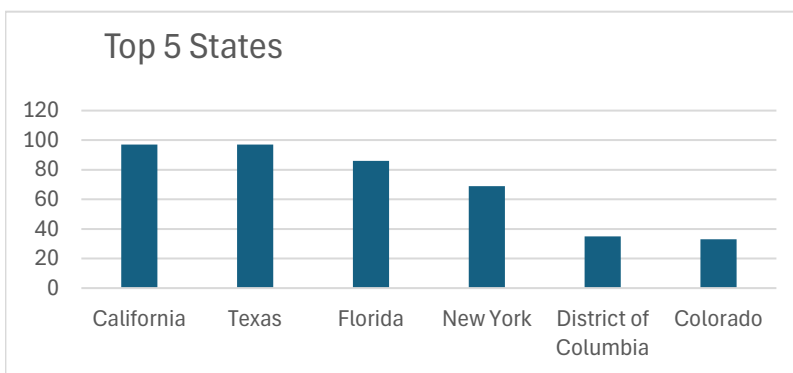
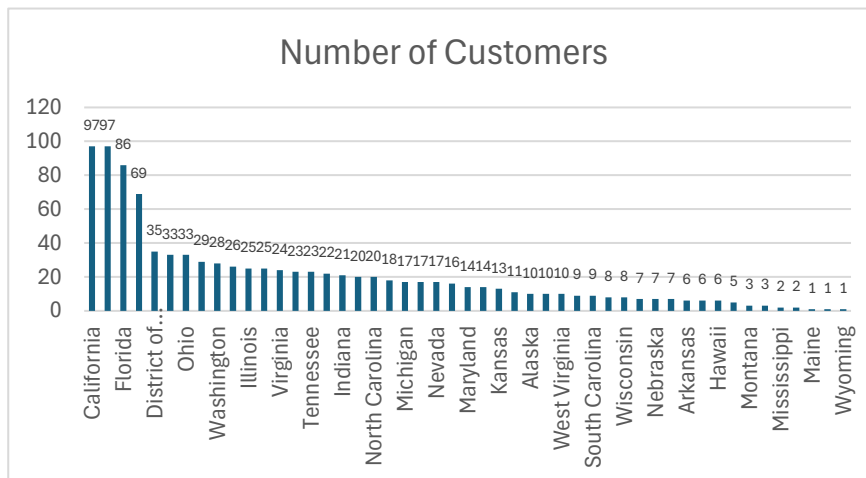


[Q1] What is the distribution of customers across states?

State	Number of Customers
California	97
Texas	97
Florida	86
New York	69
District of Columbia	35
Colorado	33
Ohio	33
Alabama	29
Washington	28
Arizona	26
Illinois	25
Pennsylvania	25
Virginia	24
Missouri	23
Tennessee	23
Connecticut	22
Indiana	21
Louisiana	20
North Carolina	20
Georgia	18
Michigan	17
Minnesota	17
Nevada	17
Oklahoma	16
Maryland	14
Massachusetts	14
Kansas	13
Iowa	11
Alaska	10
Utah	10
West Virginia	10
New Jersey	9
South Carolina	9
Kentucky	8

Wisconsin	8
Idaho	7
Nebraska	7
Oregon	7
Arkansas	6
Delaware	6
Hawaii	6
New Mexico	5
Montana	3
New Hampshire	3
Mississippi	2
North Dakota	2
Maine	1
Vermont	1
Wyoming	1

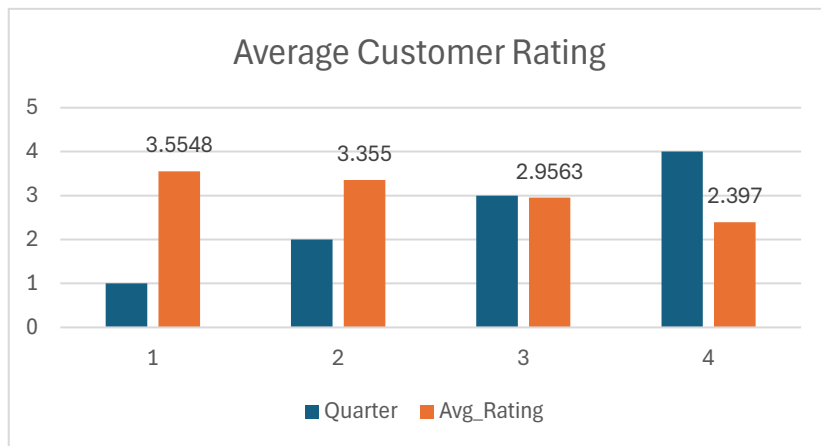


INSIGHTS

- 1) Here for each state, count the number of customers
- 2) used a bar chart to show the top 5 states with most customers.

[Q2] What is the average rating in each quarter?

Quarter	Avg_Rating
1	3.5548
2	3.355
3	2.9563
4	2.397

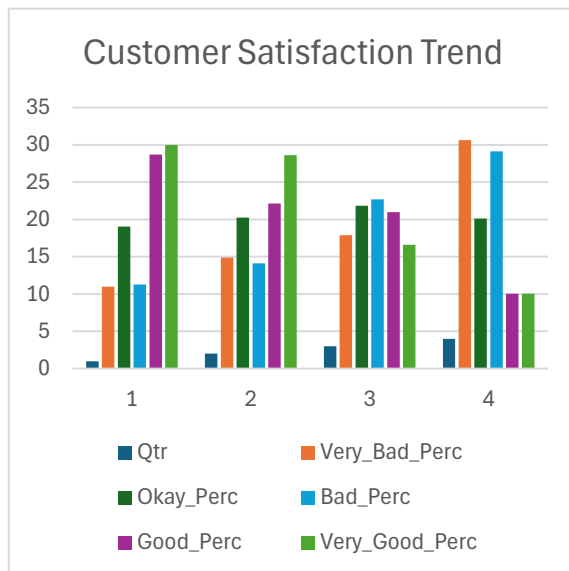


INSIGHTS

- 1.Queried based on the Average rating from Order_t table
- 2.Did a conditional check for the customer_feedback column from Order_t table
- 3.Based on the customer Feedback we got the Average rating by quarter

[Q3] Are customers getting more dissatisfied over time?

Qtr	Very_Bad_Perc	Okay_Perc	Bad_Perc	Good_Perc	Very_Good_Perc
1	10.97	19.03	11.29	28.71	30
2	14.89	20.23	14.12	22.14	28.63
3	17.9	21.83	22.71	20.96	16.59
4	30.65	20.1	29.15	10.05	10.05

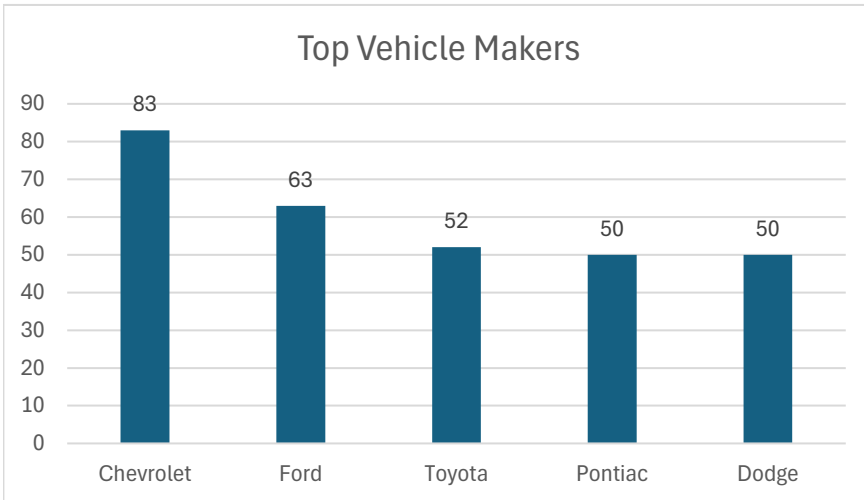


INSIGHTS

1. Here we see the customer feedback for each quarter.
2. For each quarter we see percentage of each customer feedback.
3. Quarter 1 and Quarter 2 have "Good and Very Good Percentage".

[Q4] Which are the top 5 vehicle makers preferred by the customer.

Vehicle_make	Number_Of_Customers
Chevrolet	83
Ford	63
Toyota	52
Pontiac	50
Dodge	50



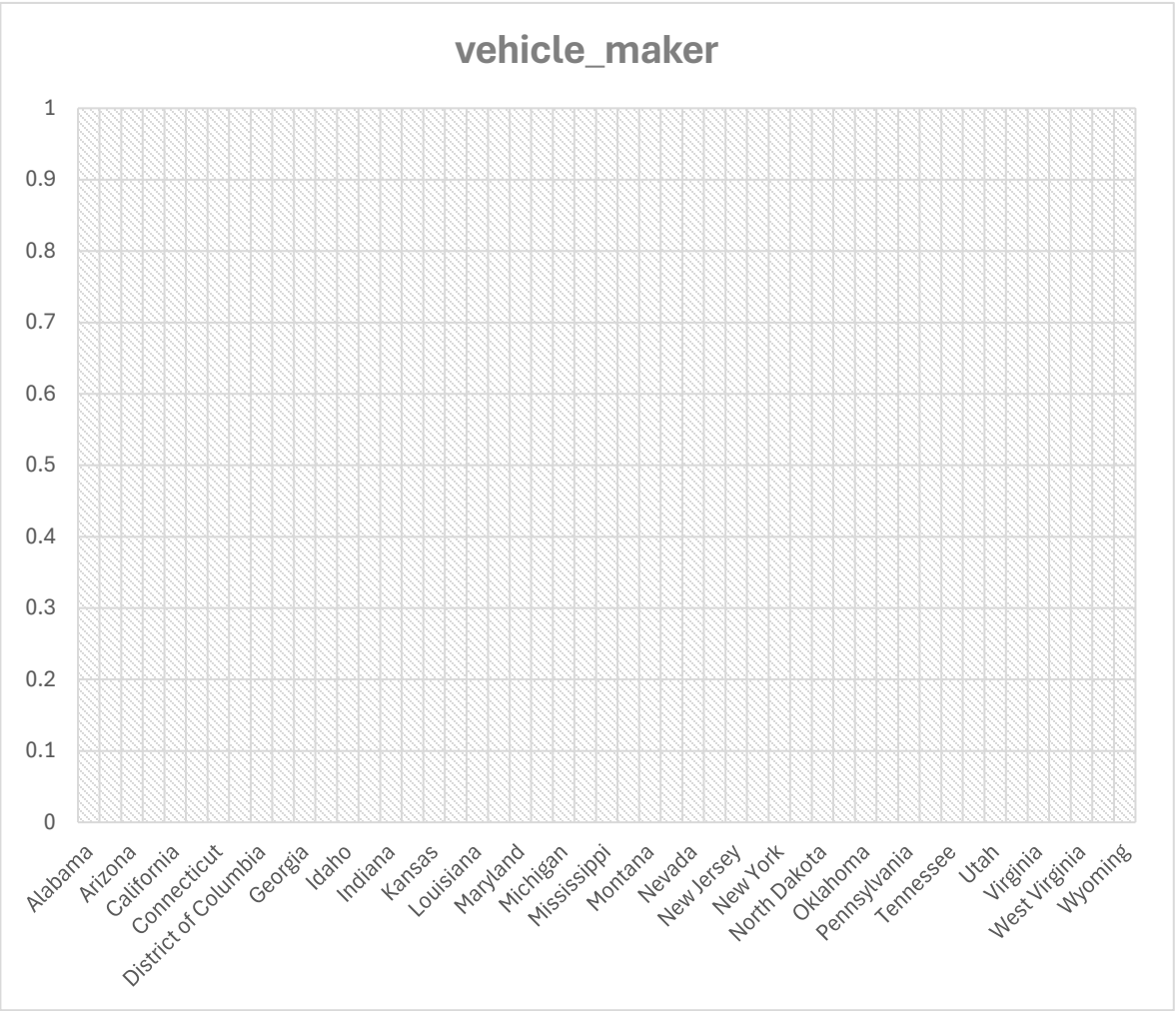
INSIGHTS

- 1.Data shows Top 5 Vehicles make preferred by customers.
- 2.Chevrolet,Ford,Toyota,Pontiac,Dodge are the top 5

[Q5] What is the most preferred vehicle make in each state?

state	vehicle_maker
Alabama	Buick
Alaska	Acura
Arizona	Audi
Arkansas	Chevrolet
California	Audi
Colorado	Audi
Connecticut	Audi
Delaware	BMW
District of Columbia	BMW
Florida	Aston Martin
Georgia	Audi
Hawaii	Cadillac
Idaho	Chevrolet
Illinois	Acura
Indiana	Bentley
Iowa	Chevrolet
Kansas	Buick
Kentucky	Acura
Louisiana	Audi
Maine	Mercedes-Benz
Maryland	Audi
Massachusetts	Acura
Michigan	Aston Martin
Minnesota	Buick
Mississippi	Dodge
Missouri	Audi
Montana	Chevrolet
Nebraska	Cadillac
Nevada	Buick
New Hampshire	Chrysler
New Jersey	BMW
New Mexico	Acura
New York	Acura
North Carolina	Audi
North Dakota	Ford
Ohio	Buick
Oklahoma	Audi

Oregon	Lamborghini
Pennsylvania	Austin
South Carolina	Acura
Tennessee	Acura
Texas	Acura
Utah	Buick
Vermont	Mazda
Virginia	Audi
Washington	BMW
West Virginia	Audi
Wisconsin	Acura
Wyoming	Buick

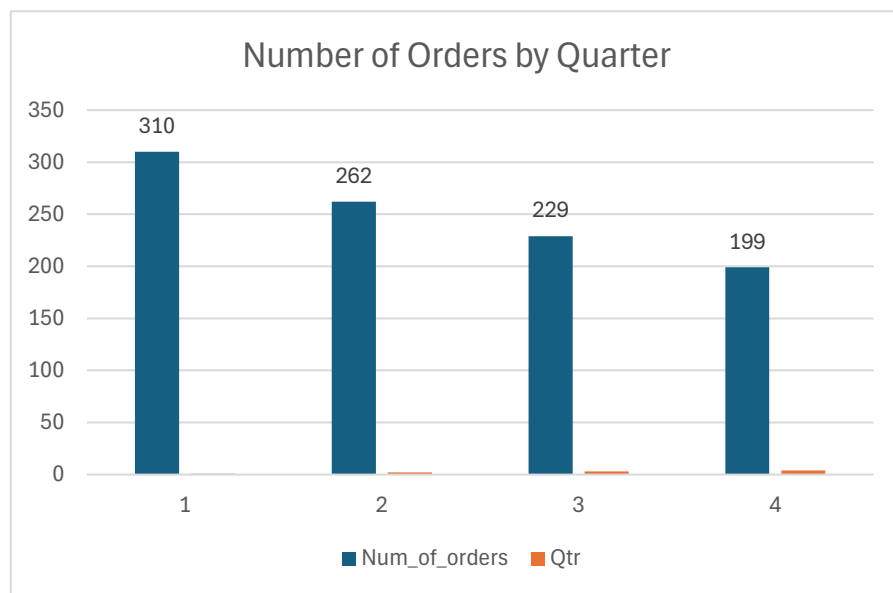


INSIGHTS

1. Here is the most preferred vehicle maker in each state.
2. Used window function RANK() in a query to rank based on the count of

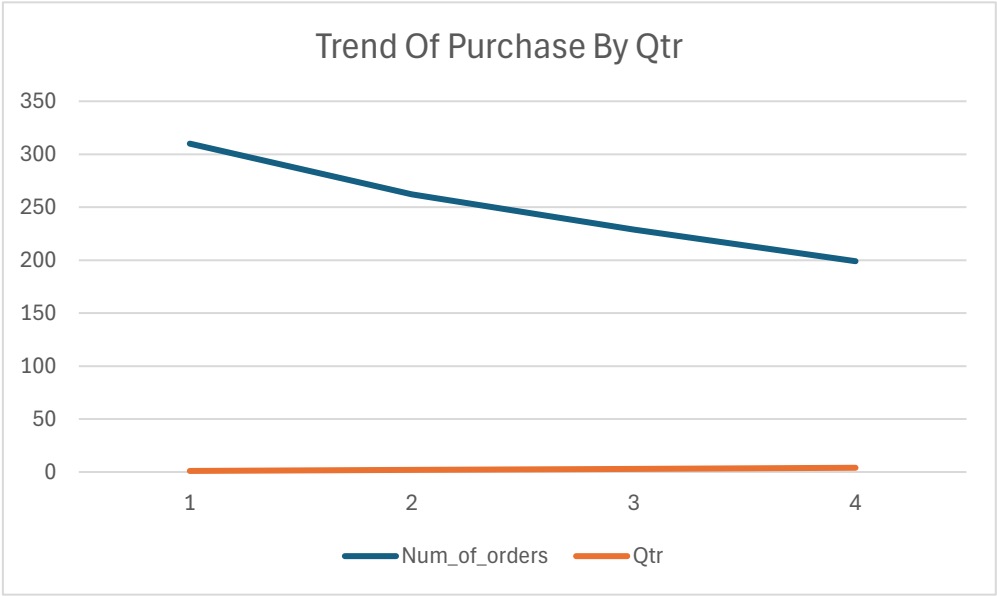
[Q6] : What is the trend of number of orders by quarters?

Num_of_orders	Qtr
310	1
262	2
229	3
199	4



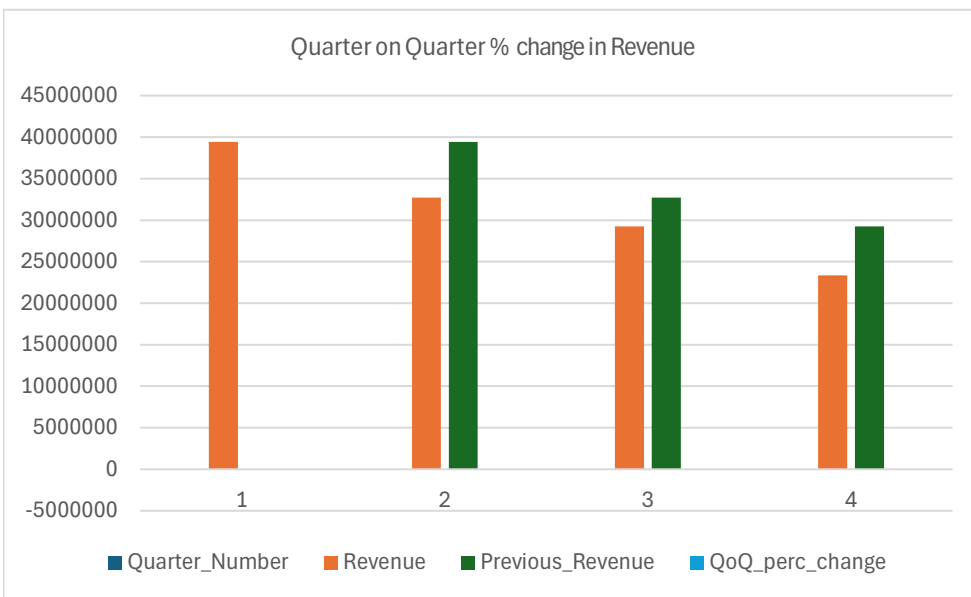
INSIGHTS

1. Here we see the number of orders by each Quarter.
2. Queried number of orders by each quarter from order_t table



[Q7]: What is the quarter over quarter % change in revenue?

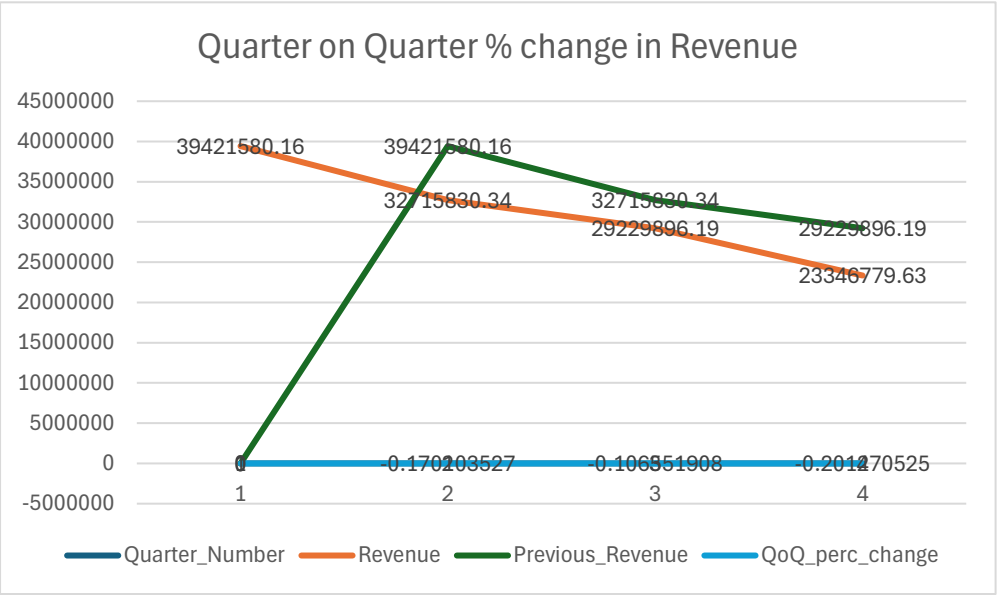
Quarter_Number	Revenue	Previous_Revenue	QoQ_perc_change
1	39421580.16	NULL	NULL
2	32715830.34	39421580.16	-0.170103527
3	29229896.19	32715830.34	-0.106551908
4	23346779.63	29229896.19	-0.201270525



INSIGHTS

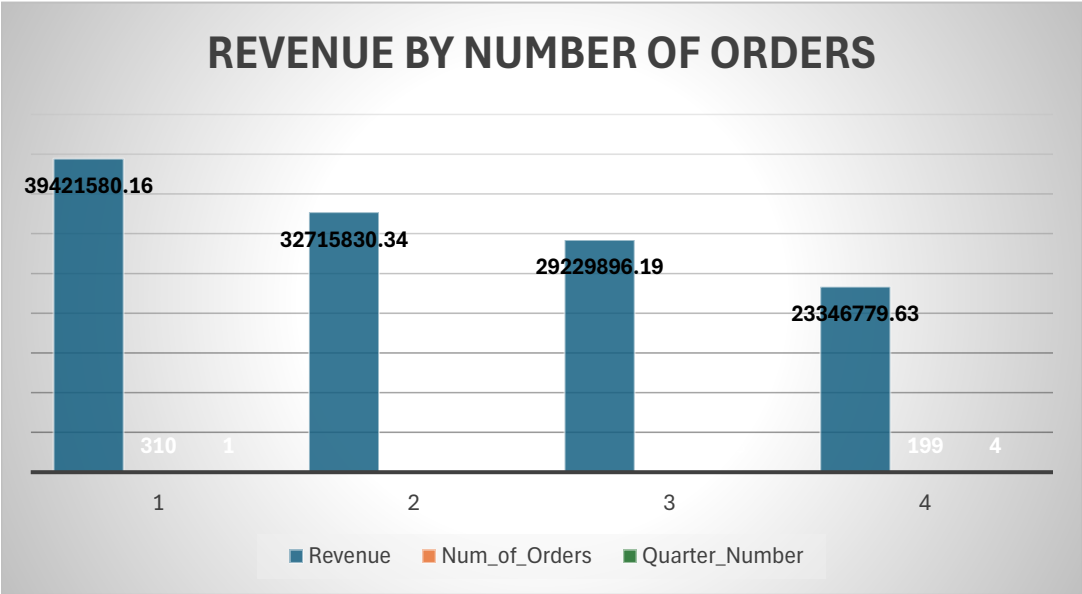
Here we see quarter over quarter % change in revenue.

Queried subsequent quarter to the previous quarter in percentage



[Q8] : What is the trend of revenue and orders by quarters?

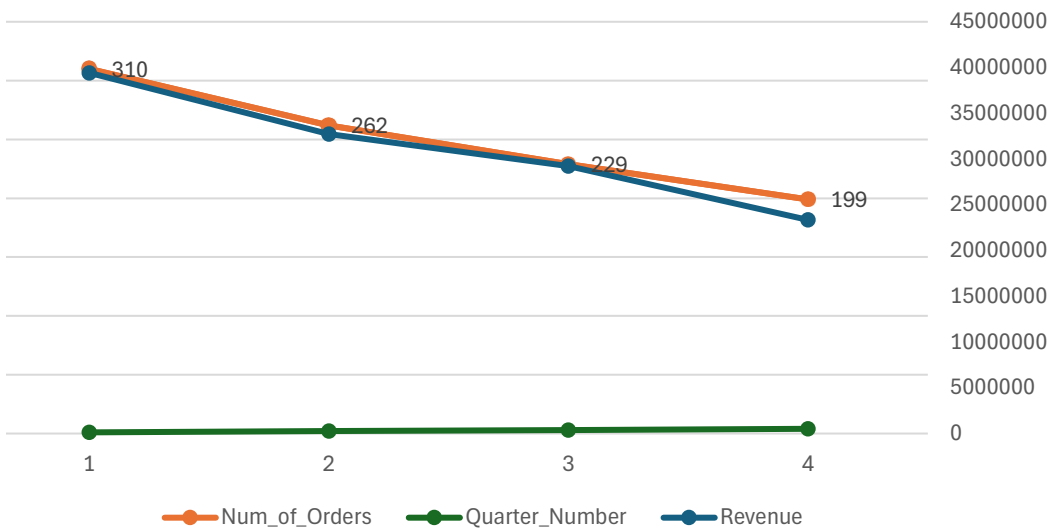
Revenue	Num_of_Orders	Quarter_Number
39421580.16	310	1
32715830.34	262	2
29229896.19	229	3
23346779.63	199	4



INSIGHTS

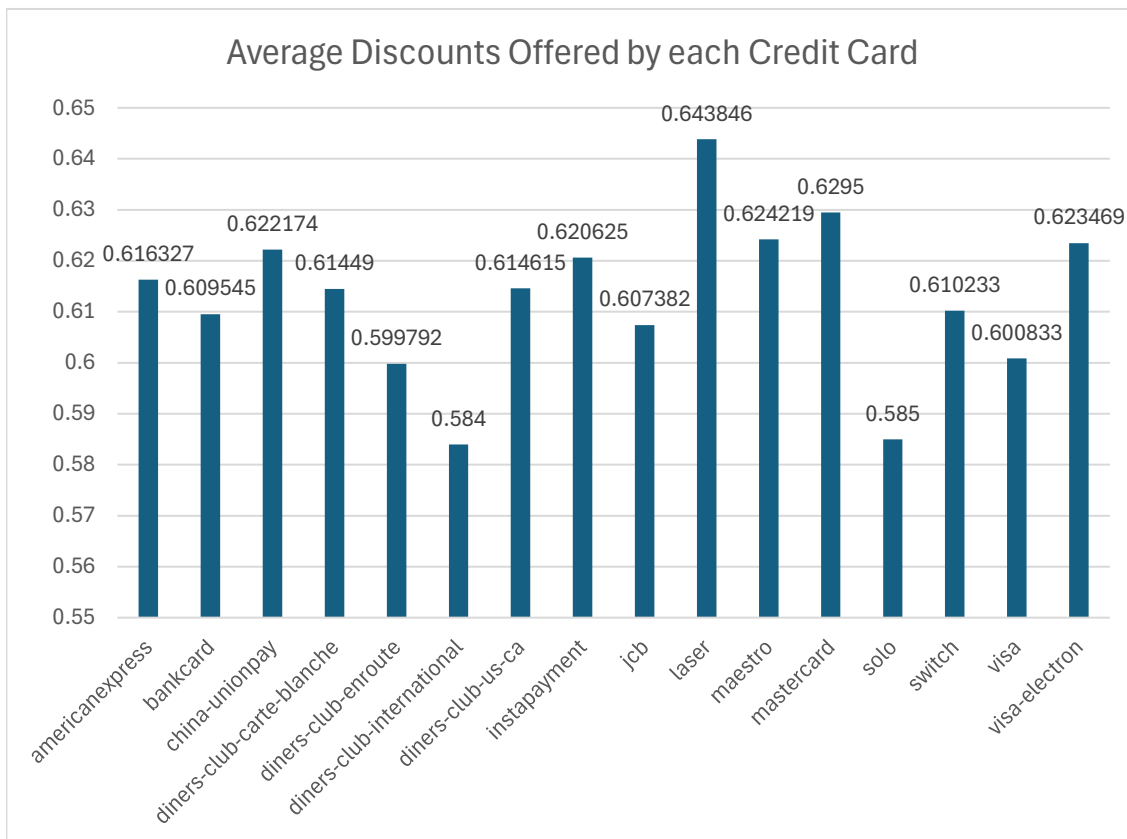
Here we see trend of revenue and orders by quarters
sum of revenue and count the number of orders for each quarter from order_t and

Trend Revenue and order by Customer



[Q9] :What is the average discount offered for different types of credit cards?

Credit_card	Avg_Discount
americanexpress	0.616327
bankcard	0.609545
china-unionpay	0.622174
diners-club-carte-blanche	0.61449
diners-club-enroute	0.599792
diners-club-international	0.584
diners-club-us-ca	0.614615
instapayment	0.620625
jcb	0.607382
laser	0.643846
maestro	0.624219
mastercard	0.6295
solo	0.585
switch	0.610233
visa	0.600833
visa-electron	0.623469

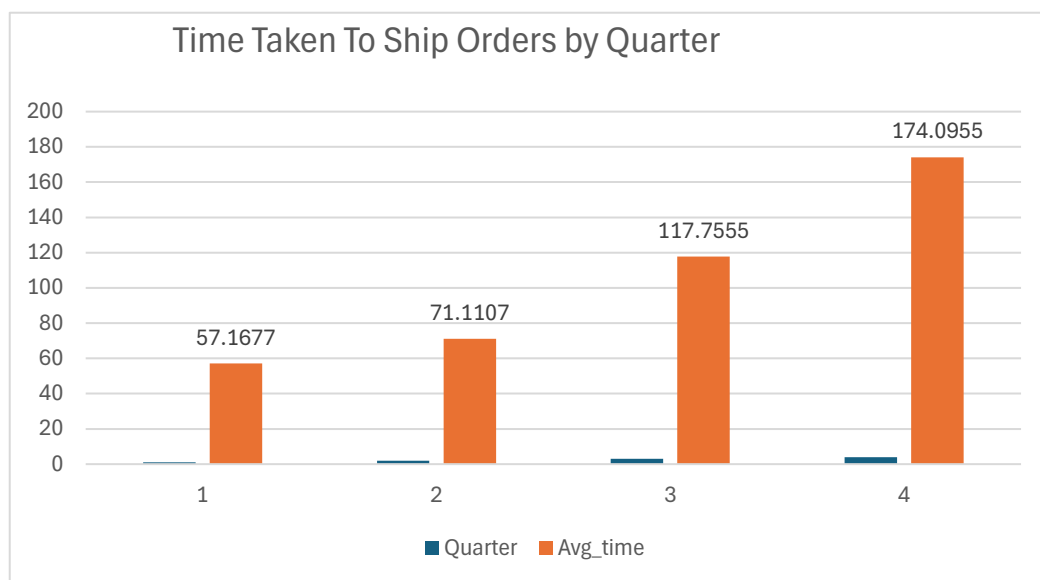


INSIGHTS

Here we see average discount offered for different types of credit cards

[Q10] What is the average time taken to ship the placed orders for each quarters?

Quarter	Avg_time
1	57.1677
2	71.1107
3	117.7555
4	174.0955



INSIGHTS

Here we see average time taken to ship the placed orders for each quarters