

New Wheels Project Report

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Business Overview

**Total
Revenue**
125.48M



**Total
Orders**
1000



**Last
Quarter
Orders**
199



**% Good
feedback**
21.5%



**Total
Customers**
1000



**Avg Days
to Ship :**
106 Days



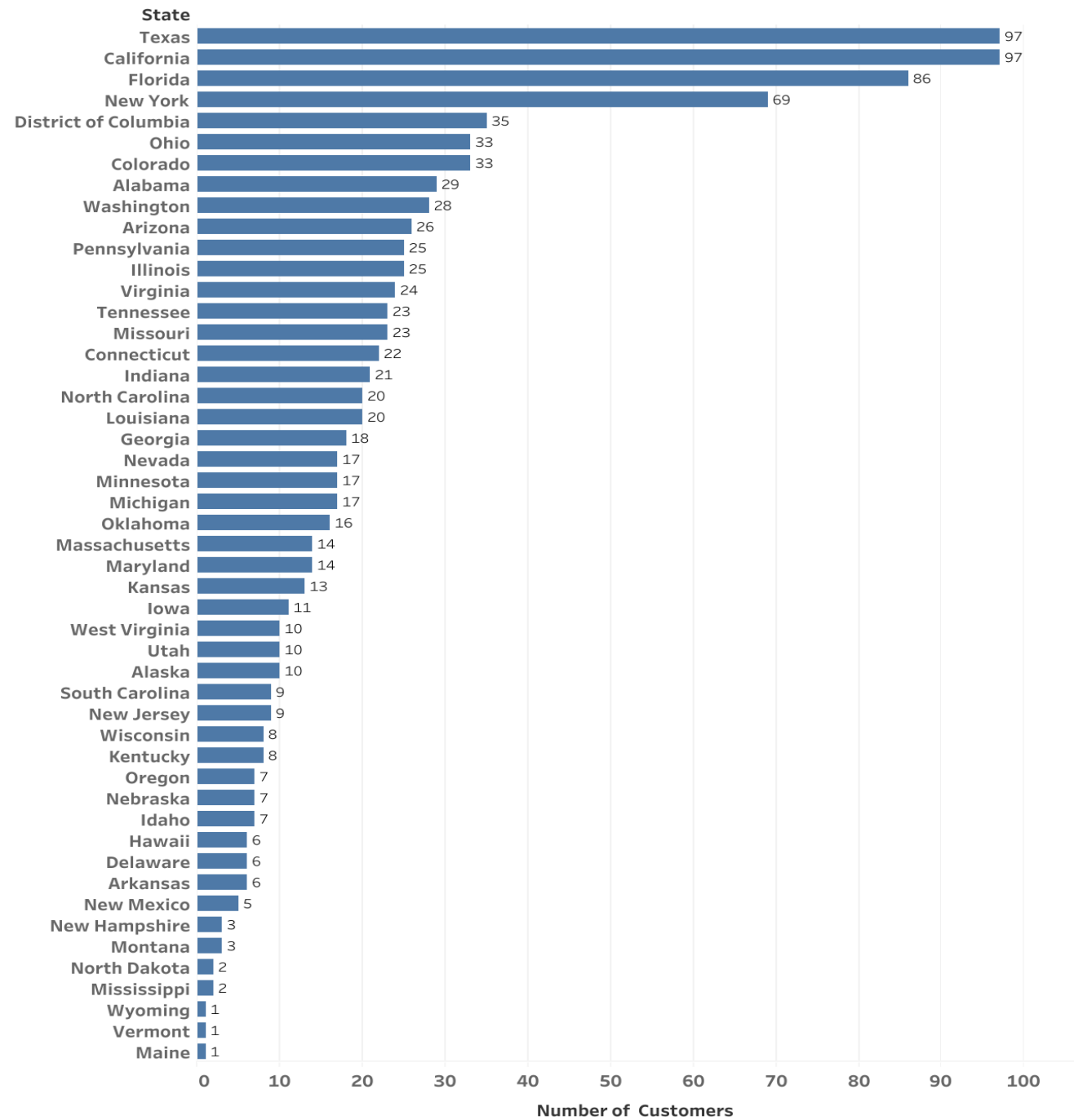
Avg Customers Rating 3.1



Last Quarter Revenue 125.48M

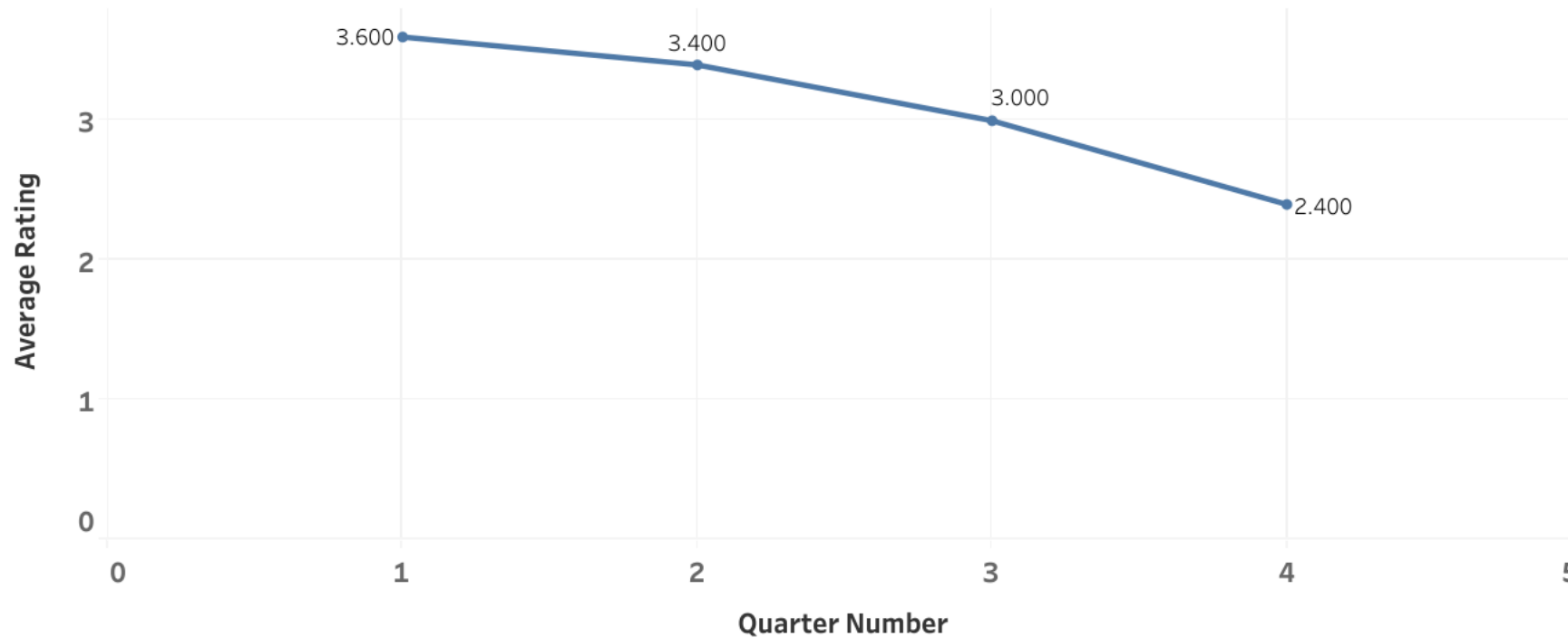


Distribution of Customers Across States



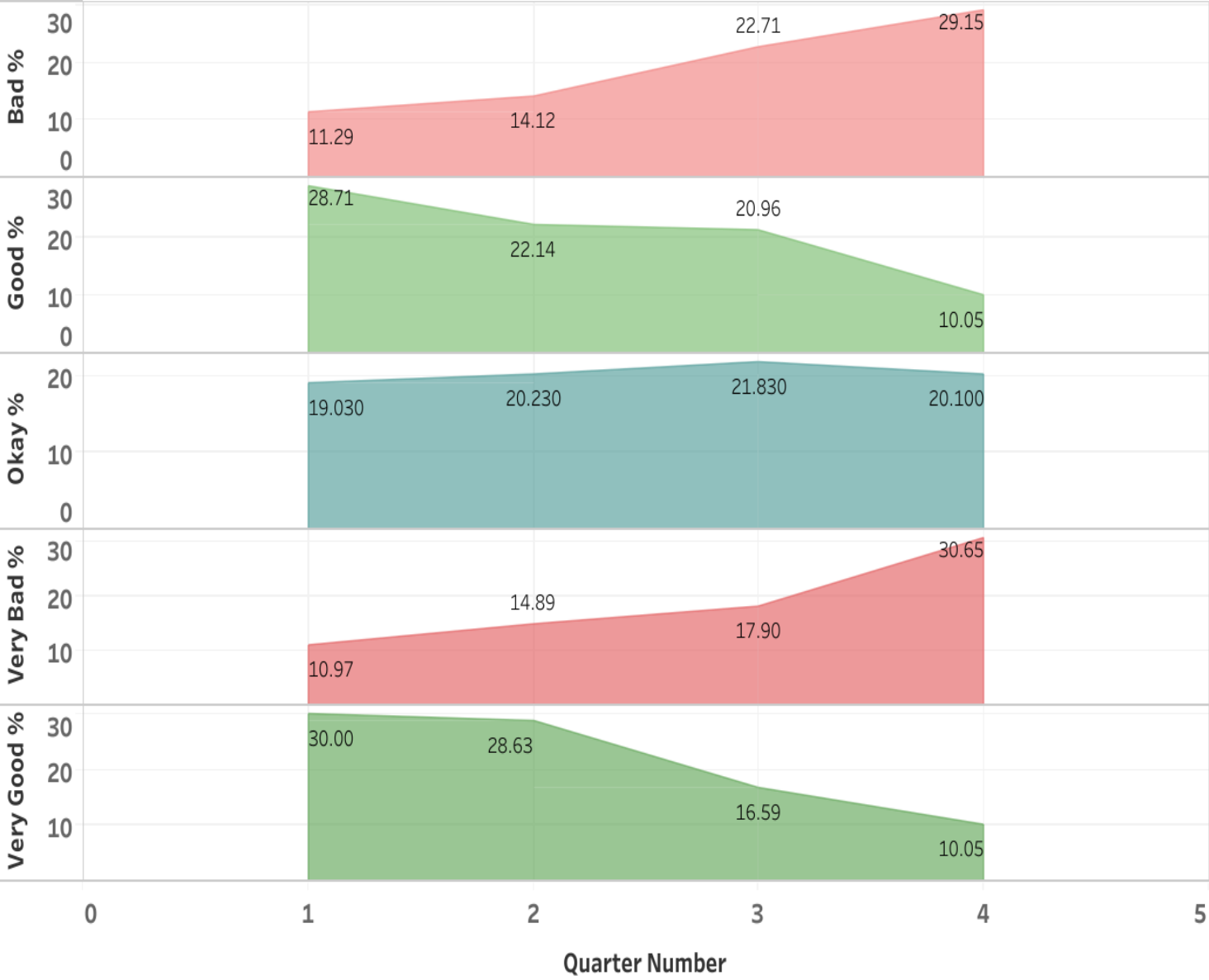
- Texas and California has the highest Customer base amongst all the other states within the Country.
- Florida stands second w.r.t number of Customers.
- Wyoming, Vermont and Maine has least Customer base within the states of USA.

Avg Customer Ratings by Quarter



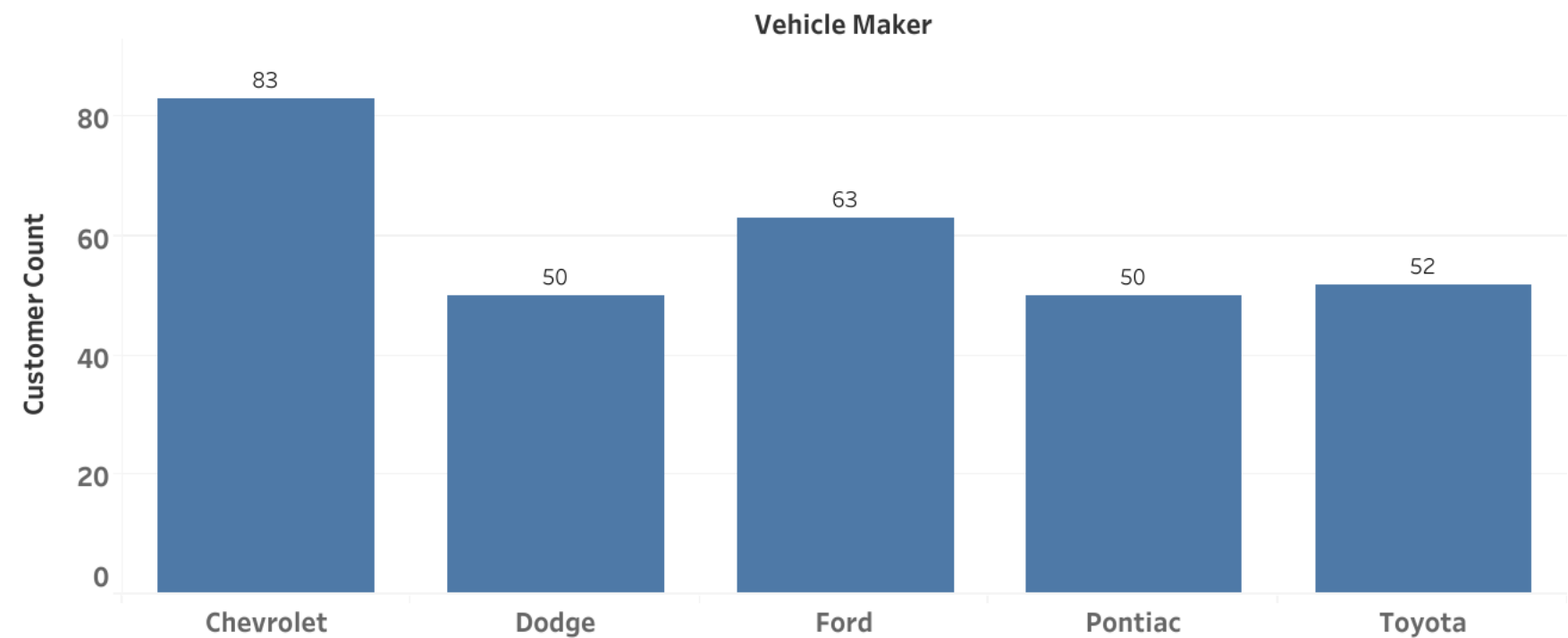
- First Quarter within the year 2018 has highest Average Customer Ratings at 3.6.
- Last quarter of 2018 saw the lowest Customer Ratings at 2.4.
- Decline in the Customer Ratings indicate that Customers not happy with the product(s) that they purchased/ordered.
- Decline of Customer Ratings is a worry to the Company sales in future.

Trend of Customer Satisfaction



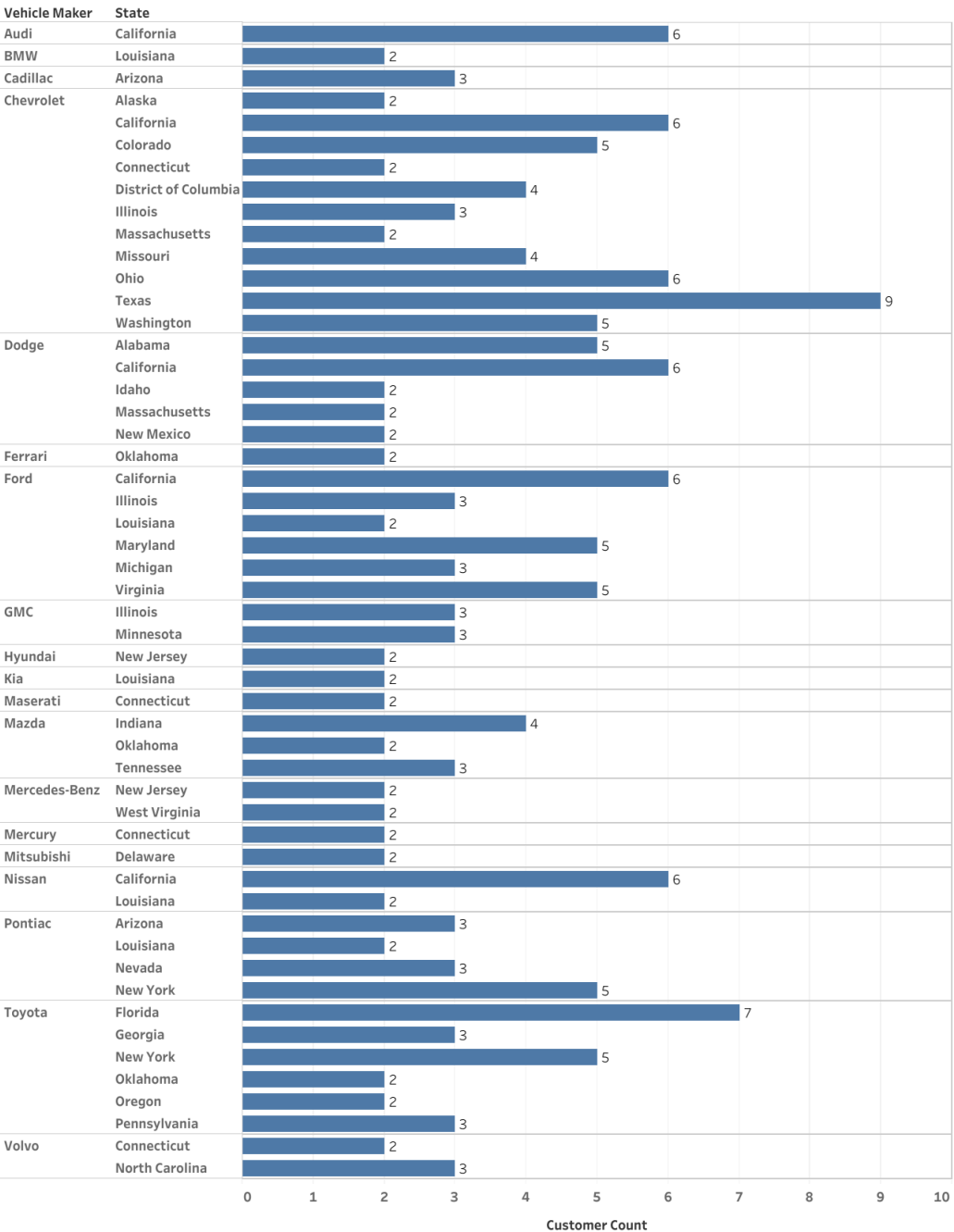
- Percentage of Good and Very Good Feedback declined sharply from Quarter 1(30%) through Quarter 4(10%) which is a worry for company.
- Percentage of Very Bad feedback increased from 1st Quarter(11%) to 4th Quarter(31%).
- Percentage of Okay feedback remained almost constant throughout the Year.

Top-5 Vehicle makers preferred by customers



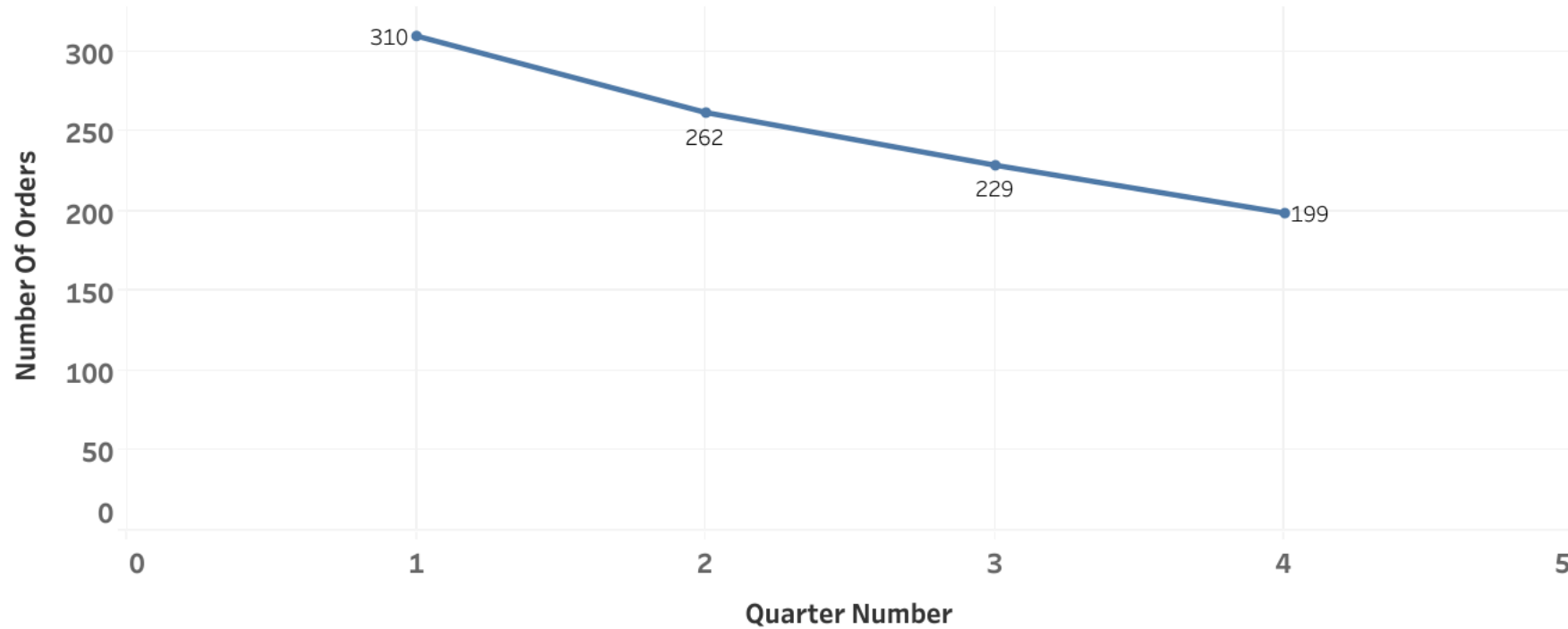
- Chevrolet is the most preferred Vehicle Maker amongst the others standing at 1st position.
- Toyota stands at 5th position.

States with most preferred Vehicle with more than 1 Customer



- Texas State has chosen highest customer base choosing Chevy as most preferred vehicle maker.
- This bar graph view is limited to show the state details for preferred vehicle with more than one Customer due to space issues.
- The other states with atleast one Customer is attached in the excel sheet here.

Trend of purchases by Quarter



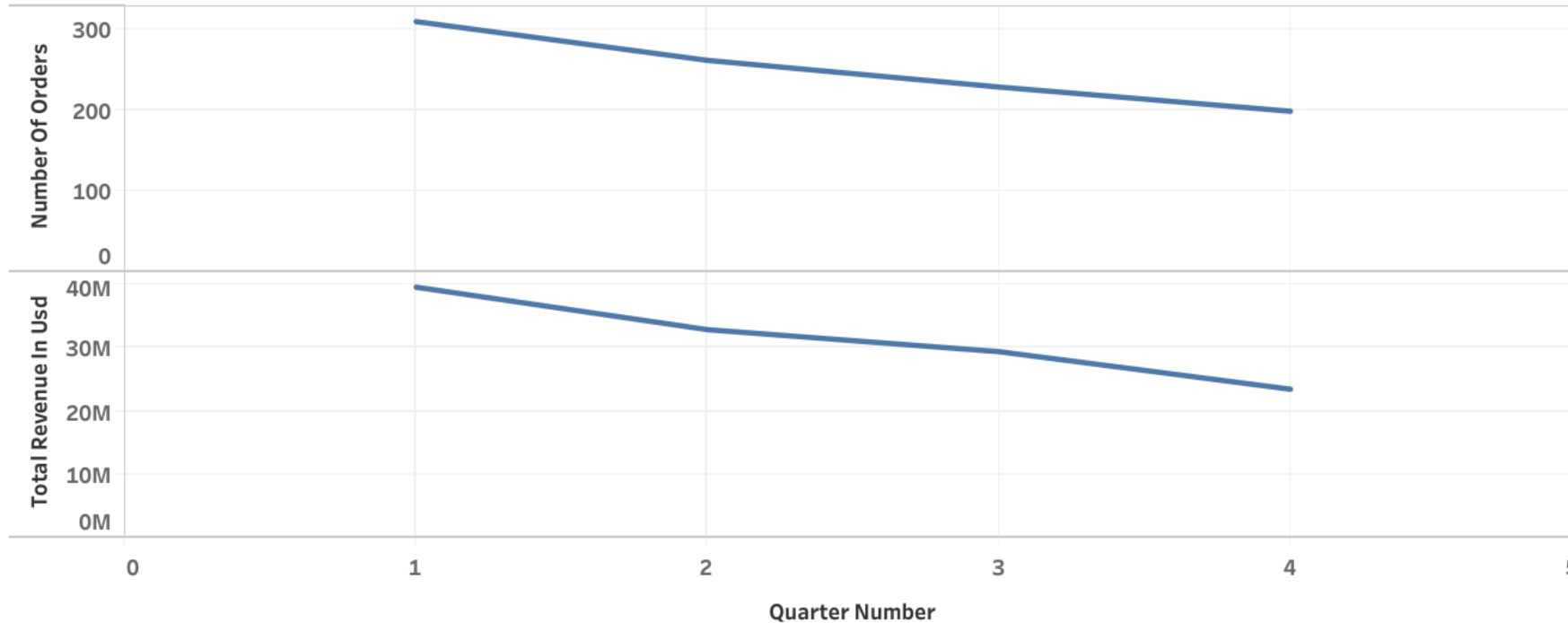
- Number of Orders within the 1st Quarter of 2018 ticked highest with 310 orders.
- 4th Quarter(last) of the year 2018 ticked lowest orders at 199.
- This indicates decline in the vehicle sales in the year 2018.
- Company needs to introspect the reason for the sharp decline of the orders.

Quarter on Quarter % Change in Revenue

Revenue In USD	Quarter Number	QoQ % Change
39.64Million	1	<i>Null</i>
32.91Million	2	-16.96000
29.44Million	3	-10.57000
23.50Million	4	-20.18000

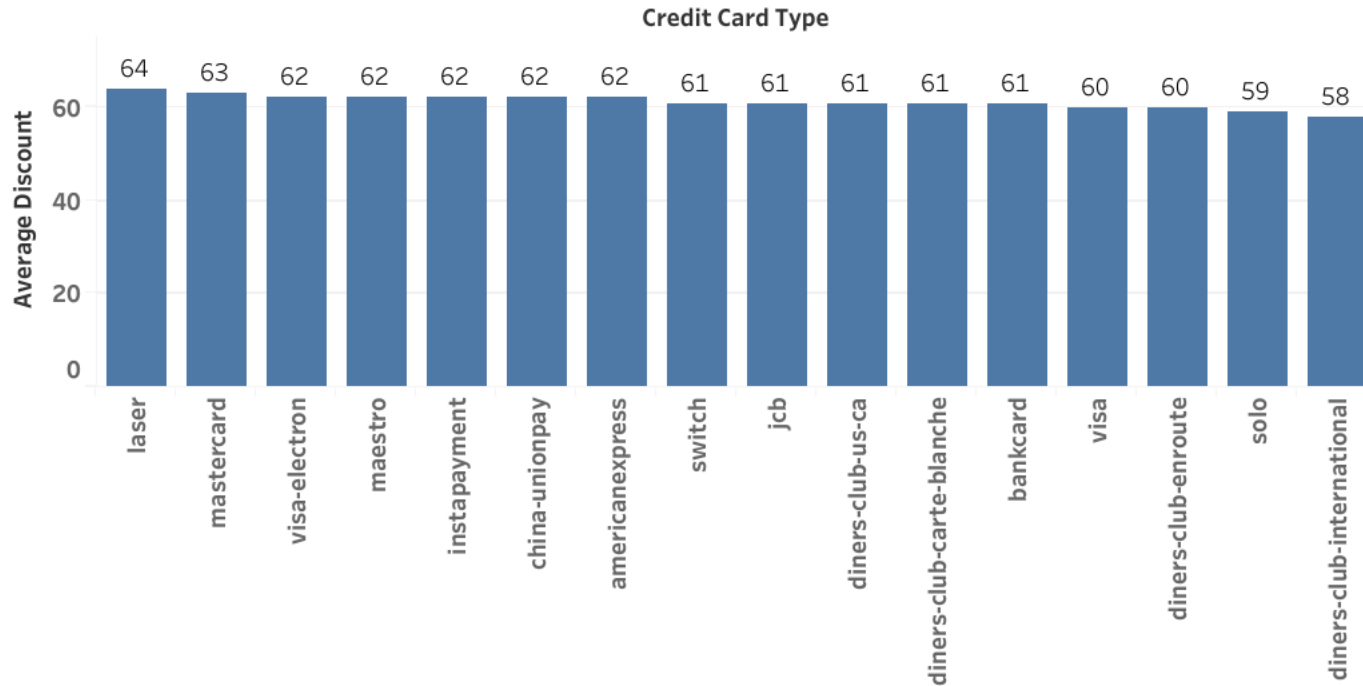
- First Quarter of 2018 has highest Revenue at 39.64M USD.
- Fourth Quarter of 2018 saw the lowest Revenue at 23.5M USD.
- Witnessed decline in the Revenue for the company in the year 2018 which is bad for company.
- Sharp decline in Revenue is noticed from 4th to 3rd quarter.

Trend of Revenue and Orders by Quarter



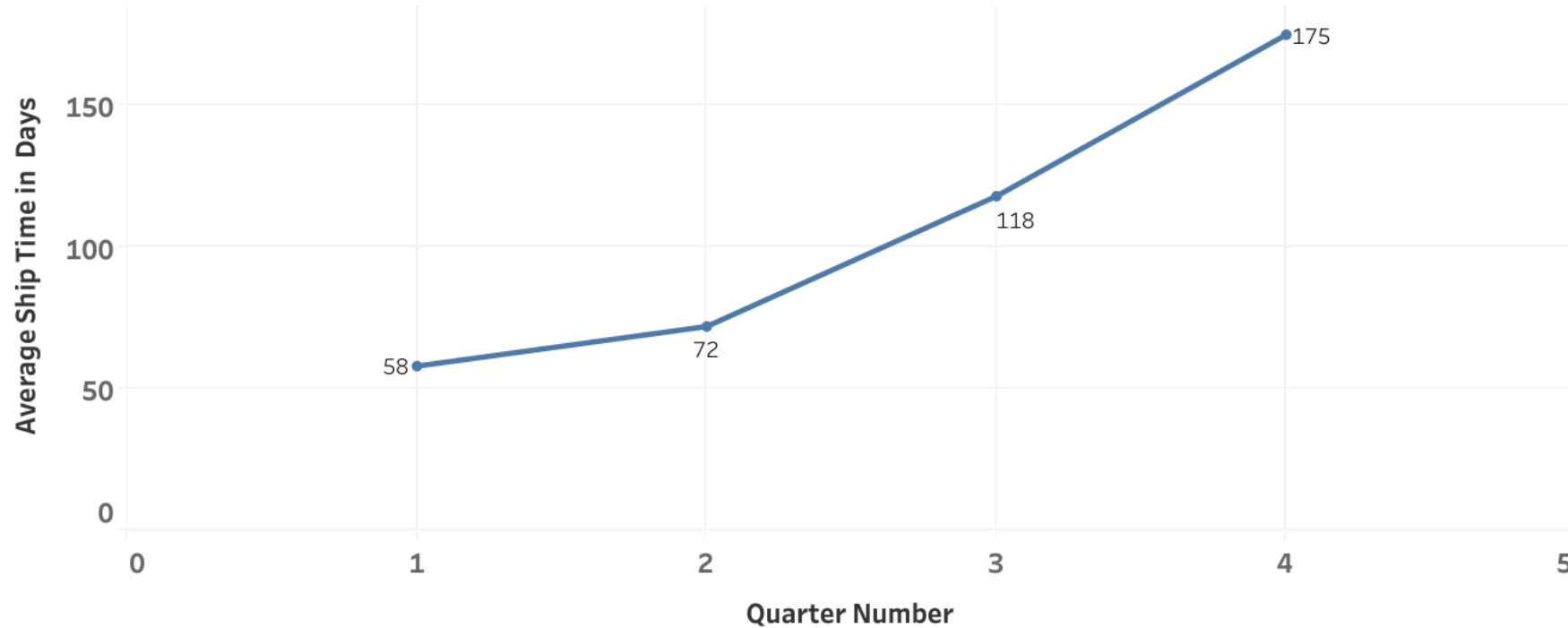
- Trend in Total Revenue throughout all Quarters indicates decline.
- Trend in Orders per quarter also indicates decline throughout all the quarters of the year 2018.
- Revenue and Order trend for all quarters indicate similar decline.

Average discount offered by Credit Card type



- It was observed that there wasn't been significant difference in the avg credit card discounts from all the vendors.
- Laser card tops the list with highest avg credit card discount among the all.
- Diners club international credit card offered lowest avg discount at 58%

Avg Time taken to ship orders by each Quarter in 2018



- The Average time taken to ship the orders in 2018 is lowest for first quarter at 58 days.
- The time taken to ship the orders is highest for fourth quarter with 175 days.
- As the year progressed, noticeably time taken to ship the orders has increased significantly throughout all the quarters.
- Increase in shipment time is going to impact the Customer feedback and sales.

Conclusions and Recommendations

- Overall it was found that Customers are not happy with the products/services that are offered by the Company.
- There has been sharp decline in number of orders, customer ratings, revenue and the time it had taken to ship the orders which is going to impact the company sales and growth in future/long term.
- Company need to focus on those states where there has been sharp decline in the sales, find the reasons and comes up with steps to boost the sales and customer ratings.
- Discount offered on Credit card doesn't seem to have much impact on sales.
- Focus on those Customers who had given bad and very ratings whose trend increased throughout all the quarters, understand the reason and concerns, address those areas to improve sales.
- Focus on certain vehicle makers which are contributing to low sales/ratings and work with Vehicle makers to understand the areas of improvement.