

01

New Wheels

Sales Infographics

New-Wheels sales have been dipping steadily in the past year, and due to the critical customer feedback and ratings online, there has been a drop in new customers every quarter, which is concerning to the business.



By
Suneel Kumar Pentapalli

Business Overview

New Wheels



Total Revenue

48.6M

Total Orders

1000

Total Customers

994

Avg Rating

On a Scale of 1-5

3.13

Last Qtr Revenue

8.5M

Last Qtr Orders

199

Avg Days to Ship

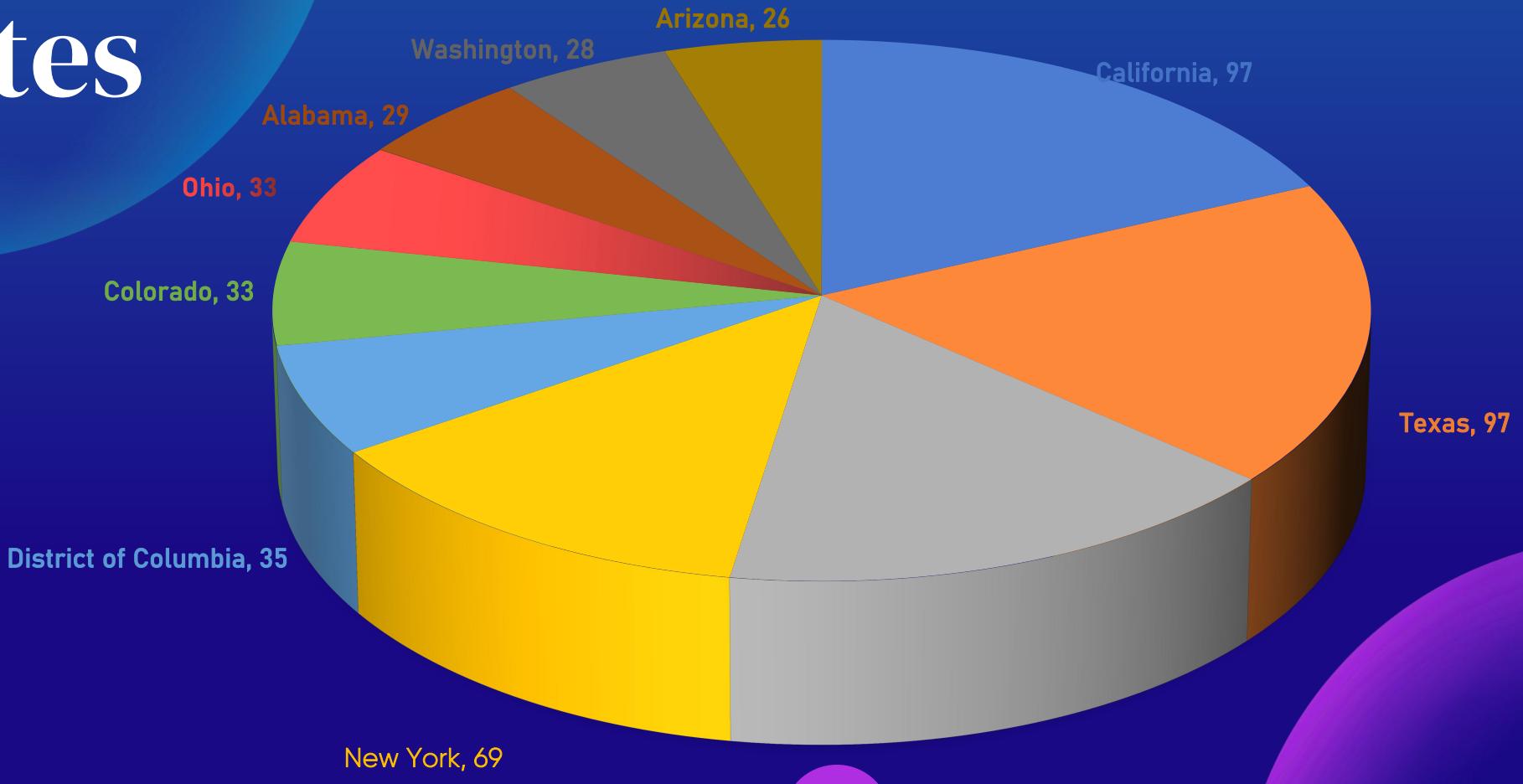
98 Days

%Very Good Rating

22.6

Distribution of Customers across States

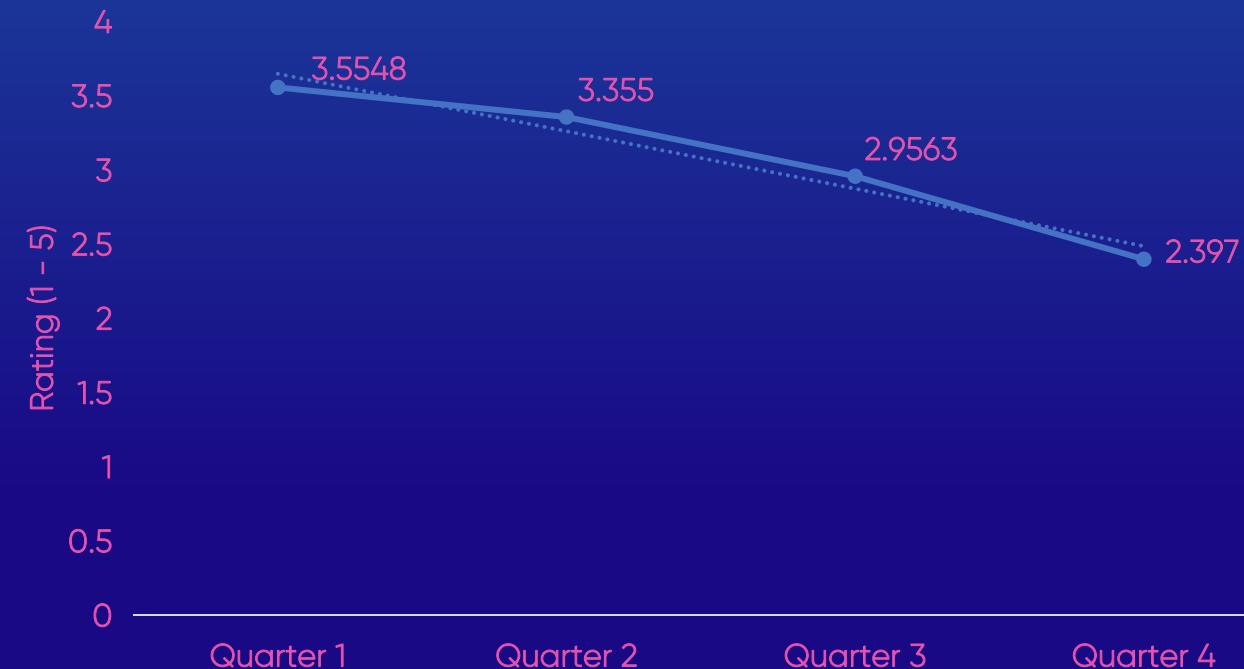
New Wheels



Top ten state with highest number of customers:

Most customer are from Texas, California then followed by Florida and New York Respectively. California and Texas have highest number of customers which is equal to 97. Average rating from these two states is 3.13

Average Customer rating in each Quarter



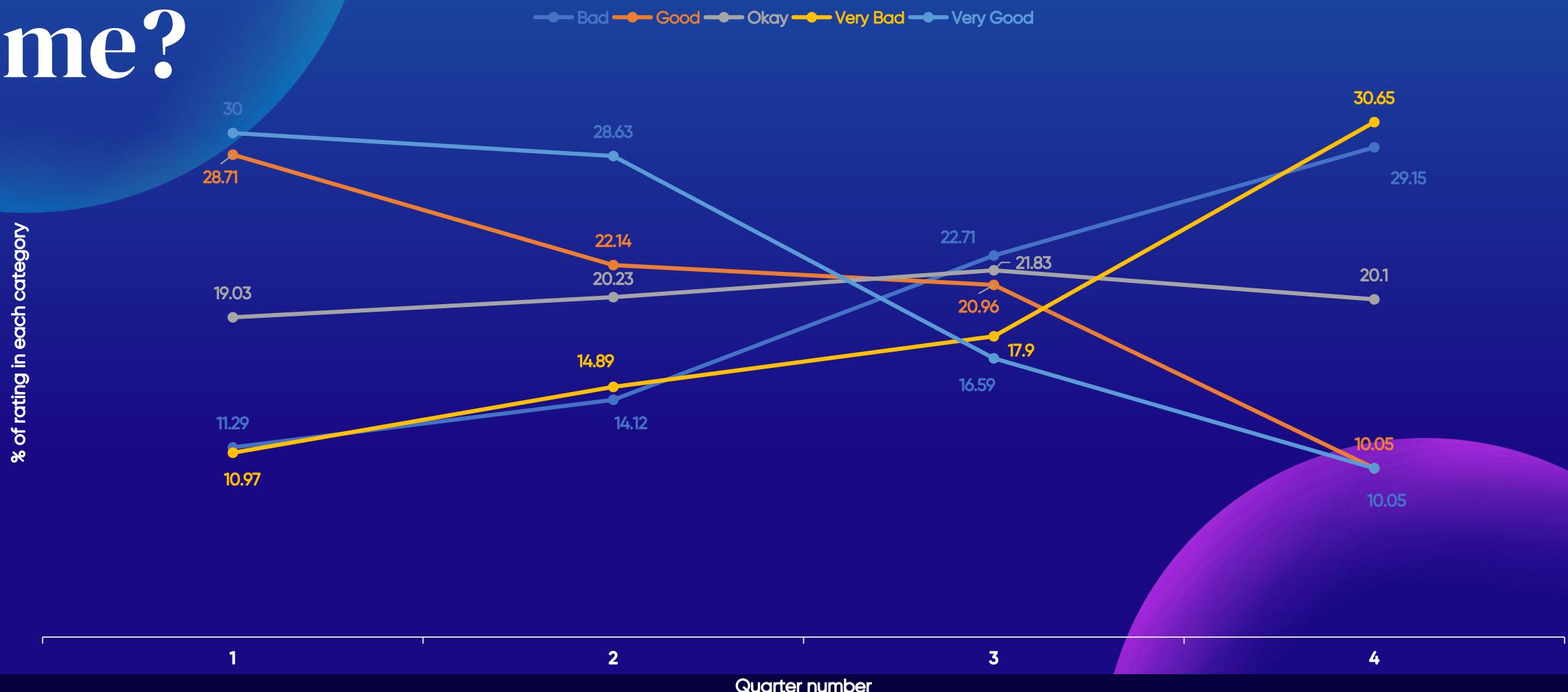
Customers have given less rating each quarter, Quarter 1 has recorded 93 Very good(5) ratings which then reduced to 75 in Quarter 2, 38 in Quarter 3 and 20 in Quarter 4. In Quarter 4, 61 customers have given Very Bad(1) rating. Based on rating scale, rating was between okay to good in quarter 1 and 2 and then it went between Bad to Okay.



Rating Scale(Above numbers can be interpreted as below),
Very Bad - 1
Bad - 2
Okay - 3
Good - 4
Very Good - 5

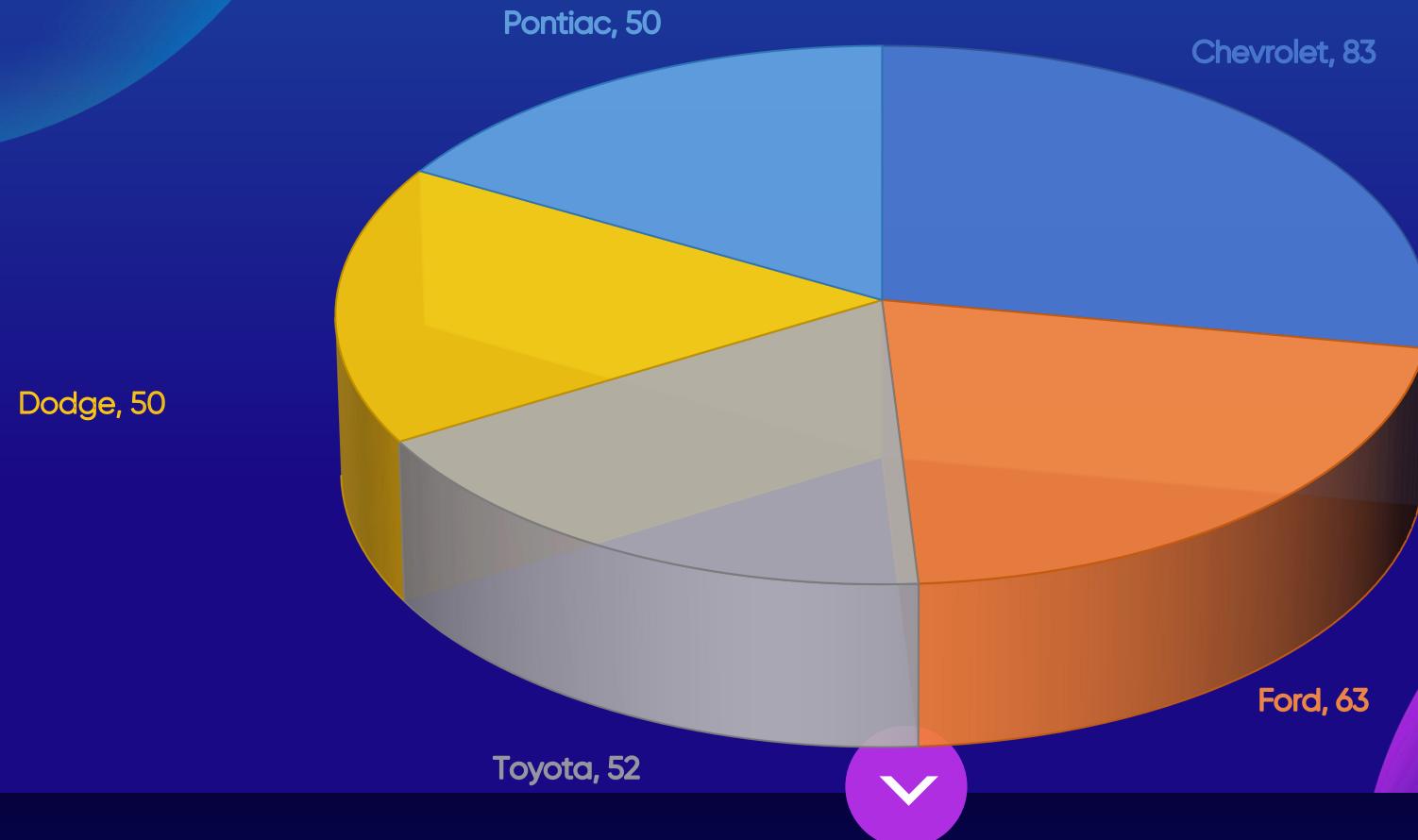
Are Customers dissatisfied over time?

New Wheels



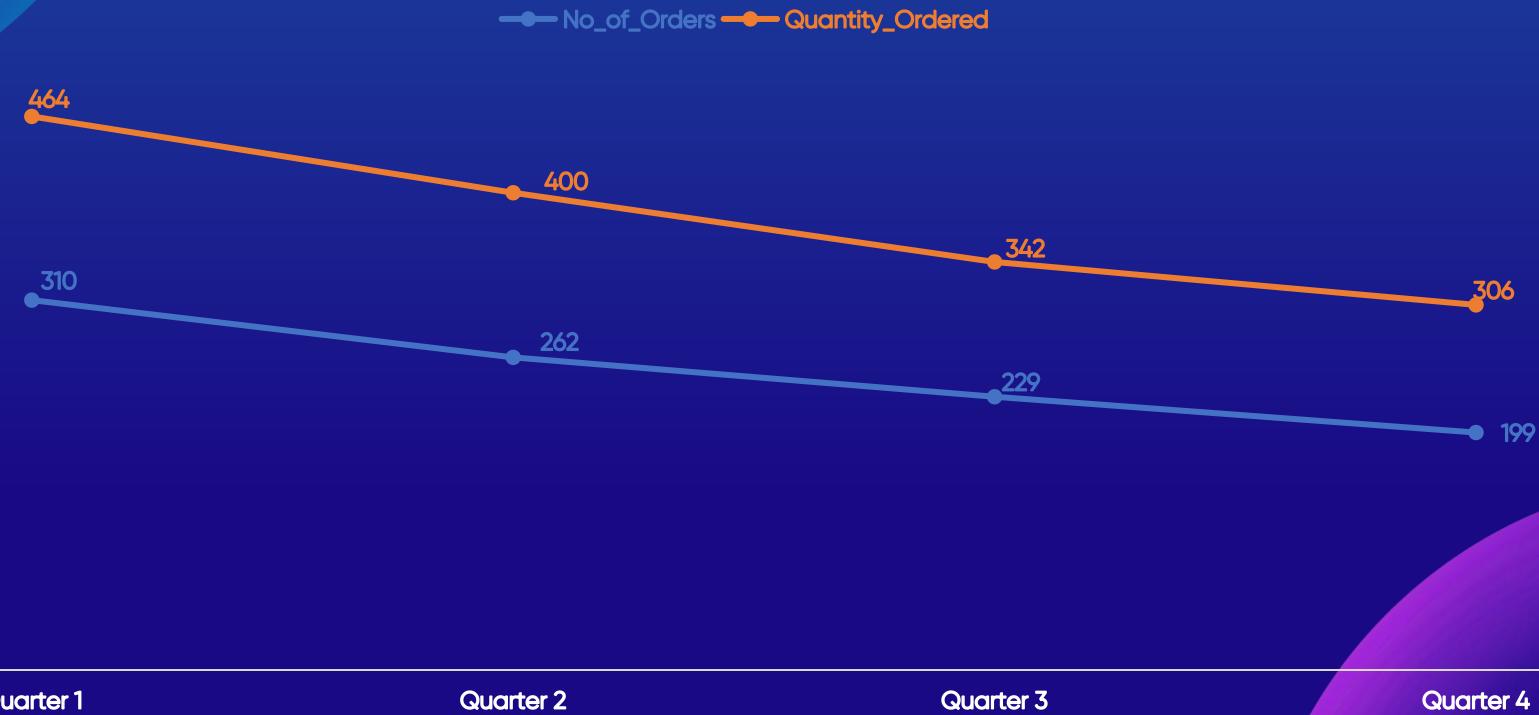
Clearly there is evident dissatisfaction from customers over the quarters as shown above, the number of very bad/bad ratings have been increased drastically after first quarter.

Top 5 Vehicle Makers preferred by Customers



Out of total 994 customer, these are the details of number of customers preferring top 5 vehicle makers with chevrolet being highest preferred followed by Ford and Toyota.

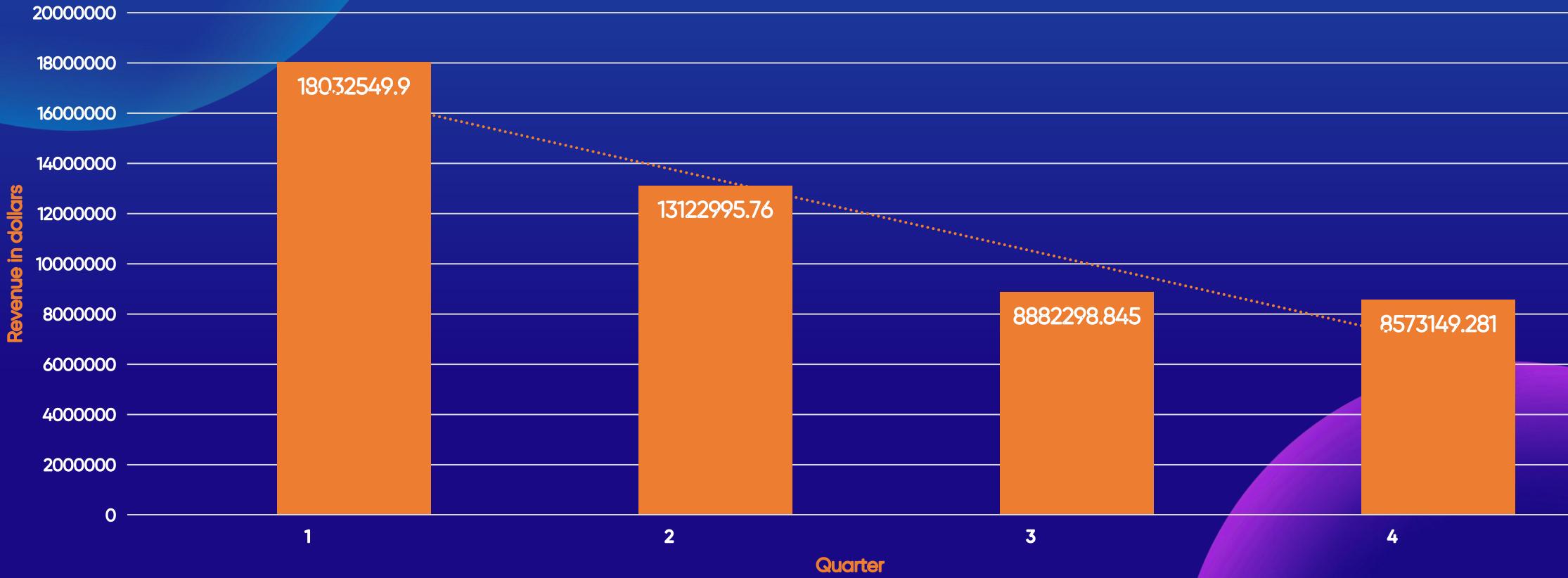
Trend of Orders and Quantity



Quantity and number of orders are continuously declining each quarter. Of total 1000 orders, 31% of orders were placed in quarter 1 followed by 26%, 22% and 19% in quarters 2,3 and 4 respectively.

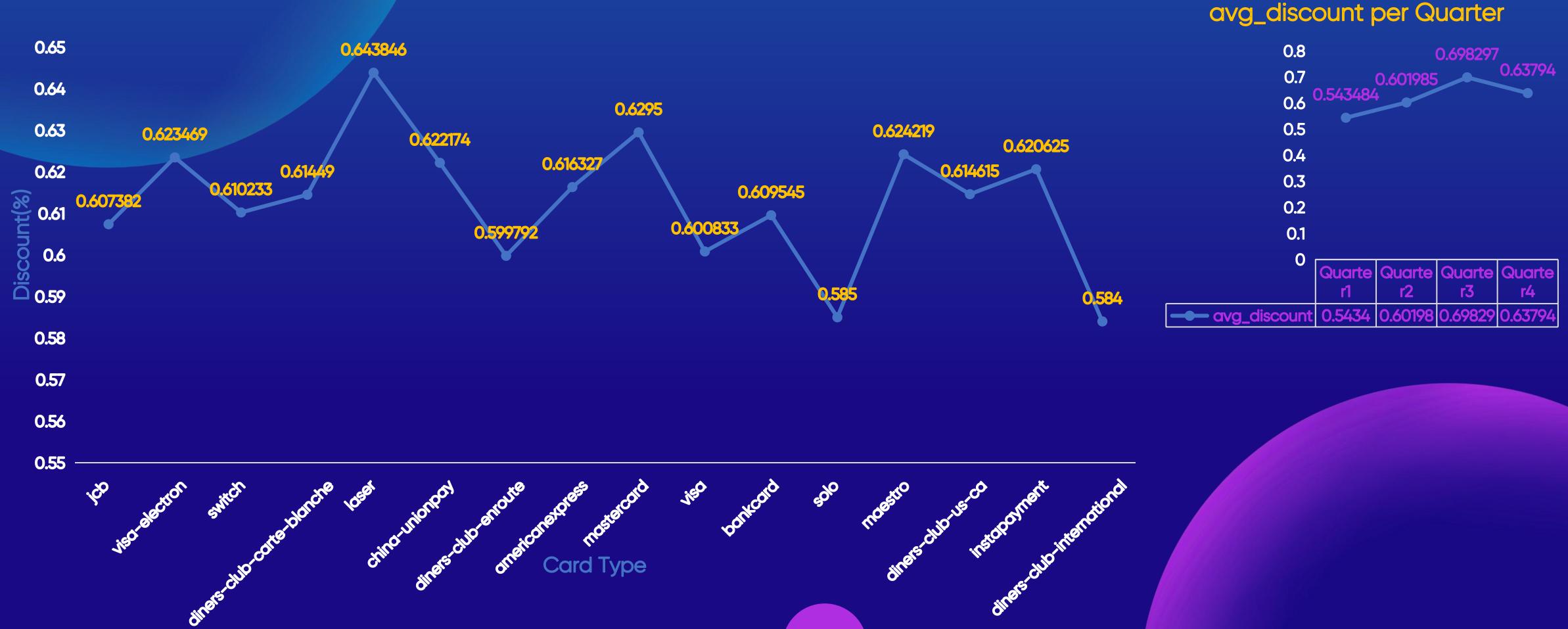
Also, when we look at total quantity ordered, that adds up to 1512 units with decreasing quantities over the quarters as shown above.

QoQ revenue trend



Quarterly revenue shows sharp decline each quarter, Decline from second to third quarter is too high.
Decline in revenue from
Quarter 1 to 2 is 37%,
from Quarter 2 to 3 it is -47%,
from Quarter 3 to 4 it is -3%

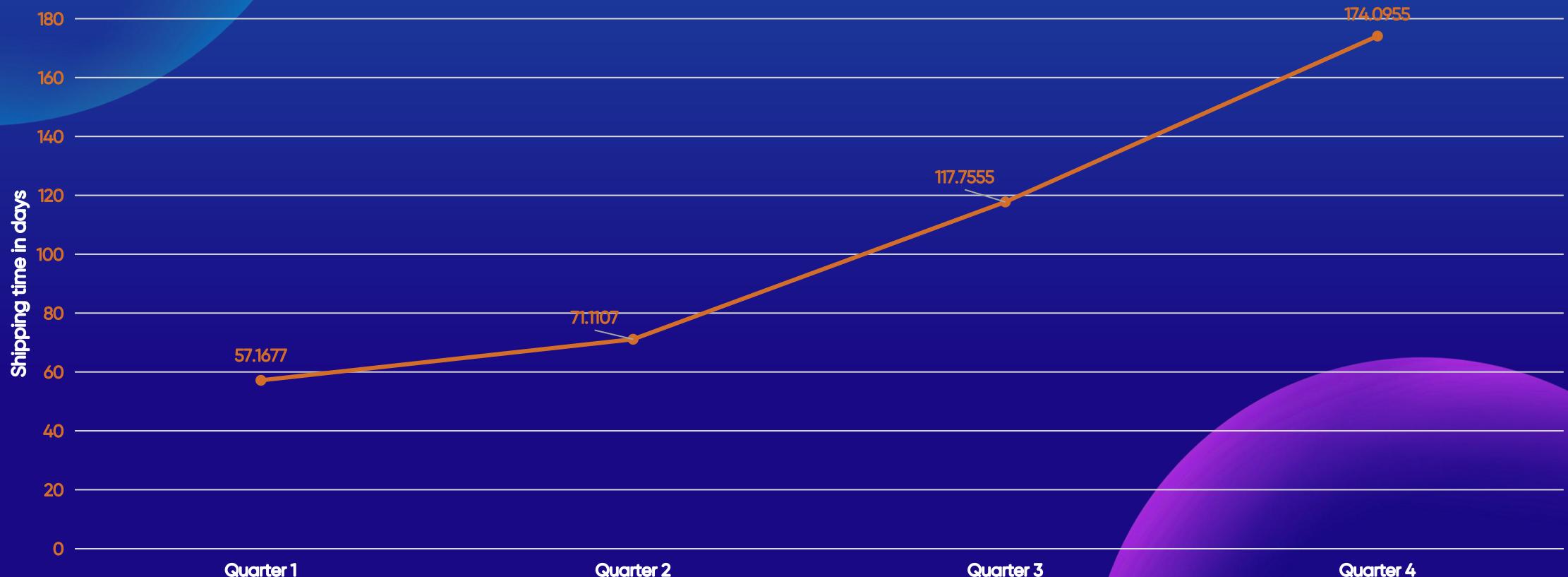
Avg discount by credit card type



Laser card type is giving highest discount followed by mastercard and maestro. When checked for the average discount trend over quarters, it has been observed that average discounts have been increased each quarter.

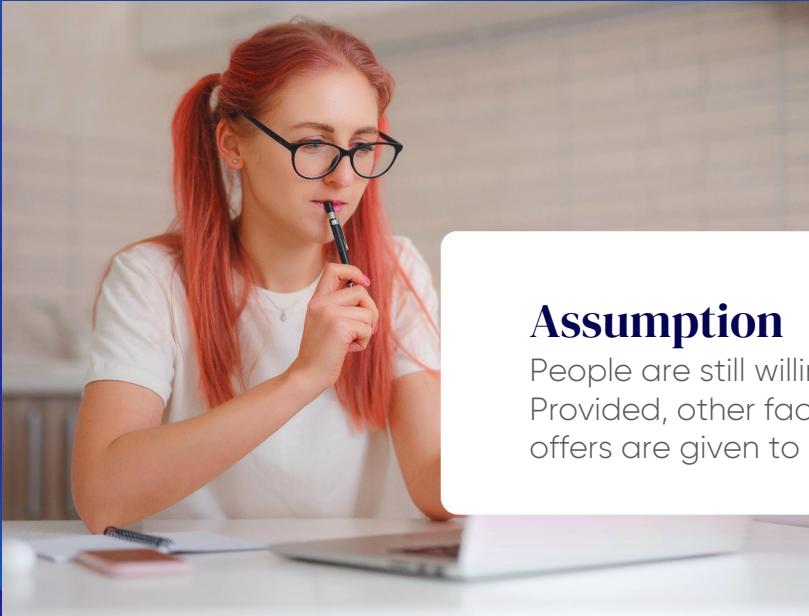


Average shipping time in each quarter



High increase in shipping time over quarters,
Shipping time has been increased more than 3 times in quarter4. From Quarter 1 to Quarter 2, the
increase in days is almost 14 days followed by 45 days and 51 days from quarters 2 o 3 and 3 to 4
respectively.

What went wrong?



Assumption

People are still willing to buy vehicles. Provided, other factors like enough offers are given to promote sales

With this assumption, the only reason that might be causing the decline in revenue and sales is shipping days.

Hence if we somehow reduce the shipment days to optimal minimum then it might help in reviving company's revenue.

Recommendations



Identify and reduce the bottlenecks that are causing delay in shipments, so that customers won't look at other potential resale companies.



May be seek feedback from the customers who gave very bad/bad rating, try to understand what expectations we couldn't meet and try to fix it with the existing customers and keep a note of it for new customers as well.

02

Thank you
For watching

