

Great Learning Presentation

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Business Overview

Total Revenue

11.2 M

Total Orders

1189

Total Customers

987

Avg Rating

3.5

Last Qtr Revenue

1.6 M

Last Qtr Orders

200

Avg Days to Ship

32

% Good Feedback

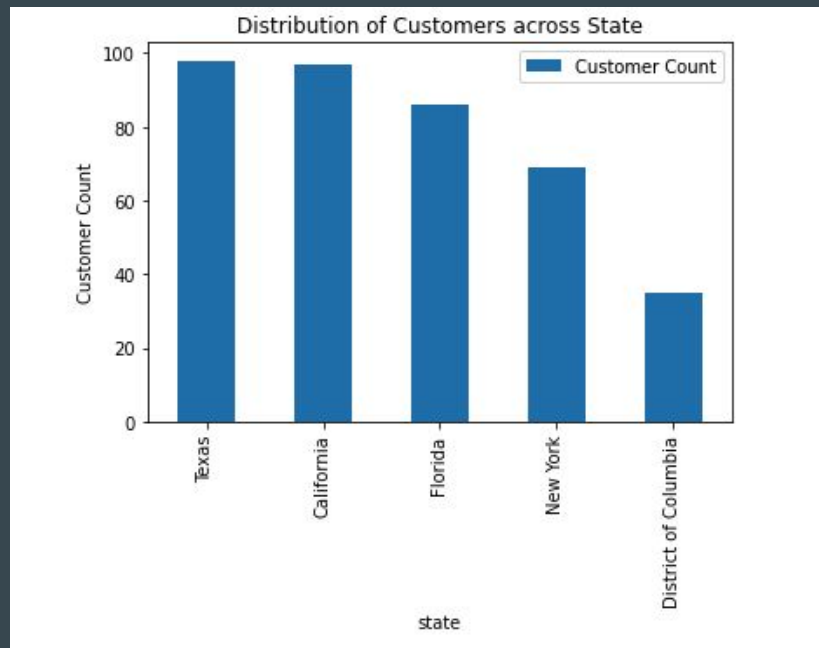
45%

Customer Metrics

Distribution of Customers across States

Observations

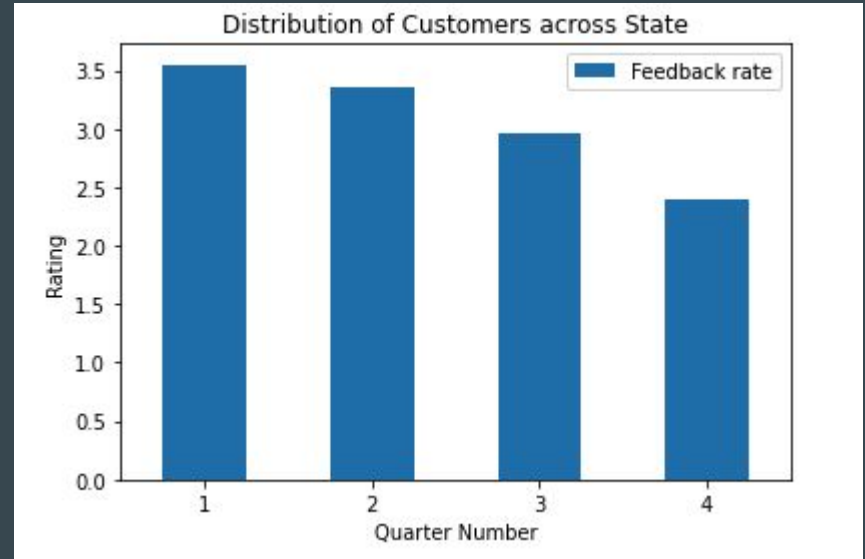
- As observed in the chart, the top five states are Texas, California, Florida, New York, and District of Columbia. With the top states Texas and California having almost 100 cars ordered. The only exception is the District of Columbia, but the majority of the orders come from the most populated states.



Average Customer Rating by Quarter

Observations

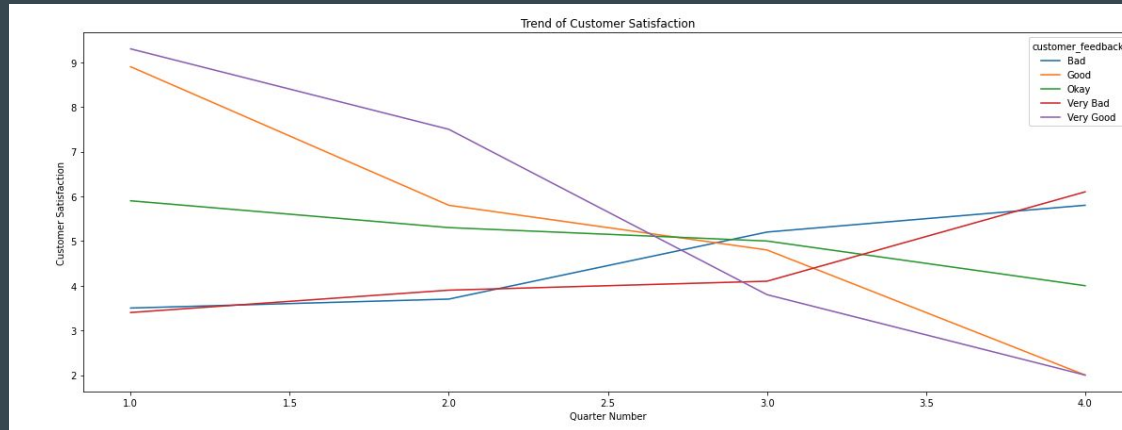
- The bar graph indicates customer feedback has decreased after every quarter.
- The decrease in feedback might be due to business practices and changes.



Trend of Customer Satisfaction

Observations

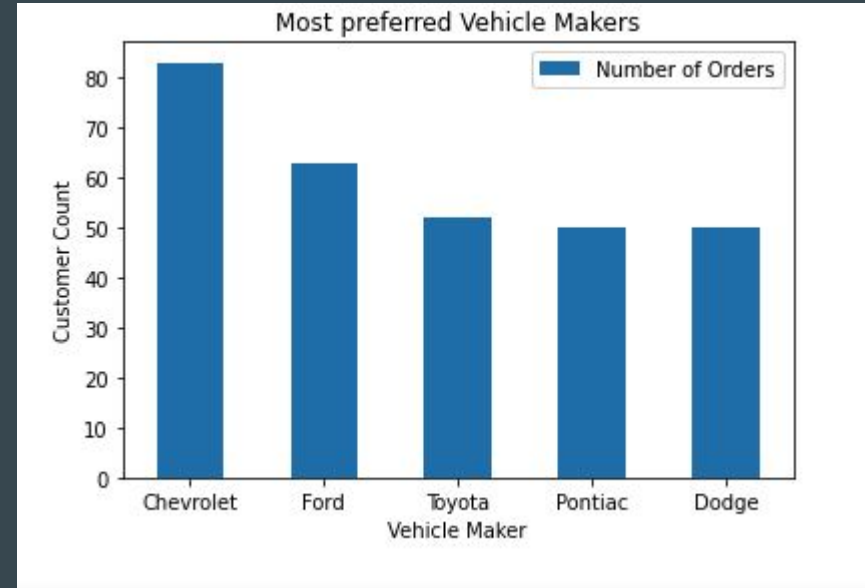
- In order, the x-axis is the quarter numbers,
- In the early quarters such as quarter 1 and quarter 2, the percentage of good and very good was higher than okay, bad, and very bad.
- In later quarters such as quarter 3 and quarter 4, the percentage of good and very good has drastically decreased while okay, bad, and very bad has drastically increased.



Top Vehicle makers preferred by customers

Observations

- The top preferred vehicles, as ordered by the customers, are Chevrolet, Ford, Toyota, Pontiac, and Dodge.
- These vehicles are considered reliable by the public as well as branded American cars.
- Aside from Chevrolet, the last three are similar in orders.



Most preferred vehicle make in each state

Observations

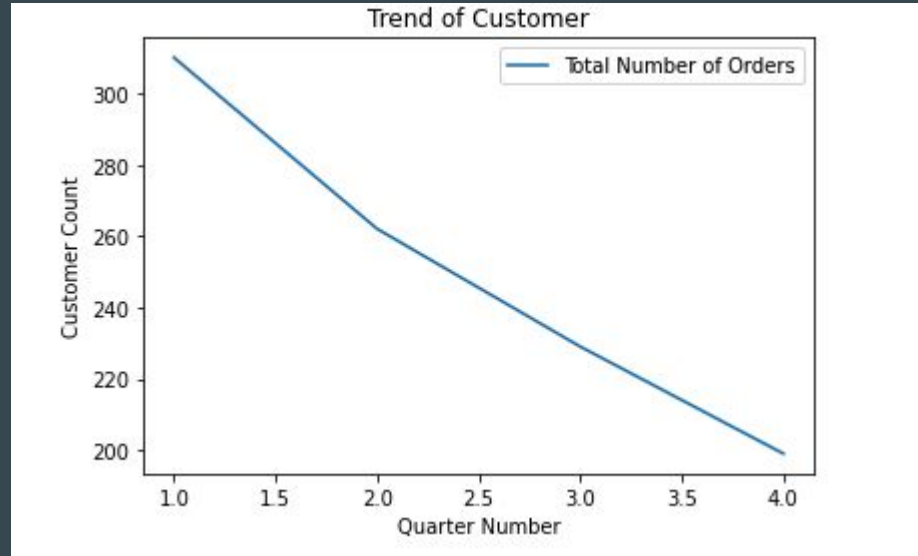
- Now in regards to what is preferred, that vastly varies from what is bought.
- The majority of the states select luxury high end cars are what they prefer to drive.
- These case tend to have higher satisfaction rate and higher revenue sales.
- It might also be pointed out the overall ones purchased vs. preferred might be due to affordability, since the most ordered are the most affordable.

Revenue Metrics

Trend of purchases by Quarter

Observation

- As observed on the chart, the number of orders has decreased drastically by quarter.
- This is a drastic change and a steady change as well, this could be in due part to business practices and procedures declining.
- Customers leave bad reviews, driving total number of orders down.

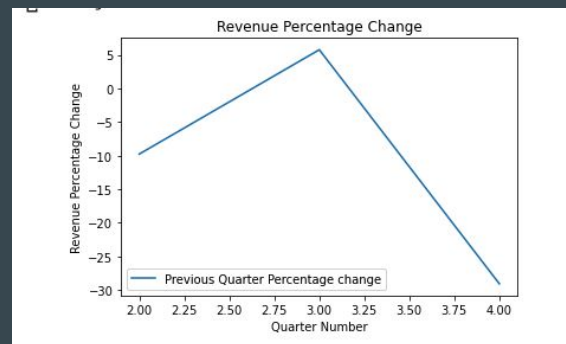


Quarter on Quarter % change in Revenue

Observations

- When observing the top chart, it is evident the change in revenue has decreased by quarter.
- The graph below also presents the visualization and the steady decrease of revenue change as per quarter.
- This could be in due part to the reviews taking a drastic toll on the business. .

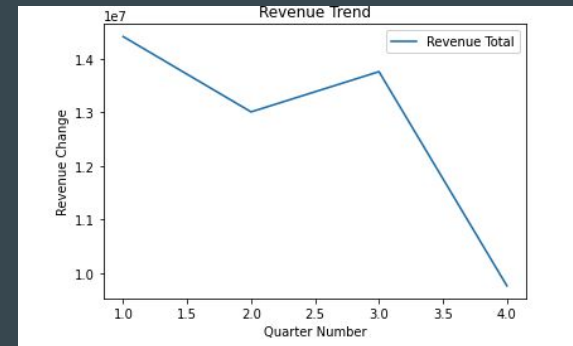
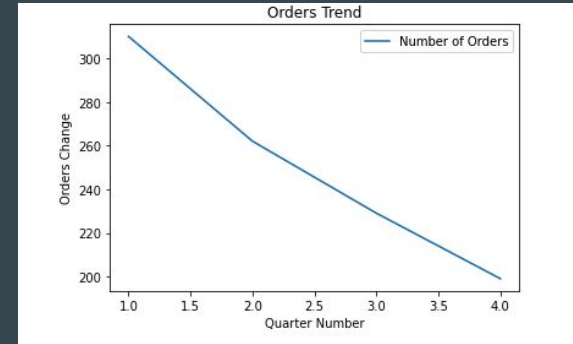
	Quarter Number	revenue	Previous Quarter Percentage change
0	1	14418354	NaN
1	2	13011723	-9.7558
2	3	13763451	5.7773
3	4	9763496	-29.0622



Trend of Revenue and Orders by Quarter

Observations

- The first graph concludes there is a steady trend of orders decreasing by quarter.
- The second graph as well contends there is a decrease in revenue as well, each quarter less revenue is being gained.

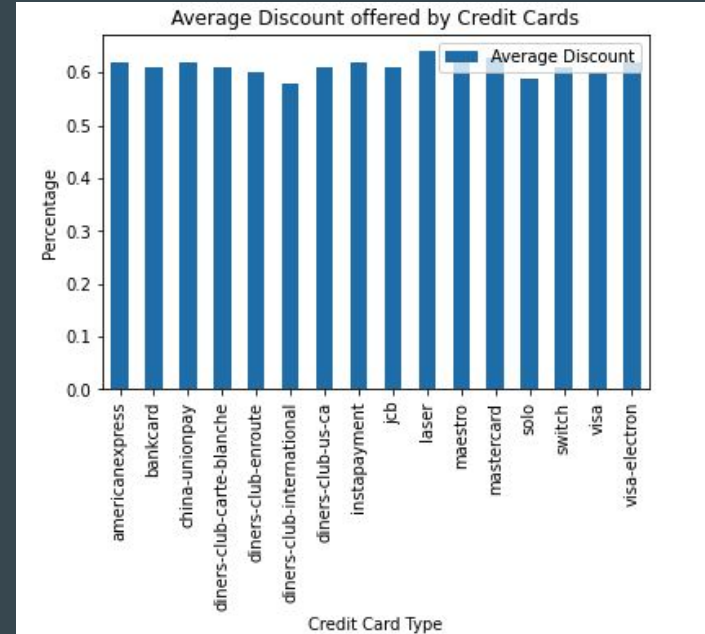


Shipping Metrics

Average discount offered by Credit Card type

Observations

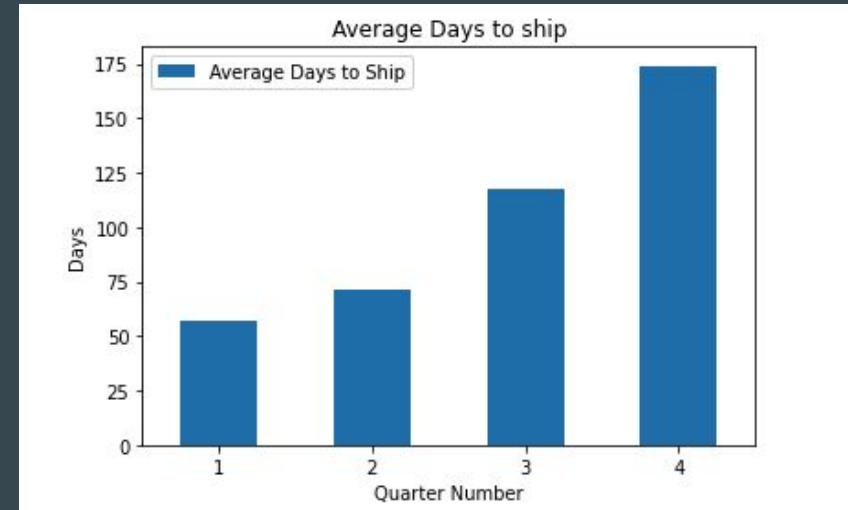
- The percentages provided are all similar, customers using a specific card does not determine a higher discount, the percentages are relatively similar.
- The company and credit companies seem to have mutual agreements, but if more discounts were given this could drive sales and leave for more positive feedback from customers.



Time taken to ship orders by Quarter

Observation

- As seen in the graph, the average days to deliver a car has steadily increased every quarter.
- This is adjacent to possibly why reviews have become more negative.
- This has a direct link to the customer feedback leaving negative reviews.
- The increased time for delivery has created the negative feedback leading to decreased orders and revenue.



Insights

- Insights
 - The reason why their business is going down is due to the quality of business and process.
 - If one were to observe the graphs and numbers, it is evident the company has decreased their business practice quality. New-Wheels has noticed a dip in customer feedback, and no actions was taken. The company began to receive bad reviews and it coincides with the amount it days it takes to deliver the vehicle.
 - As soon as customers began to provide negative feedback, orders steadily decreased. When the orders began to decreased, revenue decreased. This could be attested to the fact New-Wheels has an issue with delivery time. The data contends delivery time has taken longer to complete, and though this might be due to external issues, but the average of delivery time has steadily increased.
 - In the auto industry, convenience delivery time is essential in order to attract new customers, as well as reviews. In this day in age, reviews are essential for any business, and terrible reviews hinders their revenues.

Recommendations

- Decrease delivery time
- Once delivery time has decreased, the customers will leave better reviews for their service and products.
- Provide a possible sale right now in order to attract new customers and create familiarity with the sounding communities.
- Work with specific credit card companies to provide a greater discount on cars.
- Make delivery time an absolute priority.
- Provide customers with an incentive to leave great reviews, such as a free car wash, inspection, oil change etc.
- Market mainly to bigger states who previously have the most orders in order to drive sales and revenue.
- Work with the most popular vehicle makers and market their new lines in order to keep customer curiosity up.
- Find a new or alternative stream, make it a priority.
- Market the most preferred cars as well, whether it be through sale or promotion, but this will ultimately drive sales number up due to the curiosity of the customer.
- Have more preferred cars on New-Wheels lots.