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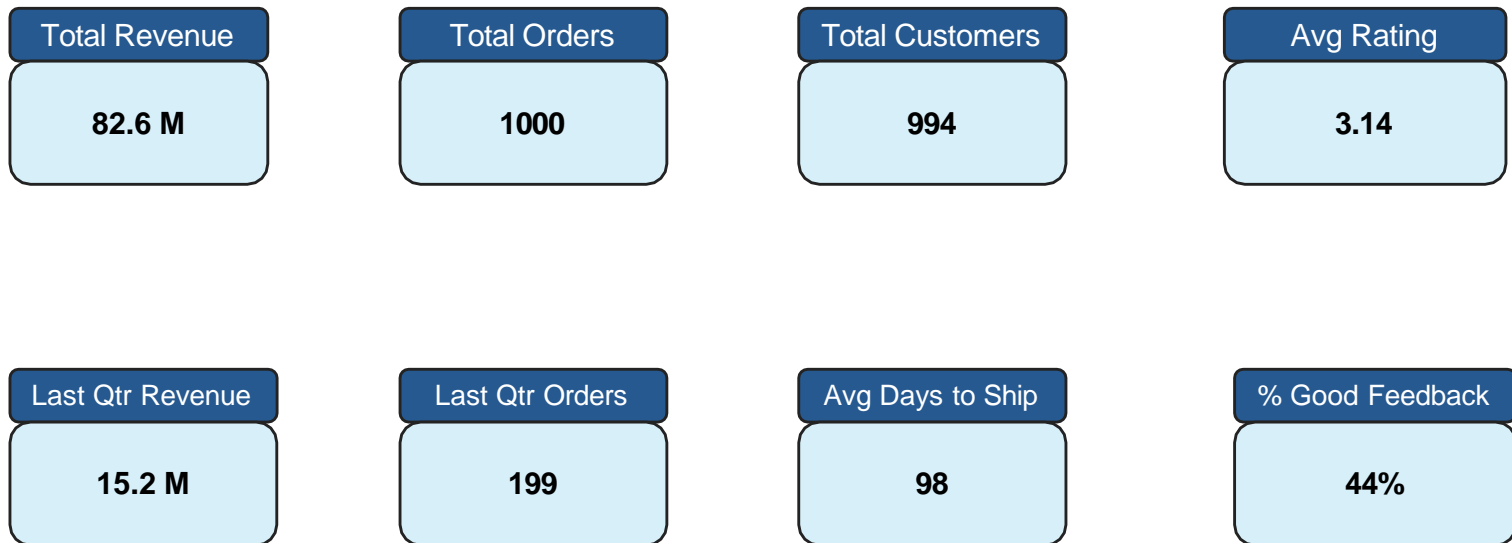


# Quarterly Business Report



# Business Overview

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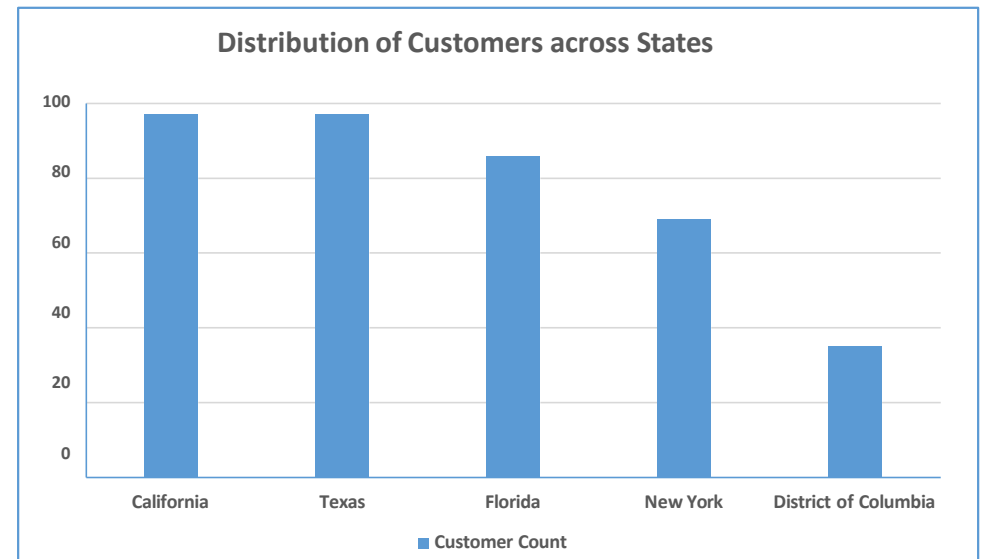
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## Customer Metrics

# Distribution of Customers across States

State	Customer Count
California	97
Texas	97
Florida	86
New York	69
District of Columbia	35



- California, Texas, Florida and New York had the largest number of customers as they are the largest states by population in the US
- Number of customers dropped by half when moving from New York in the 4<sup>th</sup> place to the District of Columbia in the 5<sup>th</sup> place

# Average Customer Ratings by Quarter

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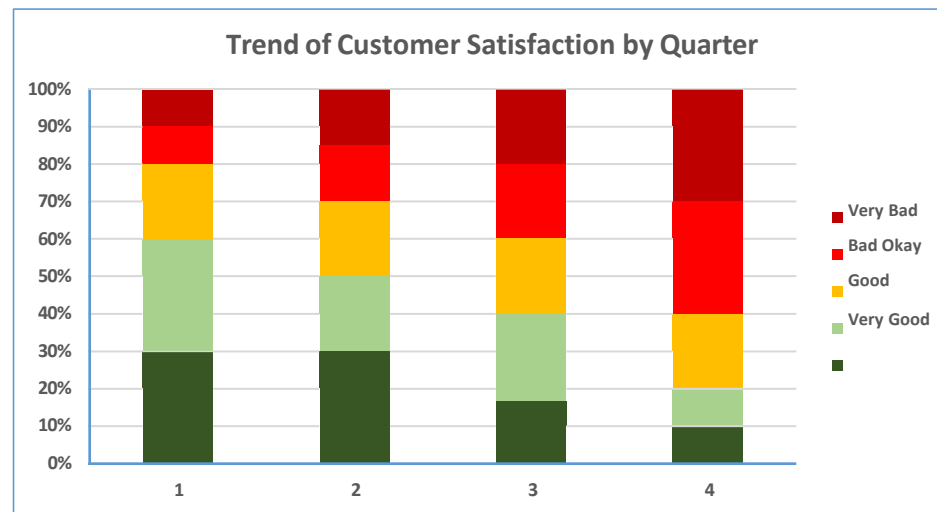
State	Customer Count
California	97
Texas	97
Florida	86
New York	69
District of Columbia	35



- Average customer rating decreased steadily from quarter to quarter
- Average customer rating dropped significantly from 3.6 in Q1 to 2.4 in Q4

# Trend of Customer Satisfaction

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- The percentage of “happy” customers decreased steadily from quarter to quarter
- The percentage of “unhappy” customers increased steadily from quarter to quarter

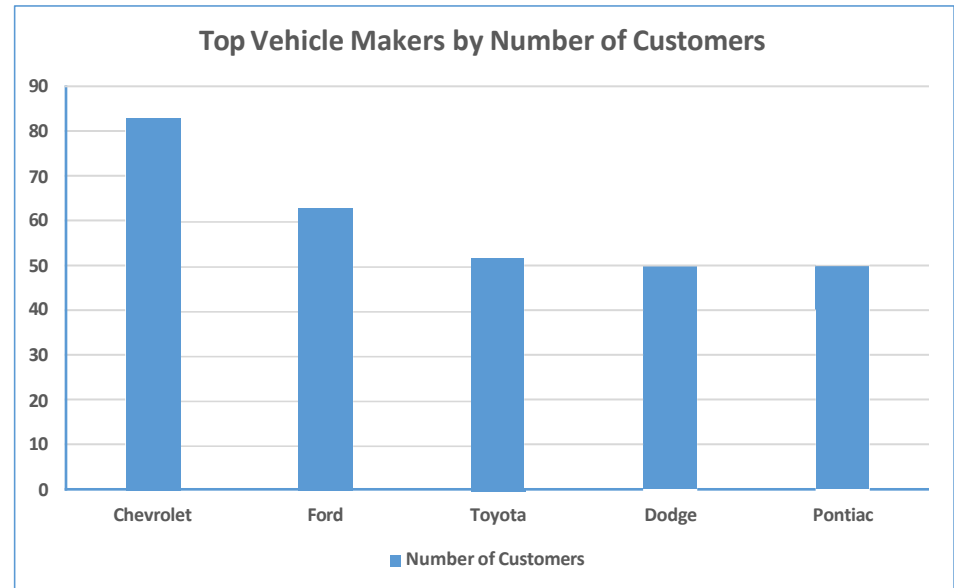
## Table modified using pivot

Quarter	Very Good	Good	Okay	Bad	Very Bad
1	30	28.71	19.03	11.29	10.97
2	28.63	22.14	20.23	14.12	14.89
3	16.59	20.96	21.83	22.71	17.9
4	10.05	10.05	20.1	29.15	30.65

Quarter	Customer Feedback	% Customer Feedback
1	Very Good	30
1	Good	28.71
1	Okay	19.03
1	Bad	11.29
1	Very Bad	10.97
2	Very Good	28.63
2	Good	22.14
2	Okay	20.23
2	Bad	14.12
2	Very Bad	14.89
3	Very Good	16.59
3	Good	20.96
3	Okay	21.83
3	Bad	22.71
3	Very Bad	17.9
4	Very Good	10.05
4	Good	10.05
4	Okay	20.1
4	Bad	29.15
4	Very Bad	30.65

# Top vehicle makers preferred by customers

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



- The most preferred vehicle maker, Chevrolet, had 83 customers
- Of the top 5 vehicle makers preferred by customers, all except one (Toyota) were American.



# Most preferred vehicle Make in each State

State	Preferred Vehicle Maker	State	Preferred Vehicle Maker	State	Preferred Vehicle Maker	State	Preferred Vehicle Maker	State	Preferred Vehicle Maker
Alabama	Dodge Chevrolet Cadillac	Idaho	Dodge Chevrolet Ford GMC	Kentucky	Acura Audi	Nevada	Pontiac Chrysler Lexus	Utah	Buick Chevrolet Dodge Isuzu
Alaska	Pontiac Chevrolet GMC	Illinois	Mazda Chevrolet Chrysler		Mercedes-Benz Mercury	New Hampshire	Lincoln Hyundai		Lincoln Maybach Oldsmobile
Arizona	Mitsubishi		Dodge Ford Hyundai Isuzu		Nissan		Mercedes-Benz Dodge		Pontiac Subaru Volkswagen
	Pontiac Suzuki Volkswagen		Jeep Mazda Pontiac Porsche		Pontiac Ram		Pontiac Toyota Volvo Ford		Mazda
Arkansas	Audi Chevrolet Dodge	Indiana	Subaru Buick Dodge Ford		Volvo BMW	New Jersey	Hyundai Chevrolet Ferrari		Ford Chevrolet
	Ford Nissan Chevrolet	Iowa	GMC		Ford Kia Nissan Pontiac		Mazda Toyota Toyota Toyota		Mercedes-Benz Acura
	Chevrolet Maserati Mercury		Honda Lexus Maserati Mazda		Mercedes-Benz Ford		Acura BMW		Cadillac Chevrolet Dodge
	Volvo Mitsubishi Chevrolet		Mercedes-Benz Nissan		Chevrolet Dodge Ford GMC	New Mexico	Buick Dodge Isuzu Jaguar Kia		Honda Mazda Nissan Pontiac
	Toyota Toyota Cadillac Ford		Saab Suzuki		Dodge Toyota Chevrolet	New York	Mazda		Buick
	GMC		Volkswagen	Louisiana	Chevrolet Dodge Mitsubishi		Mitsubishi Mazda Chevrolet		
California	Nissan Pontiac				Cadillac	North Carolina			
					Chevrolet Mercedes-Benz	North Dakota		Vermont	
					Nissan			Virginia	
						Ohio		Washington	
			Maine Maryland			Oklahoma		West Virginia	
			Massachusetts					Wisconsin	
Colorado									
Connecticut		Kansas				Oregon			
						Pennsylvania			
			Michigan			South Carolina			
			Minnesota						
			Mississippi						
Delaware									
District of Columbia			Missouri						
Florida			Montana					Wyoming	
Georgia Hawaii									
			Nebraska						
						Tennessee			
						Texas			
	Toyota				Pontiac				
					Toyota				
					Volkswagen				

- Majority of the states had multiple “most preferred” vehicle makers

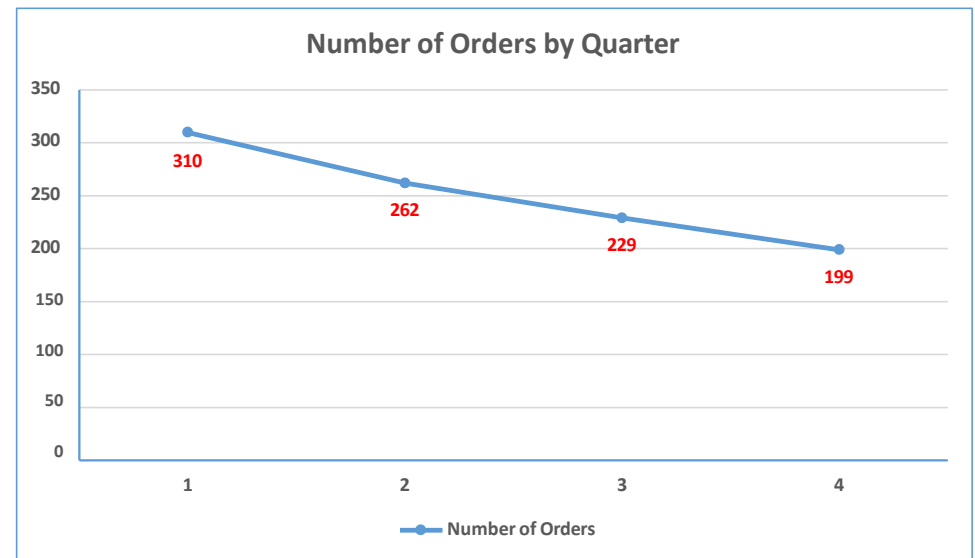
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## Revenue Metrics

# Trend of purchases by Quarter

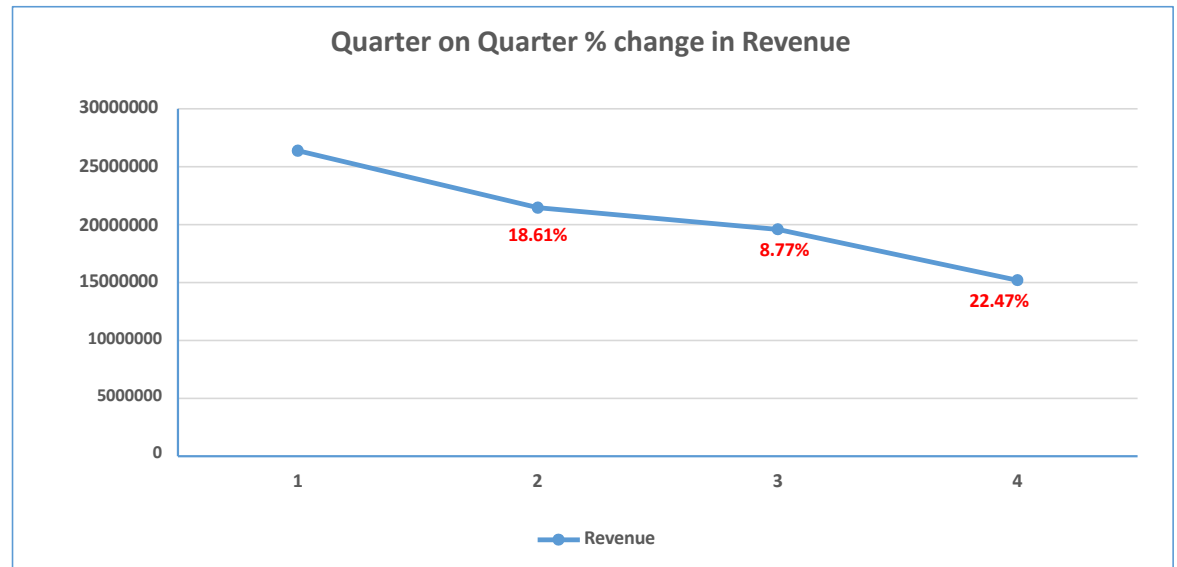
Vehicle Maker	Number of Customers
Chevrolet	83
Ford	63
Toyota	52
Dodge	50
Pontiac	50



- Number of purchases dropped steadily from quarter to quarter
- Number of purchases fell from 310 in Q1 to 199 in Q4

# Quarter on Quarter % change in Revenue

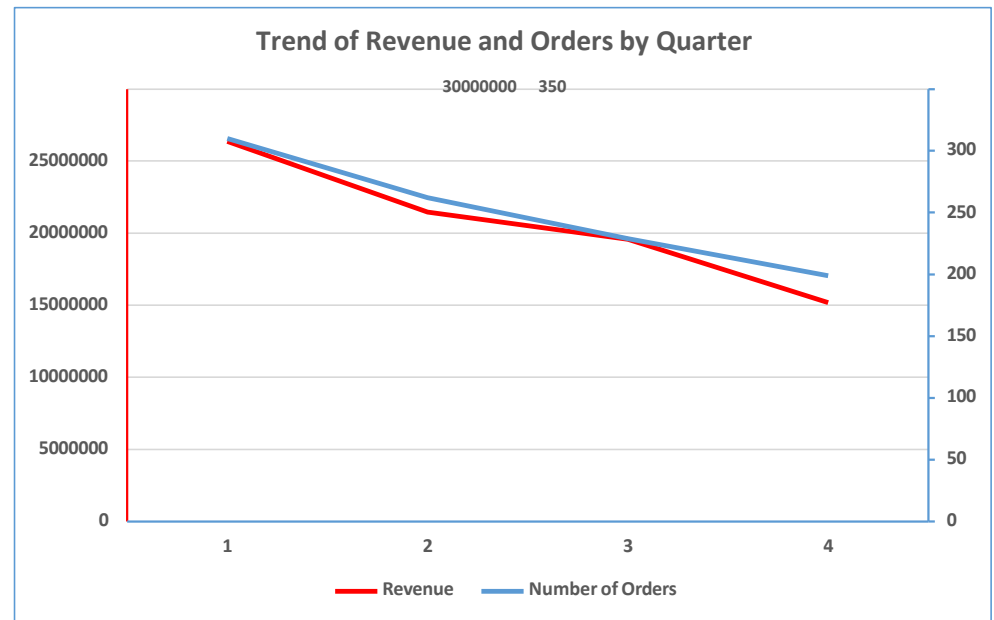
Quarter	Revenue	Previous Quarter Revenue	Percentage Change in Revenue
1	26375015.66		
2	21465757.27	26375015.66	-18.61
3	19582283.12	21465757.27	-8.77
4	15182375.04	19582283.12	-22.47



- The revenue dropped significantly every quarter to quarter
- The revenue fell from \$26.4 M in Q1 to \$15.2 M in Q2

# Trend of Revenue and Orders by Quarter

Quarter	Revenue	Previous Quarter Revenue	Percentage Change in Revenue
1	26375015.66		
2	21465757.27	26375015.66	-18.61
3	19582283.12	21465757.27	-8.77
4	15182375.04	19582283.12	-22.47



- As the number of orders decreased steadily, the revenue also fell every quarter to quarter

## Time taken to ship Orders by Quarter

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Credit Card Type	Avg. Discount Offered
laser	557.24
maestro	525.41
china-unionpay	523
mastercard	519.62
americanexpress	517.37
bankcard	516.74
instapayment	515.53
visa-electron	512.19
switch	511.8
solo	509.64
diners-club-enroute	506.05
visa	506.05
diners-club-carte-blanche	503.24
diners-club-us-ca	500.54
jcb	500.42
diners-club-international	491.22

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## Shipping Metrics

# Average discount offered by Credit Card type

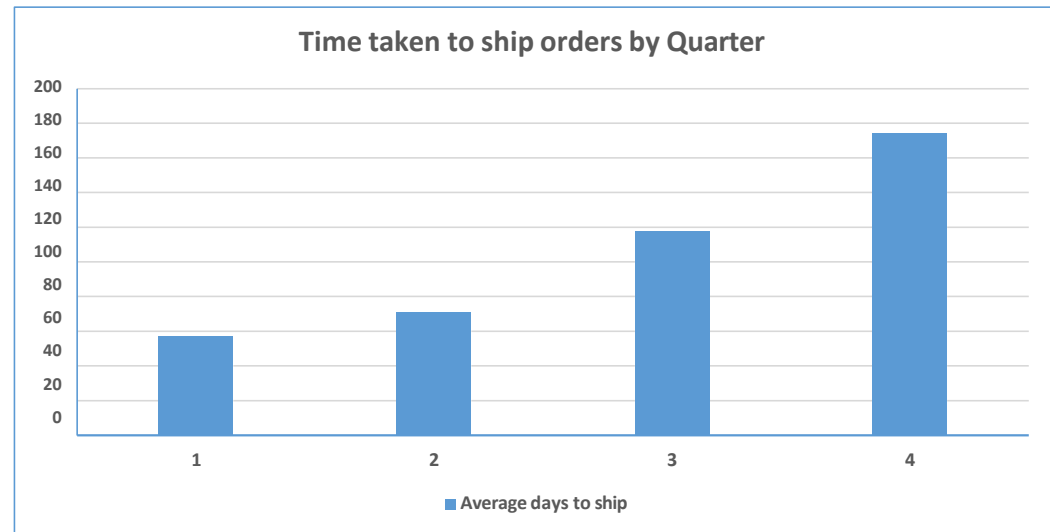


- Laser credit card type offered the highest average discount at \$557
- There is no significant difference between the average discount offered by the other credit card types



# Time taken to ship orders by Quarter

Quarter	Average days to ship
1	57.17
2	71.11
3	117.76
4	174.1



- The average time taken to ship orders increased steadily every quarter to quarter
- Average time taken to ship nearly tripled, from 57 days in Q1 to 174 days in Q4

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## Insights and Recommendations

# Insights and Recommendations

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- The steady drop in customer satisfaction has had an adverse impact on the sales and revenue quarter over quarter
- The time taken to ship orders has increased significantly quarter over quarter contributing to poor customer satisfaction
- Focusing on strategies to improve shipping time is pivotal to improving sales and revenue