SQL and Databases:
Project Report

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Business Overview

Total Revenue	Total Orders	Total Customers	Avg Rating
124 M	1000	994	3.06

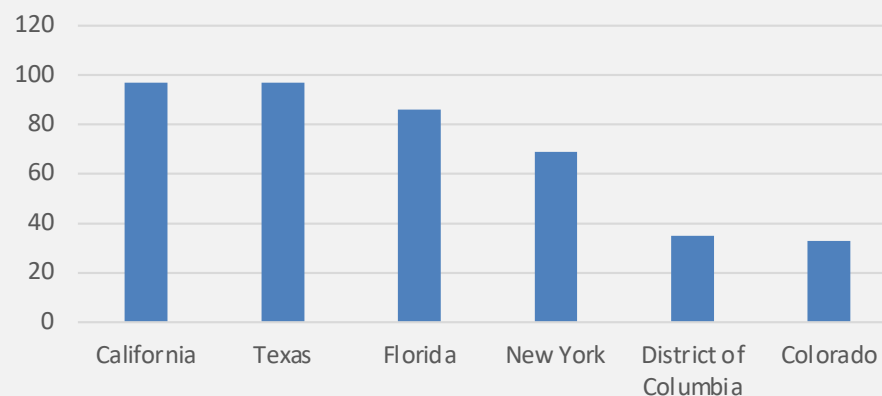| Last Qtr Revenue	Last Qtr Orders	Avg Days to Ship	% Good Feedback
24 M	199	105	48%

Customer Metrics
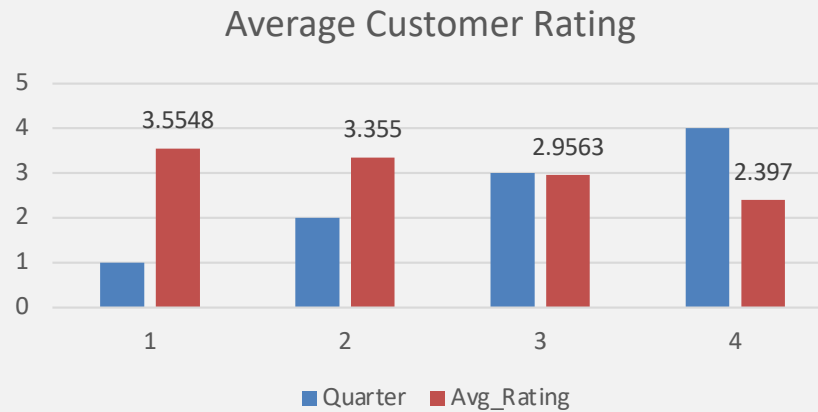
Distribution of Customers across States

Top 5 States with Most Customers

Observations / Findings

- New Wheels ,have highest number of customers in the state California and in Texas.
- Compared to Florida and New York State California have more number of customers .
- New Wheels, have customers in 49 states.

Average Customer Ratings by Quarter

Average Customer Rating

Observations / Findings

- Quarter 1 have a good highest Average customer rating when compared to Qtr 2,3,4.
- Quarter 4 have low average rating .
- Overall Average rating for all the quarter is 3.06

Trend of Customer Satisfaction

Customer Satisfaction Trend

Legend: Qtr, Very_Bad_Perc, Okay_Perc, Bad_Perc, Good_Perc, Very_Good_Perc
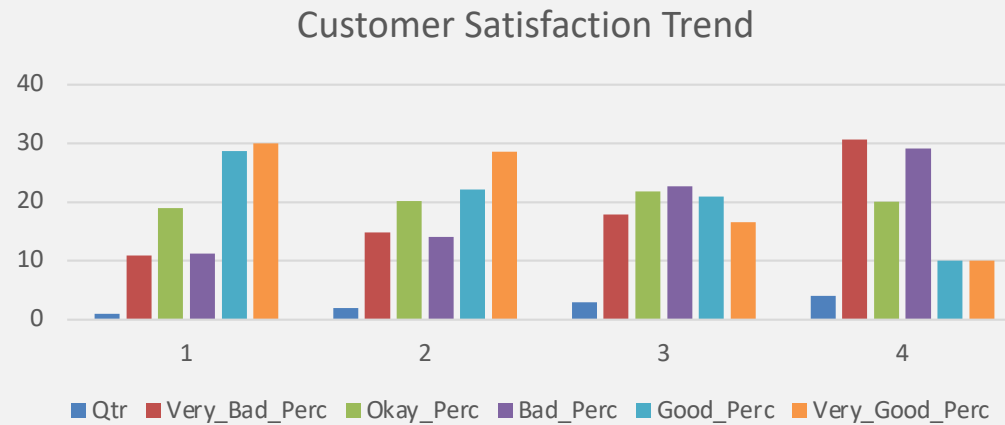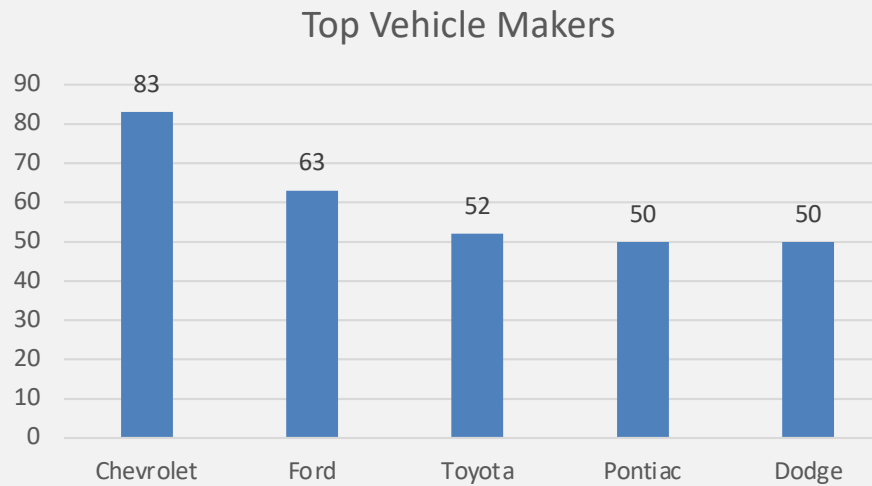
Observations / Findings

- Quarter 4 have a very bad percentage feedback
- Quarter 1 have Very Good percentage feedback
- Overall Very Bad feed back high in Qtr 4

Top Vehicle makers preferred by customers

Top Vehicle Makers

Vehicle Maker	Value
Chevrolet	83
Ford	63
Toyota	52
Pontiac	50
Dodge	50

Observations / Findings

Top Vehicle Maker "Chevrolet" has the highest customer

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

49 states have most preferred vehicles maker .

Revenue Metrics

Trend of purchases by Quarter

Trend Of Purchase By Qtr

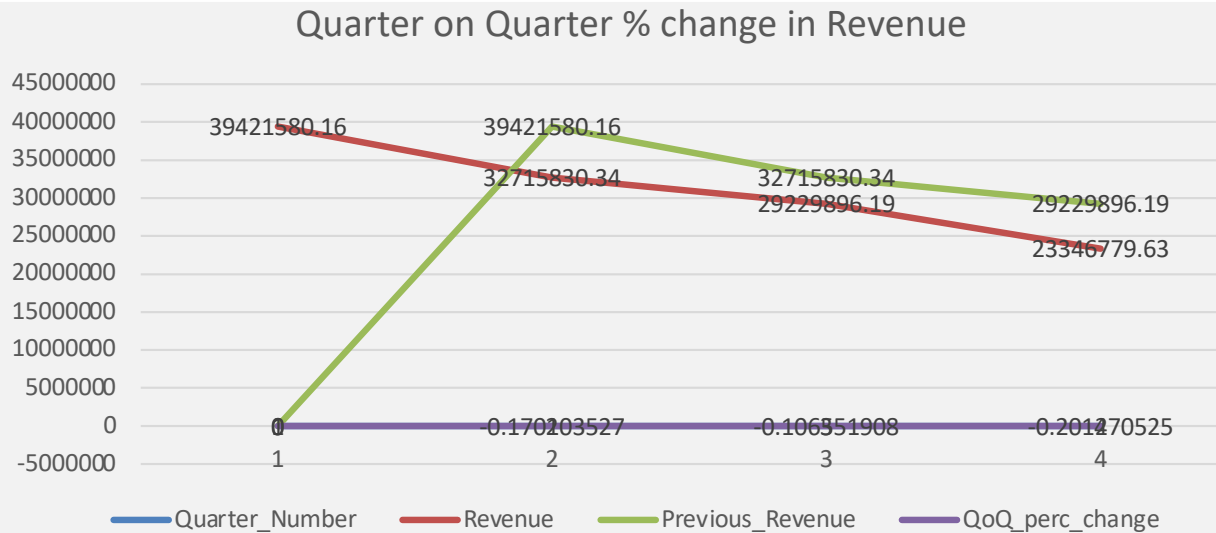|			
400			
300			
200			
100			
0			
1	2	3	4

— Num_of_orders   — Qtr
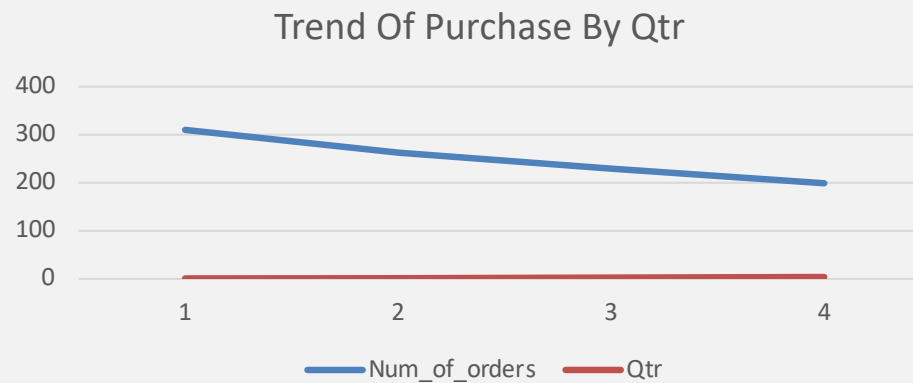
Observations / Findings

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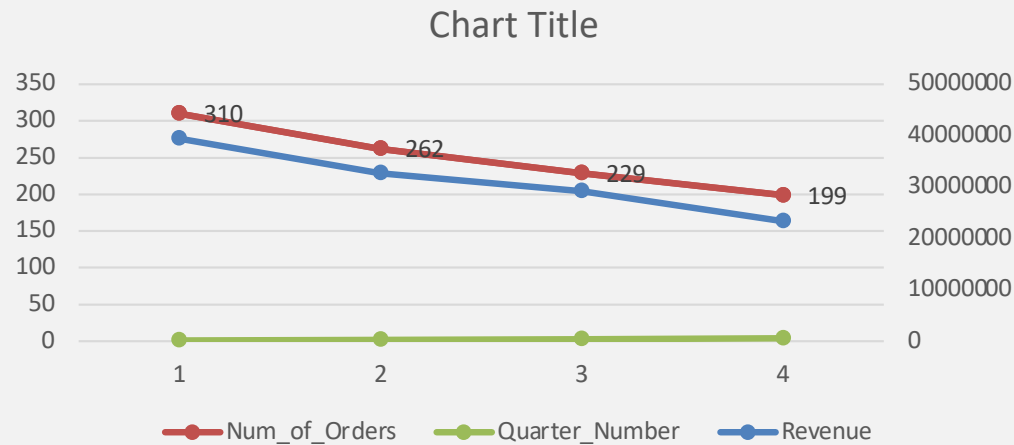- table

Quarter on Quarter % change in Revenue

Quarter on Quarter % change in Revenue

Observations / Findings

- Here we see quarter over quarter % change in revenue.
- Queried subsequent quarter to the previous quarter in percentage

Trend of Revenue and Orders by Quarter

Chart Title

Legend: Num_of_Orders — Quarter_Number — Revenue

Data labels: 310, 262, 229, 199

Observations / Findings

- 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
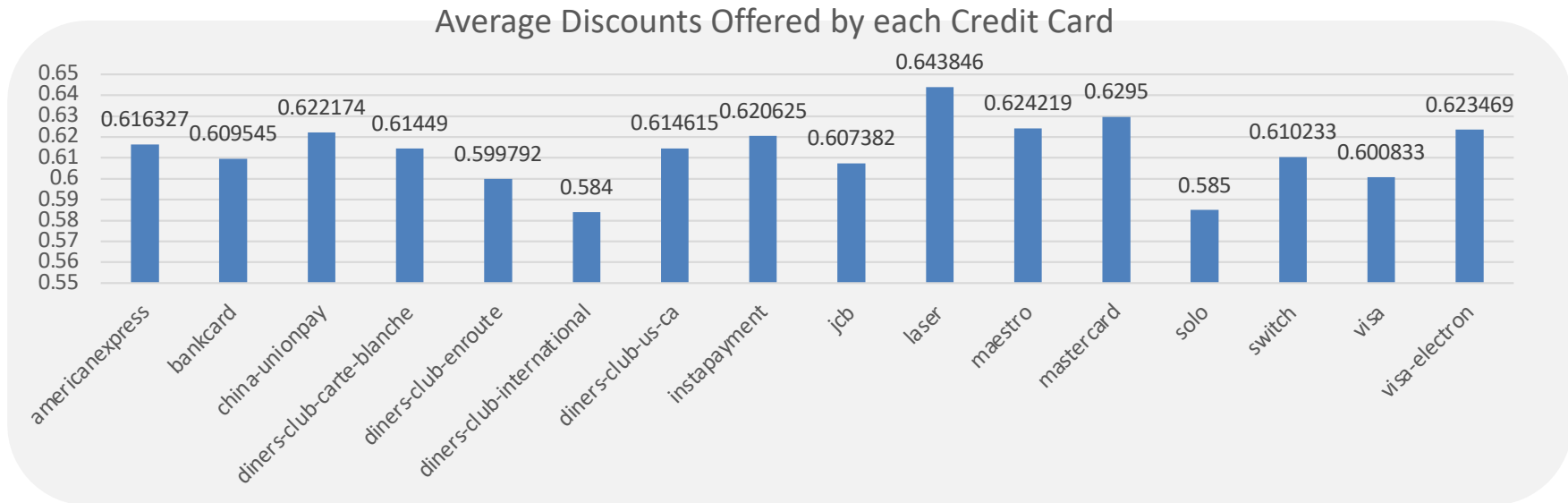- and product_t tabel

Shipping Metrics

Average discount offered by Credit Card type

Average Discounts Offered by each Credit Card

Bar chart values:
- 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

Observations / Findings

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

Time taken to ship orders by Quarter
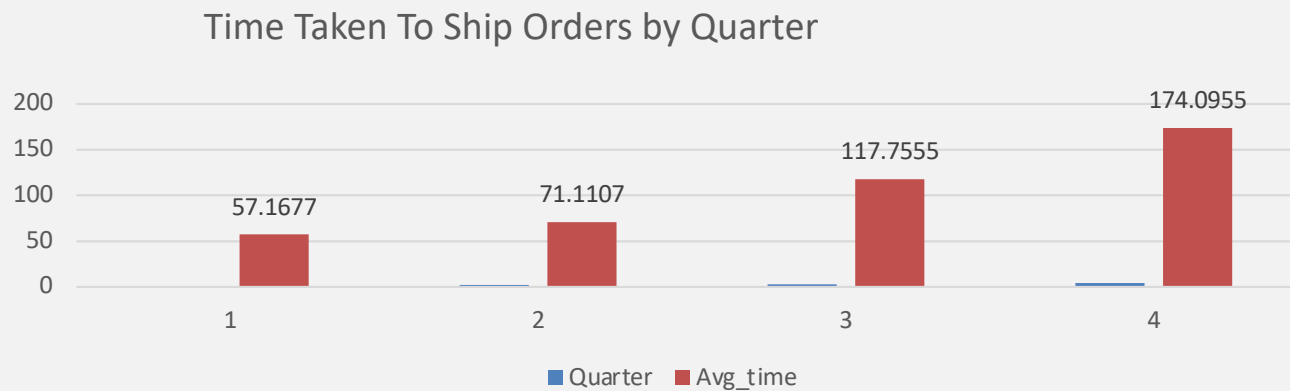
Time Taken To Ship Orders by Quarter

	1	2	3	4

- Quarter - Avg_time

57.1677 · 71.1107 · 117.7555 · 174.0955

Observations / Findings

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

- Qtr 4 have highest Average shipping orders.

Insights and Recommendations

- Quarter 1 have a good highest Average customer rating when compared to Qtr 2,3,4.
- Quarter 4 have low average rating .
- Overall Average rating for all the quarter is 3.06
- Quarter 4 have a very bad percentage feedback
- Quarter 1 have Very Good percentage feedback
- Overall, Very Bad feed back high in Qtr. 4
- Top Vehicle Maker "Chevrolet" has the highest customer
- 49 states have most preferred vehicles maker .
- Here we see the number of orders by each Quarter.
- Queried number of orders by each quarter from order_t table
- Here we see quarter over quarter % change in revenue.
- Queried subsequent quarter to the previous quarter in percentage
- 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 product_t tabel
- Here we see average discount offered for different types of credit cards
- Here we see average time taken to ship the placed orders for each quarters
- Qtr 4 have highest Average shipping orders.