SQL PROJECT REPORT

NEW WHEELS

Abstract
[Draw your reader in with an engaging abstract. It is typically a short summary of the document.
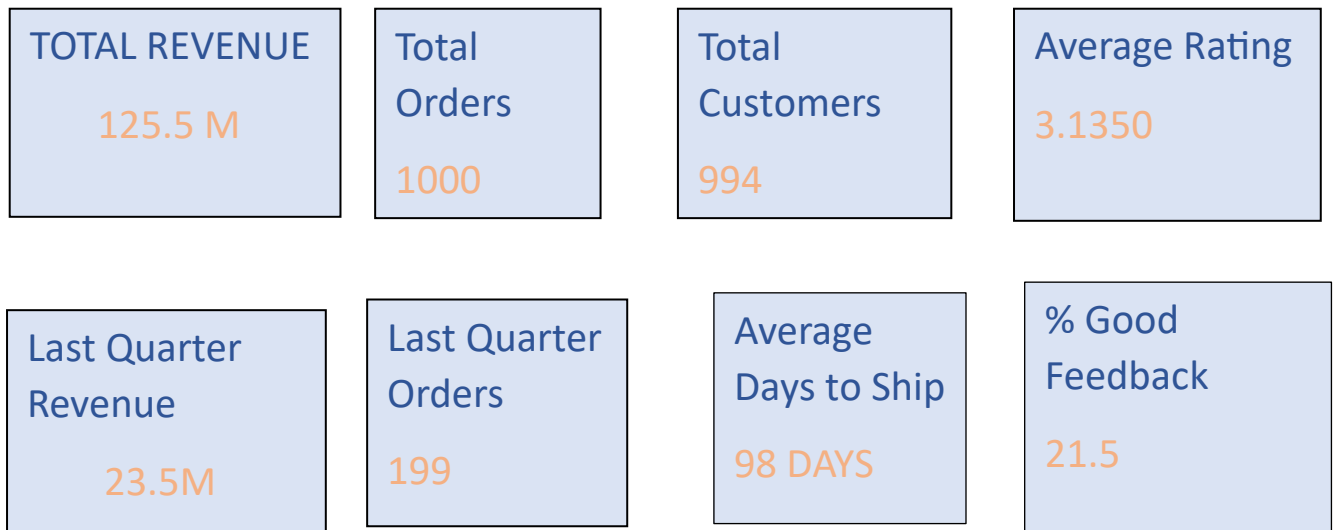When you're ready to add your content, just click here and start typing.]

souradip dey
[Email address]

Table of Contents

Project report:

TOTAL REVENUE 125.5 M	Total Orders 1000	Total Customers 994	Average Rating 3.1350
Last Quarter Revenue 23.5M	Last Quarter Orders 199	Average Days to Ship 98 DAYS	% Good Feedback 21.5

CUSTOMER MATRICS:

	customer_id	customer_name	gender	job_title	phone_number	email_address	city	country	state	customer_address	pos
0	0002-4115	Rafaela Hummerston	Female	Research Associate	862-362-4311	rhummerstoncg@unblog.fr	Newark	United States	New Jersey	556 Gerald Lane	
1	0002-4465	Minerva Noir	Female	Safety Technician II	317-472-9307	mnoirfc@mlb.com	Indianapolis	United States	Indiana	8958 Glacier Hill Crossing	
2	0002-7597	Foss Ratcliffe	Male	Chief Design Engineer	360-923-0728	fratcliffed3@blog.com	Olympia	United States	Washington	4941 Tomscot Drive	
3	0006-0740	Tirrell Hegg	Male	Account Executive	916-275-2214	theggr6@stumbleupon.com	Sacramento	United States	California	542 Spenser Hill	
4	0006-0951	Felike Penvarne	Male	Media Manager II	202-786-2819	fpenvarne81@nydailynews.com	Washington	United States	District of Columbia	93 Katie Junction	

postal_code	credit_card_type	credit_card_number
7195	diners-club-enroute	4980000000000000
46221	jcb	1300000000000000
98506	visa	4270000000000000
95823	maestro	4290000000000000
20057	jcb	1840000000000000

CUSTOMER MATRICS has 13 columns like customer_id,customer_name,gender,job_title,phone_number,email_address,city,country,state,customer_address,postal_code,credite_card_type,credite_card_number.
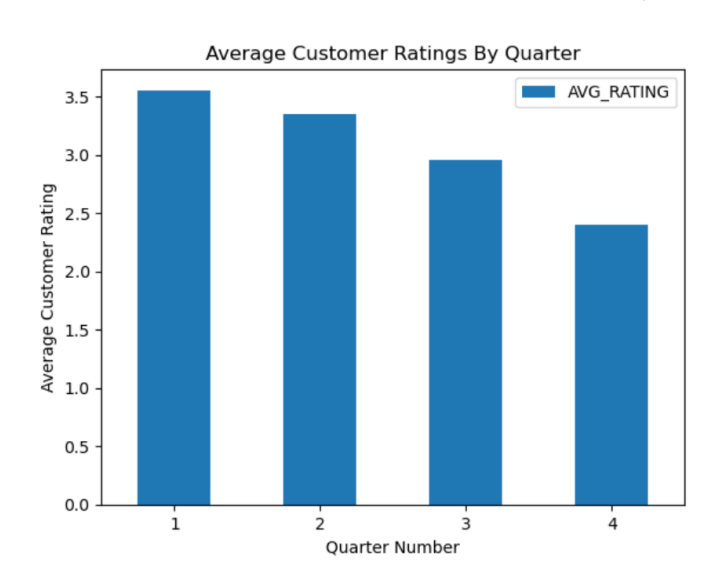
Where Customer id type is primary key.

DISTRIBUTION OF CUSTOMERS ACROSS STATES:
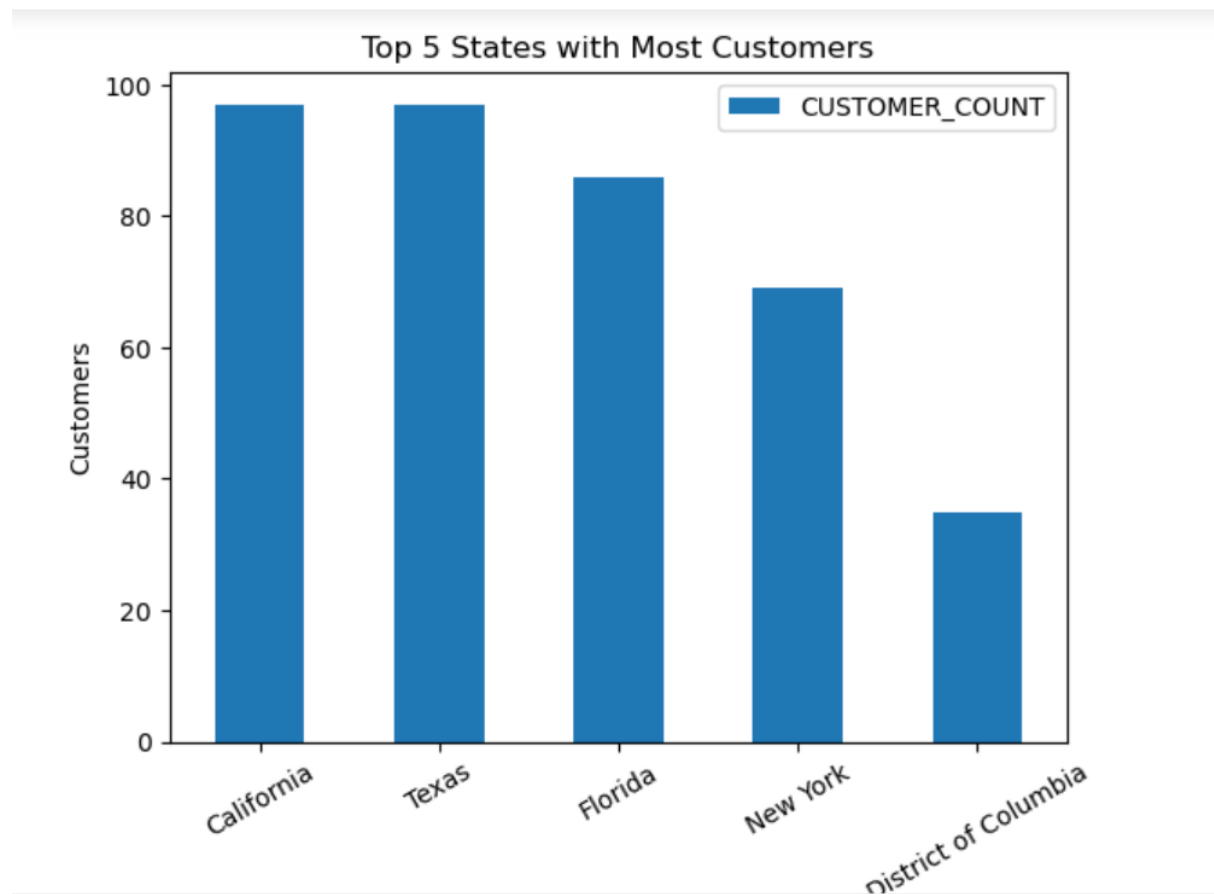
- From this plot we can see that most number of the customer from California , Texas & Florida. Then we have new York and district of Columbia.

## AVERAGE CUSTOMERS RATINGS BY QUARTER:

- Here we can see Quarter 4 average customer rating is more then 3.5 & Quarter 2,3,4 following by. Quarter 4 get lowest average rating close to 2.5.

TREND OF CUSTOMERS SATISFACTION:
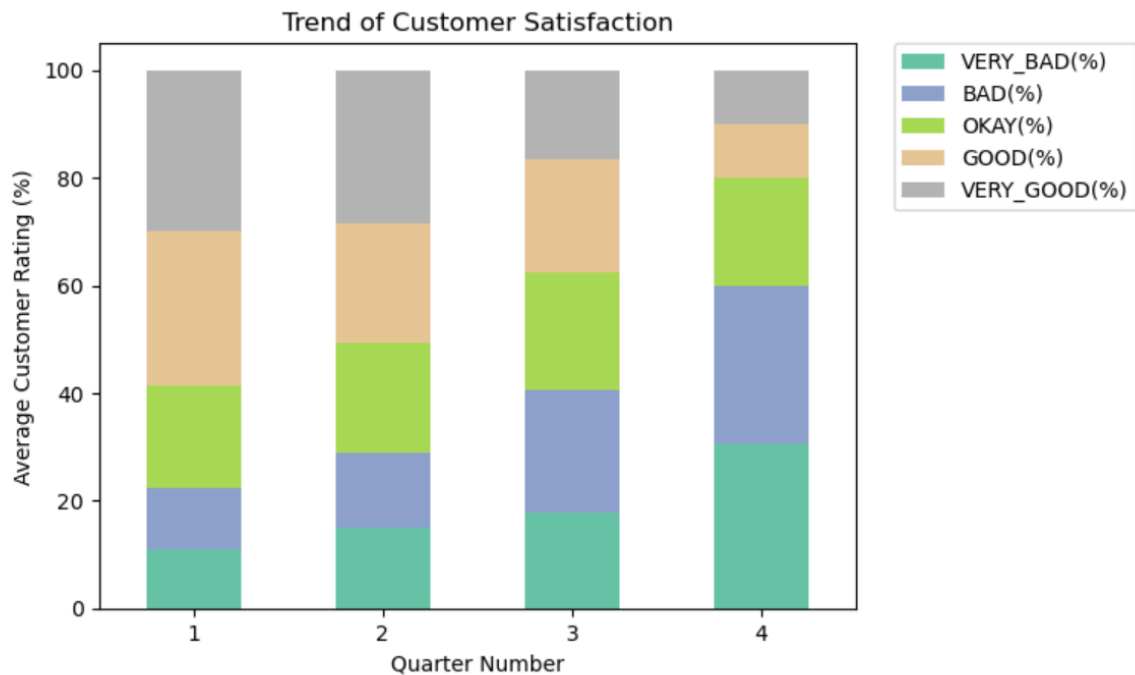
- This plot also showing the similar this like the previous one. Quarter 1 has low vary bad % and high very good % so q1's average rating is high and q4 has high very bad % and very low very good % so it's get average rating low like close to 2.5.
- And q2 & q3 average rating is good.

## Top Vehicle Makers preferred by Customers:
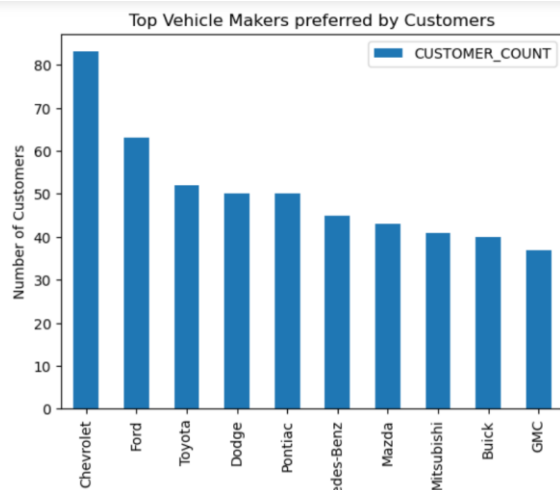
- From this plot we can say most of the customer prefers Chevrolet.

REVENUE MATRICS:

|	QUARTER_NUMBER	NUMBER_OF_ORDERS	revenue
0	1	310	39374179
1	2	262	32584619
2	3	229	29141083
3	4	199	23276651

- in revenue matrix we have quarter_number, number_of_orders, revenue.
- We can see number of order is high in quarter 1 so it's revenue is very high and number of order is less in quarter 4 so it's revenue is low from q1,q2,q3.

Trend of purchases by Quarter:

Trend of Purchases by Quarter
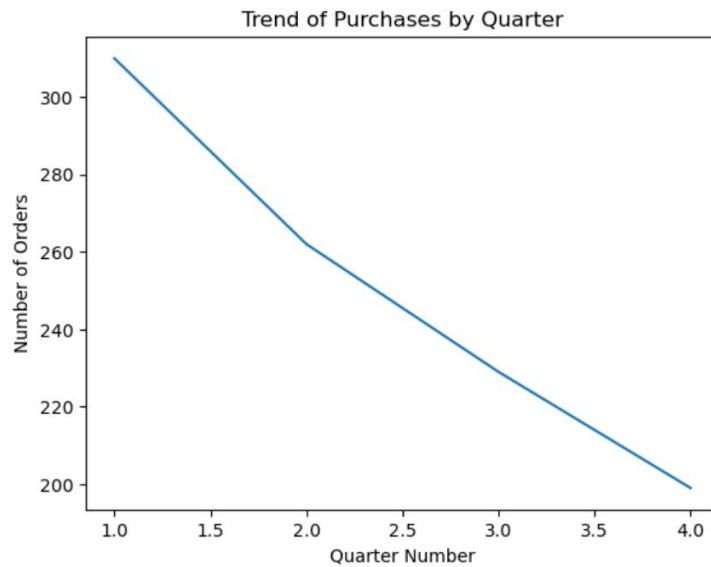
- We can see a negative trend in this plot.
- Clearly telling us number of orders are decreasing when quarter number increasing. This type of relation we can expect after seeing the rating vs quarter plot.

Quarter on Quarter % change in Revenue:

Quarter on Quarter(%) change in Revenue
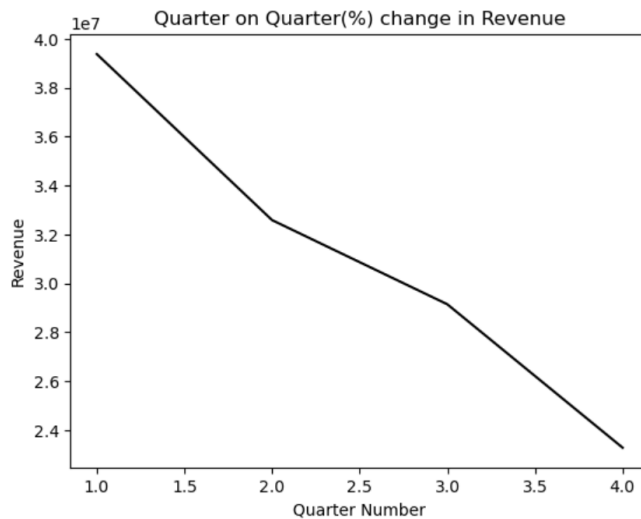
- When order are less then revenue surely come down so we get a negative trend here.

- Order is highly corelated with the revenue.
- we have negative trend in order so we get the negative trend in revenue.

Shipping Metrics:

|	ship_date	ship_mode	shipping
0	2019-01-01	Standard Class	Truck
1	2019-02-06	Same Day	Truck
2	2018-05-30	First Class	Air
3	2019-05-06	First Class	Air
4	2019-05-05	Standard Class	Air
5	2019-05-13	Same Day	Truck
6	2019-03-01	Same Day	Truck
7	2018-08-16	First Class	Truck
8	2018-08-05	First Class	Air
9	2018-09-10	First Class	Air

In shipping matrics has 3 columns like ship_date, ship_mode, shipping.

Average discount offered by Credit Card type:

Average Discount offered by Credit Card Type
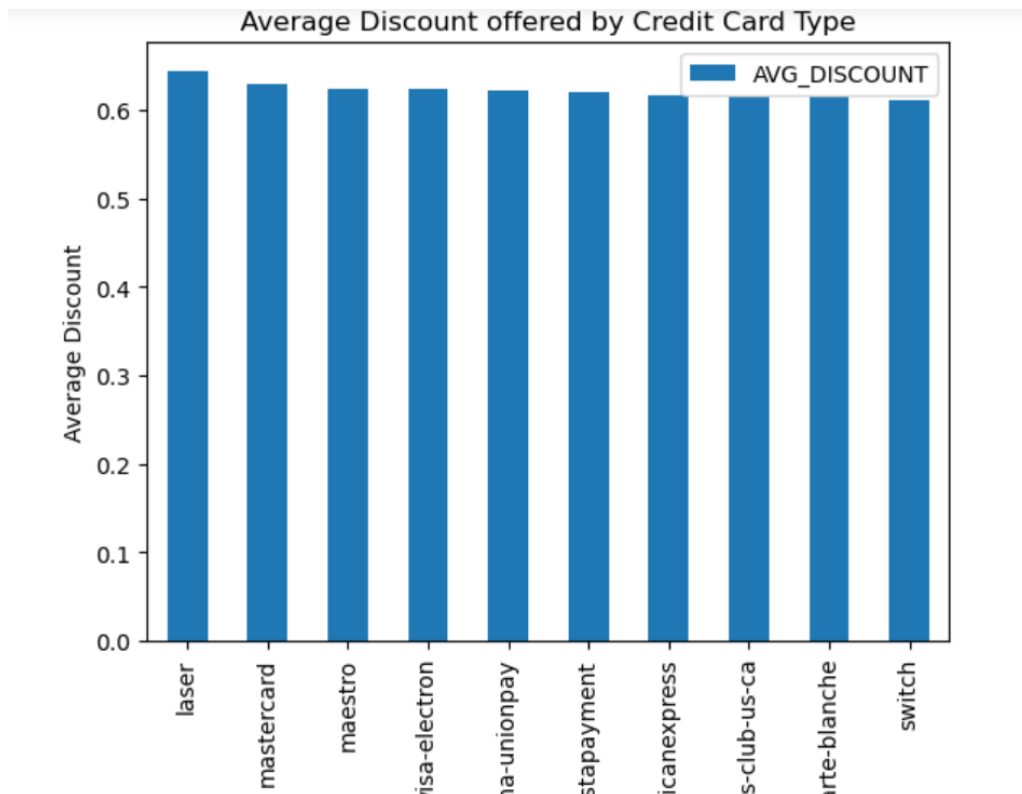
- All the credit card has 6% of discount.

Time taken to ship orders by Quarter:

Time taken to ship orders by Quarter
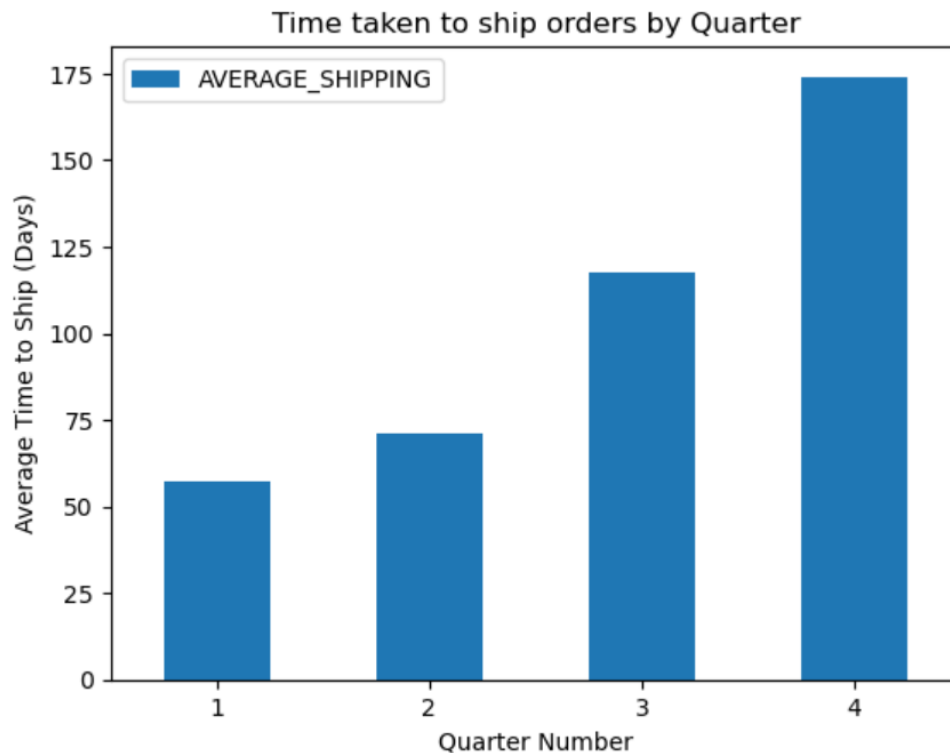
- Here we can see there is a positive trend in between average time to ship and quarter.
- Quarter 3 and 4 average time to ship is more then 100 days more then 3 months.

Insights and Recommendations:

#After analyzing the available data, it becomes evident that customer satisfaction is currently suboptimal, which is reflected in the declining trends of both order numbers and revenue over the months/quarters. Additionally, an increase in shipping times has contributed to customer dissatisfaction

Chevrolet is a beloved choice among our customers.

The states with the highest number of customers are California, Texas, and Florida, followed by New York and the District of Columbia.

- Reducing shipping time can lead to improved customer feedback.
- Consider streamlining the shipping process to enhance customer satisfaction.
- Reducing discounts across various credit card types or consolidating card options may help manage costs."

- Evaluate the possibility of reducing the number of credit card options or adjusting discounts to maintain profitability.