SQL and Databases:
Project Report

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Business Overview

Total Revenue	Total Orders	Total Customers	Avg Rating
83.1 M	1000	994	3.1

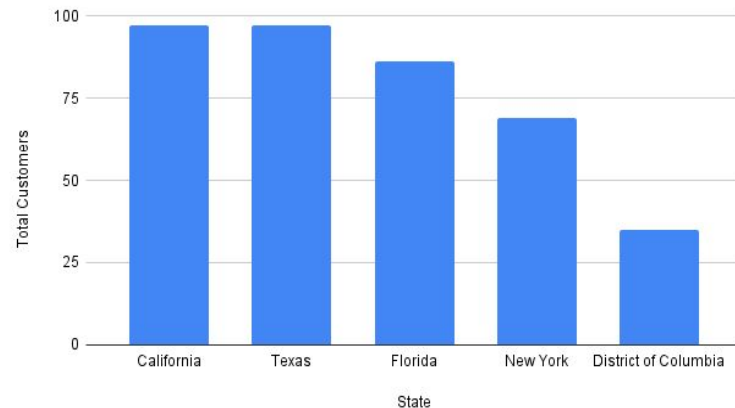| Last Qtr Revenue	Last Qtr Orders	Avg Days to Ship	% Good Feedback
15.2 M	199	97	21.5%

Customer Metrics

Distribution of Customers across States
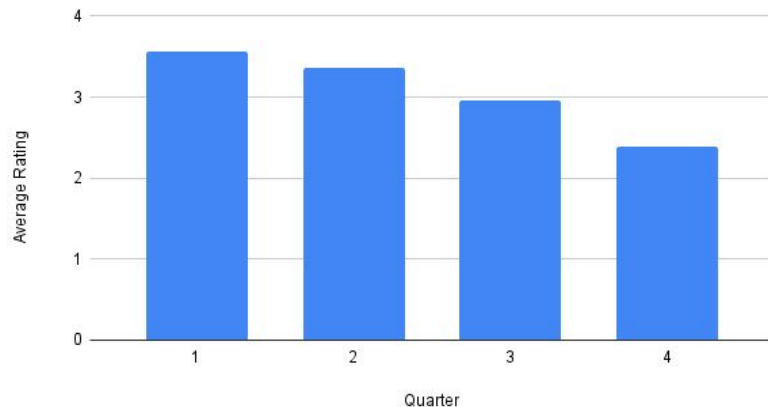

Total Customers vs. State

Observations / Findings

- California state has the highest no of customers
- California and texas have equal no of customers in each state so both has the highest customers
- District of columbia has 5th highest no of customers
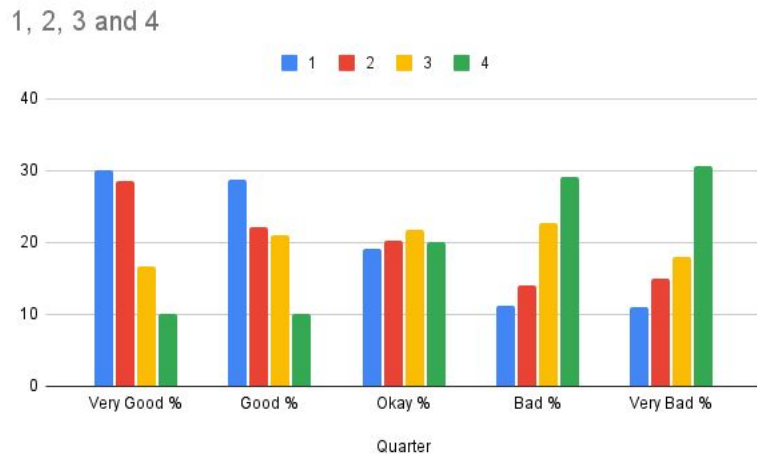
Average Customer Ratings by Quarter

Average Rating vs. Quarter

Observations / Findings

- Q1 has the highest average customer rating
- Q4 has the lowest average customer rating
- Average customer rating is decreasing from Q1 to Q4 -> Q1 > Q2 > Q3 > Q4. There may some issue which affect the customer which may also affect the sales

Trend of Customer Satisfaction

1, 2, 3 and 4

Legend: 1, 2, 3, 4

Y-axis: 40, 30, 20, 10, 0

X-axis (Quarter): Very Good %, Good %, Okay %, Bad %, Very Bad %

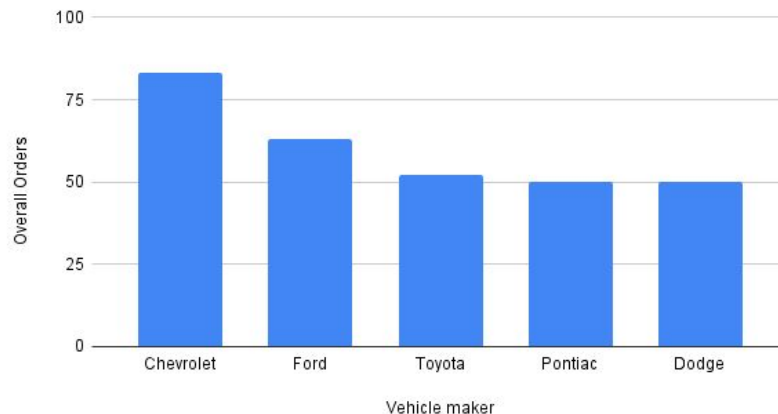## Observations / Findings

● Very Good % and Good % is keeps on decreasing with time from Q1 to Q4 , Q1> Q2> Q3> Q4
● Bad % and Very Bad % is keeps on increasing with time from Q1 to Q4, Q1 < Q2 < Q3 < Q4
● There is some issue happening which affected the customers so the rating are getting down from Q1 to Q4

Top Vehicle makers preferred by customers

Overall Orders vs. Vehicle maker

Observations / Findings

- Chevrolet has bought by the most no of customers
- Pontiac and Dodge has equal no of customers with 50 customers
- Toyota is the maker with 3rd highest no of customers

Most preferred vehicle make in each state

| State	Vehicle Maker
Kentucky	Acura
South Carolina	Acura
Wisconsin	Acura
California	Audi
Kentucky	Audi
Louisiana	BMW
South Carolina	BMW

Observations / Findings

- Here we have listing some samples from the overall list
- Acura is the most preferred vehicle in kentucky, South Carolina and Wisconsin
- BMW is the most preferred vehicle in Louisiana and South Carolina
- South Carolina has both BMW and Acura equal preference since both has equal customers preference

Revenue Metrics

Trend of purchases by Quarter

Total Orders vs. Quarter
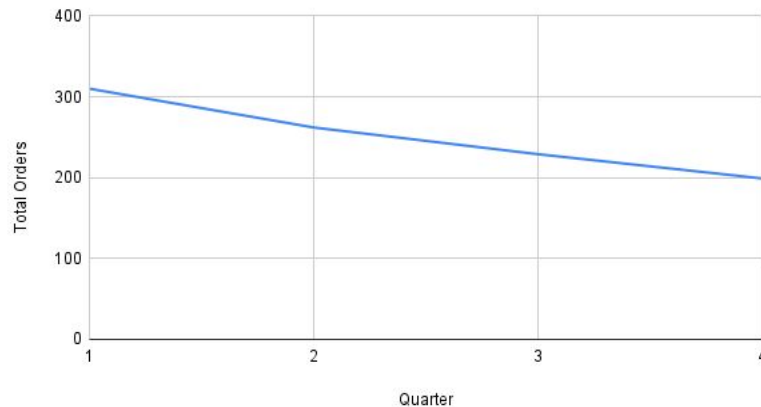
Observations / Findings

- Q1 has the highest no of sales
- Q4 has the lowest no of sales
- Overall sales goes down with time , Q1 > Q2 > Q3 > Q4, need to check the problem/issue why it going down

Quarter on Quarter % change in Revenue

Quarter	Total Revenue	QoQ % change
1	26519199.19	
2	21595874.35	-18.565134
3	19719917.59	-8.686644
4	15280009.98	-22.514839

Observations / Findings

- Q1 has the highest revenue
- Q4 has the lowest revenue
- Revenue keeps on decreasing with time Q1>Q2>Q3>Q4
- In Q2, 18% revenue came down, in Q3 , 8% revenue came down and in Q4 22% revenue came down

Trend of Revenue and Orders by Quarter

Total Revenue and Total Orders

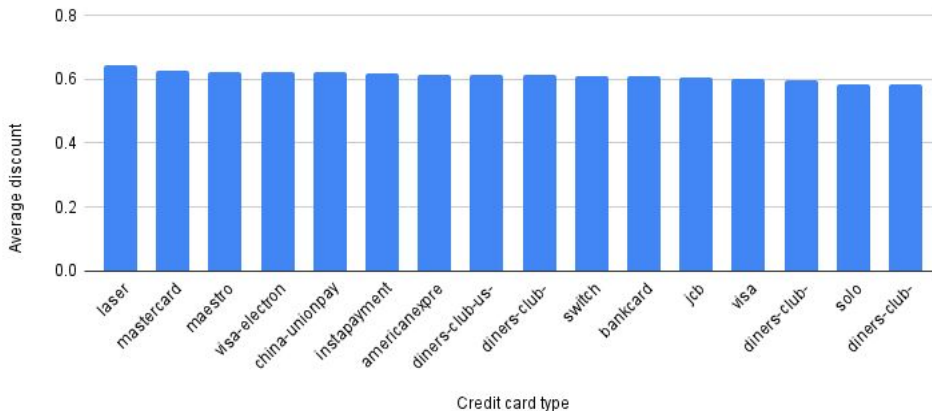— Total Revenue   — Total Orders

Observations / Findings

- Total revenue decreases with the quartner number increases
- Total orders also decreases with the quartner number increases
- When order numbers decreases total revenue is also affected and decreases

Shipping
Metrics

Average discount offered by Credit Card type
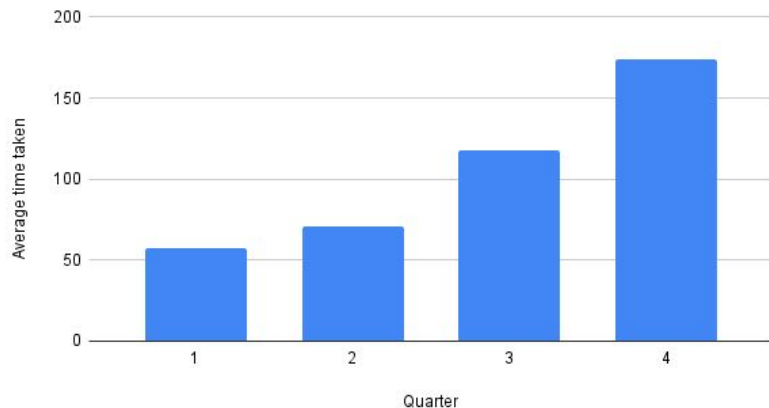

Average discount vs. Credit card type

Observations / Findings

●Laser credit card offered the highest discount - 0.64
●Dinner-club-international offered the lowest discount - 0.584
●Overall average discount offered by all cards is - 0.61 approx

Time taken to ship orders by Quarter

Great Learning
POWER AHEAD

Average time taken vs. Quarter

Observations / Findings

- Q1 has very less time taken
- Q4 has more time taken
- Time taken increases with quarter number so, there may be delay increases in delivery with increase in quarter
- This may also affected the customer satisfaction and upcoming revenue

Insights and Recommendations

- **Customer satisfaction** and ratings is **decreasing** over the quarters
- Most of the **customer** rated **very good / good** moved towards **bad/ very bad** over quarters
- Overall **orders** also when **down** over quarters
- That might also **affected revenue** and make them to be **low**
- Overall orders also make **revenue down** over **quarters**
- **Time taken** to deliver is **getting increases** over **quarters**
- This **increase in delay** may affected the customers and **affected** the **satisfaction** and rating
- As a result, we got **low orders** and **low revenue** over time
- **Suggestion** : Speed up the **delivery process** and overcome the delay in the delivery with **new delivery process**