Quarterly Business Report

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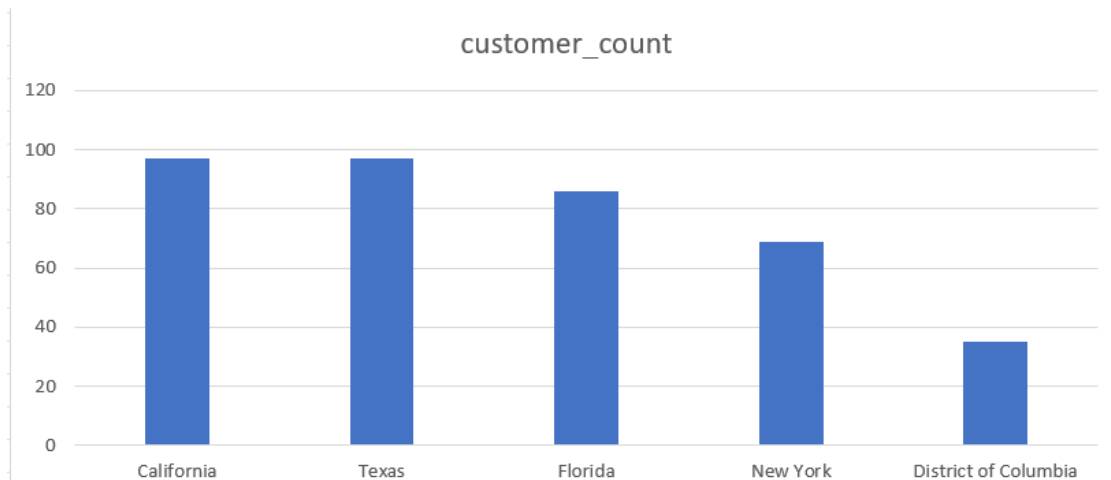
Business Overview

Total Revenue	Last Quarter Revenue	Total Orders	Total Customers
82.61 M	15.18 M	1000	994

Last Quarter Orders	Average days to ship	Average Rating	% More than Good Feedback
	97.9640	3.135	44.10

Customer Metrics

Distribution of Customers across States
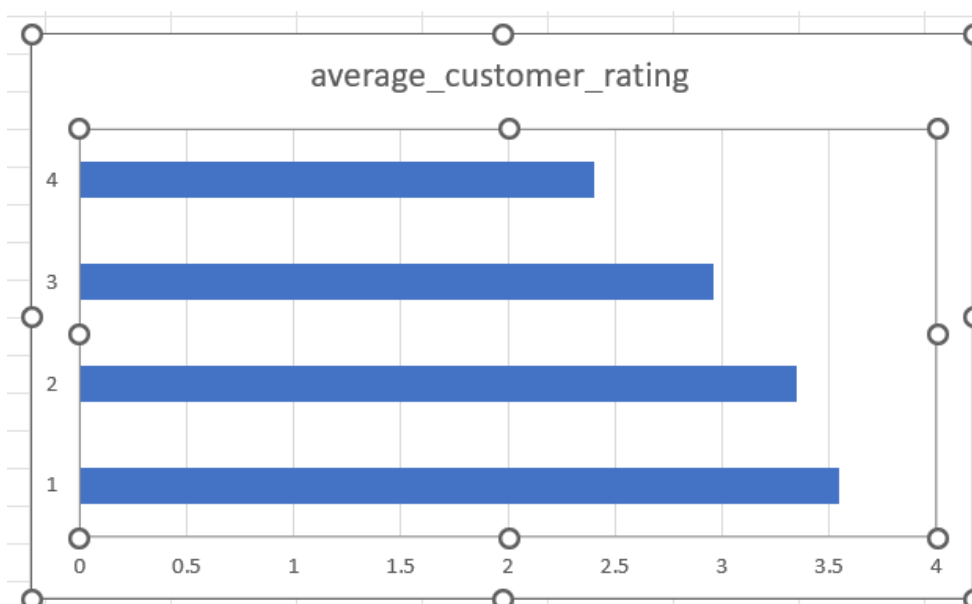
customer_count

Observations:

- California and Texas have the highest customer population across all US.
- District of Columbia rated 5th highest customer population is just half of that of New York's population. This means after New York, the customer population has dipped in half.
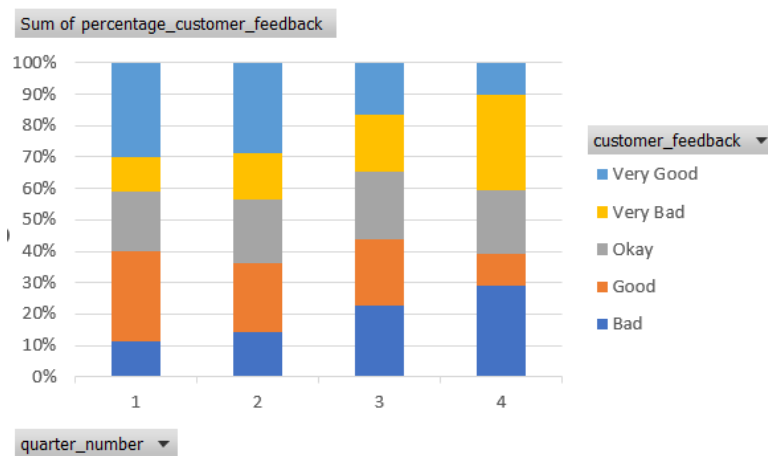
Average Customer Rating by Quarter

average_customer_rating

Observations:

Average customer rating has been dropping with each quarter. First quarter has recorded of 3.6 as highest rated which dipped to 2.4 in the final quarter.

Trend of customer satisfaction

Sum of percentage_customer_feedback

customer_feedback ▼
- Very Good
- Very Bad
- Okay
- Good
- Bad

quarter_number ▼

Observations:

- Customers providing bad rating has been increased with every quarter.
- There is only 10% of very good rating in the final quarter which is 20% lesser than the feedback got from first quarter. The services seem to be depreciating.

Top vehicle makers preferred by customers

customer_count

- Chevrolet
- Ford
- Toyota
- Dodge
- Pontiac
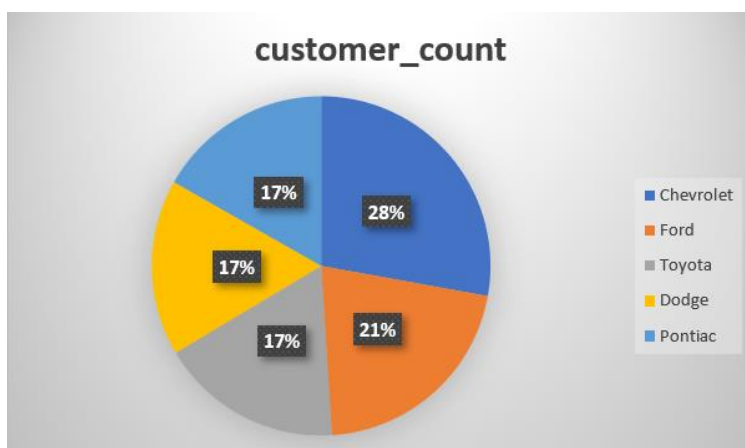
Observations:

- The most preferred vehicle being Chevrolet covering 28% of the total customer population.

- Toyota, Dodge and Pontiac are equally considered being 17% of each contribution to the total customer population.

Most preferred vehicle in each state

Alabama
- Dodge

Alaska
- Chevrolet

Arizona
- Cadillac
- Pontiac

Arkansas
- Chevrolet
- GMC
- Mitsubishi
- Pontiac
- Suzuki
- Volkswagen

California
- Audi
- Chevrolet
- Dodge
- Ford
- Nissan

Colorado
- Chevrolet

Connecticut
- Chevrolet
- Maserati
- Mercury
- Volvo

Delaware
- Mitsubishi

District of Columbia
- Chevrolet

Florida
- Toyota

Georgia
- Toyota

Hawaii
- Cadillac
- Ford
- GMC
- Nissan
- Pontiac
- Toyota

Idaho
- Dodge

Illinois
- Chevrolet
- Ford
- GMC

Indiana
- Mazda

Iowa
- Chevrolet
- Chrysler
- Dodge
- Ford
- Hyundai
- Isuzu
- Jeep
- Mazda
- Pontiac
- Porsche
- Subaru

Kansas
- Buick
- Dodge
- Ford
- GMC
- Honda
- Lexus
- Maserati
- Mazda

Kentucky
- Acura
- Audi
- Mercedes-Benz
- Mercury
- Nissan
- Pontiac
- Ram
- Volvo

Louisiana
- BMW
- Ford
- Kia
- Nissan
- Pontiac

Maine
- Mercedes-Benz

Maryland
- Ford

Massachusetts
- Chevrolet
- Dodge

Michigan
- Ford

Minnesota
- GMC

Mississippi
- Dodge
- Toyota

Missouri
- Chevrolet

Montana
- Chevrolet
- Dodge
- Mitsubishi

Nebraska
- Cadillac
- Chevrolet
- Mercedes-Benz
- Nissan
- Pontiac
- Toyota
- Volkswagen

Nevada
- Pontiac

New Hampshire
- Chrysler
- Lexus
- Lincoln

New Jersey
- Hyundai
- Mercedes-Benz

New Mexico
- Dodge

New York
- Pontiac
- Toyota

North Carolina
- Volvo

North Dakota
- Ford
- Hyundai

Ohio
- Chevrolet

Oklahoma
- Ferrari
- Mazda
- Toyota

Oregon
- Toyota

Pennsylvania
- Toyota

South Carolina
- Acura
- BMW
- Buick
- Dodge
- Isuzu
- Jaguar
- Kia
- Mazda
- Mitsubishi

Tennessee
- Mazda

Texas
- Chevrolet

Utah
- Buick
- Chevrolet
- Dodge
- Isuzu
- Lincoln
- Maybach
- Oldsmobile
- Pontiac
- Subaru
- Volkswagen

Vermont
- Mazda

Virginia
- Ford

Washington
- Chevrolet

West Virginia
- Mercedes-Benz

Wisconsin
- Acura
- Cadillac
- Chevrolet
- Dodge
- Honda
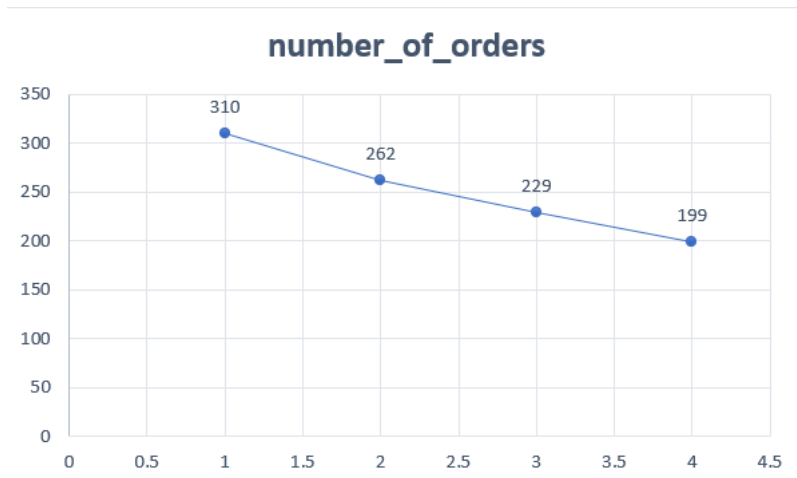- Mazda
- Nissan
- Pontiac

Wyoming
- Buick

Observations:

- Dodge seems to be one of the make preferred alone in states like idaho alabama etc.

- Apart from the selected few, all states have more than one preferred car make of their own.
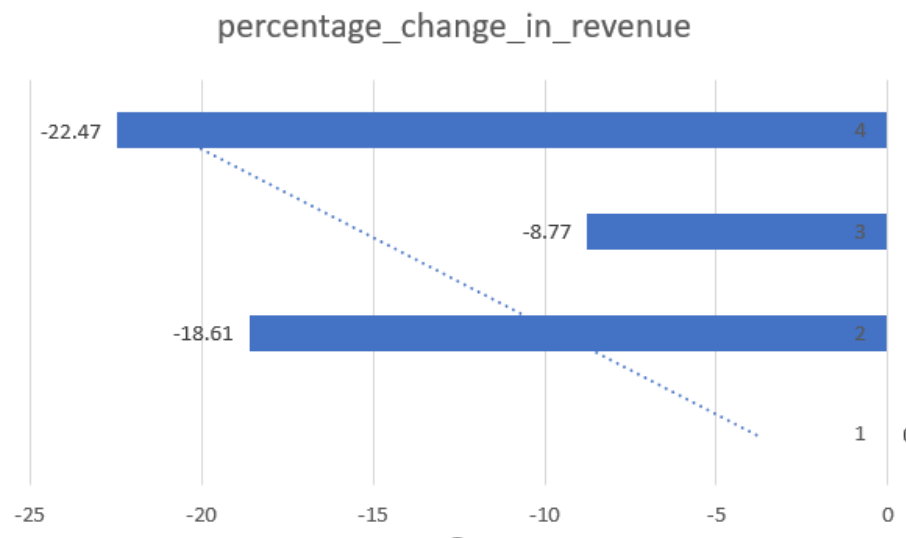
Revenue Metrics

Trend of purchases by each quarter
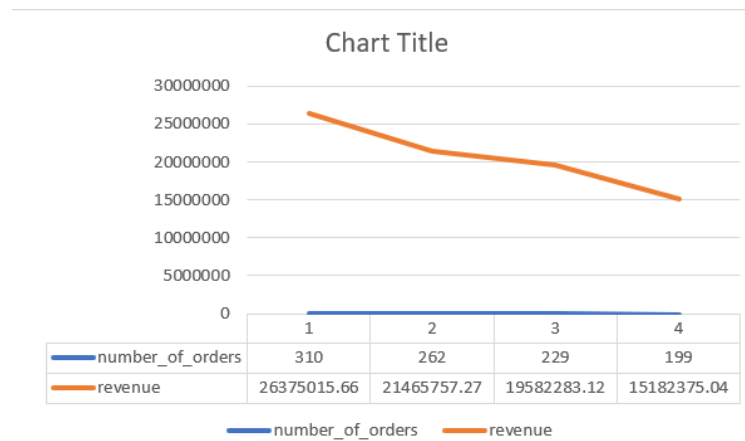

Observations:

There is a steady drop in purchases from each quarter going 310 in first quarter to 199 in the final quarter

## Quarter on quarter % change in revenue

Observations:

- The revenue drop from quarter to quarter is so less in 2nd to 3rd alone marking around 8.7%.
- There is significant drop in revenue from each quarter considering from 1 through 4th quarter in sales.

Trend of Revenue and Orders by Quarter

Chart Title

|	1	2	3	4
number_of_orders	310	262	229	199
revenue	26375015.66	21465757.27	19582283.12	15182375.04

Observations:

- It is evident as the number of orders reduces from quarter to quarter, the revenue also reduces respectively.
- We can see a depreciating pattern in terms of revenue to orders to each quarter.

Shipping Metrics

Average discount offered by Credit Card type
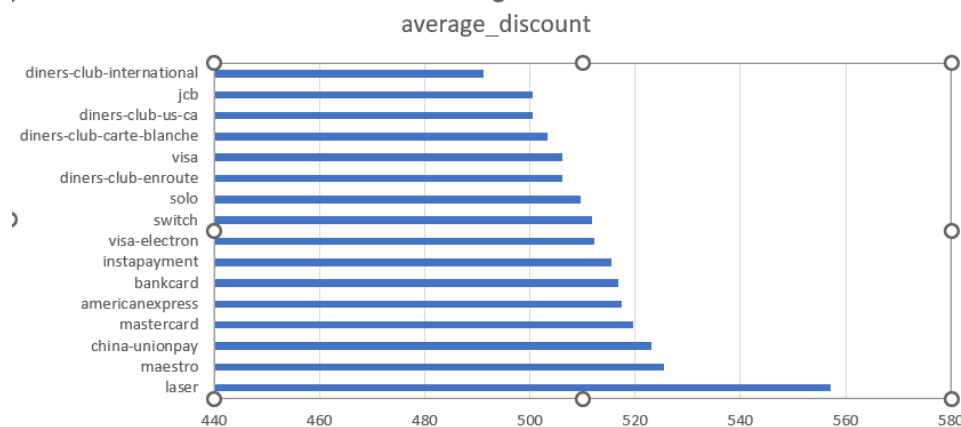
Observations:

- Laser credit card has offered the highest average discount on the whole marking $557.
- There is no significant difference in any other credit card companies offering nearing to the top one. The lowest marked is $490 by diners-club-international.

Time taken to ship orders:

average_days_to_ship
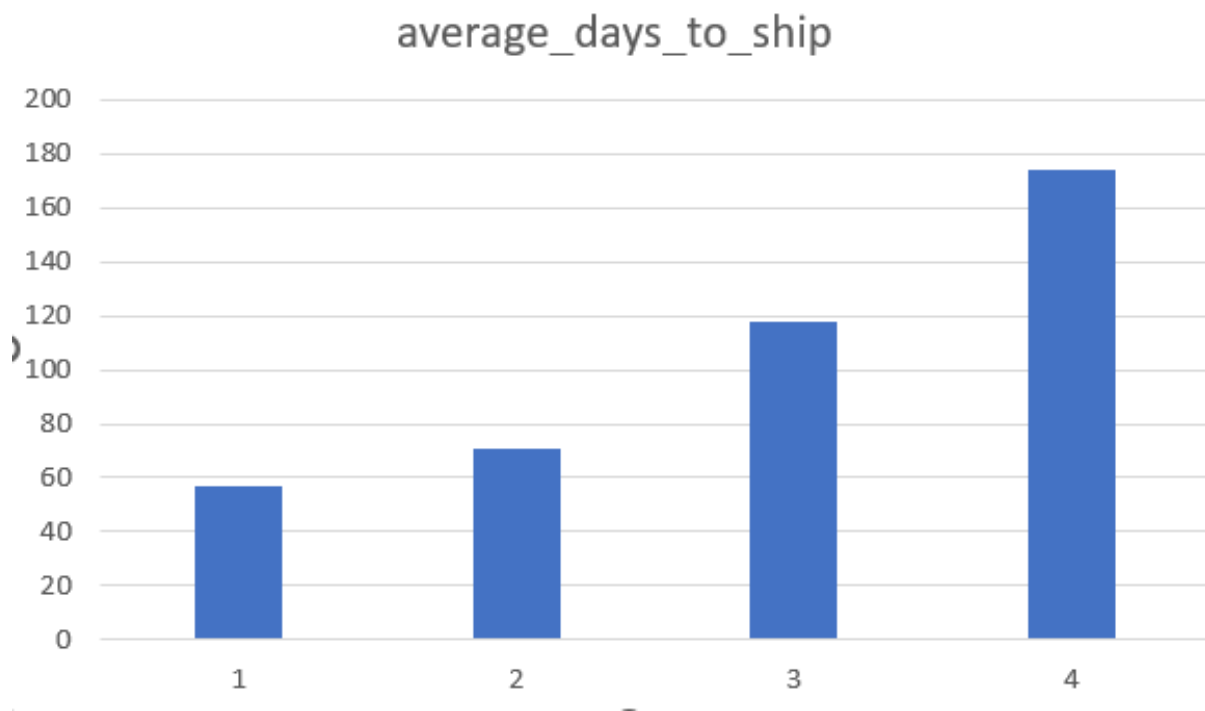
Observations:

- The time taken to ship orders in an average increase from one quarter to the other. This shows the delay in the responses of orders placed.
- The time taken to deliver in quarter 1 is 57 and in the quarter 4 is 174, almost tripled the response delay.

Insights and Recommendations

- The drop in customer review and customer satisfaction is the main cause of adverse impact of reduced sales and reduced revenue.
- The time taken to ship the cars has been increased quarter by quarter and this is affecting the delivery rate leading to affect the customer requests and satisfactions.
- Improving dynamic decisions like seeing through which car makes are popular in some states, understand the trend and make shipping early would increase the customer review which might add to increase the number of sales amounts.
- Finding combination of credit card discounts to its appropriate state and the preferred car would push the sales in positive direction. Customers might appreciate the combination offers given to them when needed.
- Follow up on the reviews once provided by the customer and get back to what went wrong? What could have been done to get much more standard review? And start building pivotal plans in order to improve the customer satisfactory ratings.
- Update the list of preferred car makes for each state from quarter to quarter and cross verify to negate the false positives to get much more efficient strategies to put into use.