



SQL and Databases:

Project Report

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Business Overview

Total Revenue

124.1 M

Total Orders

1000

Total Customers

994

Avg Rating

3.15

Last Qtr Revenue

72,275 M

Last Qtr Orders

199

Avg Days to Ship

97.9

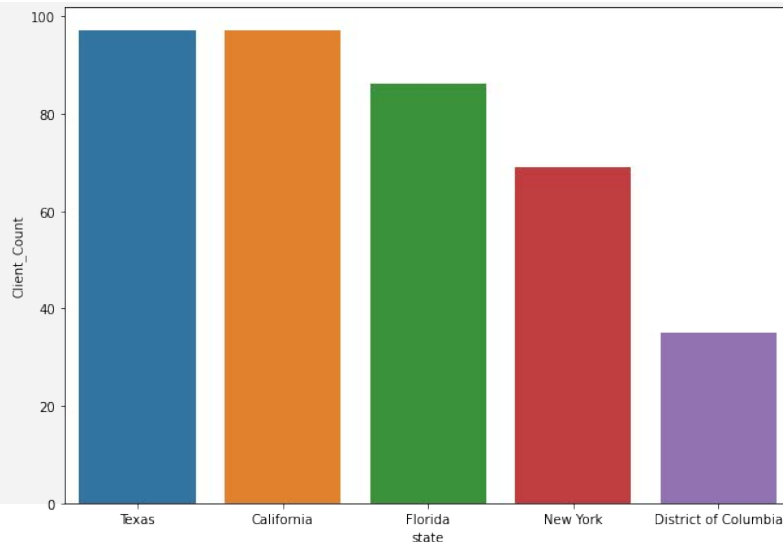
% Good Feedback

45%

Customer Metrics

Distribution of Customers across States

Hint: You can use a bar chart to show the top 5 states with most customers. State in the x-axis and Customer Count as the y-axis

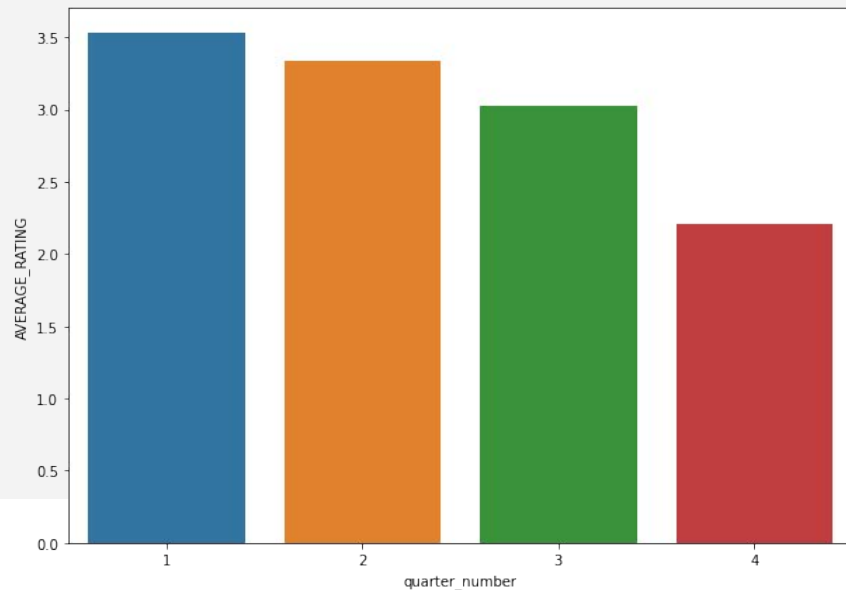


Observations / Findings

- The top 5 states are listed in chart above , hence represent the most important market segments by number of customers
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Average Customer Ratings by Quarter

Hint: You can make a bar chart with Quarter Number on the x-axis and the average customer rating in the y-axis



Observations / Findings

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- Customer satisfaction is clearly dropping with ratings consistently going down
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Trend of Customer Satisfaction

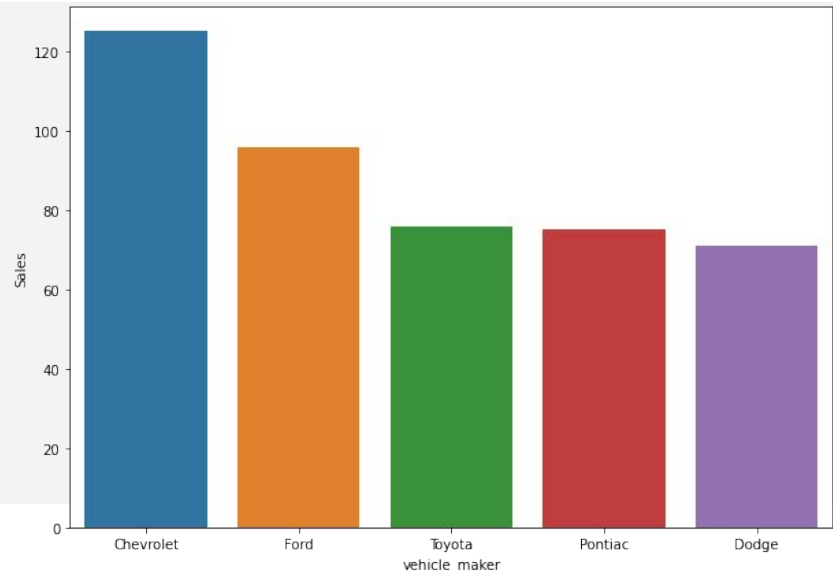
Hint: You can make a 100% Stacked bar chart with Quarter Number on the x-axis and percentage split of customer feedback [good, very good, bad, very bad, okay] in the y-axis with a colour legend

Observations / Findings

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Top Vehicle makers preferred by customers

Hint: You can make a bar chart with top N vehicle makers on the x-axis and the number of customers in the y-axis

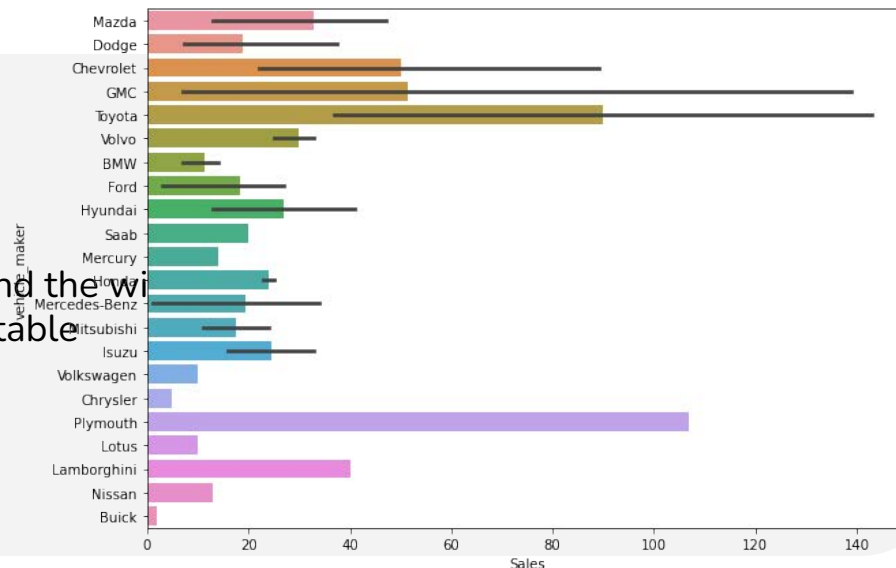


Observations / Findings

- The top 5 vehicle makers across all states are listed in chart above with their corresponding sale figures
- Chevrolet is by far America's favorite. Clearly, the company must focus on offering top makers

Most preferred vehicle make in each state

Hint: You can provide a list of states and the vehicle make in the form of text or a neatly formatted table



Observations / Findings

- Ideally segmenting the local preferences and coming up with an offer per state of favorite vehicles ranked per state will
- be the more customized approach
-

Revenue Metrics

Trend of purchases by Quarter

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# quarter_number, Orders
'1', '308'
'2', '261'
'3', '228'
'4', '197'
```

Observations / Findings

- orders are consistently dropping over the 4 quarters
-
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Quarter on Quarter % change in Revenue

Hint: You can use a line chart with Quarter Number in the x-axis and revenue in the y-axis, and give the % change as text at each point, OR you can just have a neatly formatted table with the % changes, if that would look cleaner

Observations / Findings

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Trend of Revenue and Orders by Quarter

1	187829
2	140607
3	94453
4	72275

Hint: You can create a dual axis line chart with Quarter Number in the x-axis, and Revenue as the 1st y-axis and Orders as the 2nd y-axis in the same chart.

Observations / Findings

- revenues are dramatically and consistently dropping
- there is a festering problem clearly and not a fluke

Shipping Metrics

Average discount offered by Credit Card type

credit_card_type, AVG_discount

'laser', '0.643846'
'mastercard', '0.628481'
'maestro', '0.623810'
'visa-electron', '0.623333'
'china-unionpay', '0.623333'
'instapayment', '0.620625'
'diners-club-carte-blanche', '0.616667'
'americanexpress', '0.616327'
'diners-club-us-ca', '0.614615'
'switch', '0.610233'
'bankcard', '0.609545'
'jcb', '0.607258'
'visa', '0.600833'
'diners-club-enroute', '0.599792'
'solo', '0.585000'
'diners-club-international', '0.584000'

Observations / Findings

- discounts are fairly consistent and close to one another - the type of card and discount are unlikely to make an impact on sales
-
-

Time taken to ship orders by Quarter

Hint: You can make a bar chart with Quarter Number on the x-axis and average time to ship in the y-axis

1	57.0812
2	71.1456
3	118.1184
4	173.6650

Observations / Findings

- the average days to ship have DRAMATICALLY increased from 57 in Q1 to 173 in Q4
- This is likely the oot of the problem of dropping sales - people do not want to wait
- half a hear



New Wheels must make an customized offering of favorite or top 3 favorite vehicle makers per state. Better yet to dig deeper in model and check for favorite types of models per state and make a customized offer.

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-
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orders are consistently dropping over the 4 quarters