



SQL AND DATABASES: NEW-WHEELS QUARTERLY BUSINESS REPORT

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BUSINESS OVERVIEW

Total Rev	Total Orders	Total Customers	Total Avg Rating
12.4M	1000	994	3.135
Last Qtr Rev	Last Qtr Orders	Total Avg Days to ship	Total Good(%) Fdbk
23.2M	199	98	22.6%

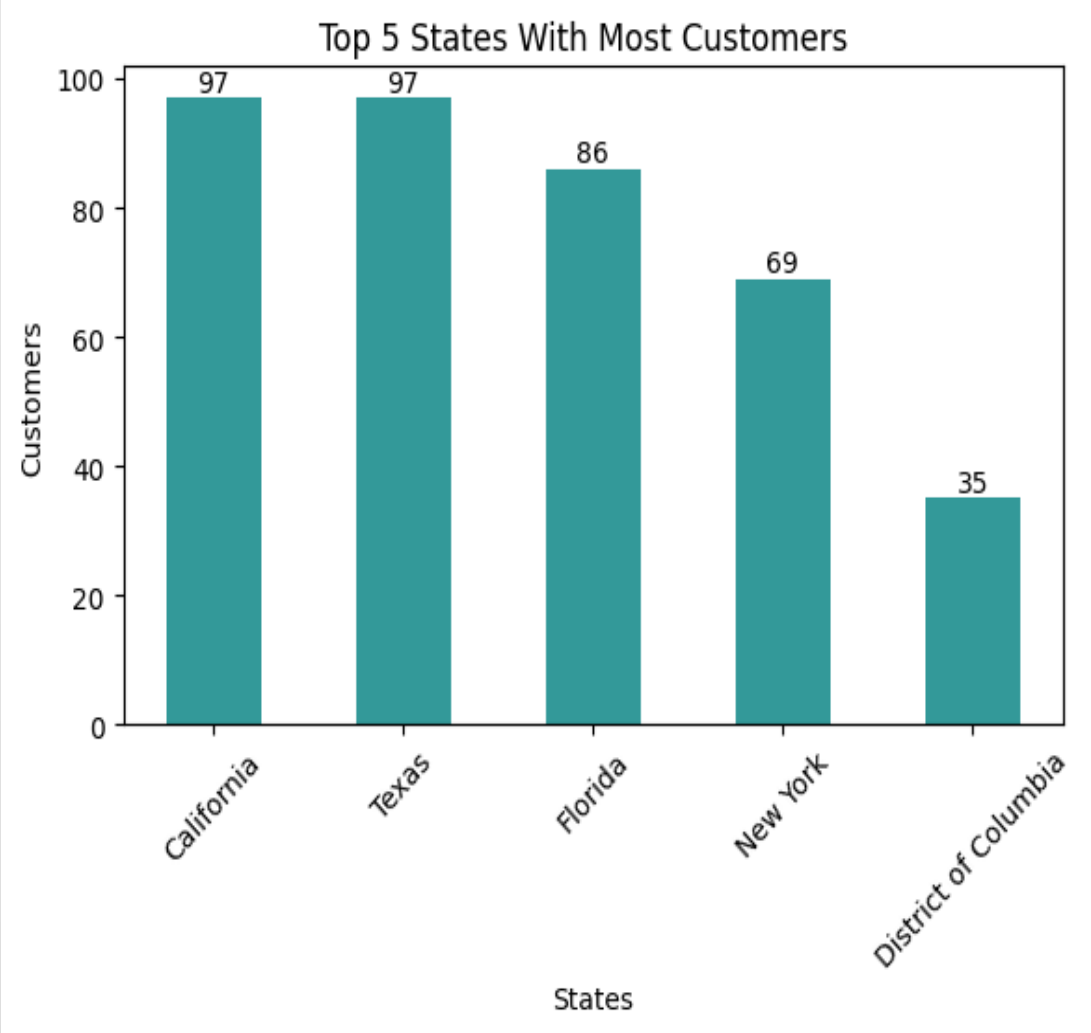
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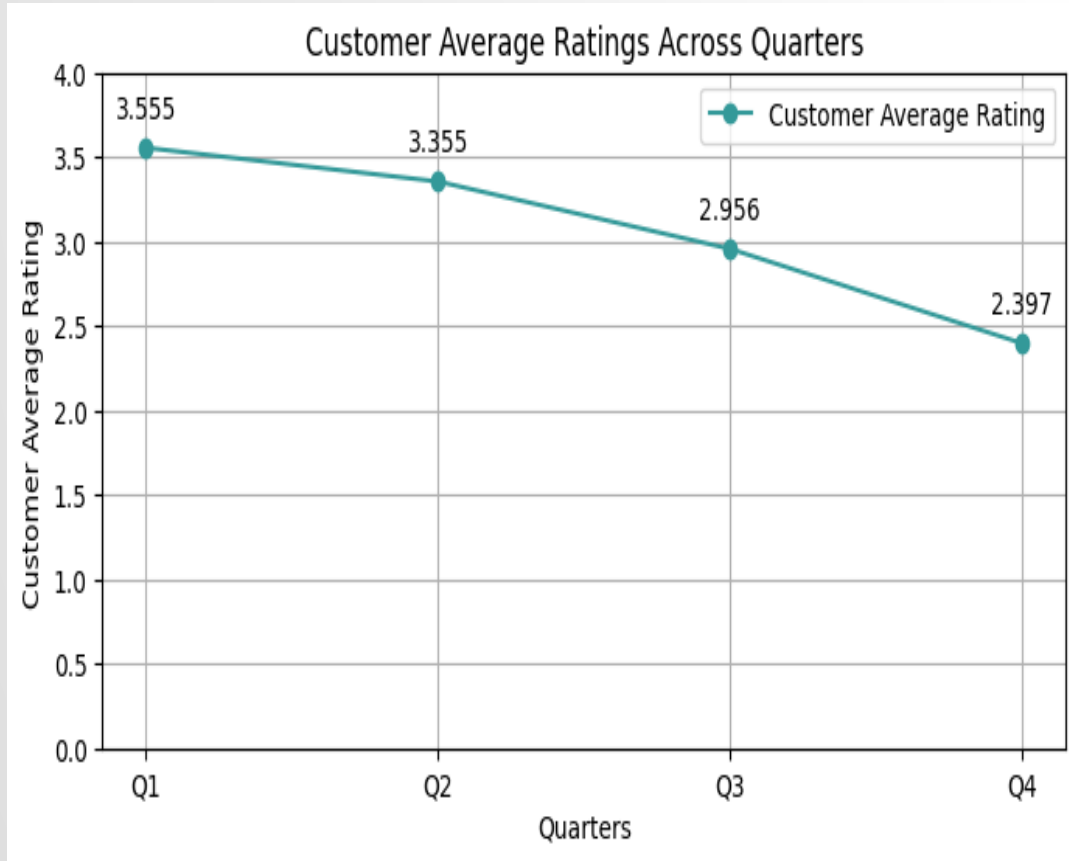
CUSTOMER METRICS

DISTRIBUTION OF CUSTOMERS ACROSS STATES



1. **California** and **Texas** have the highest customer counts, both with **97** customers.
2. Florida follows closely with **86** customers.
3. **New York** and the **District of Columbia** round out the top five states in terms of customer counts.
4. The top states with high customer counts are spread across different regions in the **United States**, indicating a broad customer base.
5. States with higher populations, such as **California** and **Texas**, tend to have higher customer counts, which is expected.
6. States with lower customer counts(1 customer from each state), such as **Vermont** and **Wyoming**, may represent opportunities for targeted marketing and business expansion.
7. Monitoring customer feedback and preferences in these states could provide insights into improving customer satisfaction and tailoring services to local preferences.

AVERAGE CUSTOMER RATINGS BY QUARTER



- The highest average rating is observed in **Q1(3.555)**, indicating that customers, on average, gave more positive feedback during this period.
- There is a gradual decline in customer ratings from **Q1** to Q4.
- The average rating decreases, suggesting a potential decrease in overall customer satisfaction or changes in customer sentiment over the course of the year.
- The lower ratings in **Q3** and **Q4** indicate areas that need attention or improvement in products, services, or customer interactions.
- Understanding the seasonal variation in customer satisfaction can inform business strategies, such as adjusting marketing campaigns, improving customer service, or addressing product concerns.

TREND OF CUSTOMER SATISFACTION



1.Quarterly Trends:

- Q1:** The majority of feedback falls into the "Very Good" category (30%), followed by "Good" (28.71%) and "Okay" (19.03%). The negative feedback ("Very Bad" and "Bad") is relatively low.
- Q2:** Similar to Q1, "Very Good" is the dominant category (28.63%), with a balanced distribution between "Good" (22.14%) and "Okay" (20.23%). The percentage of negative feedback increases slightly compared to Q1.
- Q3:** The trend shifts, and the dissatisfaction percentage increases, particularly in the "Bad" and "Very Bad" categories. "Good" and "Very Good" percentages decrease.
- Q4:** There is a significant increase in dissatisfaction, with "Very Bad" and "Bad" percentages reaching 30.65% and 29.15%, respectively. Positive feedback percentages decrease substantially.

TREND OF CUSTOMER SATISFACTION (CONTD.,)

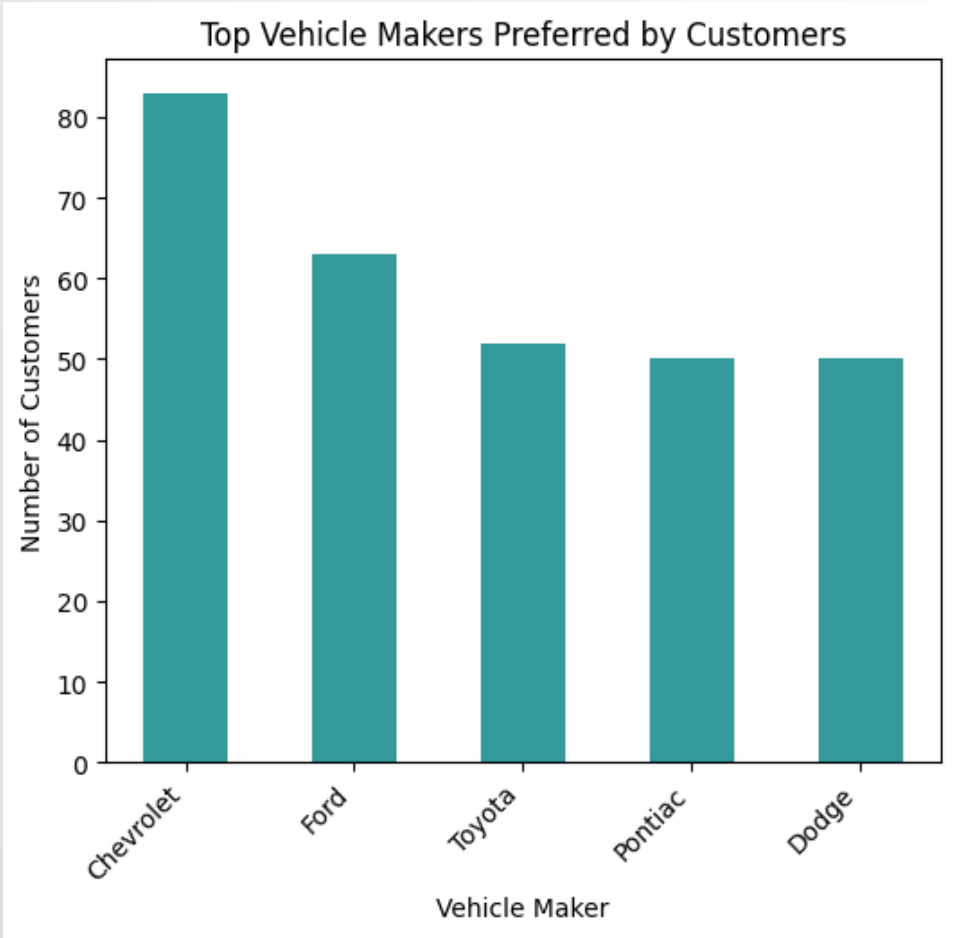
2.Overall Trend:

1. The overall trend suggests a decrease in customer satisfaction over the quarters, with a notable decline in Q4.
2. Dissatisfaction percentages ("Very Bad" and "Bad") increase from Q1 to Q4, indicating a potential issue that needs attention.
3. "Good" and "Very Good" feedback percentages decline over the quarters.

3.Action Items:

1. Investigate the reasons behind the spike in dissatisfaction in Q4. Identify specific customer concerns or issues that may have contributed to this decline.
2. Address any common issues or pain points highlighted in customer feedback during Q3 and Q4.
3. Consider implementing measures to improve customer satisfaction and engagement, potentially through targeted improvements or initiatives based on customer feedback.

TOP VEHICLE MAKERS PREFERRED BY CUSTOMERS

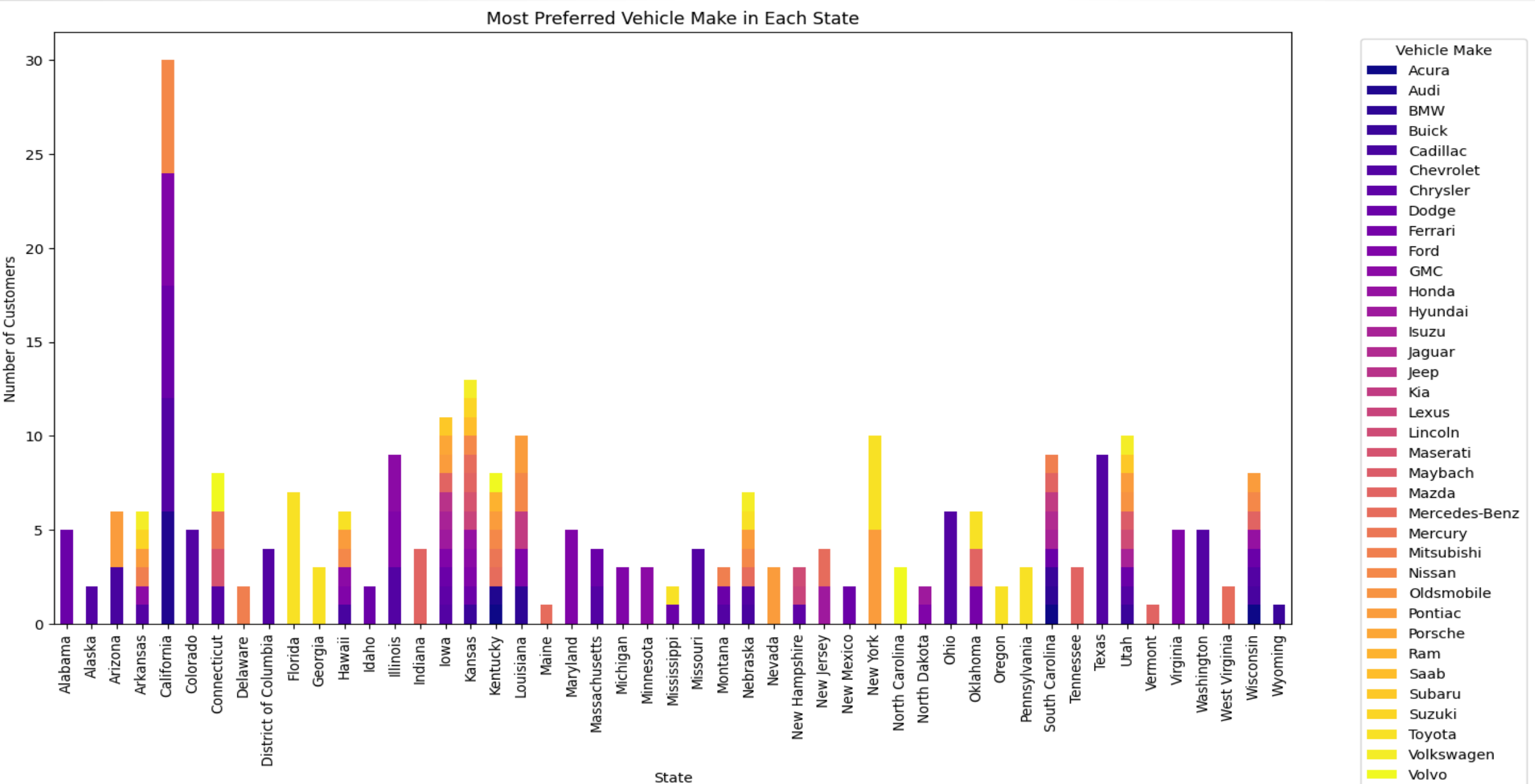


Chevrolet: Clearly stands out as the most preferred vehicle maker among customers, with a substantial lead in the number of customers (83). This suggests a strong brand preference or market presence for Chevrolet.

Ford: Holds the second position with a significant number of customers (63). While not as high as Chevrolet, Ford maintains a notable customer base, indicating a considerable level of popularity.

Toyota, Pontiac, and Dodge: These brands have a similar number of customers (around 50), suggesting a relatively balanced preference among these options. Marketing efforts or customer engagement strategies for these brands might benefit from understanding what drives customer choices within this group.

MOST PREFERRED VEHICLE MAKE IN EACH STATE



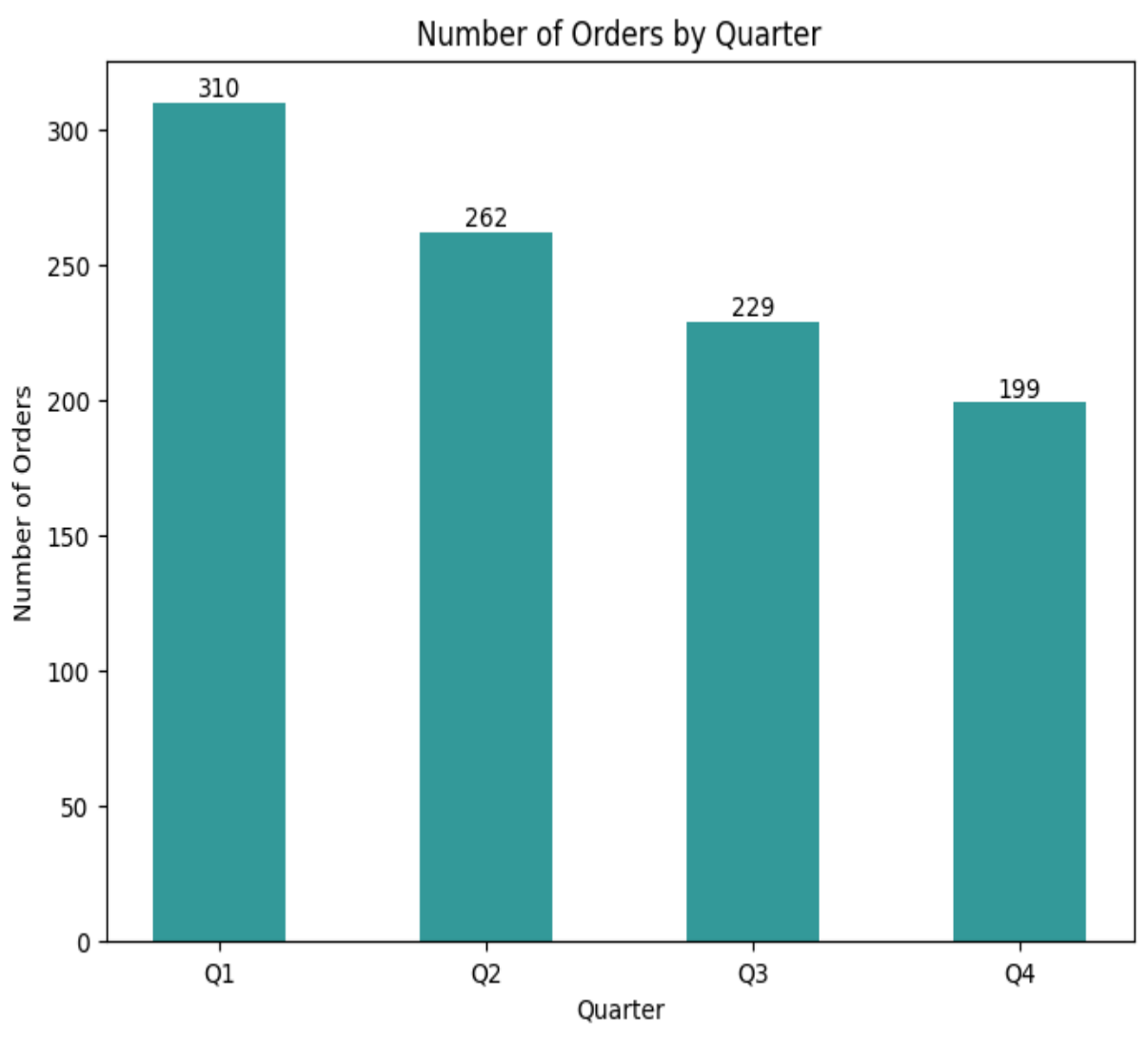
MOST PREFERRED VEHICLE MAKE IN EACH STATE(CONTD.,)

1. The data shows a diverse range of preferred vehicle makes across different states, indicating that customer preferences vary regionally.
2. Some vehicle makes, such as **Chevrolet, Ford, Toyota, and Dodge**, appear frequently as the most preferred in various states.
3. **Texas** has the highest number of customers (9) who prefer **Chevrolet**.
4. Florida and California also have a significant number of customers who prefer **Toyota (7)** and **Ford (6)**, respectively.
5. **Dodge** is the most preferred vehicle make in multiple states, including **Alabama, Arkansas, and Mississippi**.
6. **Chevrolet** is also popular across various states, with high rankings in **California, Texas, and Ohio**.
7. Analyzing customer preferences by state can provide valuable insights for targeted marketing strategies. For example, promoting Dodge in Alabama or Chevrolet in Texas could be effective.

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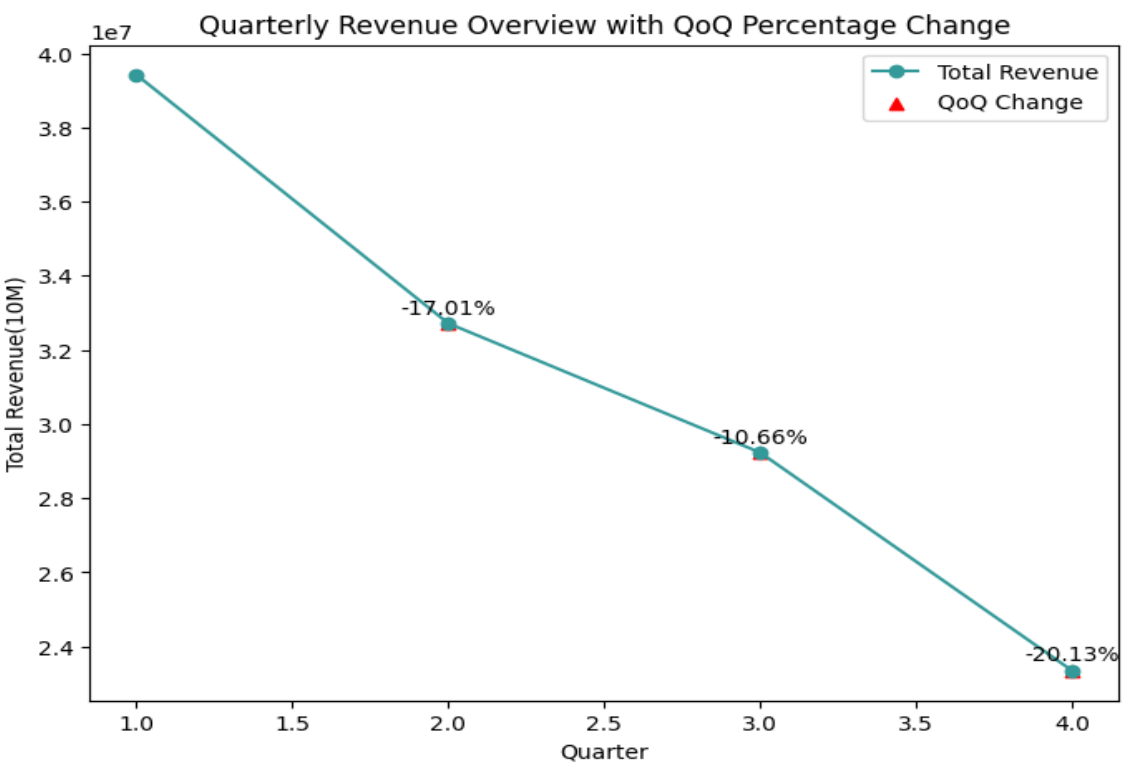
REVENUE METRICS

TREND OF PURCHASES BY QUARTER



- 1.The number of orders follows a decreasing trend from **Q1** to **Q4**.
- 2.**Q1** has the highest number of orders (**310**), while **Q4** has the lowest (**199**).
- 3.This pattern may indicate a seasonal variation or a decrease in demand over the course of the year.

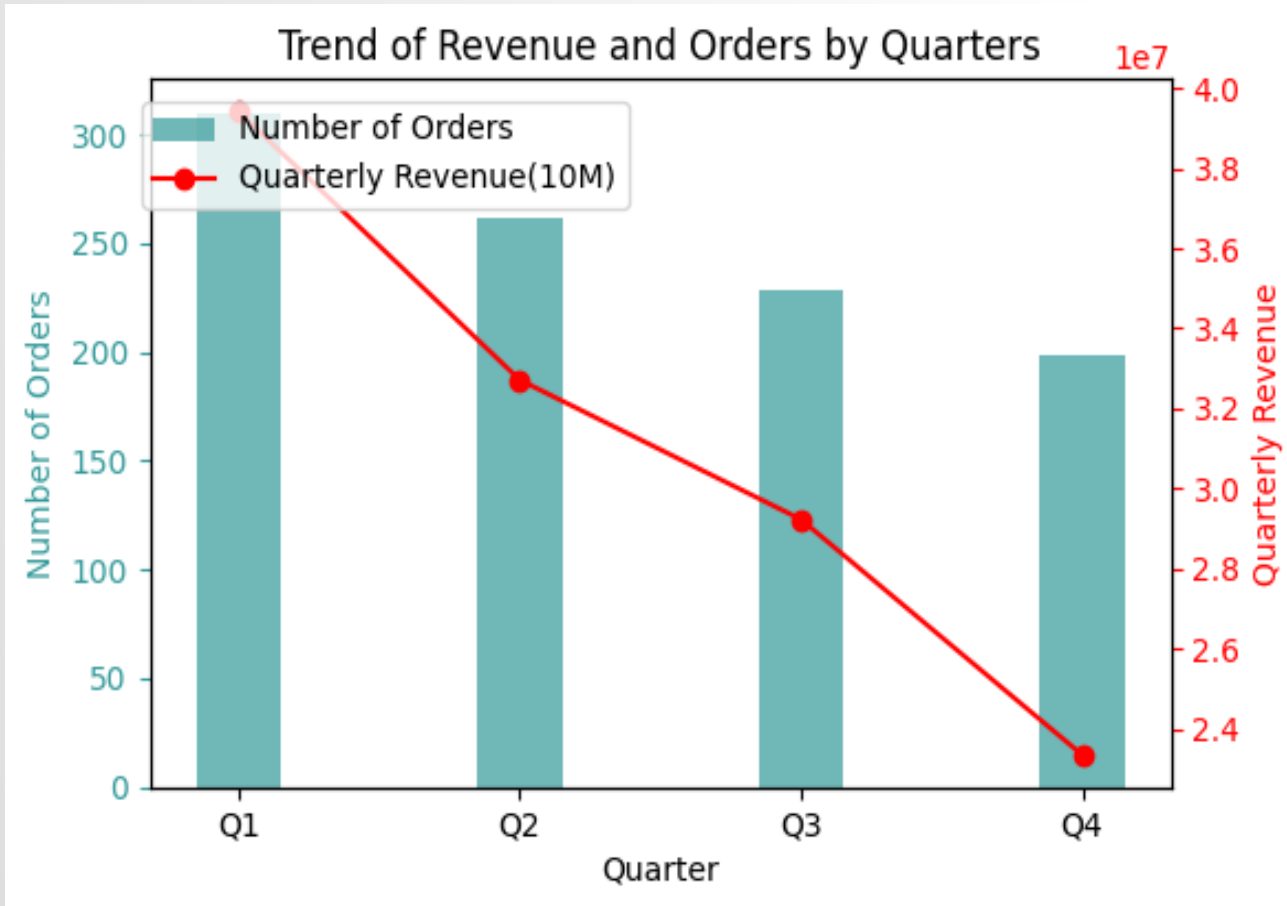
QUARTER ON QUARTER % CHANGE IN REVENUE



Quarter	Total Revenue (in 10M)	QoQ Percentage Change
Q1	39.42	NA
Q2	32.72	-17.01
Q3	29.23	-10.65
Q4	23.35	-20.12

- Total revenue shows a decreasing trend over the quarters, with the highest revenue in Q1 and the lowest in Q4.
- QoQ percentage change indicates the percentage decrease in total revenue from the previous quarter.
- Q2 has a decrease of approximately 17.01% compared to Q1 and Q3 has a smaller decrease of around 10.66% compared to Q2 and Q4 shows a significant decrease of about 20.13% compared to Q3.

TREND OF REVENUE AND ORDERS BY QUARTER



- The trend in quarterly revenue follows a similar pattern to the number of orders, decreasing from **Q1** to **Q4**.

- Q1** has the highest quarterly revenue, exceeding **39 million**

- Q4** has the lowest quarterly revenue, dropping to around **23 million**

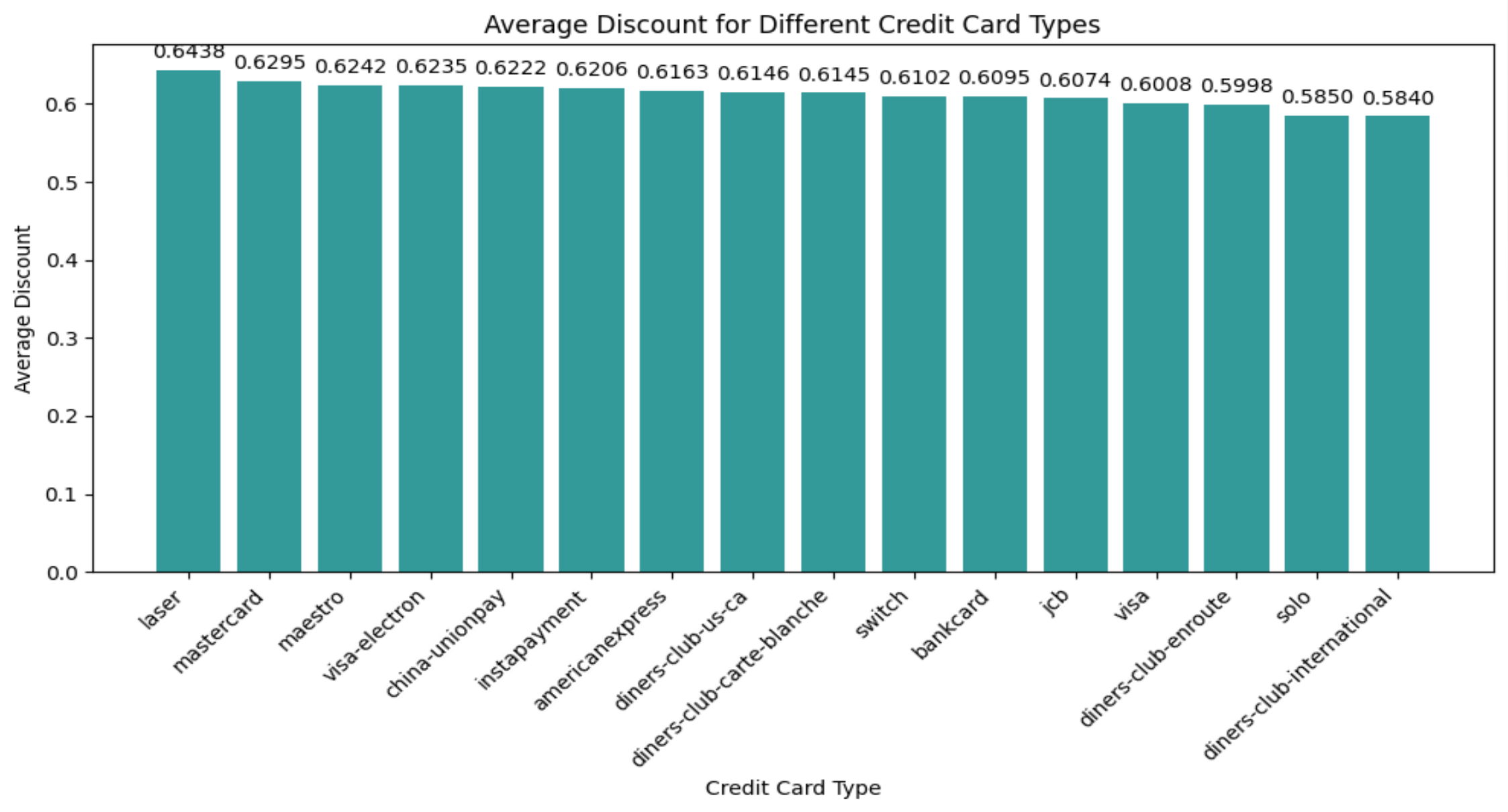
- The decrease in the number of orders seems to be mirrored in the decrease in quarterly revenue, suggesting a potential correlation between the two.

- Analyzing customer behavior during different quarters, such as purchasing patterns, preferences, or responses to promotions, can offer insights into the drivers of revenue changes.

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SHIPPING METRICS

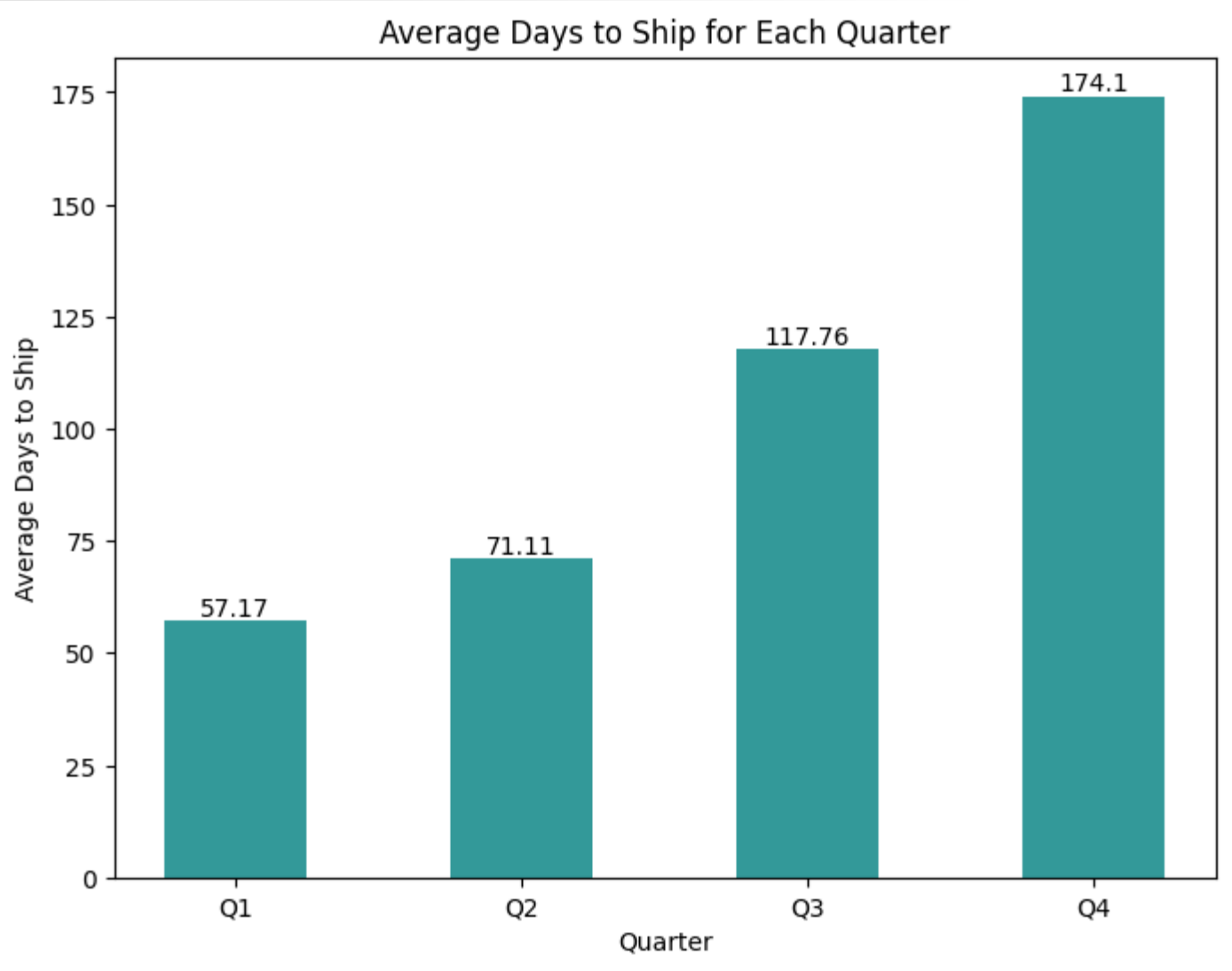
AVERAGE DISCOUNT OFFERED BY CREDIT CARD TYPE



AVERAGE DISCOUNT OFFERED BY CREDIT CARD TYPE(CONTD.,)

- The credit card types "**laser**," "**mastercard**," and "**maestro**" have **the highest average discounts**, making them potentially attractive options for customers seeking discounts.
- Credit card types like "**visa-electron**," "**china-unionpay**," "**instapayment**," and "**americanexpress**" fall in the **middle range of average discounts**.
- Credit card types such as "**diners-club-international**," "**solo**," and "**diners-club-enroute**" have comparatively lower average discounts.
- We may want to analyze the relationship between average discounts and customer preferences for each credit card type. Adjusting discount strategies based on card popularity and customer behavior could be beneficial.
- There is variability in the average discount rates, suggesting that different credit card types might have distinct discount strategies or agreements.

TIME TAKEN TO SHIP ORDERS BY QUARTER



- In the first two quarters (**Q1 and Q2**), the average days to ship are relatively low, indicating that the orders are processed and shipped more quickly during the initial half of the year.
- The average days to ship increases significantly in **Q3**
- The fourth quarter (**Q4**) exhibits the highest average days to ship, indicating a longer processing time during this period

INSIGHT AND RECOMMENDATIONS

Overall Insights:

- Chevrolet, Ford, and Toyota are the top preferred vehicle makes across various states.
- There's a diversity of vehicle preferences across states, indicating regional differences in customer choices.
- Q1 and Q2 generally exhibit better customer satisfaction compared to Q3 and Q4.
- The Q4 has the highest percentage of "VERY BAD" and "BAD" ratings, suggesting potential challenges or issues during the year-end.
- The data shows a diverse range of customers, with various vehicle preferences and order quantities.
- The number of orders has a decreasing trend from Q1 to Q4, indicating a potential decline in sales or demand towards the end of the year.
- QoQ percentage change in revenue is negative, indicating a decline in revenue from one quarter to the next.
- Total revenue shows a decreasing trend over the quarters.
- There are seasonal variations in average days to ship, with Q1 and Q2 exhibiting shorter shipping times.
- Q3 and Q4 show increased average days to ship, suggesting potential operational challenges during these quarters.
- Different credit card types have varying average discount rates.
- The "laser" credit card type has the highest average discount.

RECOMMENDATIONS:

- Investigating the reasons behind the higher percentage of "VERY_BAD" and "BAD" ratings in Q4. Addressing any issues during this period can enhance customer satisfaction.
- Analyzing the factors contributing to longer shipping times in Q3 and Q4. **Streamlining logistics and improving operational efficiency** can lead to faster order fulfillment.
- Considering **diversifying marketing strategies** to boost sales in Q3 and Q4, ensuring a more balanced distribution of orders throughout the year.
- Exploring **customer segmentation to understand preferences and tailor marketing efforts accordingly**. This can help in creating targeted promotions for specific customer groups.
- Evaluate the impact of discount rates on different credit card types. **Adjust discount strategies** based on the popularity of certain credit cards to maximize revenue.
- Regularly analyze customer feedback to identify areas for improvement. Addressing customer concerns promptly can positively impact overall satisfaction.
- Implement a **continuous monitoring system to track changes in customer preferences**, market trends, and operational efficiency. This allows for timely adjustments and proactive decision-making.