

SQL Project Report:

- Prapthi Pandian

New-Wheels

- A lot of people in the world share a common desire to own a vehicle. A car or an automobile is seen as an object that gives the freedom of mobility. Many are now preferring pre-owned vehicles because they come at an affordable cost, but at the same time, they are also concerned about whether the after-sales service provided by the resale vendors is as good as the care you may get from the actual manufacturers.
- New-Wheels, a vehicle resale company, has launched an app with an end-to-end service from listing the vehicle on the platform to shipping it to the customer's location. This app also captures the overall after-sales feedback given by the customer.



OVERVIEW

**TOTAL
REVENUE**

124.71 M

**TOTAL
ORDERS**

1000

**TOTAL
CUSTOMERS**

994

**AVERAGE
RATING**

3.1

**LAST QUARTER
REVENUE**

23.35 M

**LAST QUARTER
ORDERS**

199

**AVERAGE DAYS
TO SHIP**

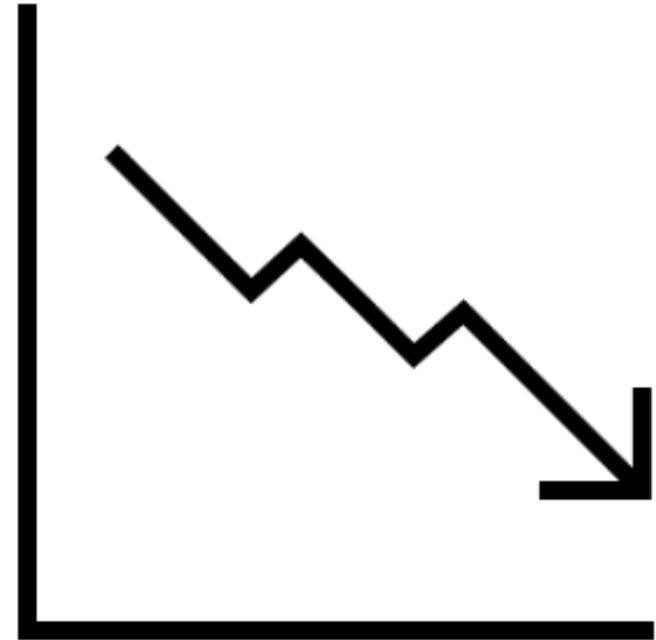
105 Days

**% GOOD
FEEDBACK**

41.78%

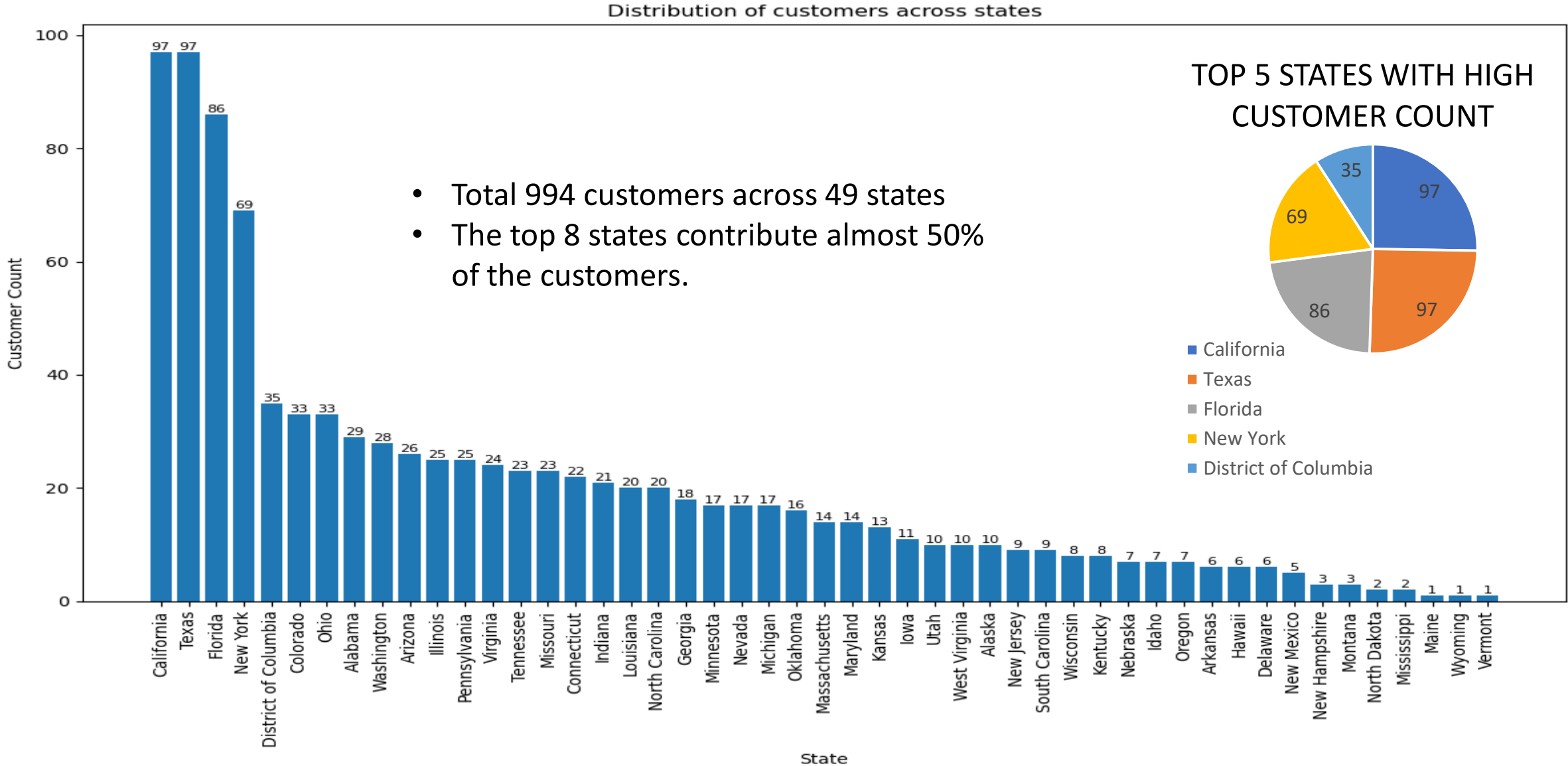
BUSINESS CONCERNS

- Sales have been dipping steadily in the past year
- Due to the critical customer feedback and ratings online, there has been a drop in new customers every quarter.



CUSTOMER TREND

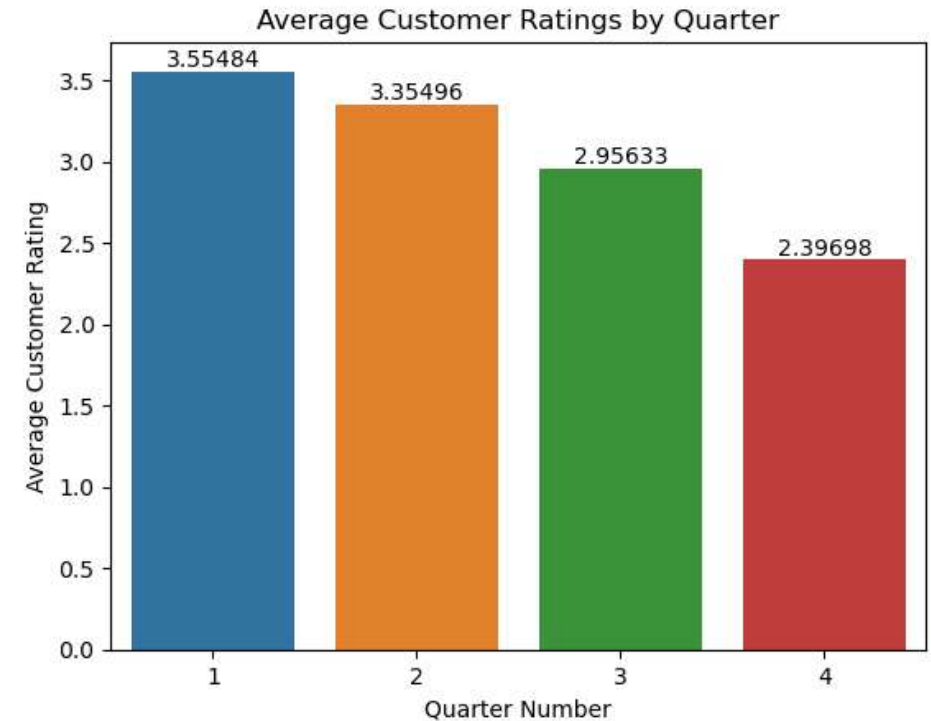
DISTRIBUTION OF CUSTOMERS



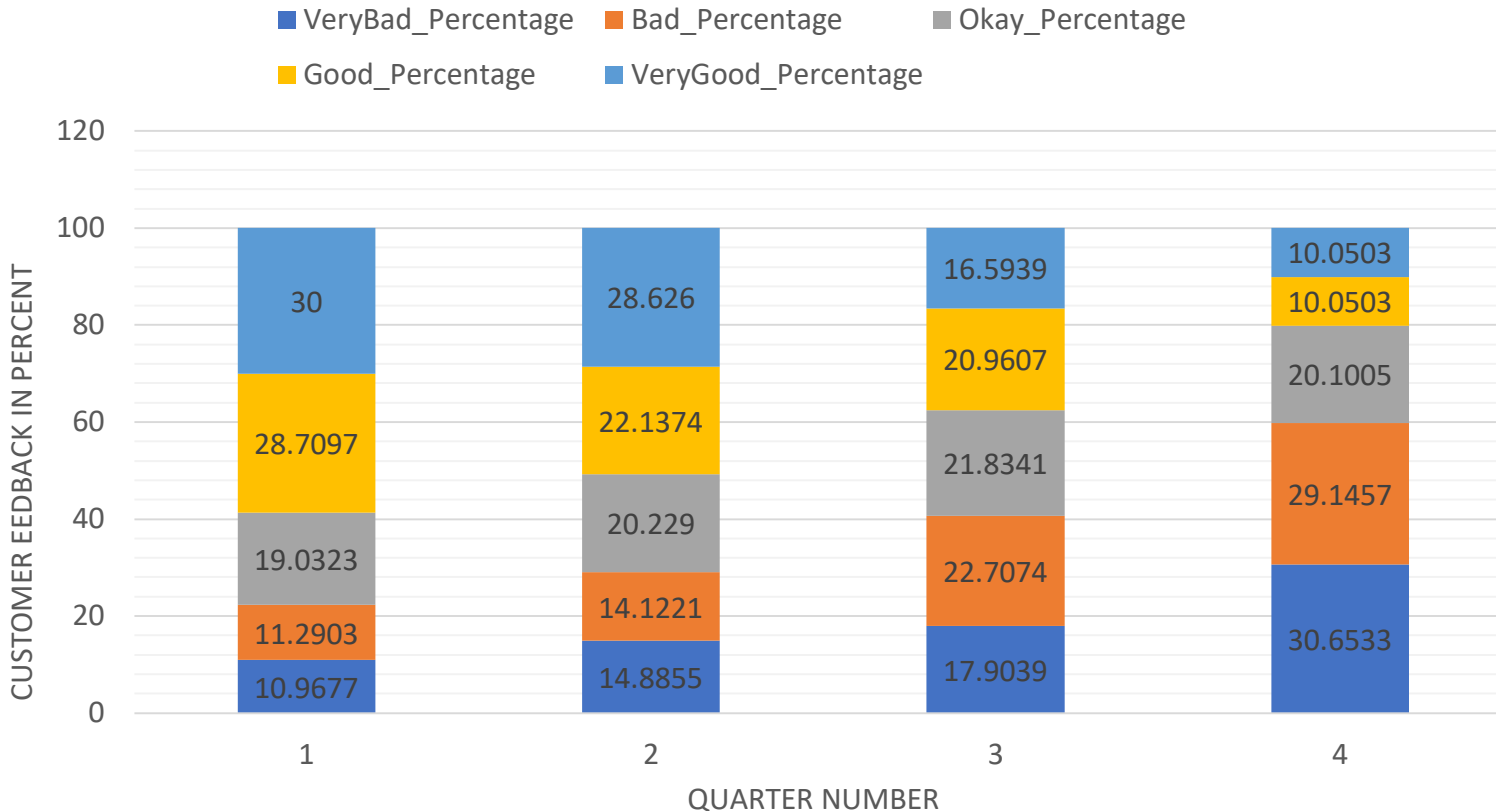
CUSTOMER RATINGS

QUARTER_NUMBER	AVG_RATING
1	3.55483870967741
2	3.35496183206106
3	2.95633187772925
4	2.39698492462311

From 3.5 rating in 1st quarter to 3.3 in 2nd quarter, 2.9 in 3rd to 2.3 in 4th quarter, we notice a decline in the ratings given by customers in each quarter.



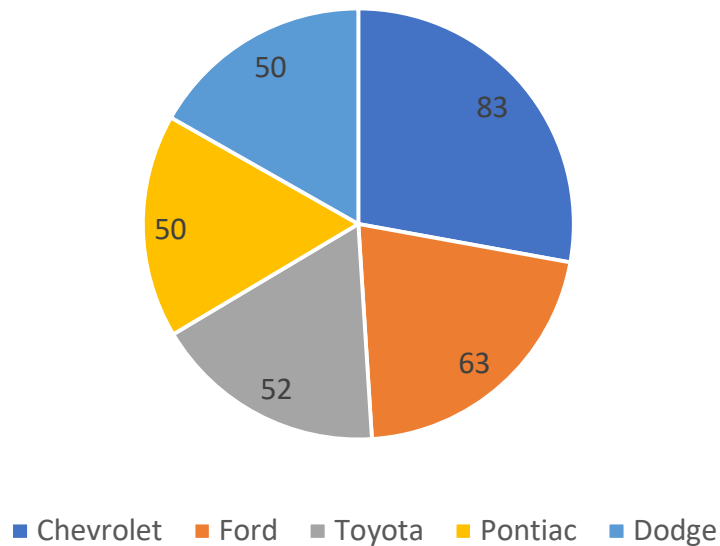
CUSTOMER SATISFACTION



- The “Very Good” rating has reduced from 30% to 10%
- The “Good” rating has reduced from 28% to 10%
- The “Okay” rating has not had a major difference and it remained 19%- 20%.
- The “Bad” rating has increased from 11% to 29%
- The “Very Bad” rating has also increased significantly from 10% to 30%
- We can notice that, in the 1st Quarter, almost 70% of customers had provided a neutral to good feedback while it has significantly reduced in 4th quarter to 40%.
- Major change in feedback is noticed during the 3rd quarter where the customers are more inclined towards dissatisfaction.

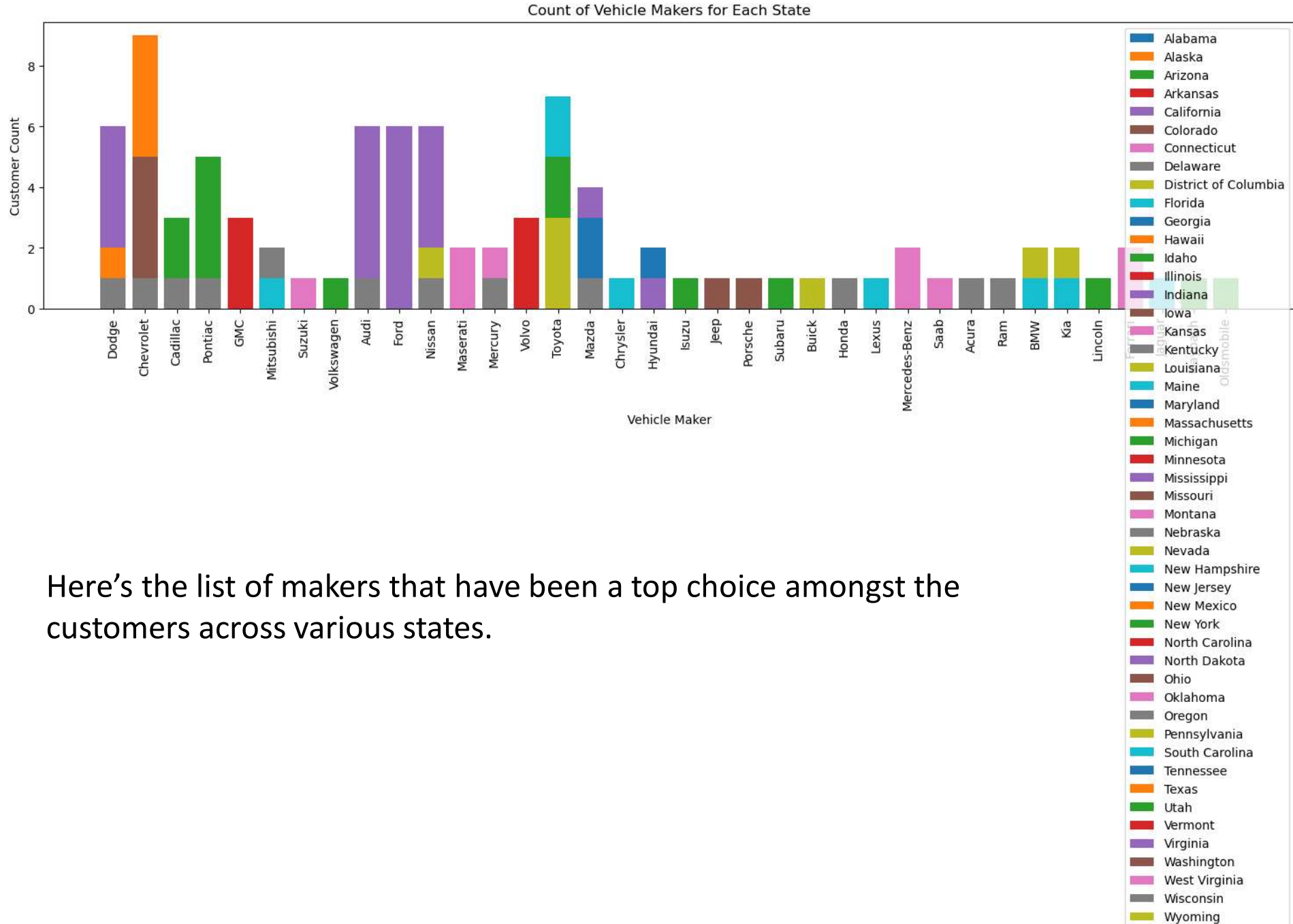
Top Vehicle Makers

The following chart denotes the top 5 brands that have been a top choice amongst the customers with Chevrolet being the popular choice.



VEHICLE_MAKER	CUSTOMER_COUNT
Chevrolet	83
Ford	63
Toyota	52
Pontiac	50
Dodge	50

Preferred Vehicle Makers in each state



Here's the list of makers that have been a top choice amongst the customers across various states.

STATE	VEHICLE_MAKER
Alabama	Dodge
Alaska	Chevrolet
Arizona	Pontiac
Arizona	Cadillac
Arkansas	Suzuki
Arkansas	Chevrolet
Arkansas	Pontiac
Arkansas	Volkswagen
Arkansas	Mitsubishi
Arkansas	GMC
California	Ford
California	Dodge
California	Audi
California	Nissan
California	Chevrolet
Colorado	Chevrolet
Connecticut	Chevrolet
Connecticut	Mercury
Connecticut	Maserati
Connecticut	Volvo
Delaware	Mitsubishi
District of Columbia	Chevrolet
Florida	Toyota
Georgia	Toyota
Hawaii	Ford
Hawaii	Toyota
Hawaii	Pontiac
Hawaii	Nissan
Hawaii	Cadillac
Hawaii	GMC
Idaho	Dodge
Illinois	Ford
Illinois	GMC
Illinois	Chevrolet
Indiana	Mazda

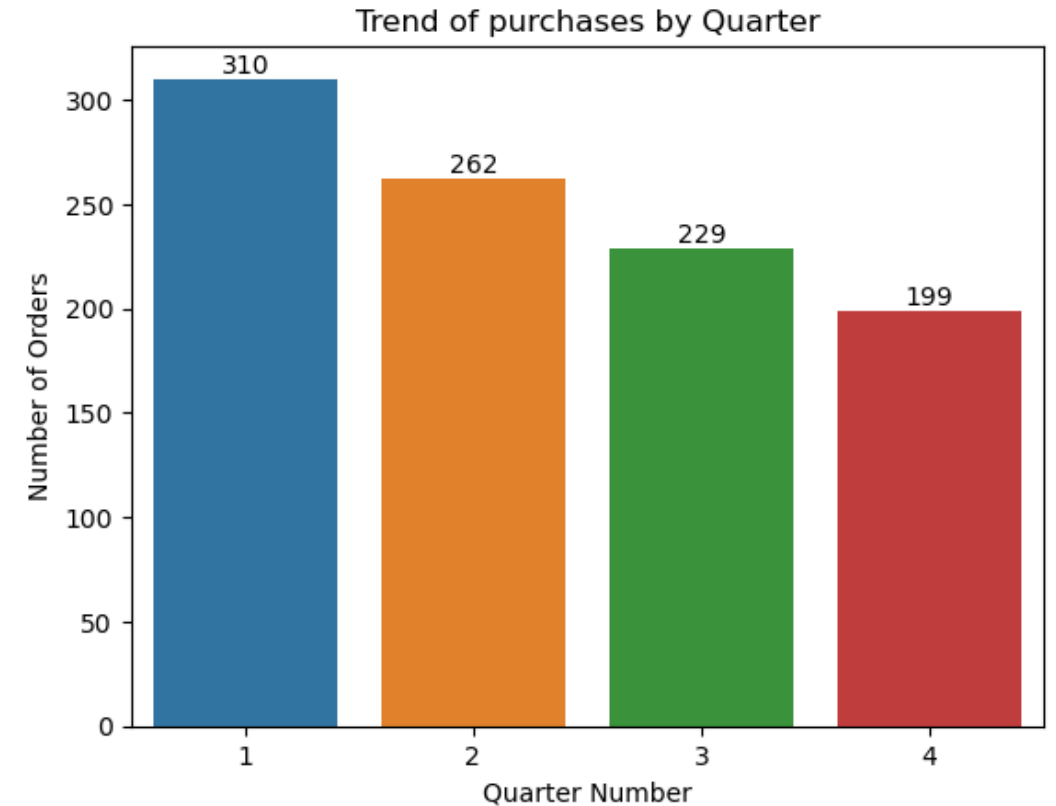
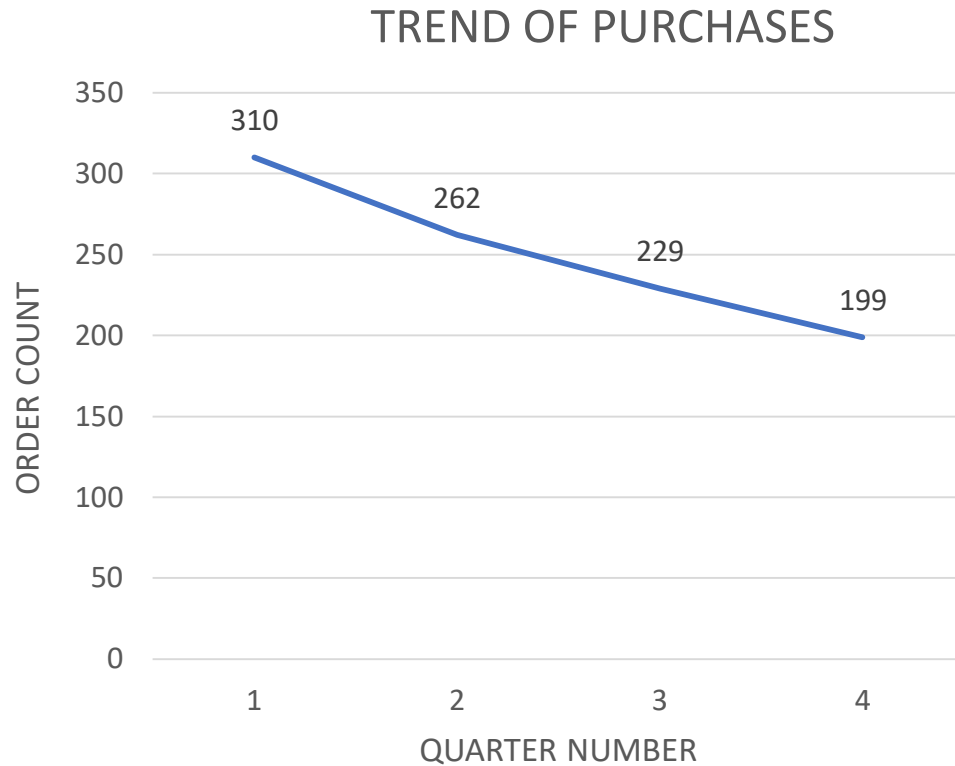
STATE	VEHICLE_MAKER
Iowa	Chrysler
Iowa	Chevrolet
Iowa	Hyundai
Iowa	Isuzu
Iowa	Dodge
Iowa	Mazda
Iowa	Porsche
Iowa	Jeep
Iowa	Ford
Iowa	Pontiac
Iowa	Subaru
Kansas	GMC
Kansas	Lexus
Kansas	Buick
Kansas	Mercedes-Benz
Kansas	Suzuki
Kansas	Honda
Kansas	Dodge
Kansas	Volkswagen
Kansas	Ford
Kansas	Mazda
Kansas	Maserati
Kansas	Nissan
Kansas	Saab
Kentucky	Acura
Kentucky	Mercury
Kentucky	Audi
Kentucky	Ram
Kentucky	Volvo
Kentucky	Pontiac
Kentucky	Nissan
Kentucky	Mercedes-Benz
Louisiana	BMW
Louisiana	Nissan
Louisiana	Ford
Louisiana	Pontiac

STATE	VEHICLE_MAKER
Louisiana	Kia
Maine	Mercedes-Benz
Maryland	Ford
Massachusetts	Dodge
Massachusetts	Chevrolet
Michigan	Ford
Minnesota	GMC
Mississippi	Dodge
Mississippi	Toyota
Missouri	Chevrolet
Montana	Chevrolet
Montana	Mitsubishi
Montana	Dodge
Nebraska	Chevrolet
Nebraska	Mercedes-Benz
Nebraska	Volkswagen
Nebraska	Nissan
Nebraska	Pontiac
Nebraska	Toyota
Nebraska	Cadillac
Nevada	Pontiac
New Hampshire	Chrysler
New Hampshire	Lincoln
New Hampshire	Lexus
New Jersey	Mercedes-Benz
New Jersey	Hyundai
New Mexico	Dodge
New York	Toyota
New York	Pontiac
North Carolina	Volvo
North Dakota	Hyundai
North Dakota	Ford
Ohio	Chevrolet
Oklahoma	Toyota
Oklahoma	Ferrari
Oklahoma	Mazda

STATE	VEHICLE_MAKER
Oregon	Toyota
Pennsylvania	Toyota
South Carolina	Acura
South Carolina	Buick
South Carolina	BMW
South Carolina	Kia
South Carolina	Mazda
South Carolina	Mitsubishi
South Carolina	Dodge
South Carolina	Jaguar
South Carolina	Isuzu
Tennessee	Mazda
Texas	Chevrolet
Utah	Maybach
Utah	Volkswagen
Utah	Isuzu
Utah	Subaru
Utah	Lincoln
Utah	Chevrolet
Utah	Oldsmobile
Utah	Pontiac
Utah	Dodge
Utah	Buick
Vermont	Mazda
Virginia	Ford
Washington	Chevrolet
West Virginia	Mercedes-Benz
Wisconsin	Pontiac
Wisconsin	Chevrolet
Wisconsin	Acura
Wisconsin	Mazda
Wisconsin	Nissan
Wisconsin	Cadillac
Wisconsin	Dodge
Wisconsin	Honda
Wyoming	Buick

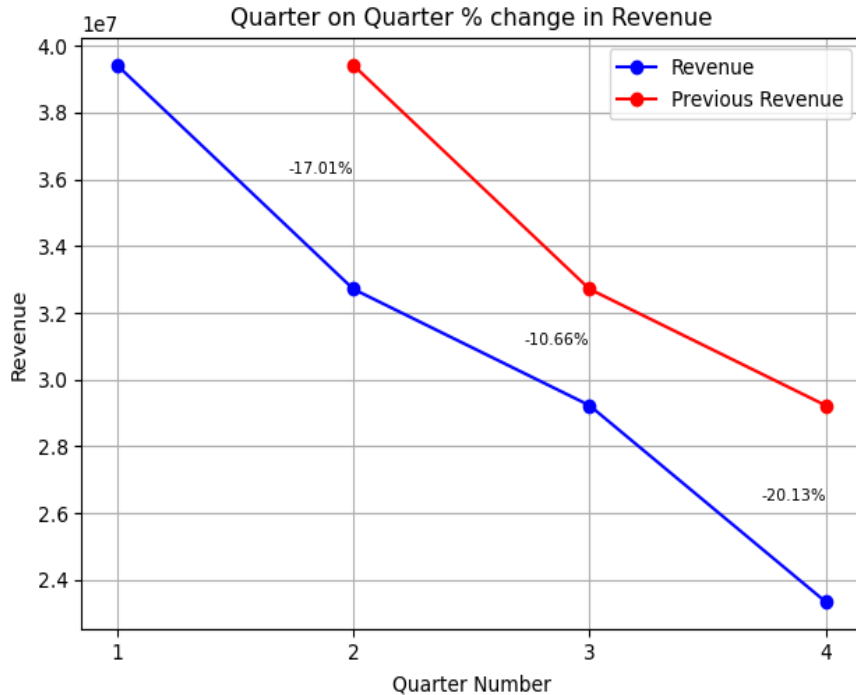
REVENUE & ORDERS

ORDERS TREND

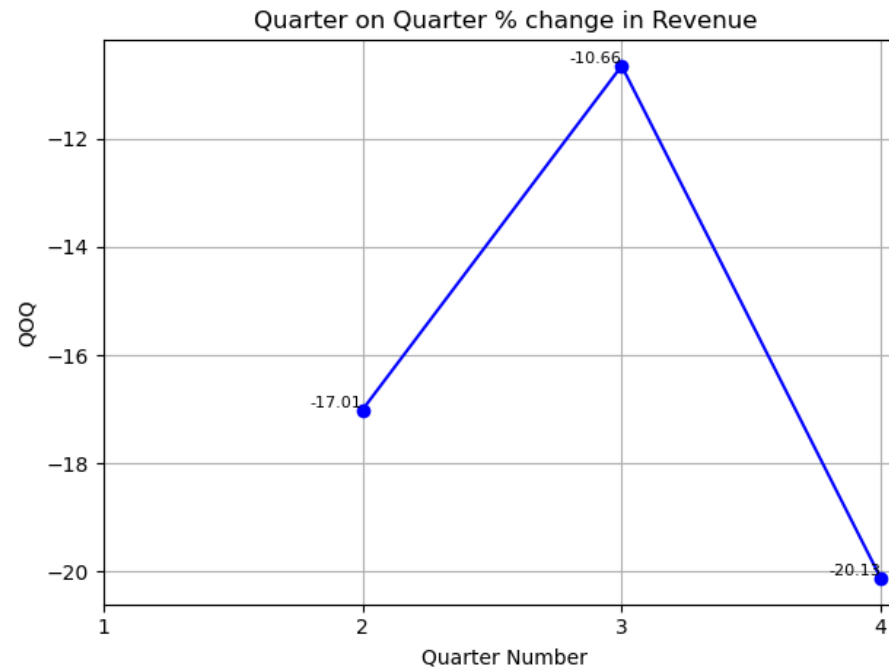


We can see a decline in trend across the quarters. With quarter 1 having high number of orders of 310. It has slowly reduced to 199 in 4th quarter.

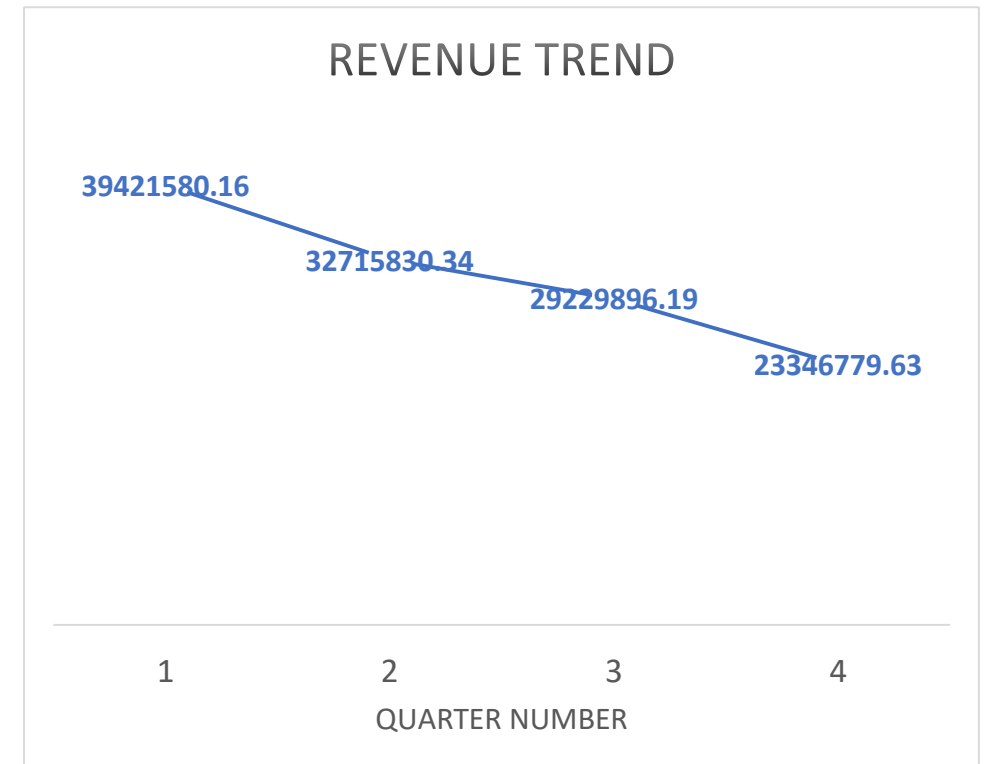
QUARTER ON QUARTER % CHANGE



- QoQ shows a downward trend which is a major concern as overall revenue has reduced to a great extent.
- 17% reduction in 2nd quarter, 10% in 3rd quarter to a high loss in the 4th quarter with a decrease of 20%



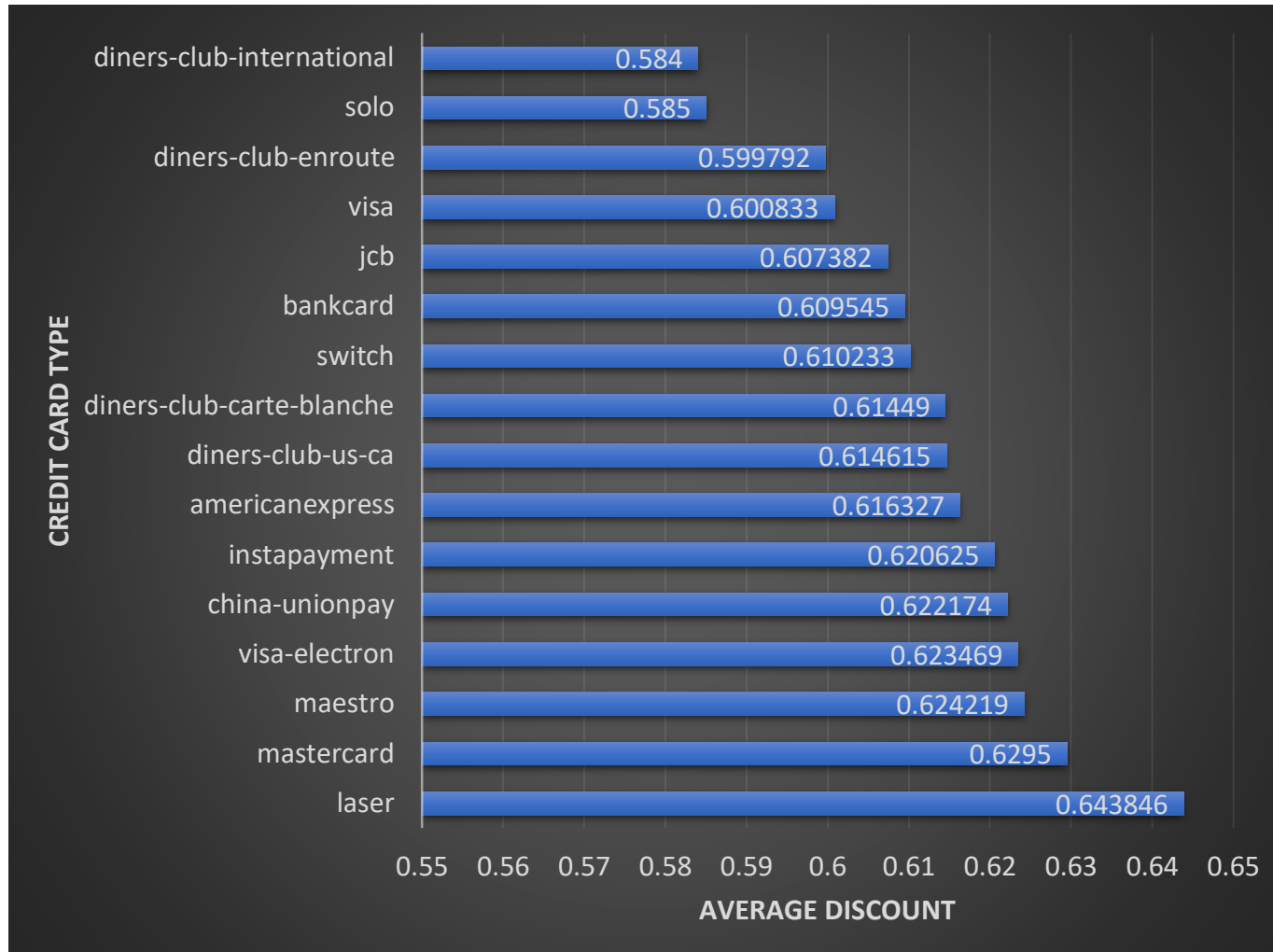
ORDERS & REVENUE TREND



- Considering orders and revenue across the different quarters, there is a noticeable decline in the trend.
- The order count has reduced from 310 to 199 and the revenue has reduced from 39M to 23M from the 1st to the 4th quarter.

SHIPPING TREND

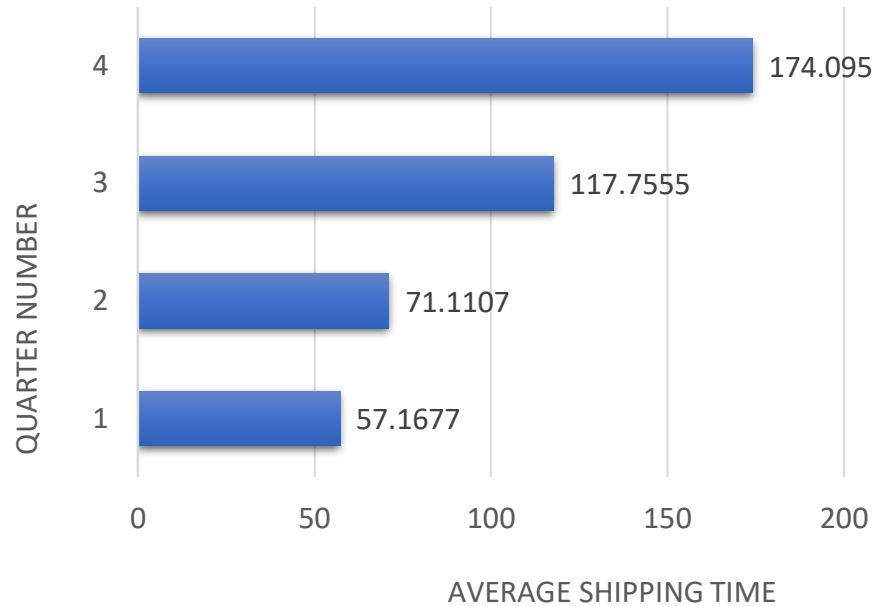
DISCOUNTS OFFERED



- Highest discount is offered for the Laser credit card of over 64% and the least discount with the diners-club-international card of 58%
- Almost all credit cards are offered as high as 55% discount which makes it a pretty good choice.

SHIPPING TIME

AVERAGE SHIPPING TIME FOR EACH
QUARTER



- The delivery time of the products has been increasing across the quarters with a significant rise at quarter 3 and onwards.
- It has increased from 57 to 174 days.
- This could be a major area of concern impacting the number of orders and the revenue over time. Also, for the rating being down.

INSIGHTS & RECOMMENDATIONS

INSIGHTS	ANALYSIS	RECOMMENDATIONS
Increased shipping time	The average shipping time has increased over the quarters, which might impact customer satisfaction.	<ul style="list-style-type: none"> Investigate the delivery processes to identify the reason causing delays. Streamline shipping operations to reduce delivery times.
Decline in orders, decline in revenue	There's a noticeable decline in orders and revenue, indicating a potential loss in market share or customer interest.	<ul style="list-style-type: none"> Conduct market research to understand customer preferences and the market trends. Revise strategies to re-engage the customers.
Increase in Critical Feedback	The rise in critical feedback, especially in quarters 3 and 4 denotes dissatisfaction among customers.	<ul style="list-style-type: none"> Improvise customer feedback mechanisms to address concerns promptly. Improve customer service and post-sales support.
High discounts	High discounts might indicate attempts to boost sales due to declining revenue.	<ul style="list-style-type: none"> Revisit pricing strategies with a balance in discounts. Focus on value rather than the price cuts.

BUSINESS SOLUTIONS:

Here are some of the approaches to address concerns related to declining sales, customer satisfaction, and operational efficiency. Implementing these strategies may help New-Wheels to attract more customers and regain in the market.

- **Customer-Centric Strategy:**
 - Build an effective customer support system to address the pre-sales and post-sales concerns.
 - Streamline shipping processes to improvise on the timely delivery.
 - Review pricing strategies to balance the revenue generation without the need of heavy discounts.
- **Market Research:**
 - Conduct research to understand the current market trend, evolving customer needs and preferences.
 - Also, adapting to the ever-evolving market is a major key towards long-term success.
- **Feedback Mechanism:**
 - Create systems to quickly gather and respond to customer feedback. Use this feedback to constantly make products and services better.

THANKYOU !!