



NEW WHEELS DATA REPORT

SQL PROJECT

By:

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BUSINESS METRICS

BUSINESS OVERVIEW

994

Total
Customers

1000

Total
Orders

49

States

54

Vehicle
Makers

\$125 M

Total
Revenue

199

Last Qtr
Orders

\$23 M

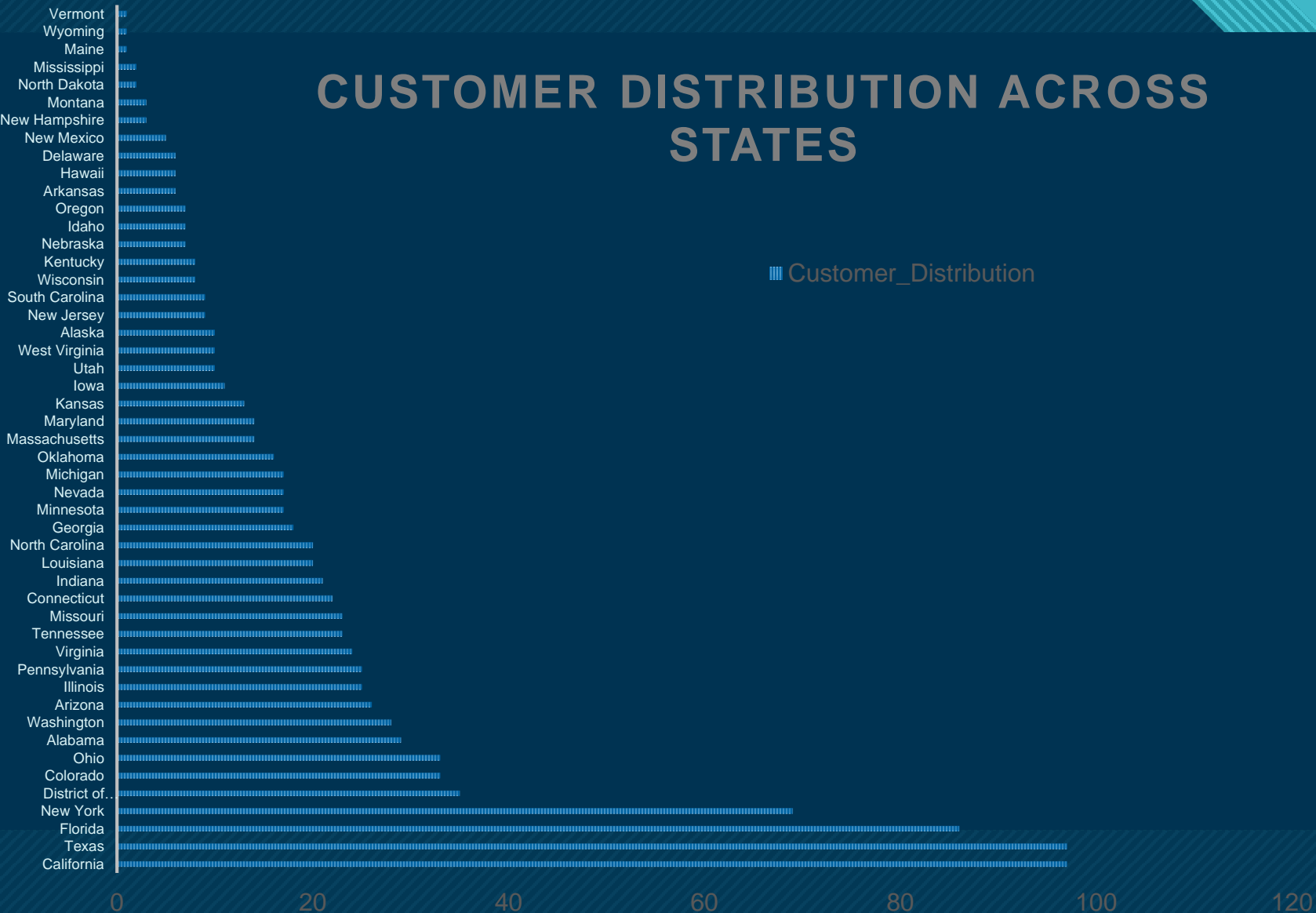
Last Qtr
Revenue

504

Vehicle
Models

CUSTOMER METRICS

Customer State-wise Distribution

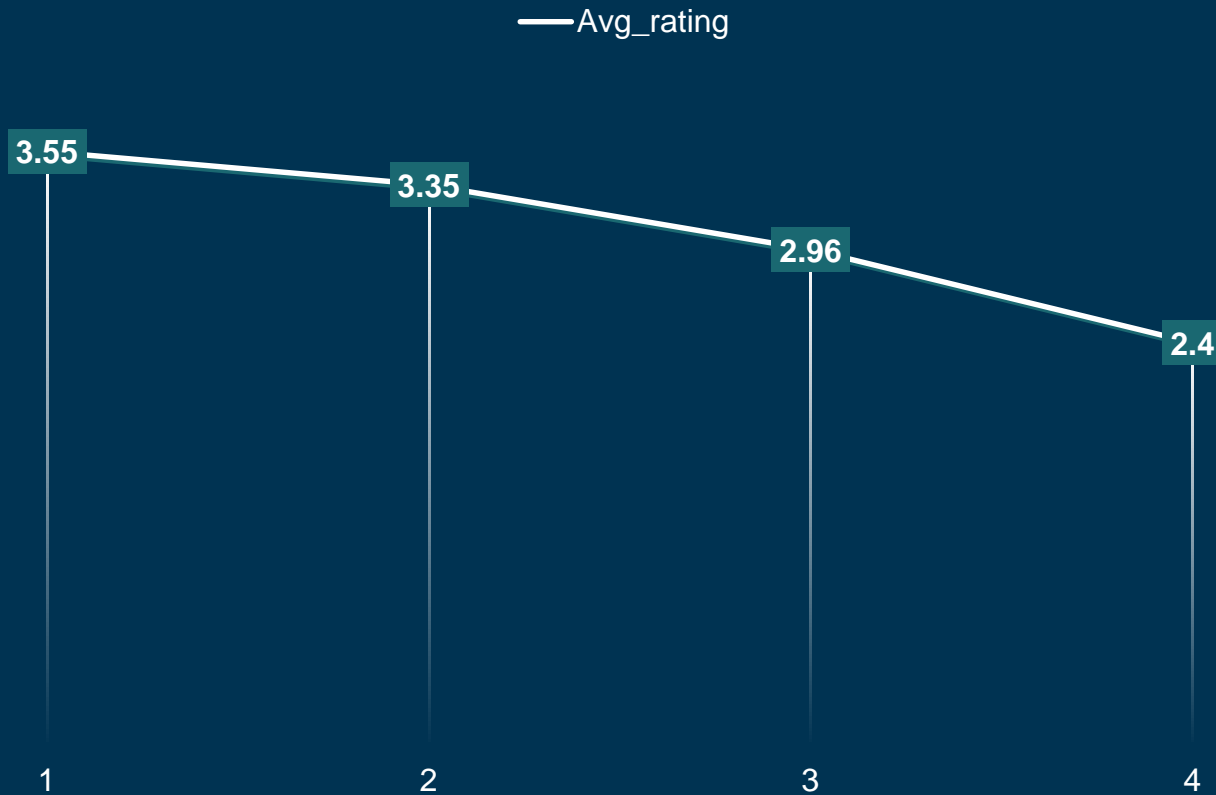


OBSERVATIONS:

- ❑ Good presence in the states of New York and California, with 97 customers each, out of total customers
- ❑ Least presence in Vermont, Wyoming and Maine

Quarter-wise Average Ratings

AVERAGE RATINGS QUARTER-WISE

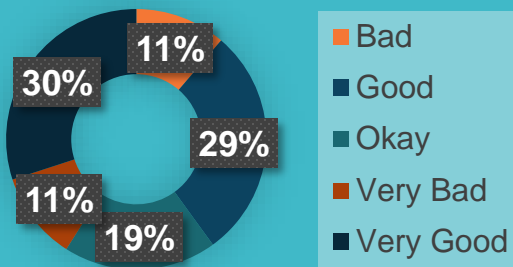


OBSERVATIONS:

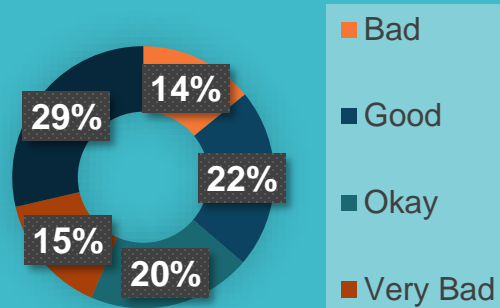
- ❑ For determining the ratings, the following key was used:
 - Very Bad is 1
 - Bad is 2
 - Okay is 3
 - Good is 4
 - Very Good is 5
- ❑ As seen here, the ratings have declined steadily through the four quarters

Quarter-wise Customer Feedback

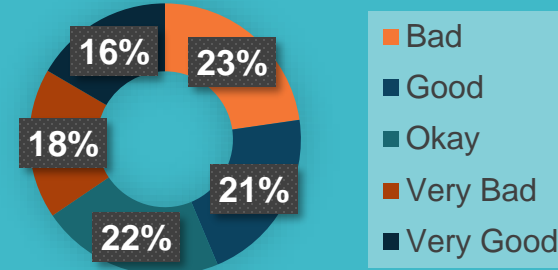
Quarter 1



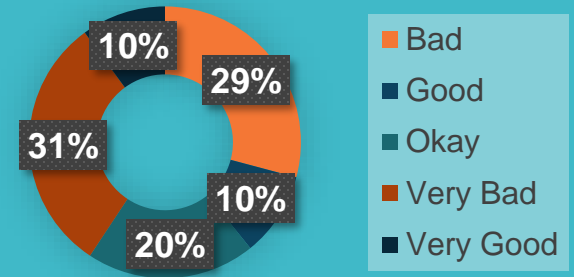
Quarter 2



Quarter 3



Quarter 4

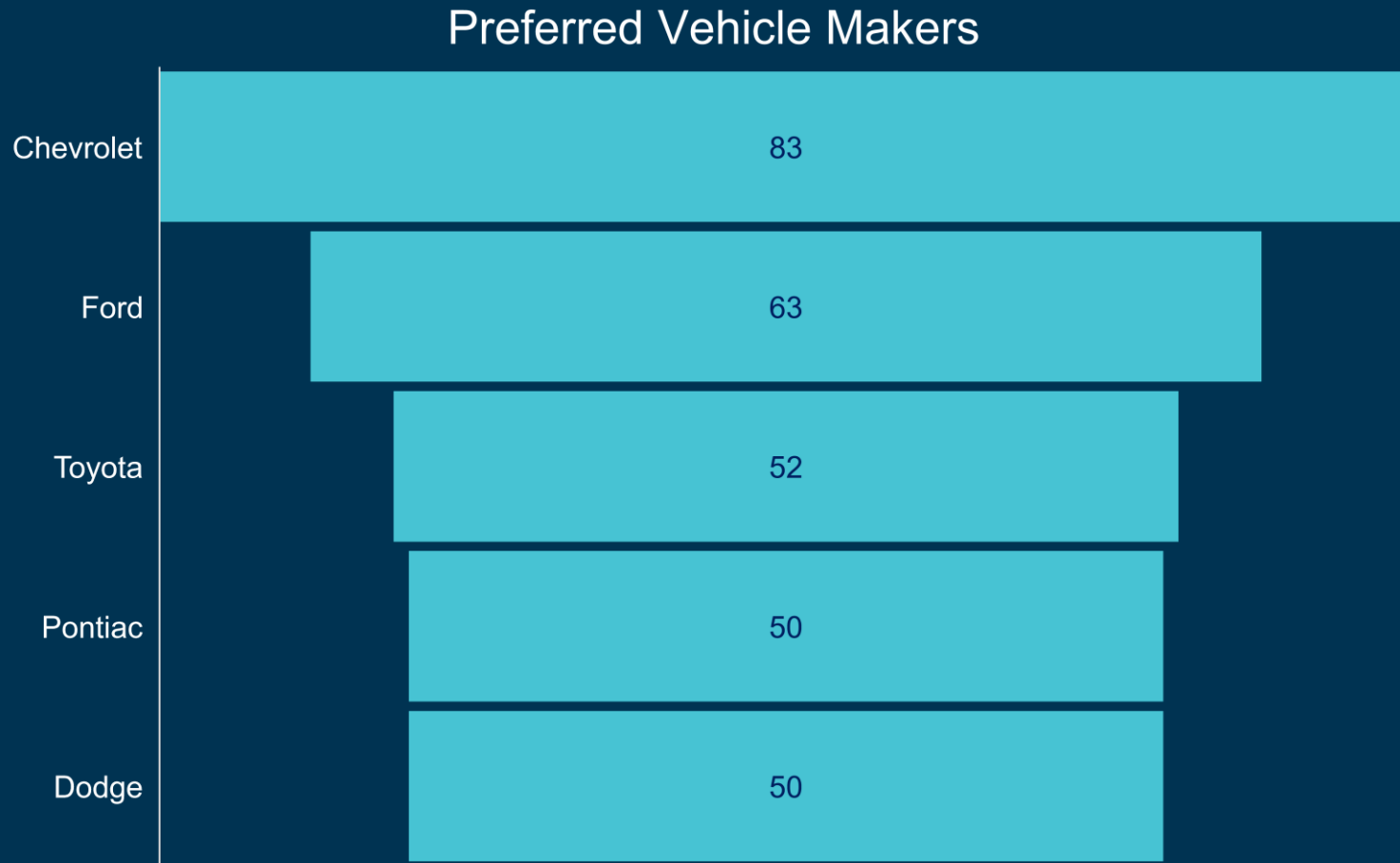


OBSERVATIONS:

- ❑ Quarter 1 started with good feedback, with 59% rating good or above, and 19% with okay rating. Only 22% of the feedbacks were negative
- ❑ However, there is a steady decline in positive feedbacks in subsequent quarters
- ❑ The fourth quarter had the worst feedbacks from customers, with 60% rating bad or very bad and only 20% of the customers rated good or very good

VEHICLE METRICS

Top 5 Vehicle Makers preferred



OBSERVATIONS:

- ❑ Chevrolet is the most preferred maker, with 83 orders, followed by Ford with 63 orders

State-wise Vehicle Maker Preference

State	Preferred Maker
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, GMC, Ford
Indiana	Mazda
Iowa	Chevrolet, Chrysler, Dodge, Ford, Hyundai, Isuzu, Jeep Mazda, Pontiac, Porsche, Subaru

State	Preferred Maker
Kansas	Buick, Dodge, Ford, GMC, Honda, Lexus, Maserati, Mazda Mercedes-Benz, Nissan, Saab, Suzuki, Volkswagen
Kentucky	Acura, Audi, Mercedes-Benz, Mercury, Nissan, Pontiac, Ram Volvo
Louisiana	Nissan, BMW, Ford, Pontiac, Kia
Maine	Mercedes-Benz
Maryland	Ford
Massachusetts	Dodge, Chevrolet
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

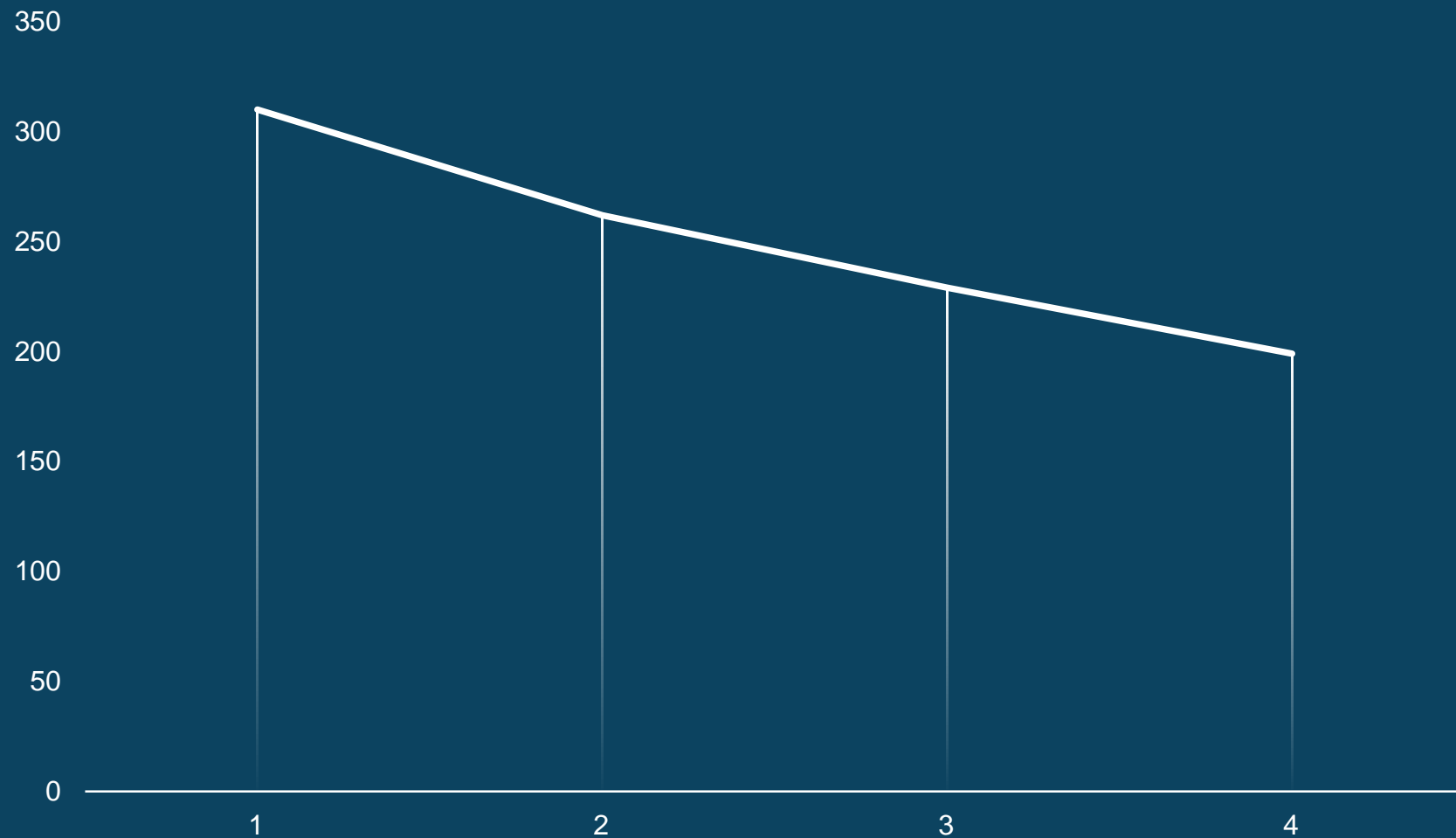
State	Preferred Maker
New York	Toyota, Pontiac
North Carolina	Volvo
North Dakota	Ford, Hyundai
Ohio	Chevrolet
Oklahoma	Ferrari, Mazda, Toyota
Oregon	Toyota
Pennsylvania	Toyota
South Carolina	Acura, BMW, Buick, Dodge, Isuzu, Jaguar, Kia, Mazda Mitsubishi
Tennessee	Mazda
Texas	Chevrolet
Utah	Buick, Chevrolet, 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

REVENUE METRICS

Quarter-wise Orders

QUARTER-WISE ORDERS

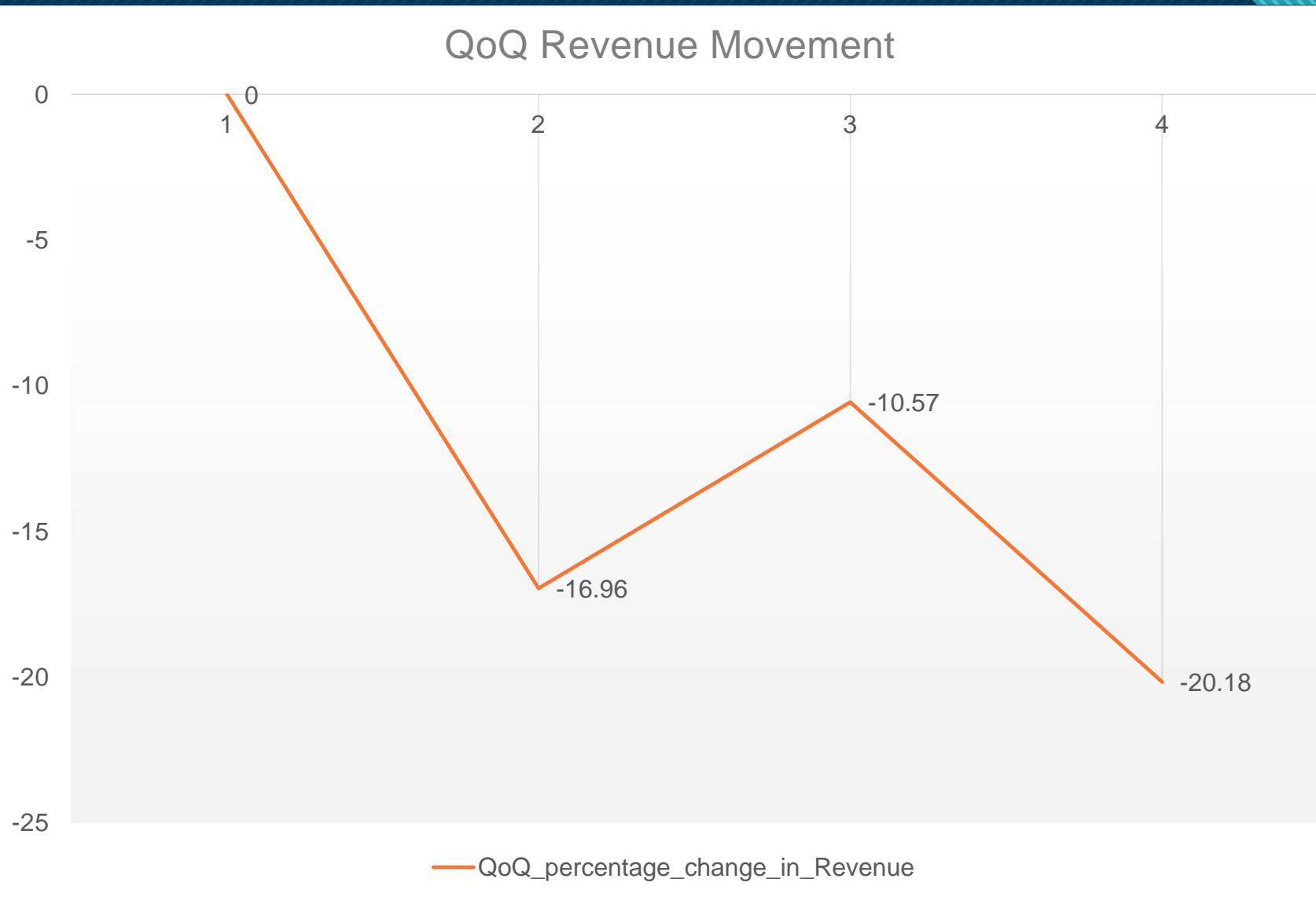
— Number_of_Orders



OBSERVATIONS:

- ❑ There is a steady decline in the total number of orders every quarter

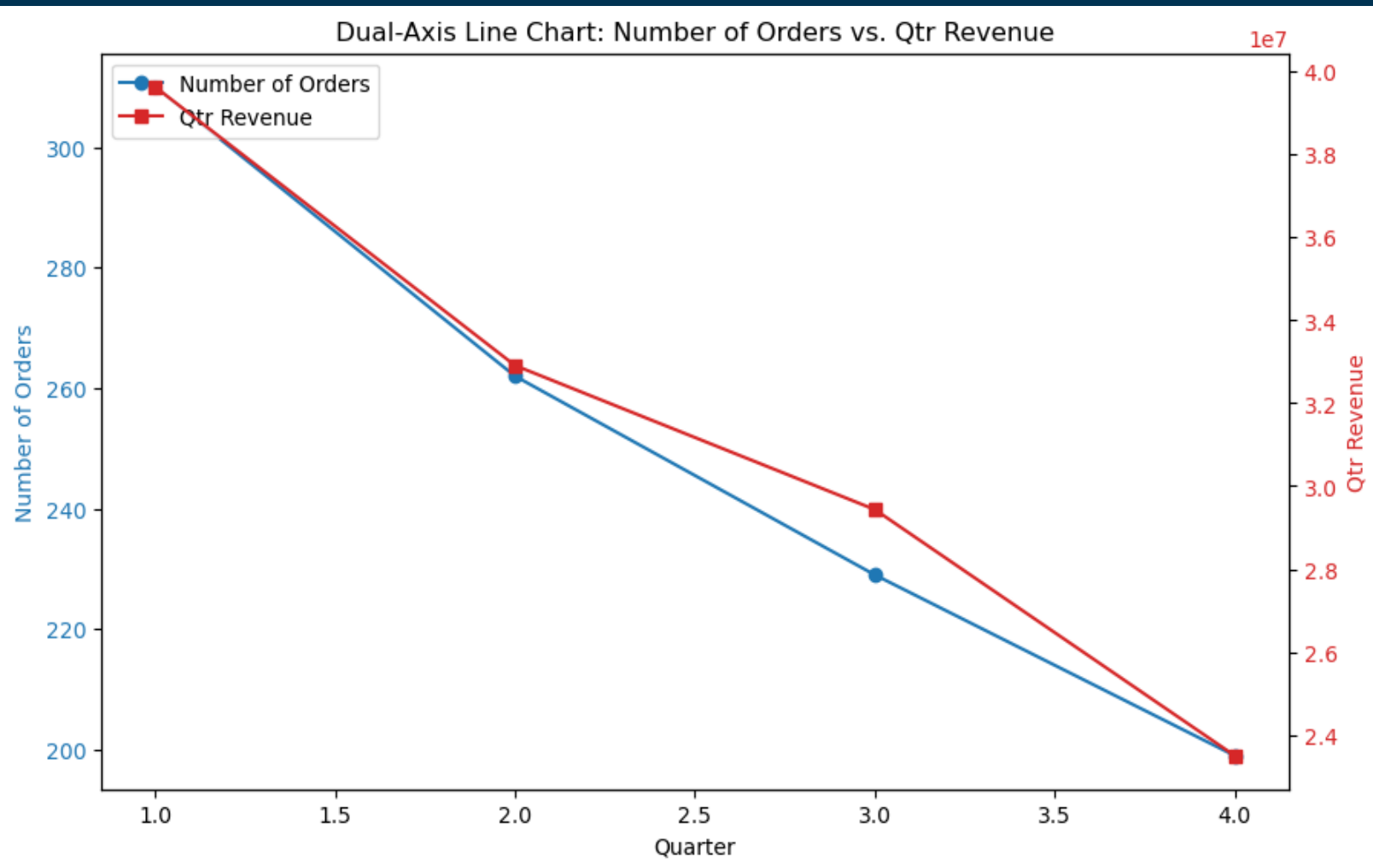
QoQ Revenue Movement



OBSERVATIONS:

- ❑ Q2 performance showed a sharp decline in revenue
- ❑ Q3 showed some signs of recovery, only to end in Q4 performance in revenue being the lowest

QoQ Revenue and Orders Comparison



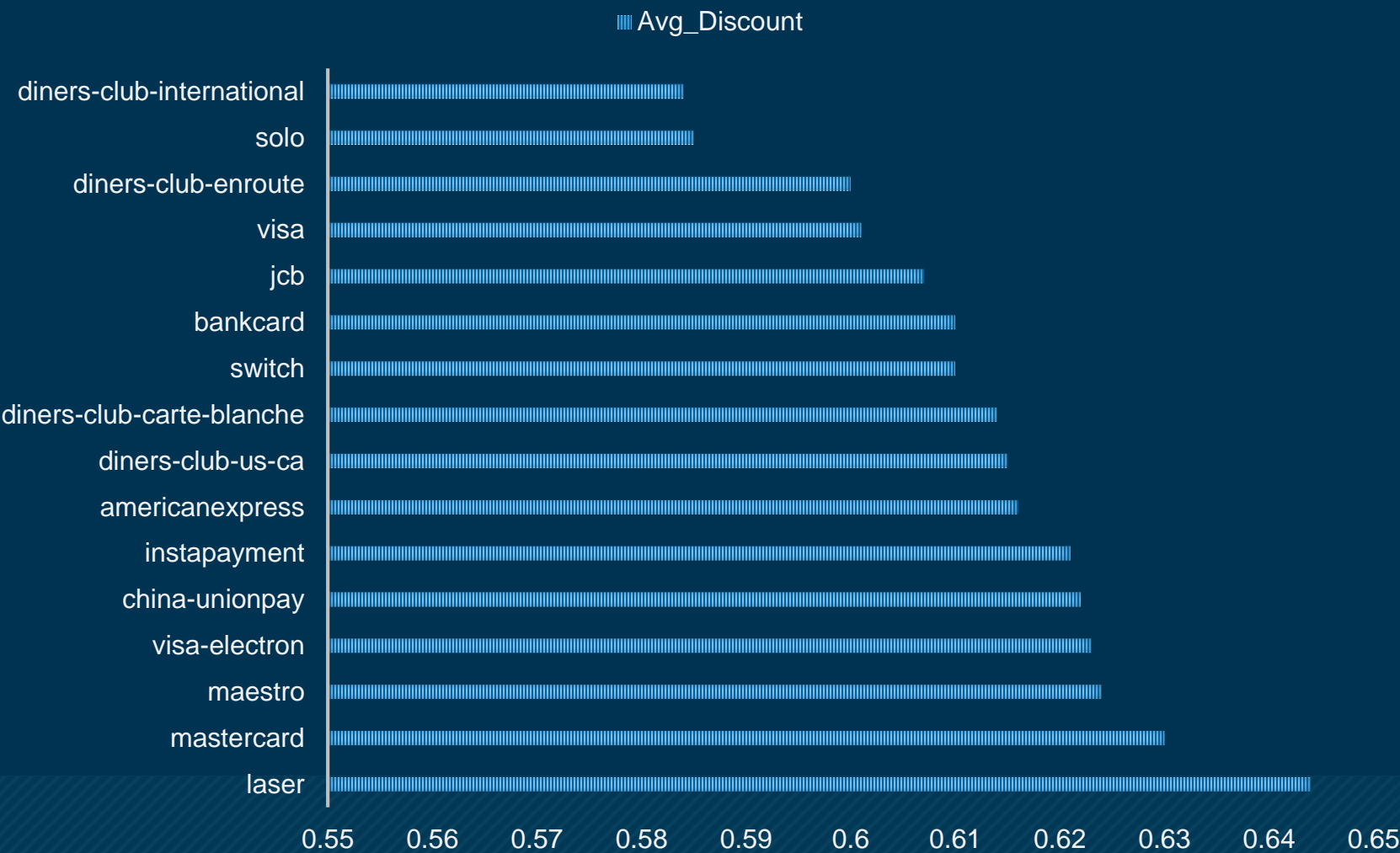
OBSERVATIONS:

- ❑ While the number of orders has a steady decline, the revenue drop seems to have lessened in Q3
- ❑ However, in Q4, both sales and revenue have declined.

SHIPPING METRICS

Card Types and Average Discount

CARD TYPES VS DISCOUNT OFFERED

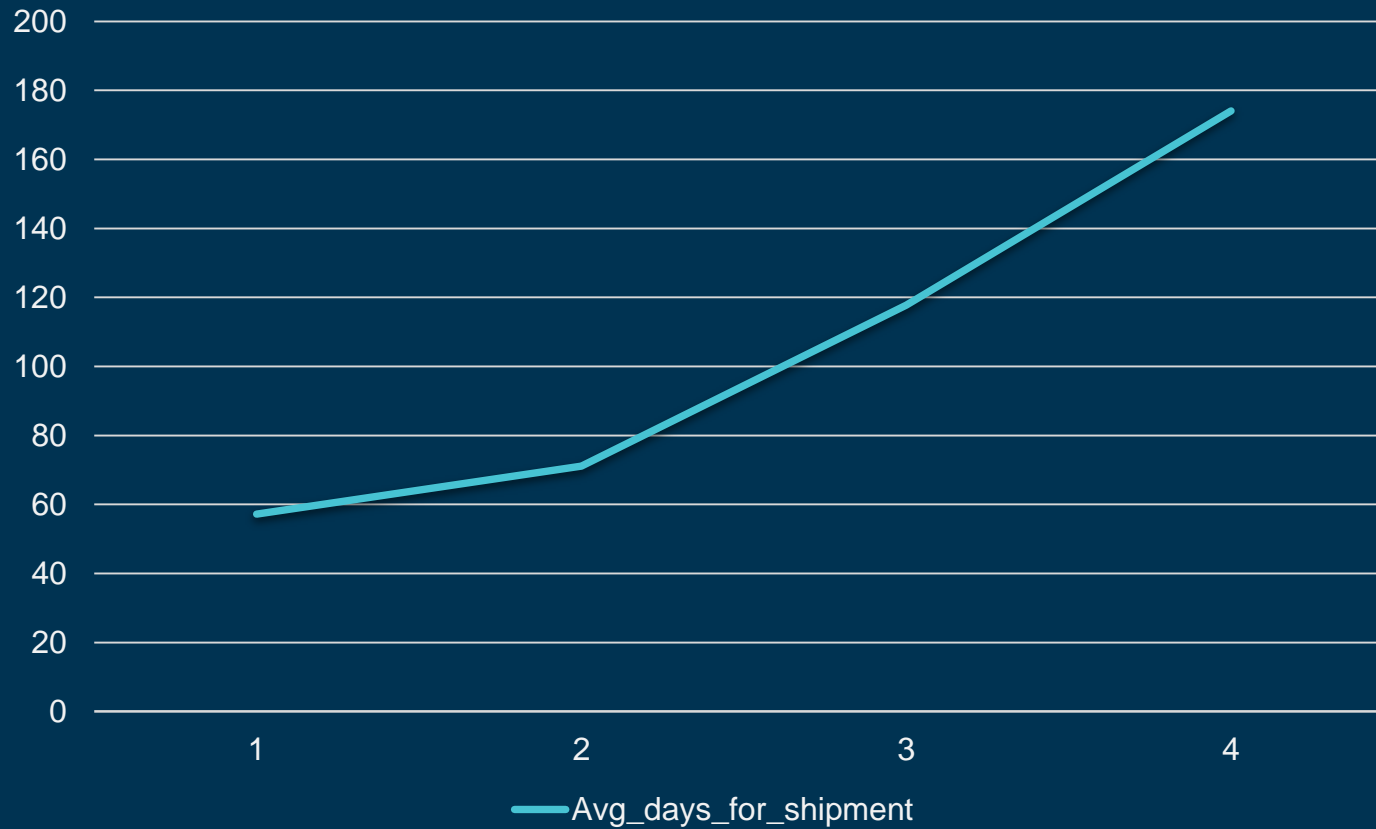


OBSERVATIONS:

- ❑ Diners-club-international card has the least discount of 58.4%
- ❑ Laser card has the highest discount of 64.4%

QoQ Average Time to Ship

Average time to ship Quarter-wise



OBSERVATIONS:

- ❑ The average time to ship orders went from 57 in Q1 to 174 in Q4

INSIGHTS AND RECOMMENDATIONS

Content Title



Focus on preferred models and makers

- ❑ Targeted pitching of preferred models might help improve revenue
- ❑ Non-preferred models might need to be removed from sales



Address Shipping Delays

- ❑ There is a significant difference in the number of days to ship for customers with different ratings
- ❑ Customers with high shipping days have rated poorly



Discount based customer addition

- ❑ Increasing the discount offered might help increase the number of orders



Company presence based marketing strategies

- ❑ The presence of the company is strongly felt through high number of orders in states like Texas and California
- ❑ However, in states like Wyoming, Vermont and Maine, there have not been many.
- ❑ Developing different marketing strategies based on the presence can be done



Feedback based model sales

- ❑ Certain models like Citron, Daewoo, Eagle have not had any positive feedback
- ❑ Whereas, makes like Volvo, Mazda have had a high positive feedback. These can be focused for sales



Thank You