

# SQL and Databases: Project Report

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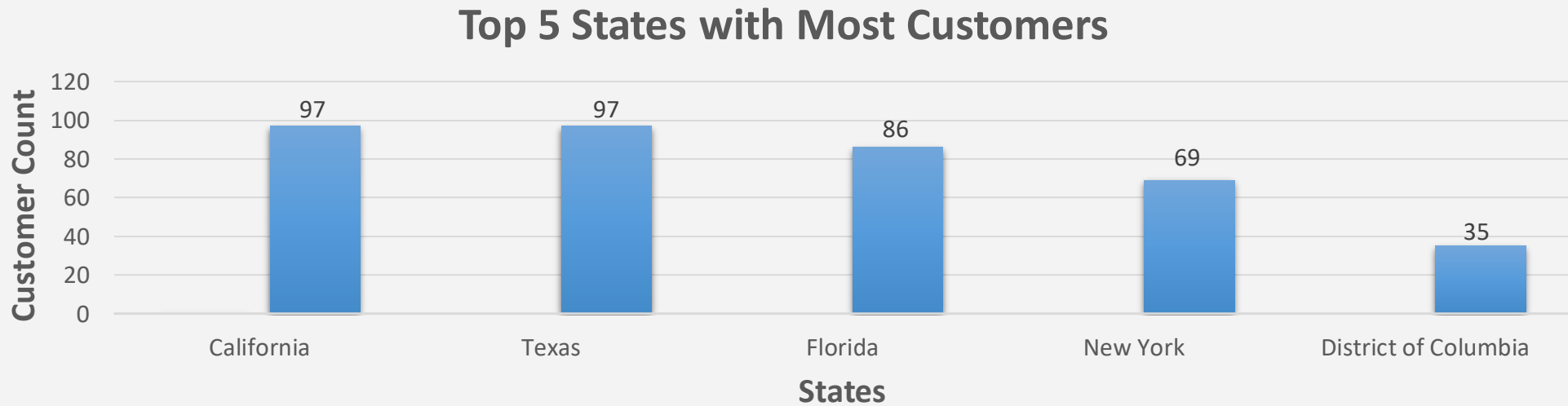
# Business Overview

Total Revenue	Total Orders	Total Customers	Avg Rating
125.48 M	1000	994	3.5
Last Qtr Revenue	Last Qtr Orders	Avg Days to Ship	% Good Feedback
23.49M	199	98	44.1%



Customer Metrics

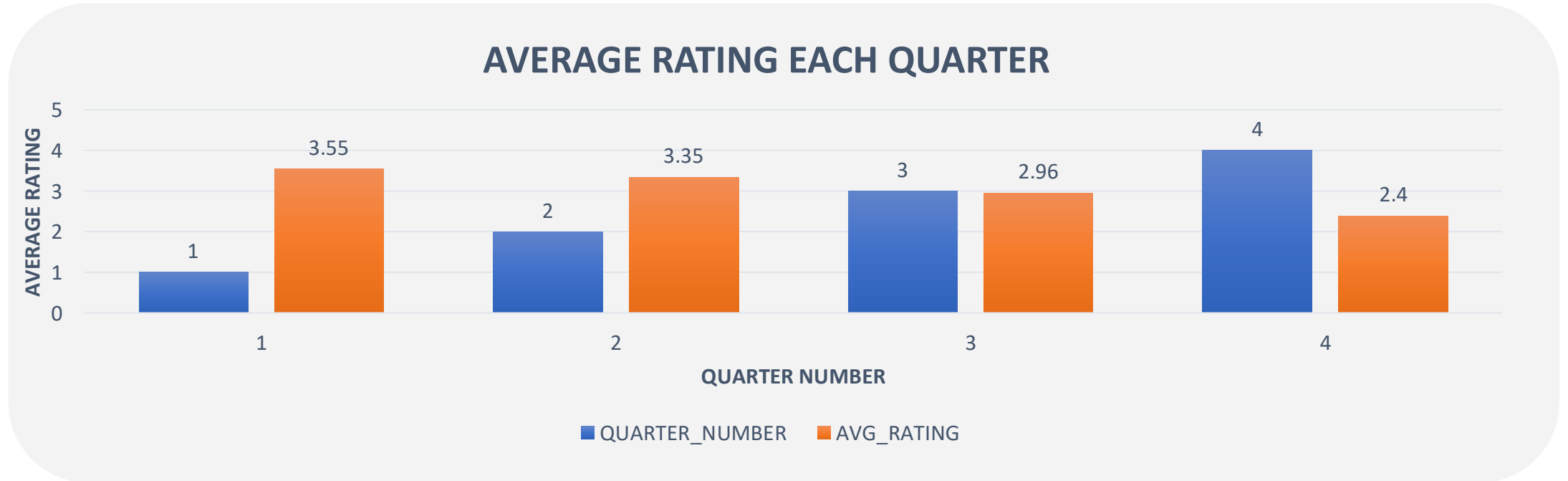
# Distribution of Customers across States



## Observations / Findings

- California and Texas has the most customers that is 97
- Followed by Florida (86), New York (69) , District of Columbia (35)
- Maine , Wyoming and Vermont have the least amount of customer (1 customer each state)
- The customer count is varying each state.

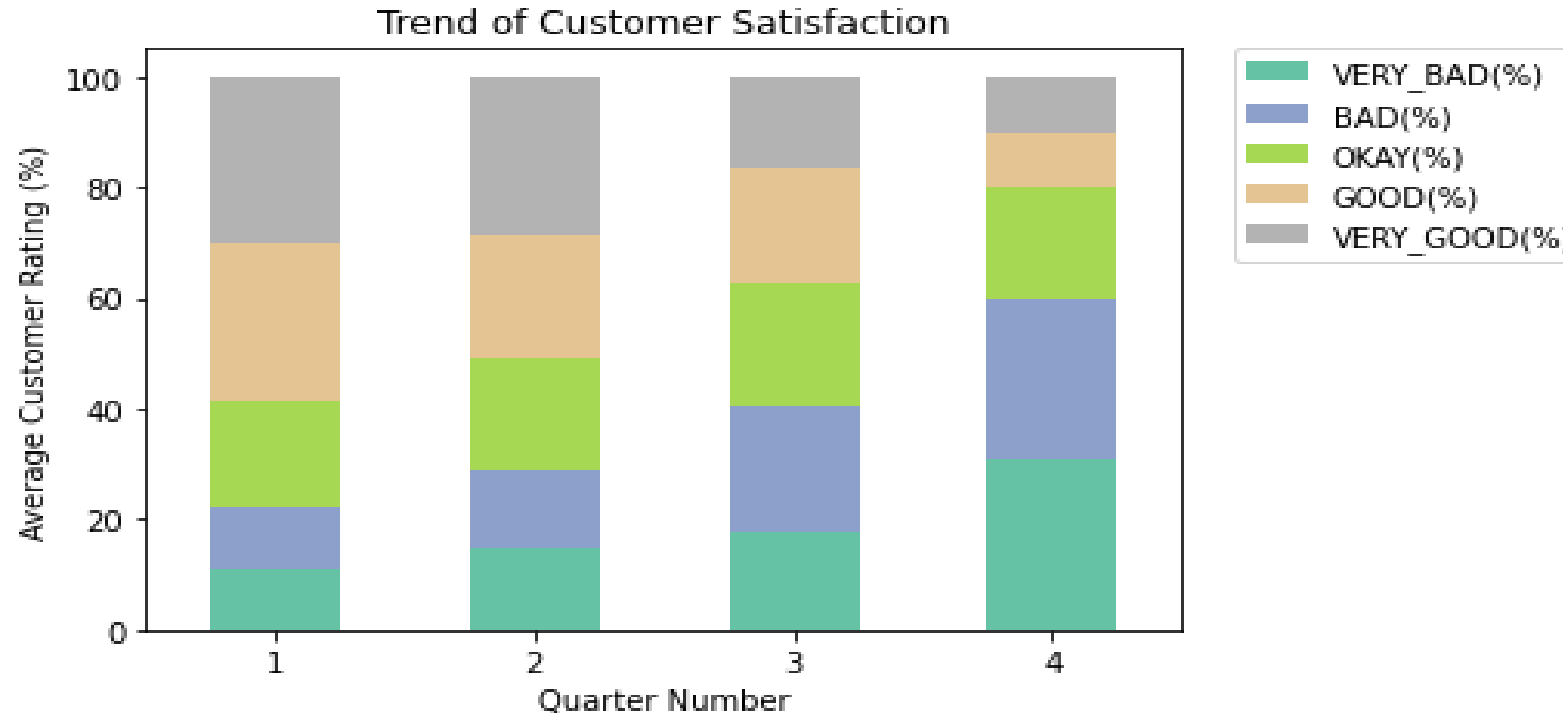
# Average Customer Ratings by Quarter



## Observations / Findings

- The average rating in each quarter is as follows – Quarter 1 (3.55) , Quarter 2 (3.35) , Quarter 3 (2.96) and Quarter 4 (2.4)
- There is a major drop in average rating between Quarter 2 and Quarter 3.
- Average Rating has decreased each quarter.

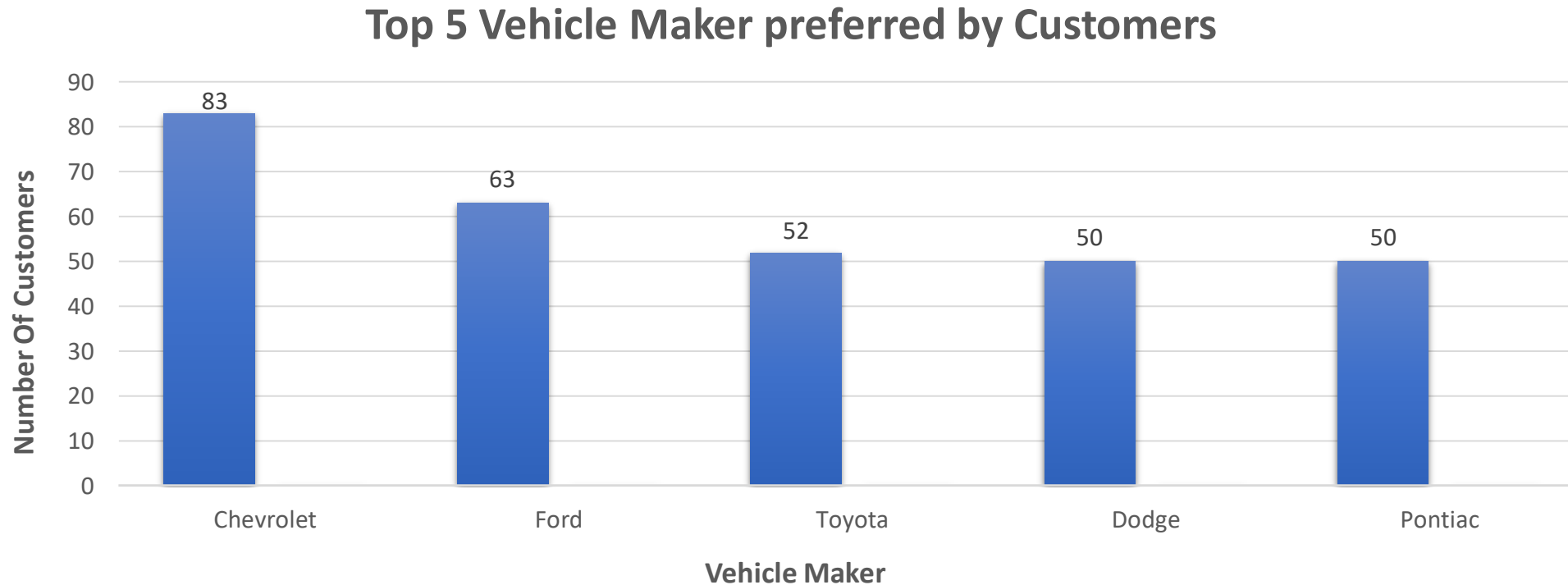
# Trend of Customer Satisfaction



## Observations / Findings

- 'Very Bad' feedback is more in Quarter 4 as compared to other Quarter's.
- 'Very Good' feedback is highest in Quarter 1 and lowest in Quarter 4.
- 'Good' feedback is highest in Quarter 1 as compared to other Quarter's.
- 'Bad' feedback is highest in Quarter 4 and lowest in Quarter 1.

# Top Vehicle makers preferred by customers



## Observations / Findings

- Chevrolet is the most preferred vehicle maker by the customers with 83 customer preference
- Followed by Ford with 63 customer preference , Toyota with 52 , Dodge with 50 and Pontiac with 50 customer preference.
- Least preference of Vehicle maker are MG , Daewoo and Ram with 1 customer

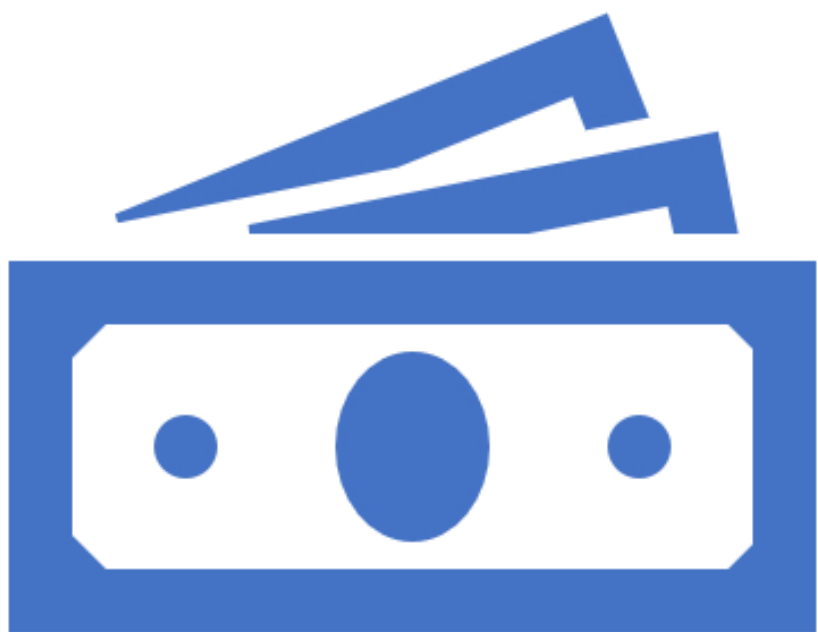
# Most preferred vehicle make in each state

State	Vehicle Maker
California	Isuzu
Texas	Chrysler
Florida	GMC
New York	Buick
District of Columbia	Mazda
Colorado	Chevrolet
Ohio	Mercedes-Benz
Alabama	Mazda

## Observations / Findings

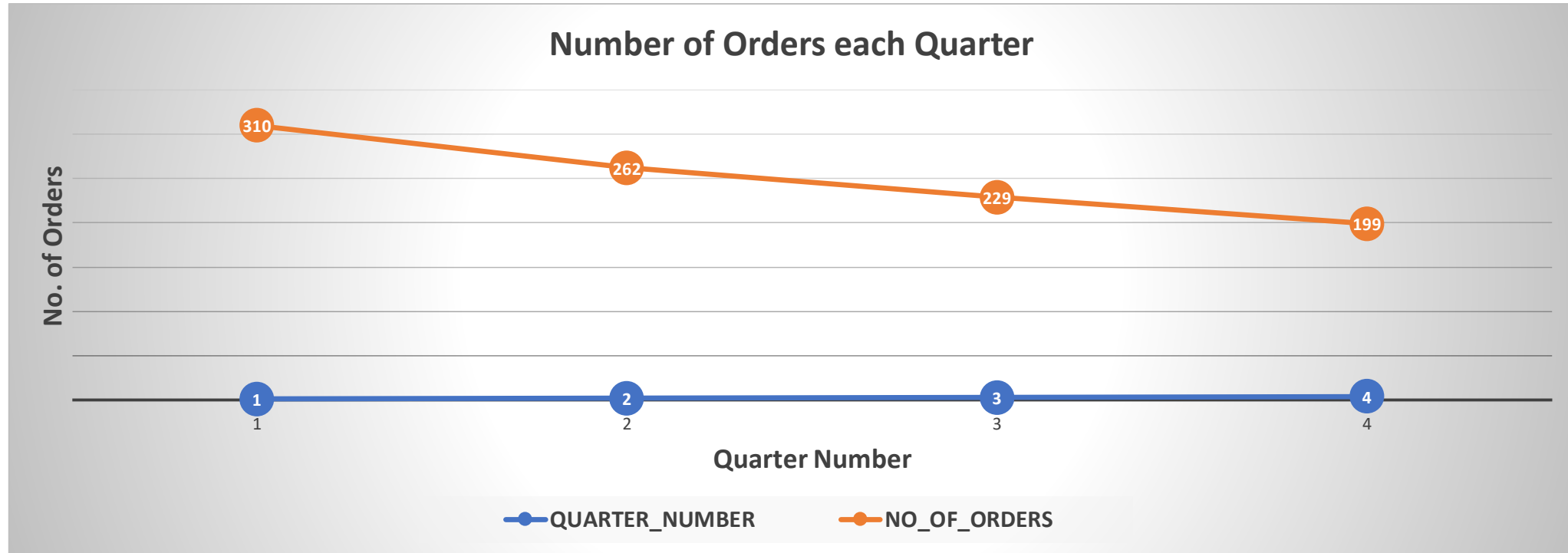
- In California 97 customers preferred vehicle maker Isuzu
- In Texas 97 customer preferred Chrysler as the vehicle maker
- In District of Columbia 35 customers preferred the vehicle maker Mazda
- In New York, the most preferred vehicle is Buick and the count is 69
- In Florida 86 customer preferred GMC as the vehicle maker and count of customer liking this vehicle maker in Florida is 86.





## Revenue Metrics

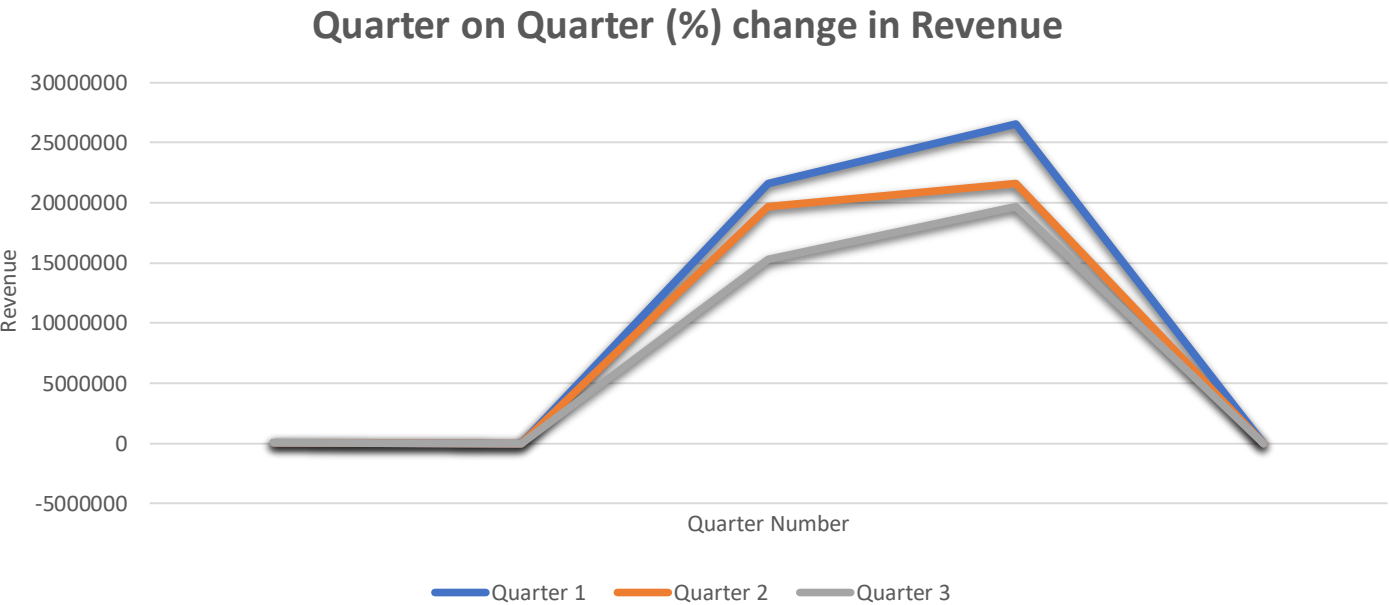
# Trend of purchases by Quarter



## Observations / Findings

- The numbers of orders has decreased each quarter.
- Quarter 1 has the highest number of orders, and the lowest number of orders is in Quarter 4.
- More than 100 orders has been lost between Quarter 1 and Quarter 4 .
- The most orders were lost between Quarter 1 and Quarter 2 that is 48 orders lost.

# Quarter on Quarter % change in Revenue

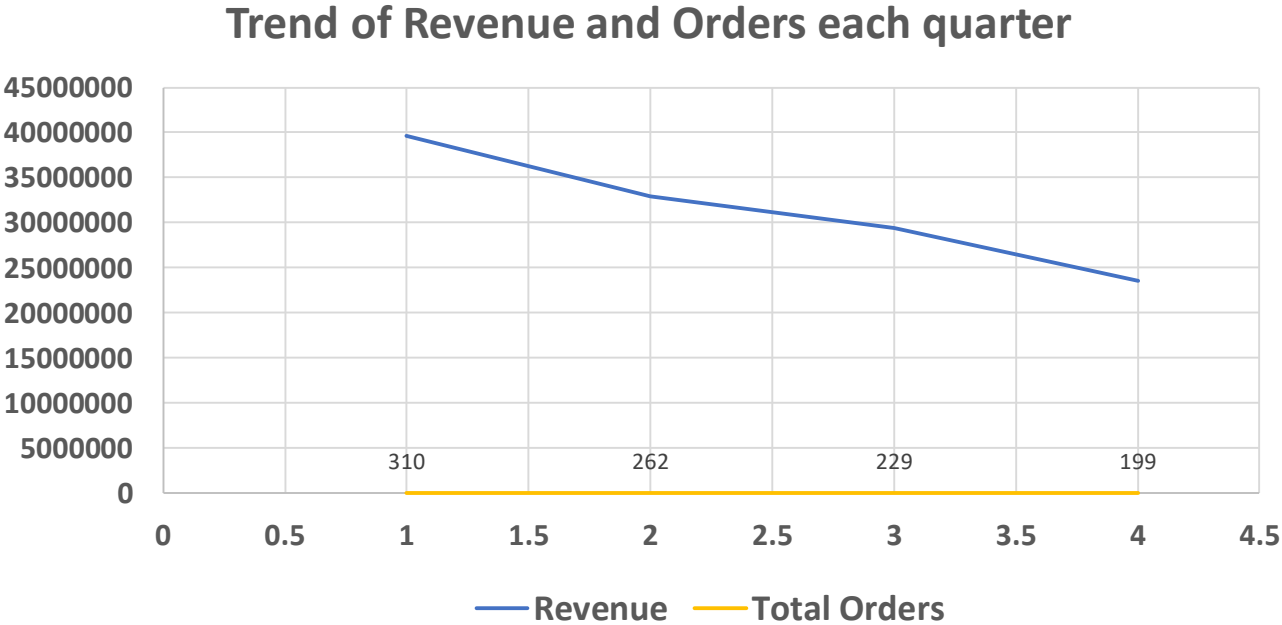


Quarter Number	Quarter Over Quarter Revenue (%)
1	0
2	-17.24%
3	-10.57%
4	-20.12%

## Observations / Findings

- Each quarter % change is negative meaning there was no increase in revenue.
- The largest percentage decrease in revenue was in Quarter 4
- The smallest percentage decrease in revenue was in Quarter 3

# Trend of Revenue and Orders by Quarter



QUARTER_NUMBER	REVENUE	TOTAL_ORDERS
1	39637630.97	310
2	32913737.76	262
3	29435427.48	229
4	23496008.22	199

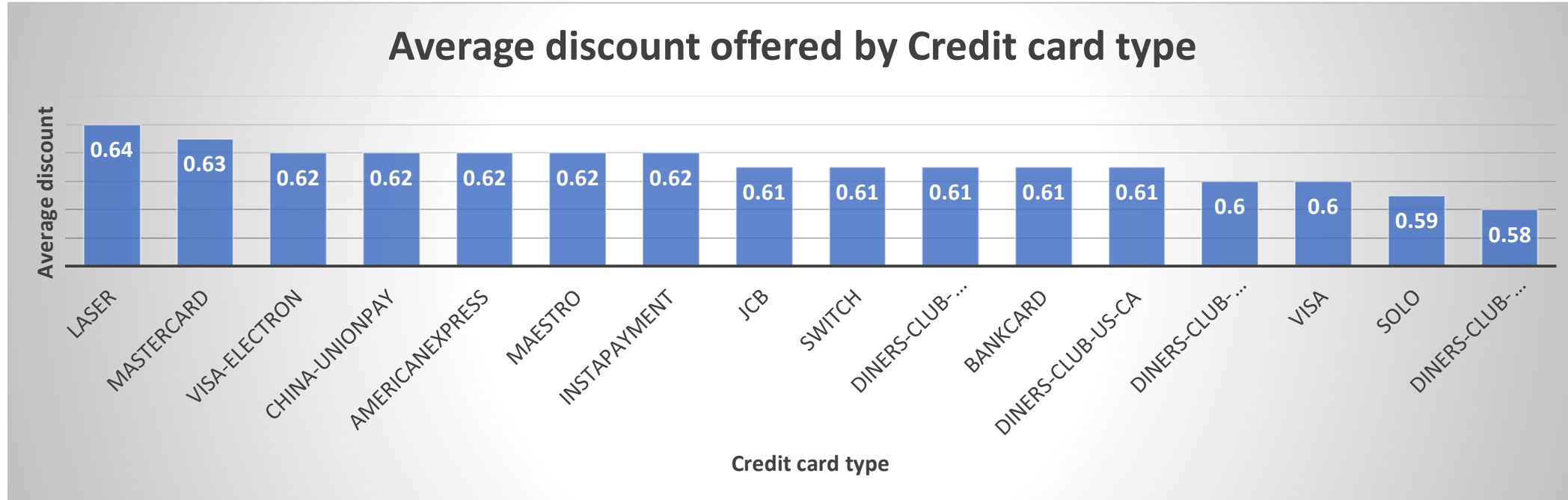
## Observations / Findings

- Quarter 1 was the peak with the orders 310 and revenue \$39,637,630.97
- Quarter 4 has the lowest orders that is 199 and revenue \$ 23,496,008.22



# Shipping Metrics

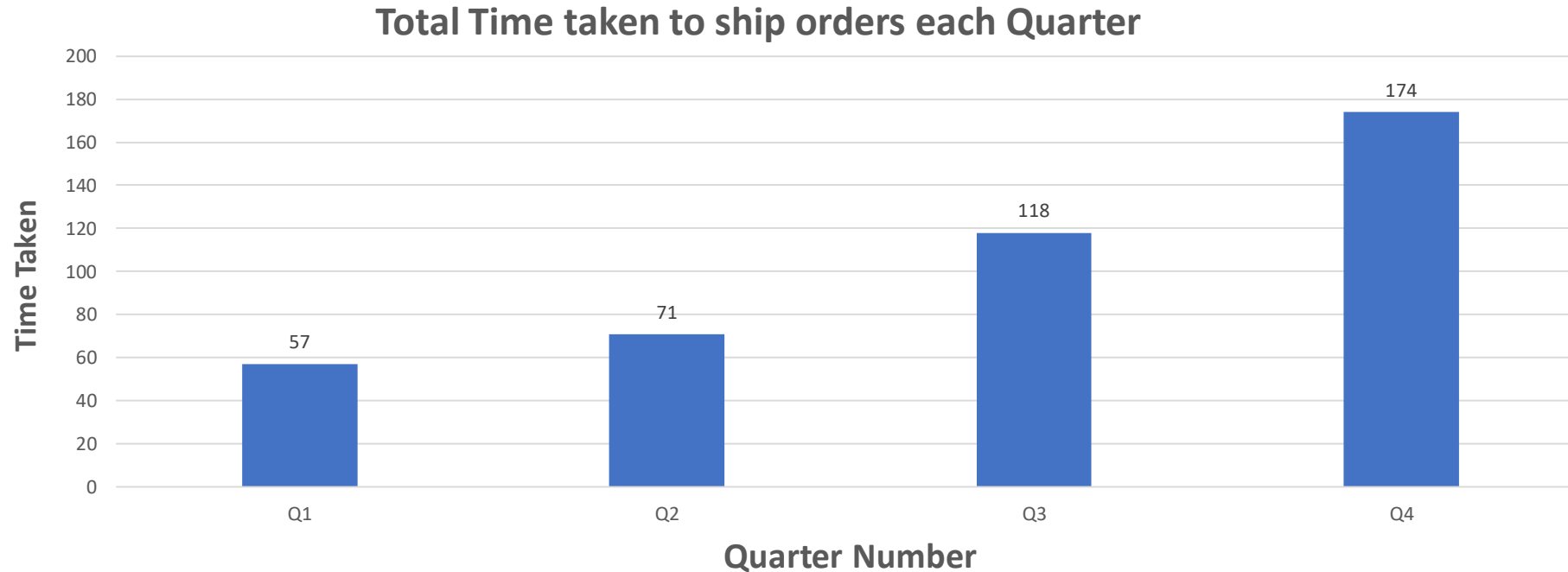
# Average discount offered by Credit Card type



## Observations / Findings

- The credit card type that is offering the highest average discount is Laser with 64% discount.
- The lowest average discount is offered by Diners-club-international with 58% discount only.
- The average is discount is in range of 64% to 58% with majority one with over 60%.

# Time taken to ship orders by Quarter



## Observations / Findings

- The average shipping time has been increased each quarter.
- Quarter 1 had the fastest shipping with average 57 days.
- Quarter 4 had the slowest shipping with average 174 days.
- The average shipping time has been 3 times as compared to Quarter 1.



# Insights and Recommendations



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- There is steady decrease in number of orders over the quarters . At Quarter 4 we have received the lowest number of orders.
- Similarly, the rating have decreased each quarter and at quarter 4 rating is at all-time low.
- The average rating in each quarter is as follows respectively – Quarter 1 , Quarter 2 , Quarter 3 and Quarter 4
- There is a major drop in average rating between Quarter 2 and Quarter 3.
- California and Texas has the most amount of customers
- Followed by Florida , New York , District of Columbia
- Maine , Wyoming and Vermont have the least amount of customer
- Chevrolet is the most preferred vehicle maker by the customers
- Ford, Toyota , Dodge and Pontiac are followed Chevrolet in vehicle maker preference of customer .
- Least preference of Vehicle maker are MG , Daewoo and Ram .

# Insights and Recommendations

- The credit card type that is offering the highest average discount is Laser.
- The lowest average discount is offered by Diners-club-international.
- The average discount is in range of 64% to 58% with majority one with over 60%.
- Orders has been decreased due to an increase in negative feedback and slower shipping time.
- The average shipping time has been increased each quarter.
- Quarter 1 had the fastest shipping and Quarter 4 had the slowest shipping .
- The average shipping time has been 3 times as compared to Quarter 1.
- There is an increase in 'Very Bad' and 'Bad' ratings and a decrease in 'Very Good' and 'Good' ratings.
- Over the 4 quarters the largest percentage decrease in Revenue is in Quarter 4.