# Business Overview

| Total Revenue | Total Orders | Total Customers | Average Rating |
|---|---|---|---|
| 82.61 M | 1000 | 994 | 3.13 |

| Total Vehicle Maker | Last Quarter Revenue | Avg Days to Ship | %Good Feedback |
|---|---|---|---|
| 54 | 15.18 M | 98 | 45% |

**Observation/Findings:**

- There are total of 1000 orders available in the data.
- Total Revenue over all quarters is 82.61M.
- Total 994 Customers have ordered for vehicle.
- Average Good customer feedback is 45%.
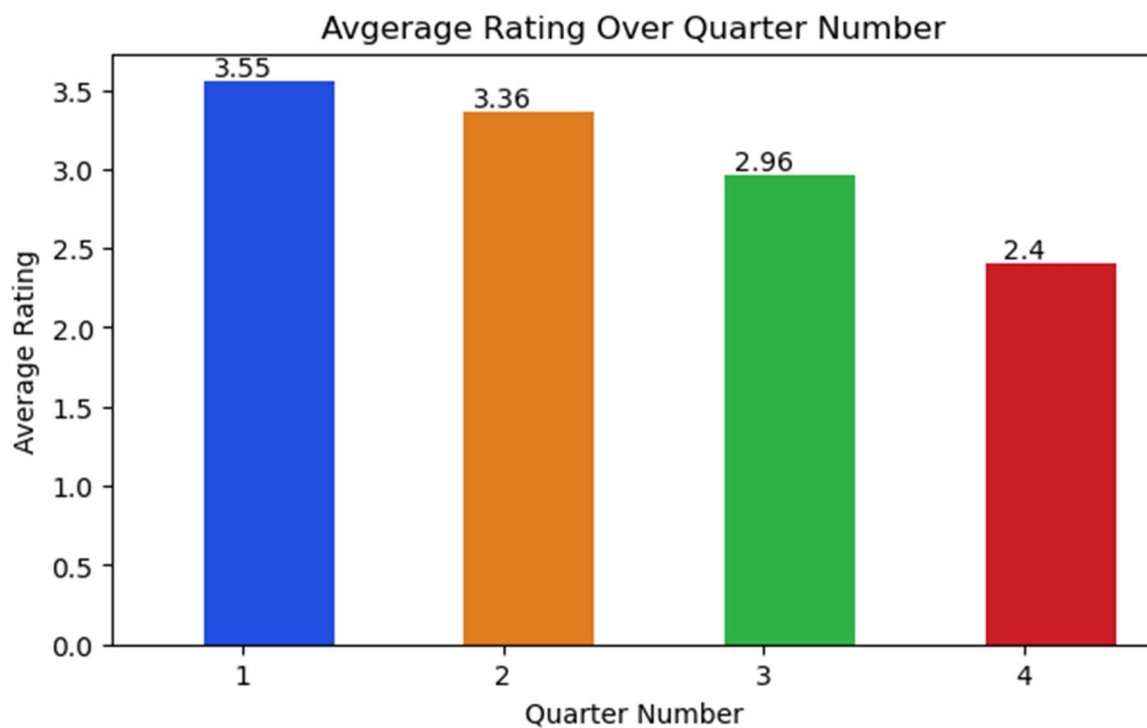- Average rating over all quarters is 3.13.

# Distribution of Customers across State
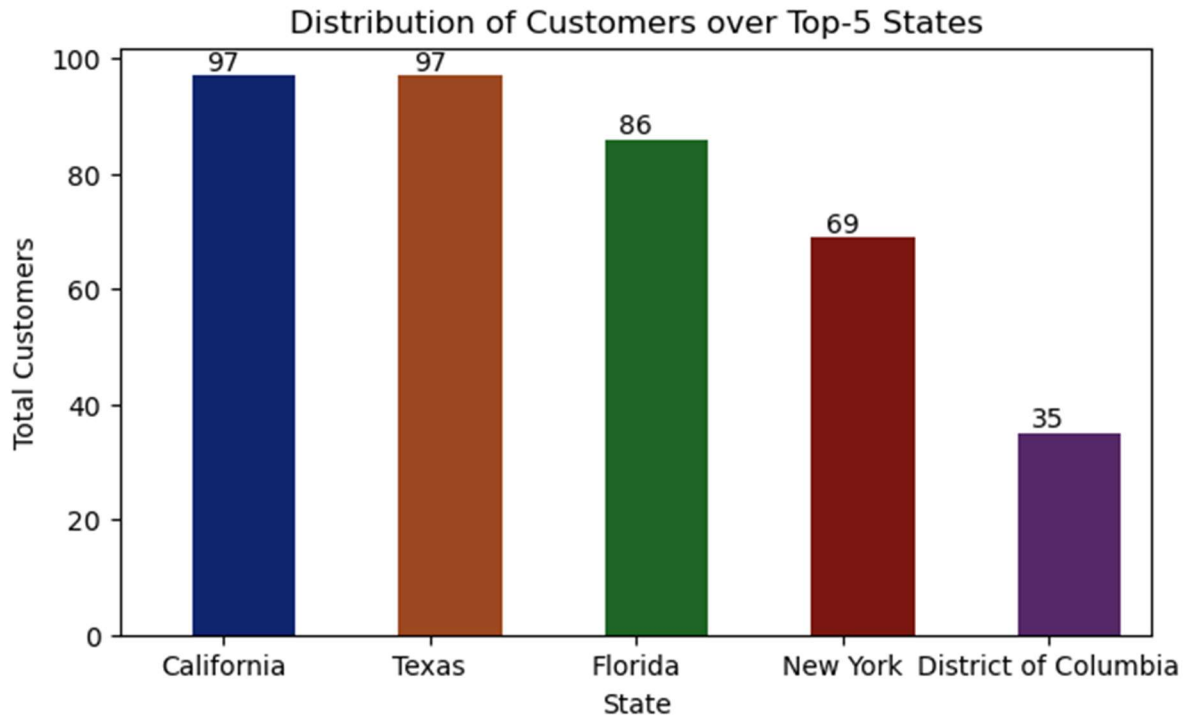


**Observation/Findings:**

- Most of the customers are from California, Texas, Florida, New-York and Columbia.
- California and Texas states have same number of customers (97).

# Average Customer Ratings by Quarter

Avgerage Rating Over Quarter Number

**Observation/Findings:**

- Average rating for first quarter is 3.55 but it decreased to 2.4 in the last quarter.
- So, Customers are getting dissatisfied from quarter to quarter.

# Trend of Customers Satisfaction

Percentage Split of Customer Feedback by Quarter
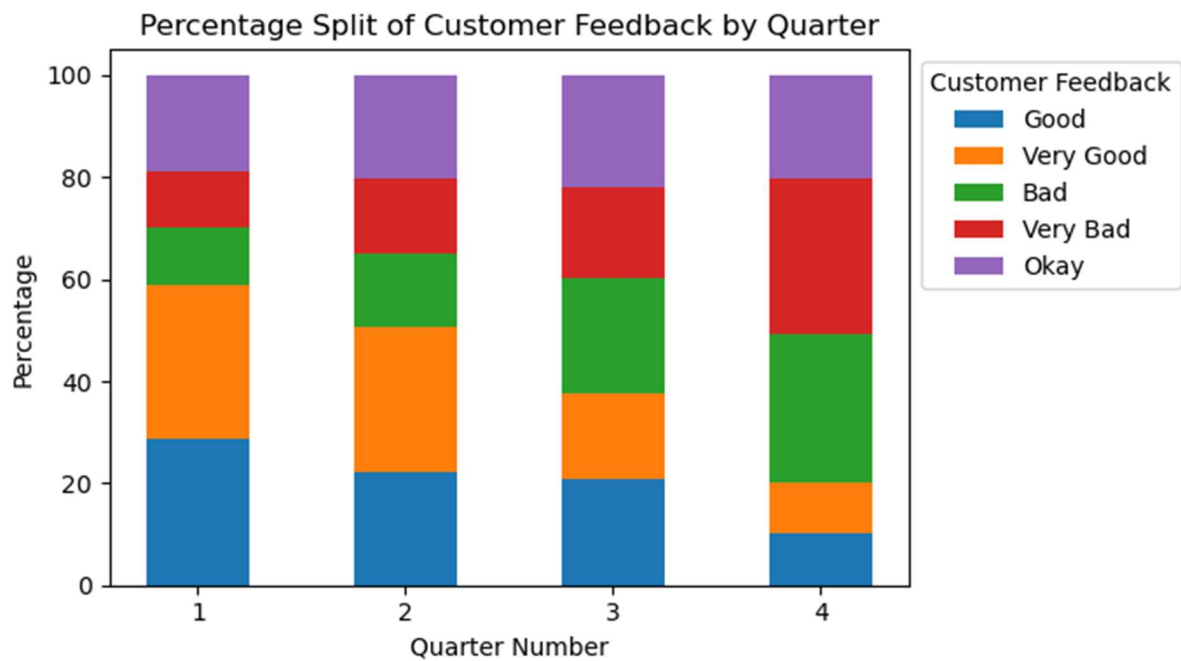
## Observation/Findings:

- In quarter-1, percentage of 'Very Good' and percentage of 'Good' feedbacks are high.
- There is a lot of decrease in these percentages in the last two quarters.
- In quarter-4, 'Bad' and 'Very Bad' percentages are high.
- From the above bar graph, we can understand that customers are dissatisfying over time.

# Top Vehicle maker preferred by the customers

Total number of customers by Vehicle maker
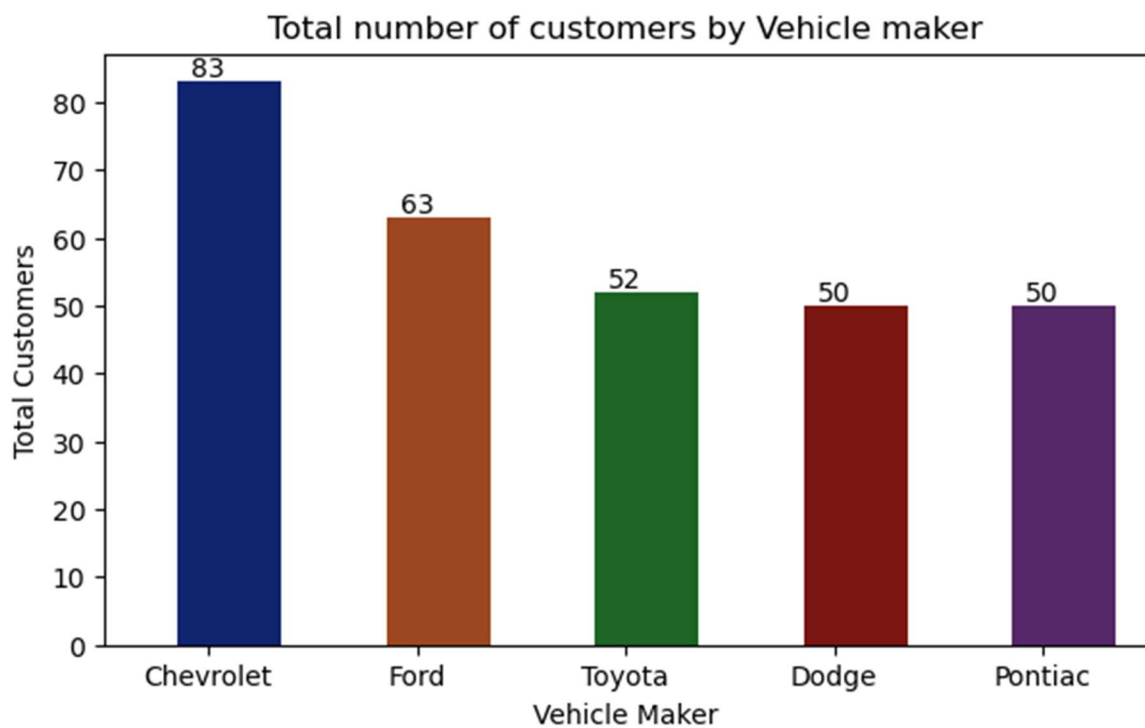
**Observation/Findings:**

- These are the top-5 vehicle makers that are preferred by the customers.
- Chevrolet vehicle maker has 83 customers and Ford has 63 customers.
- Both Dodge and Pontiac has same number of counts (50).

# Most preferred  Vehicle make in each State

**Observation/Findings:**

- In Texas state 'Chevrolet' is the most preferred vehicle make (9 counts).
- Toyota is the most preferred vehicle make in Florida state (7).
- California has a set of vehicle makers which are preferred by the customers (6).
- In Ohio also Chevrolet is the most preferred one.
- Most of the states have a set of vehicle makers that are most preferred by the customers in that respective state.
- 'Chevrolet' is the one vehicle make, which has preferred in most of the states.

## REVENUE METRICS

## Trend of Purchases by each Quarter

Order trend by Quarter
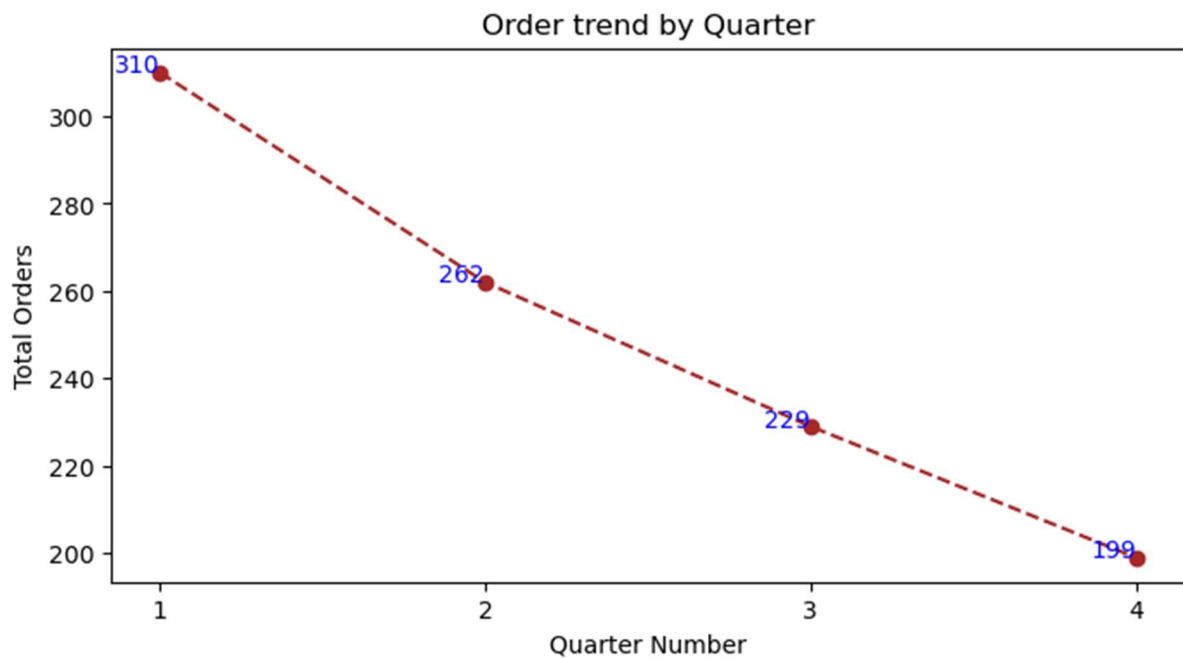
**Observation/Findings:**

- In Quarter-1, total orders are 310, but the order counts decreased to 199 in last quarter.
- From quarter to quarter order size is decreasing.

# Quarter on Quarter % Change in Revenue

| Quarter Number | Total Revenue | Previous Quarter Revenue | % Change |
|:---:|:---:|:---:|:---:|
| 1 | 26375015.66 | Not Updated | Not Updated |
| 2 | 21465757.27 | 26375015.66 | -18.61 |
| 3 | 19582283.12 | 21465757.27 | -8.77 |
| 4 | 15182375.04 | 19582283.12 | -22.47 |



Total Revenue by each Quarter
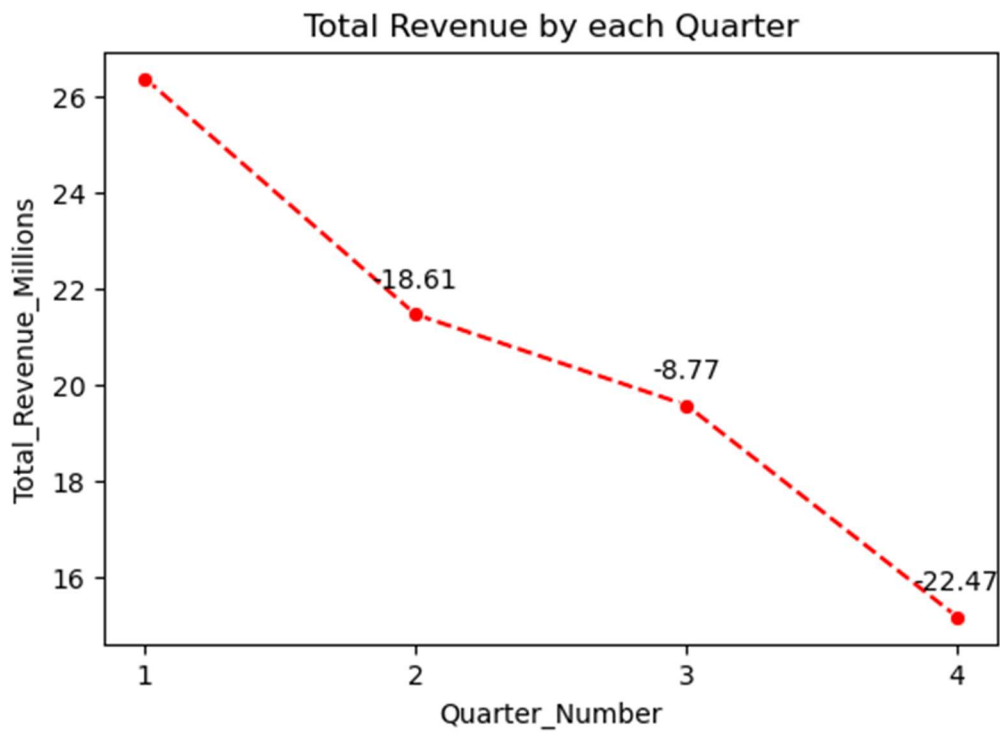
**Observation/Findings:**

- There is significant decrease in change in revenue percentage over each quarter.
- As we have seen earlier, the number of orders are decreasing over quarters. so total revenue has a negative trend.
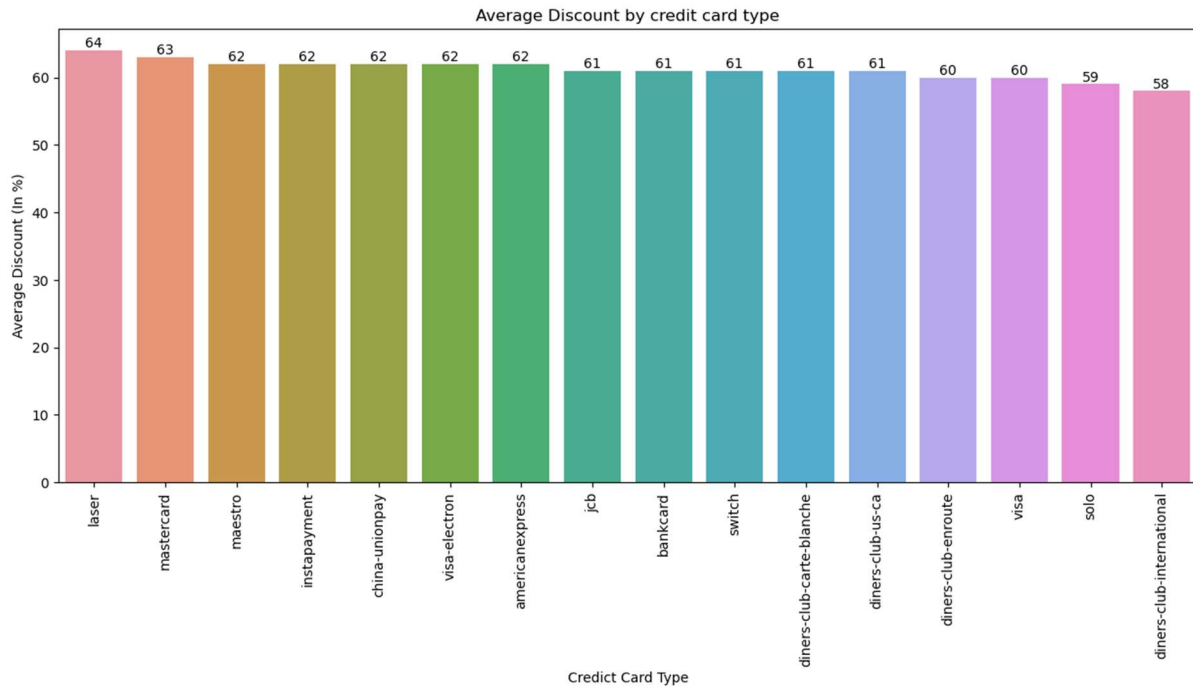
# Trend of Revenue and Orders by quarter



Total Revenue and Total Orders by Quarter

**Observation/Findings:**

- From the above dual chart, we can see that as the number of orders decreases revenue also decreases by quarter.

SHIPPING METRICS

# Average Discount offered by the Credit card Type



Average Discount by credit card type

## Observation/Findings:

- There are 16 types of credit cards available.
- Most of the cards are providing 60- 64% discounts.
- Laser is the card which is providing highest discount rate.

# Time taken to ship orders by Quarter

Average Time taken to deliver the product by Quarter
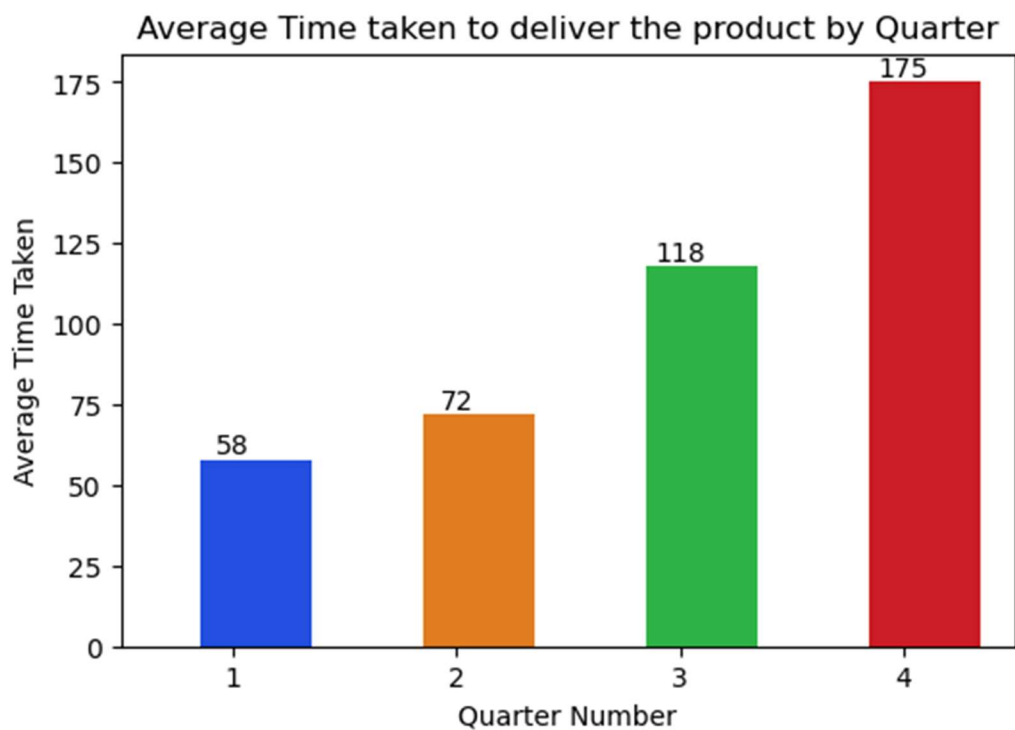
## Observation/Findings:

- Average time taken to deliver the product in first quarter is 58 days.
- But in the last quarter, it is taking a lot of time (175 Day) on average.

## Insights/Conclusions:

- From above all the charts and graphs, we can observe that the customers are not satisfying over time.
- As the result of this, company's orders also decreased quarter wise.
- The business taking a lot of time to deliver the product to customers.
- As the total orders decreased over quarters, Total revenue of the business decreased.
- Average ratings by customers for each quarter is decreasing.

**Recommendations:**

- Business should focus on that why customers are dissatisfied over time.
- It is taking a lot of time to deliver the product to customers than it used to be.
- Business needs to understand why the delay is happening in delivering the product to the respective customers.