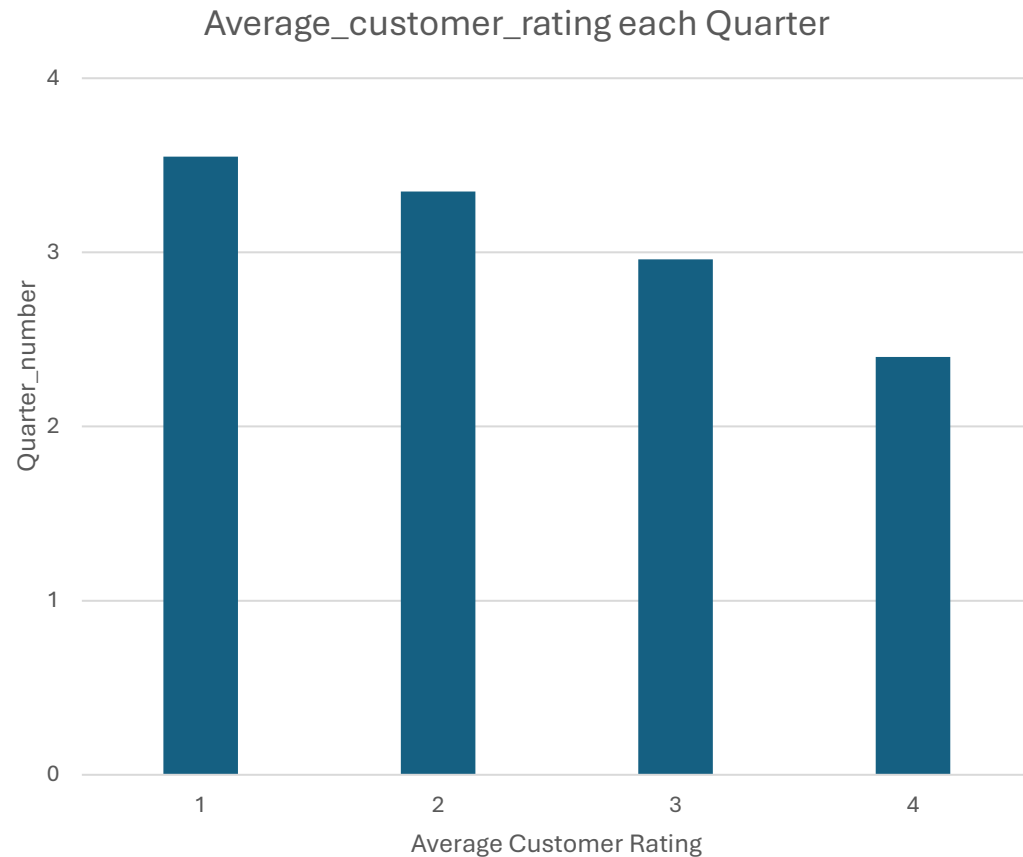
Top 5 states with highest customers



Distribution_of_Customers	States
97	California
97	Texas
86	Florida
69	New York
35	District of Columbia

- The top 5 states with highest number of customers are California, Texas, Florida, New York and District of Columbia.
- 78 % of the states have less than 25 customers.
- California and Texas have the highest number of customers and 97 being the total number of customers.

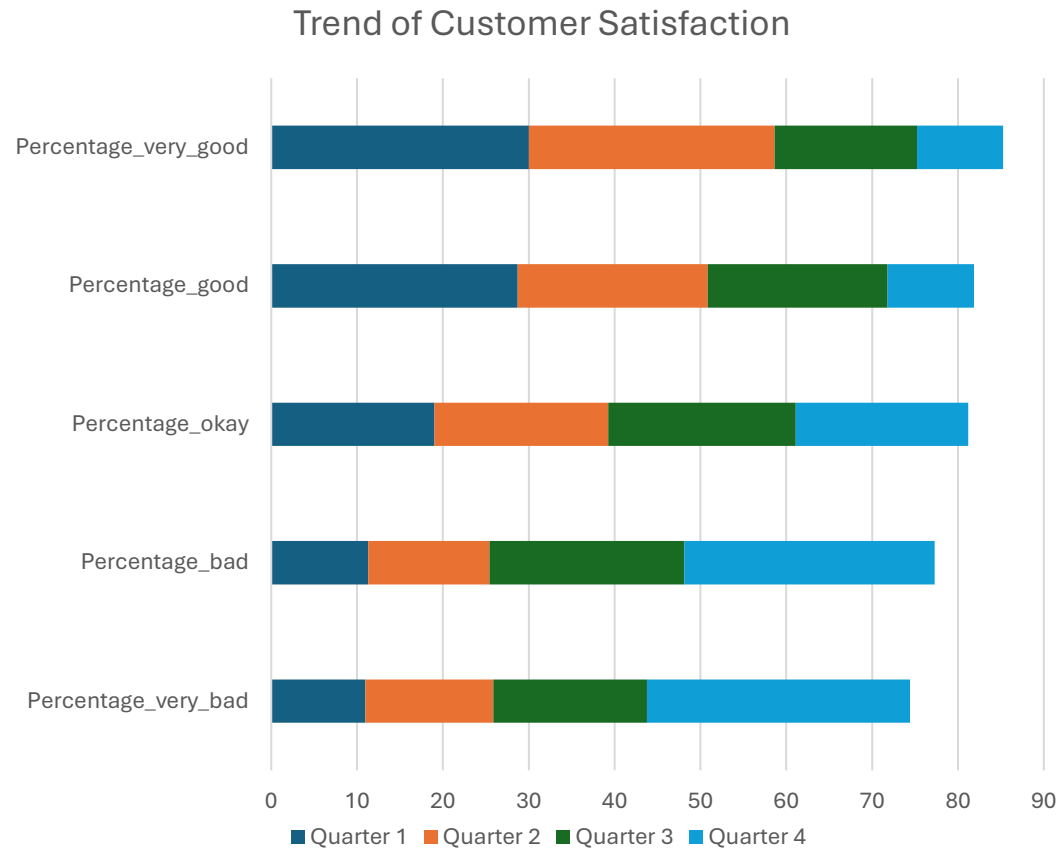
Average customer ratings each quarter



quarter_number	average_customer_rating
1	3.55
2	3.35
3	2.96
4	2.4

- The average customer rating has a decreasing trend throughout the year.
- The highest customer rating being 3.55 in Quarter 1 and lowest being 2.4 in Quarter 4.

Trend of Customer Satisfaction

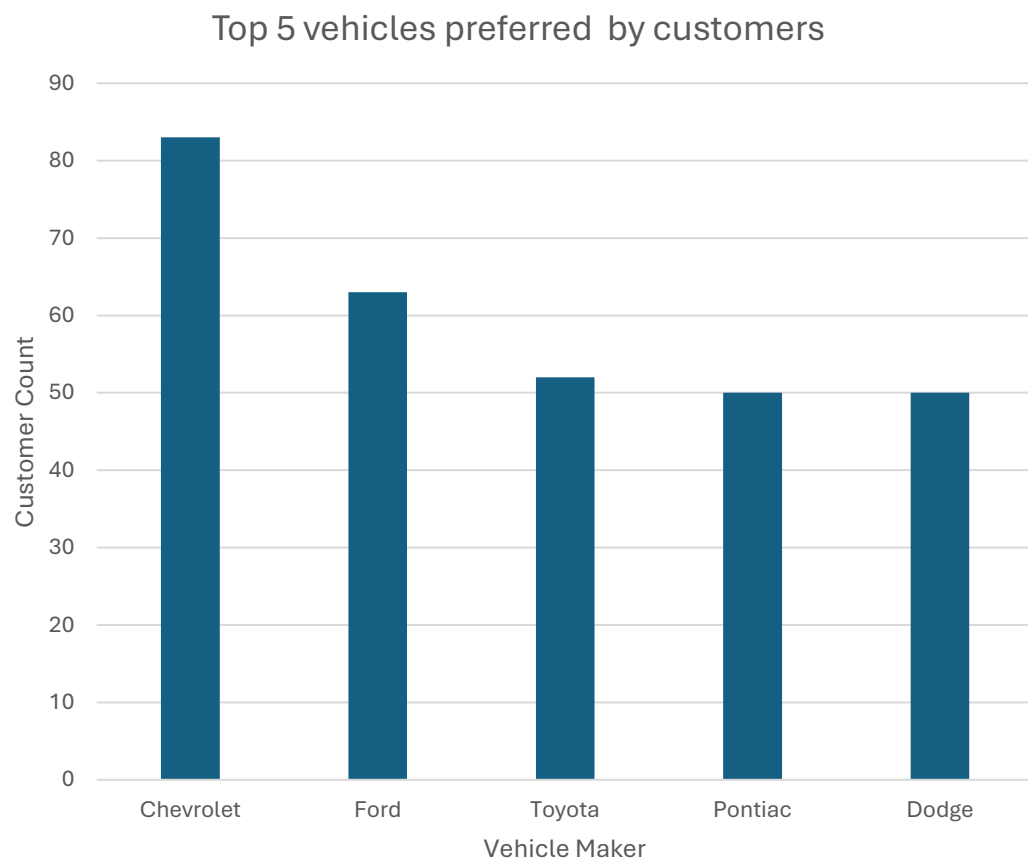


- Customer satisfaction decreased towards the end of the year.
- Quarter 1 has the least number of dissatisfied customers and highest number of satisfied customers.
- Quarter 4 has the highest number of dissatisfied customers and lowest number of satisfied customers.

Trend of Customer Satisfaction

Quarter_number	Percentage_very_bad	Percentage_bad	Percentage_okay	Percentage_good	Percentage_very_good
1	10.97	11.29	19.03	28.71	30
2	14.89	14.12	20.23	22.14	28.63
3	17.9	22.71	21.83	20.96	16.59
4	30.65	29.15	20.1	10.05	10.05

Top Vehicle Makers preferred by customers



Vehicle_maker	Number of Customers
Chevrolet	83
Ford	63
Toyota	52
Pontiac	50
Dodge	50

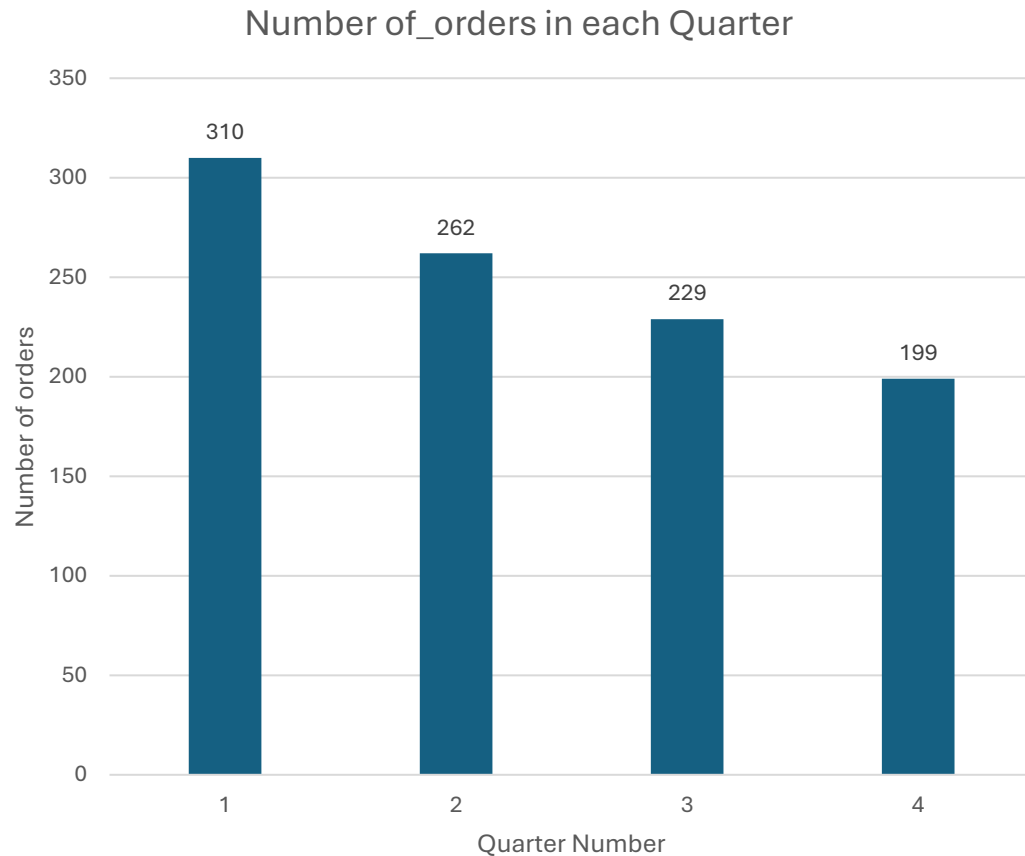
- The top 5 vehicles preferred by customers are Chevrolet, Ford, Toyota, Pontiac and Dodge with Chevrolet being the highest number as 87 and Dodge being the 5th with number of vehicles as 50.

Most preferred vehicle make in each state

- Most_PREFERRED_vehicle_each_state

Revenue Metrics

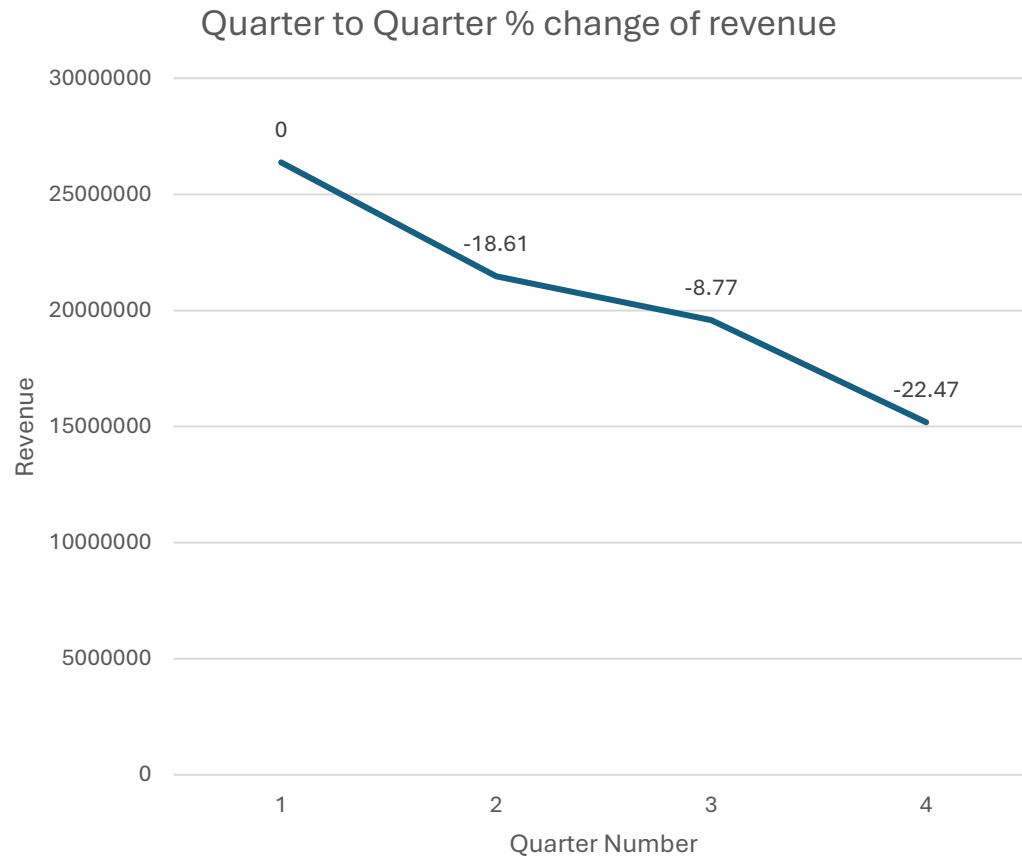
Trend of purchases by Quarter



Quarter_number	Number of orders
1	310
2	262
3	229
4	199

- The number of orders shows a decreasing trend throughout the year.
- The total number of orders is highest in Quarter 1 being 310 and lowest number of orders is seen in quarter 4 with number being 199.

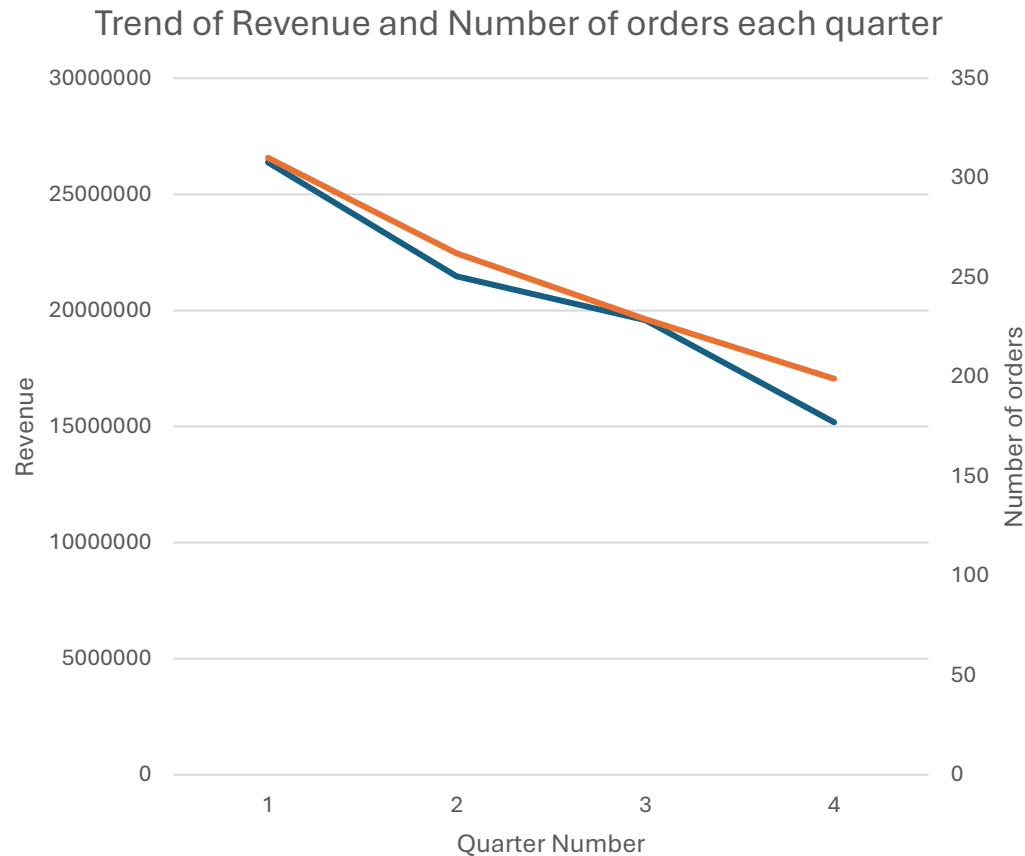
Quarter on Quarter % change in Revenue



quarter_number	revenue	previous_quarter_revenue	percentage_change_in_revenue
1	26375016	0	0
2	21465757	26375015.66	-18.61
3	19582283	21465757.27	-8.77
4	15182375	19582283.12	-22.47

- The revenue has a declining trend throughout the year.
- The percentage decrease slightly improved in third quarter but decreased a lot by the end of fourth quarter.

Trend of Revenue and Orders by Quarter



Quarter_number	no_of_orders	revenue
1	310	26375016
2	262	21465757
3	229	19582283
4	199	15182375

- Both revenue and the number of orders follow a declining trend.
- This shows that there is a direct correlation between revenue and number of orders.
- The revenue has decreased as the number of orders has decreased.
- The revenue can be increased by improving customer satisfaction.

Shipping Metrics

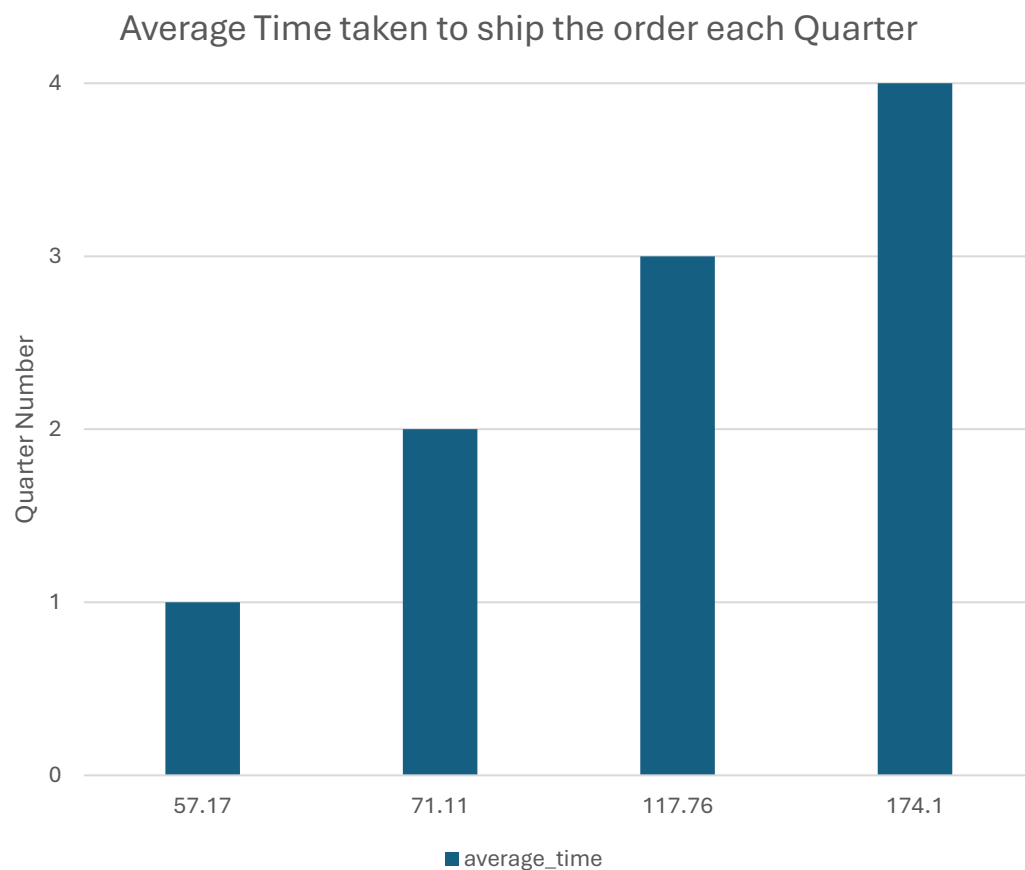
Average discount offered by Credit Card type



credit_card_type	average_discount
americanexpress	517.37
bankcard	516.74
china-union pay	523
diners-club-carte-blanche	503.24
diners-club-enroute	506.05
diners-club-international	491.22
diners-club-us-ca	500.54
instapayment	515.53
jcb	500.42
laser	557.24
maestro	525.41
mastercard	519.62
solo	509.64
switch	511.8
visa	506.05
visa-electron	512.19

- The laser offers the highest discount on credit cards while the diners club international offers the lowest discount.
- There is no significant difference in the discounts offered by different credit card companies.

Time taken to ship orders by Quarter



quarter_number	average_time
1	57.17
2	71.11
3	117.76
4	174.1

- The average time taken to ship orders keeps increasing in each quarter and reaches the maximum towards the end of the year.
- The time taken to ship the orders plays a crucial role in customer dissatisfaction which in turn resulted in a decrease in revenue.
- The average time to ship the orders has gone up by more than three times by the end of the year.

Insights and Recommendations

- New wheels have generated a revenue of 124.71 million in the year 2018.
- The revenue has dropped by 40.8% compared to the first quarter.
- The time taken to process and ship the order must be addressed to achieve customer satisfaction,
- The shipping needs to be done within a short period of time.
- Focus can be given to the top 5 vehicle makers to increase the number of orders and revenue.