



SQL and Databases:

Project Report

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Business Overview

Total Revenue

11.2 M

Total Orders

1189

Total Customers

987

Avg Rating

3.5

Last Qtr Revenue

1.6 M

Last Qtr Orders

200

Avg Days to Ship

32

% Good Feedback

45%

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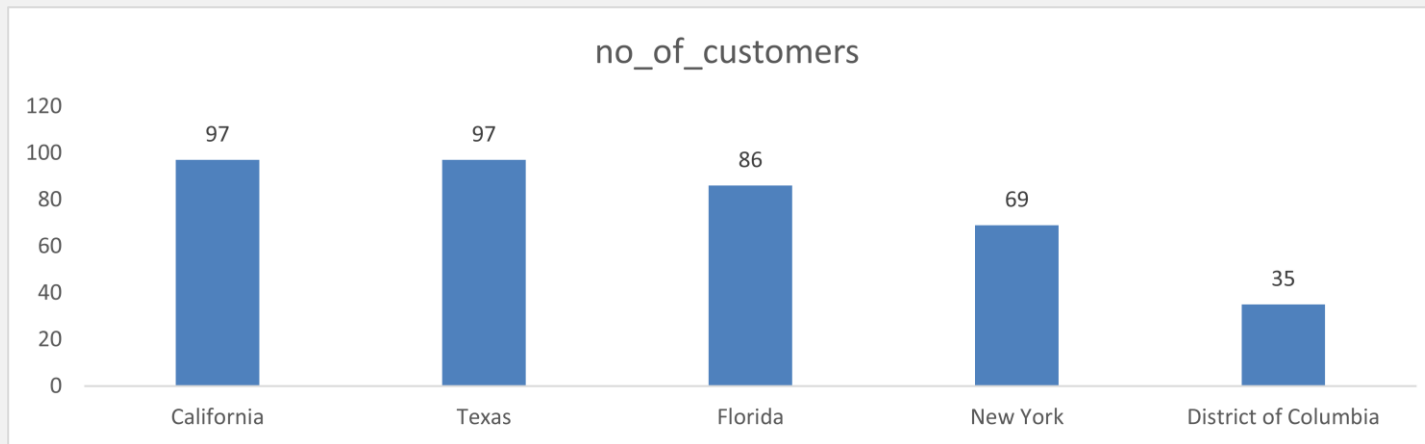
Customer Metrics

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Distribution of Customers across States



Observations / Findings

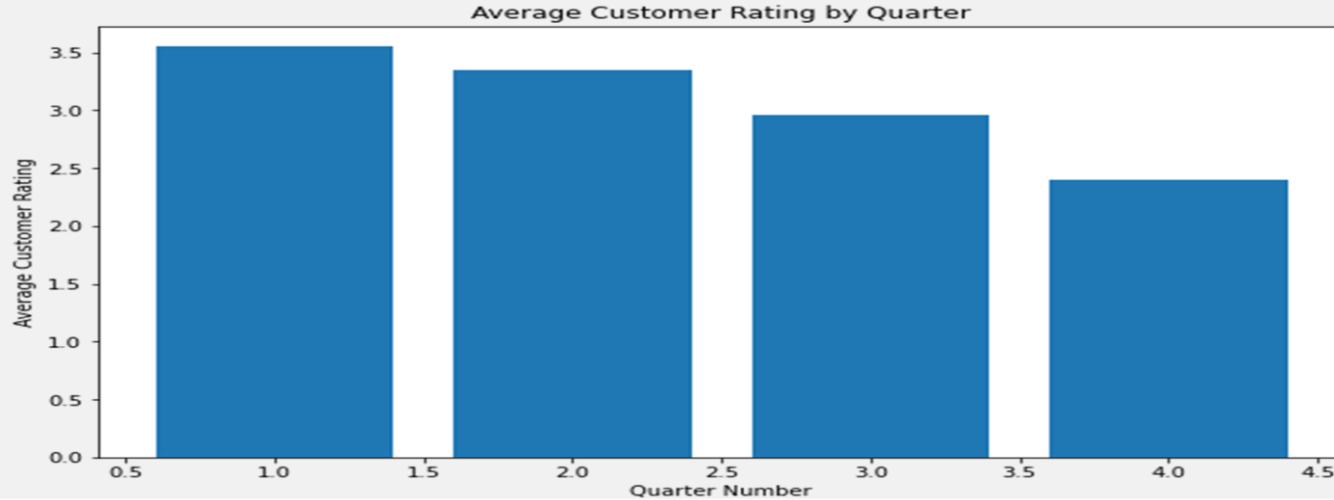
- Most customers reside in California, Texas, Florida, New York, and the District of Columbia.
- California and Texas have the highest number of customers (97)

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Average Customer Ratings by Quarter



Observations / Findings

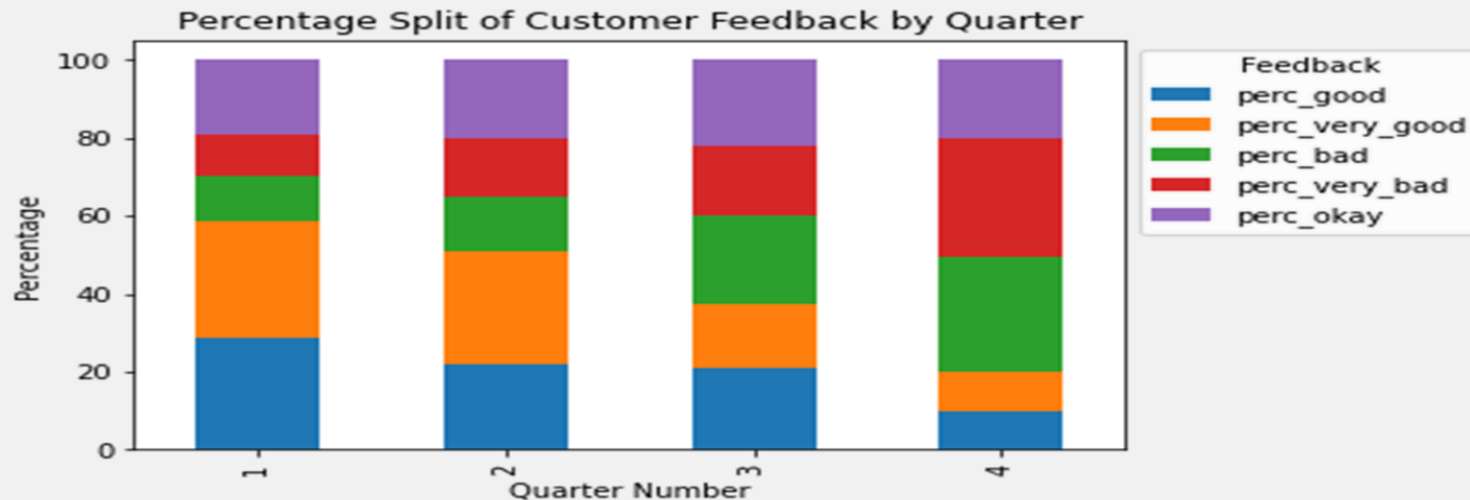
- Negative trend of customer ratings
- -1.15 customer rating decrease from Q1 to Q4
- Recent Q4 customer ratings are in the 'bad' range

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Trend of Customer Satisfaction



Observations / Findings

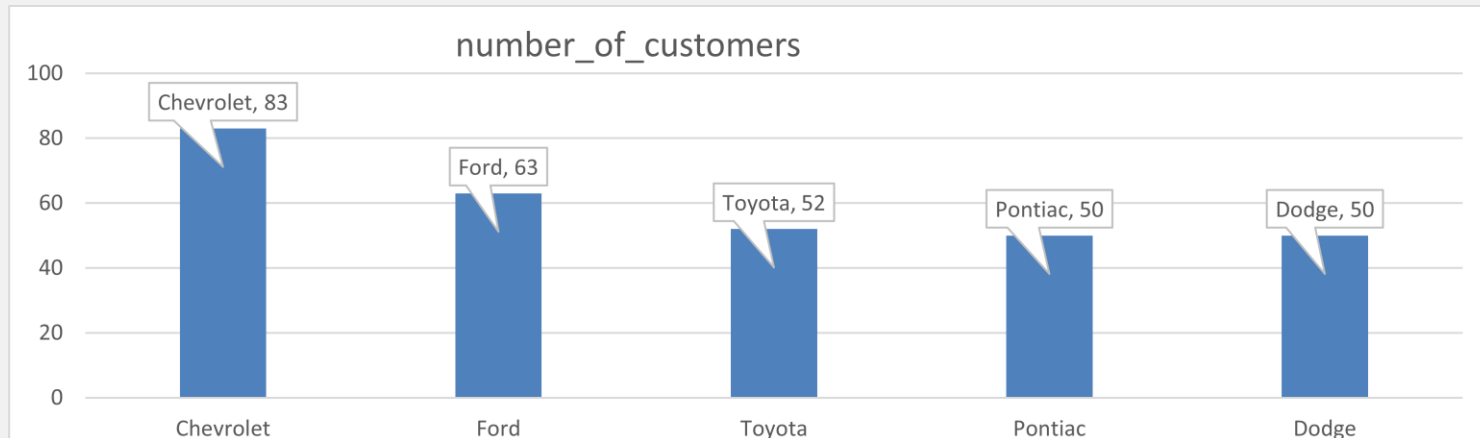
- Declining trend
- Q1 to Q4 reveals a -20% in very good ratings, a -19% in good ratings, a -1% in okay ratings, a +18% in bad ratings and a +20% in very bad ratings

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Top Vehicle makers preferred by customers



Observations / Findings

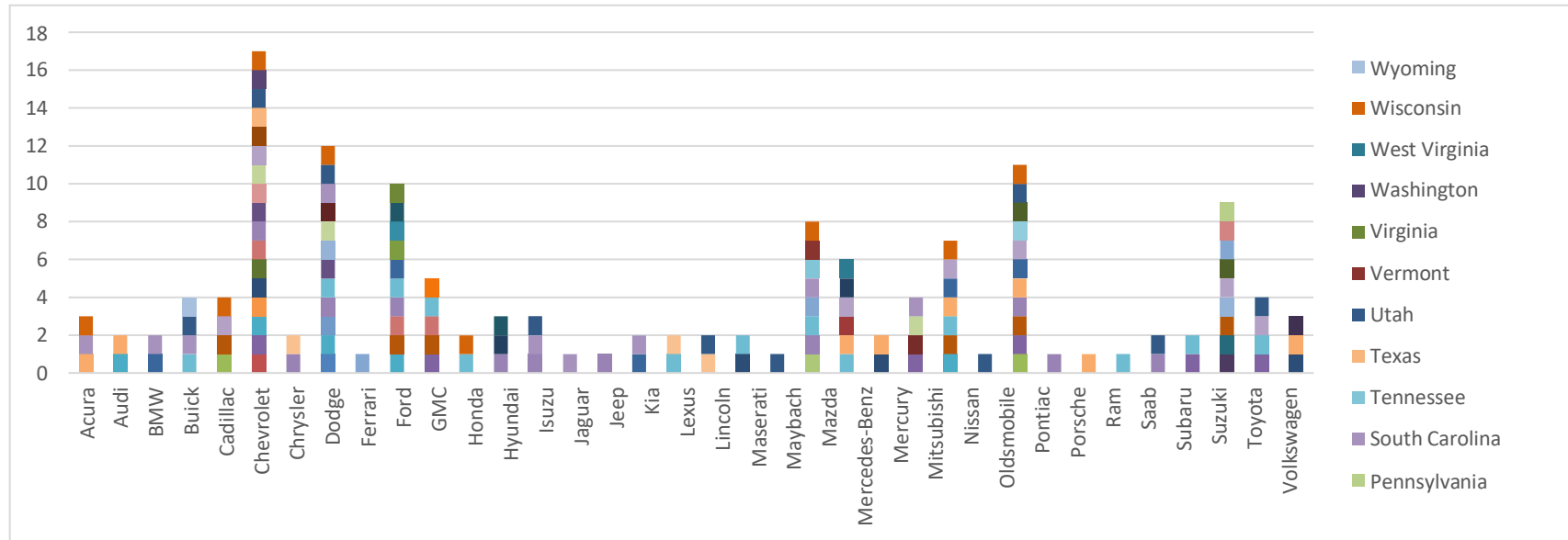
- Top 5 vehicle makers preferred by customers are Chevrolet, Ford, Toyota, Dodge, and Pontiac.
- Most preferred vehicle maker is Chevrolet.

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Most preferred vehicle make in each state



Observations / Findings

- The most preferred vehicle make in each state is Chevrolet
- California and Texas have the highest customers

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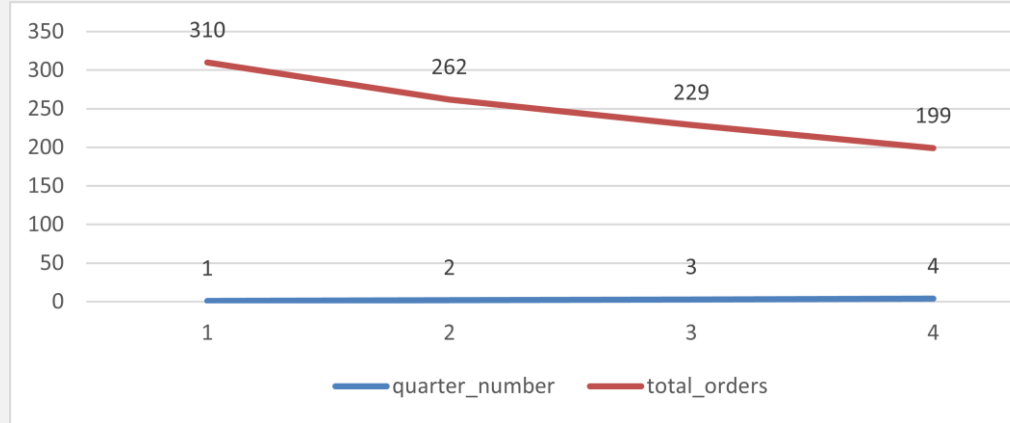
Revenue Metrics

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Trend of purchases by Quarter



Observations / Findings

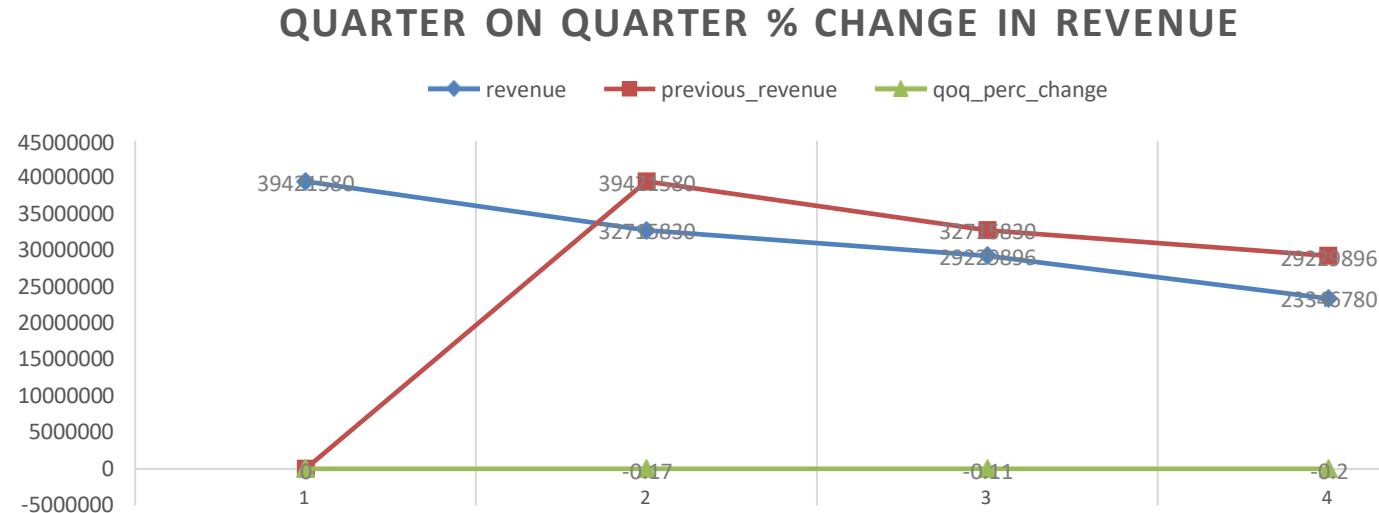
- Consistent declining trend of total order
- -111 decrease of total orders from Q1 to Q4 comparatively

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Quarter on Quarter % change in Revenue



Observations / Findings

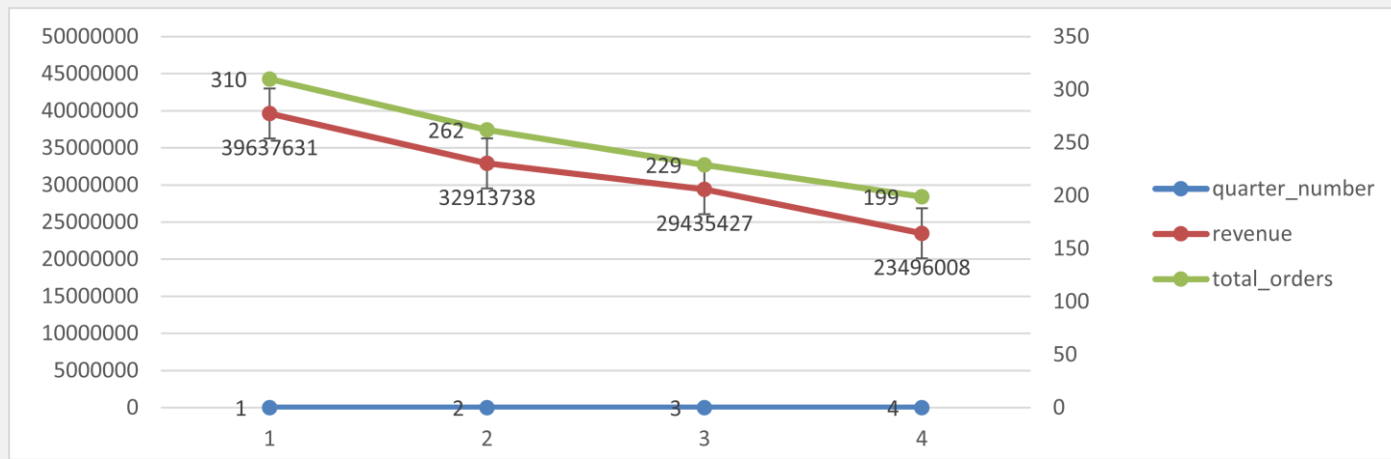
- Decline in the change in revenue when comparing subsequent to previous quarters
- Decrease in revenue -17%, -11%, and -20% per quarter

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Trend of Revenue and Orders by Quarter



Observations / Findings

- Declining trend of revenue and total order
- -59% in revenue from Q1 to Q4
- -64% in total orders from Q1 to Q4

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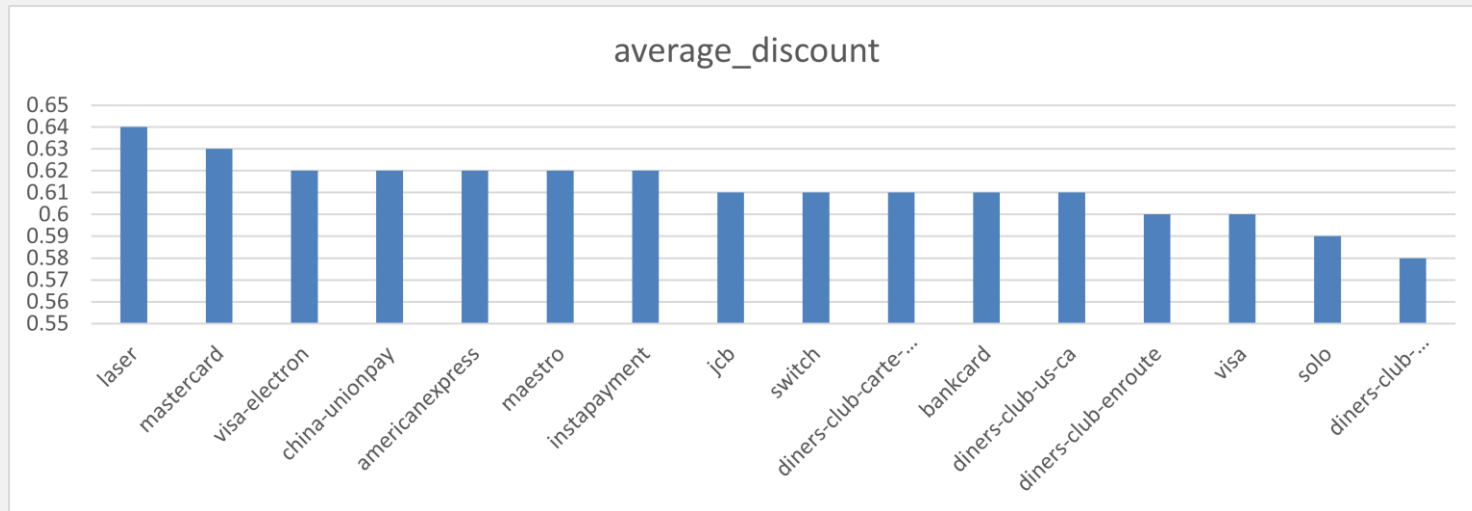
Shipping Metrics

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Average discount offered by Credit Card type



Observations / Findings

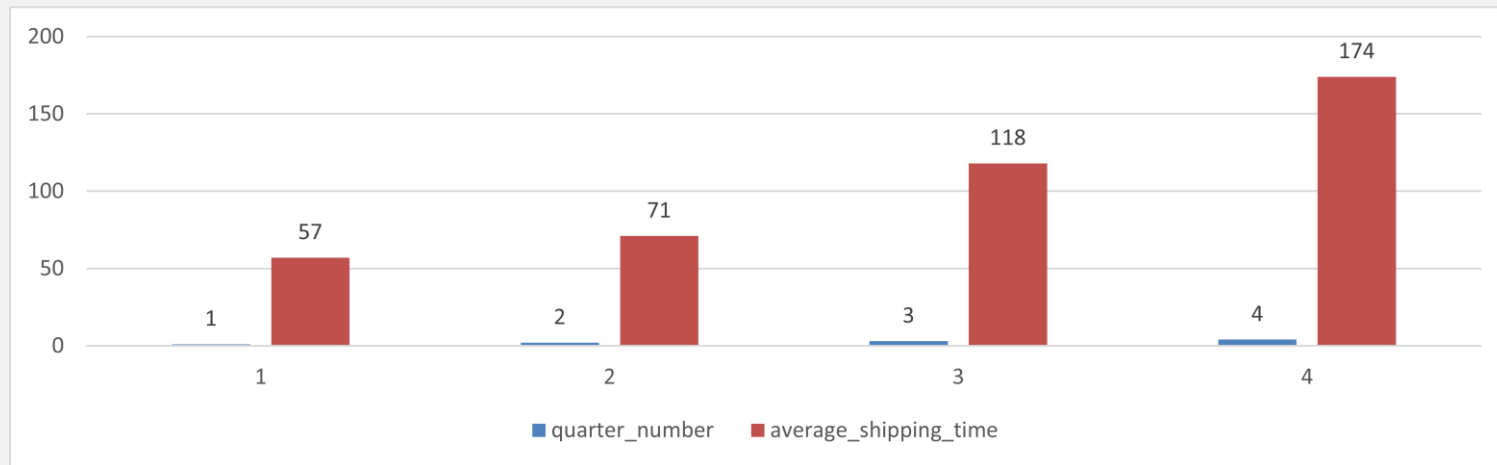
- Average discount for credit card types range from 58% to 64%
- Lowest discount is Diners Club International (58%)
- Highest discount is Laser (64%)

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Time taken to ship orders by Quarter



Observations / Findings

- Consistent delay in the average shipping time from Q1 to Q4 totaling to 117 more days
- Average days to ship increase by 33% from Q1 to Q4

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Insight and Recommendations

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- Analyze customer ratings patterns to find the root cause of declining ratings.
- Conducting customer surveys to provide feedback on strengths and weaknesses.
- Identify negative trends in customer feedback to improve satisfaction.
- Review purchasing data to find causes of declining orders per quarter.
- Pinpoint revenue loss causes in data to generate greater revenue in following quarters.
- Analyze top-selling items and revenue generators per quarter for better supply management.
- Determine the cause of revenue and order loss by examining least popular items.
- Identify reasons for shipment delays to improve shipping times.

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