



SQL and Databases:

Project Report

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Batch :
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Business Overview

Total Revenue

82.6 M

Total Orders

1000

Total Customers

994

Avg Rating

3.14

Last Qtr Revenue

15.2 M

Last Qtr Orders

199

Avg Days to Ship

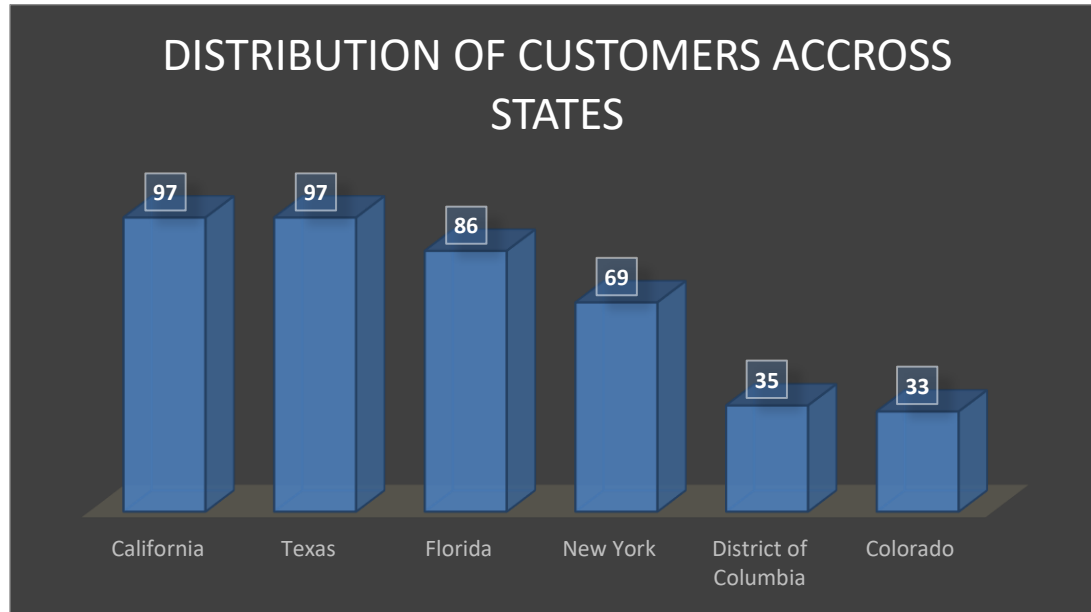
98

% Good Feedback

44%

Customer Metrics

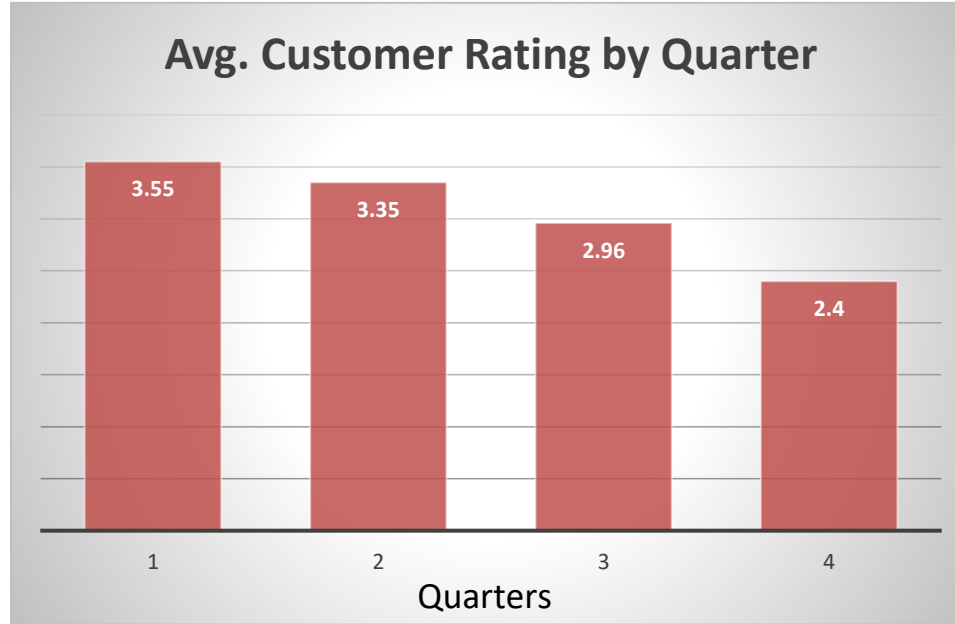
Distribution of Customers across States



Observations / Findings

- California, Texas, Florida and New York has the large number of customers among all as they are the largest states by population in the US
- Number of customers dropped from 86 to 69 when moving to New York which is at the 4th position.
- District of Columbia is at the 5th position having 35 number of customers and rest of the states having number of customers less than 33.

Average Customer Ratings by Quarter



Observations / Findings

- Average Customer rating decreased continuously from quarter to quarter
- Average Customer rating dropped significantly from 3.6 in Quarter 1 to 2.4 in Q4

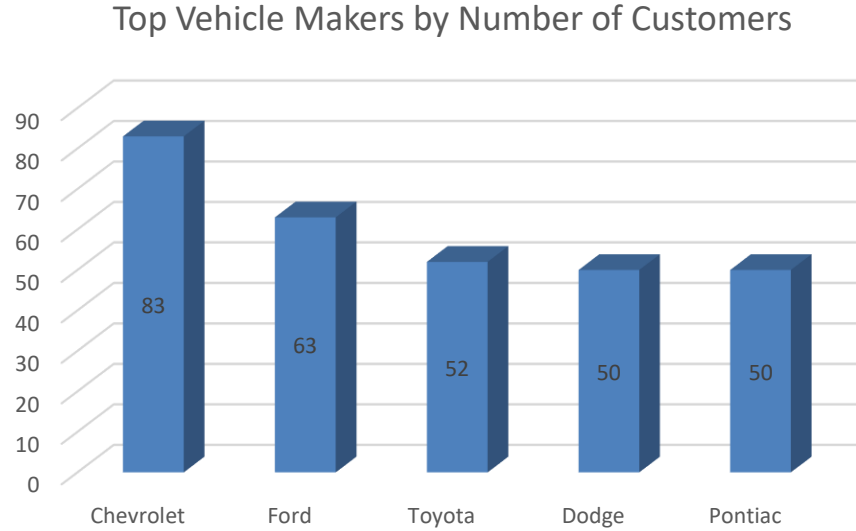
Trend of Customer Satisfaction



Observations / Findings

- The percentage of “happy” customers decreased steadily from quarter to quarter
- The percentage of “unhappy” customers increased steadily from quarter to quarter

Top Vehicle makers preferred by customers



Observations / Findings

- The most preferred vehicle maker is Chevrolet, having 83 customers
- Among the top 5 makers preferred by the customers, all except Toyota is the one which is American.

Most preferred vehicle make in each state

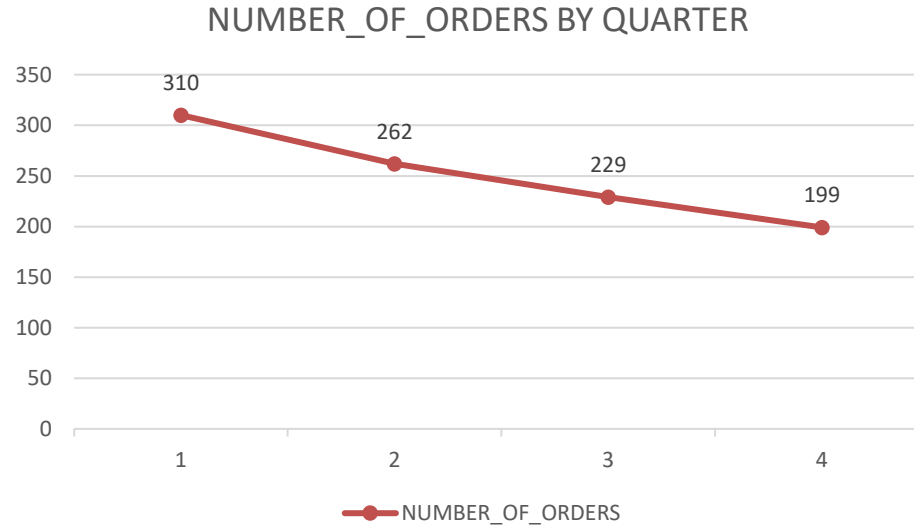
STATE	VEHICLE MAKER	STATE	VEHICLE MAKER	STATE	VEHICLE MAKER		
Alabama	Dodge	Hawaii	Cadillac	South Carolina	Acura		
Alaska	Chevrolet		Ford		BMW		
Arizona	Cadillac		GMC		Buick		
	Pontiac		Nissan		Dodge		
Arkansas	Chevrolet		Idaho		Pontiac	Isuzu	
	GMC	Toyota			Jaguar		
	Mitsubishi	Dodge	Kia				
	Pontiac	Illinois	Chevrolet		Mazda		
	Suzuki		GMC	Mitsubishi			
	Volkswagen		Ford				
California	Audi	Indiana	Mazda	Iowa	Chevrolet		
	Chevrolet		Chevrolet		Chrysler		
	Dodge		Dodge		Ford		
	Ford		Hyundai		Isuzu		
	Nissan		Jeep		Mazda		
Colorado	Chevrolet		Pontiac		Porsche		
Connecticut	Chevrolet		Subaru				
	Maserati						
	Mercury						
	Volvo						
Delaware	Mitsubishi						
District of Columbia	Chevrolet						
Florida	Toyota						
Georgia	Toyota						

Most preferred vehicle make in each state

STATE	VEHICLE MAKER	STATE	VEHICLE MAKER	STATE	VEHICLE MAKER	STATE	VEHICLE MAKER
Kansas	Buick	Louisiana	Nissan	Nebraska	Cadillac	Tennessee	Mazda
	Dodge		BMW		Chevrolet	Texas	Chevrolet
	Ford		Ford		Mercedes-Benz	Utah	Buick
	GMC		Pontiac		Nissan		Chevrolet
	Honda		Kia		Pontiac		Dodge
	Lexus	Maine	Mercedes-Benz		Toyota		Isuzu
	Maserati	Maryland	Ford		Volkswagen		Lincoln
	Mazda	Massachusetts	Dodge	Nevada	Pontiac		Maybach
	Mercedes-Benz		Chevrolet	New Hampshire	Chrysler		Oldsmobile
	Nissan	Michigan	Ford		Lexus		Pontiac
	Saab	Minnesota	GMC		Lincoln		Subaru
	Suzuki	Mississippi	Dodge	New Jersey	Hyundai		Volkswagen
	Volkswagen		Toyota		Mercedes-Benz	Vermont	Mazda
Kentucky	Acura	Missouri	Chevrolet	New Mexico	Dodge	Virginia	Ford
	Audi	Montana	Chevrolet	New York	Toyota	Washington	Chevrolet
	Mercedes-Benz		Dodge		Pontiac	West Virginia	Mercedes-Benz
	Mercury		Mitsubishi	North Carolina	Volvo	Wisconsin	Acura
	Nissan			North Dakota	Ford		Cadillac
	Pontiac				Hyundai		Chevrolet
	Ram			Ohio	Chevrolet		Dodge
	Volvo			Oklahoma	Ferrari		Honda
					Mazda		Mazda
					Toyota		Nissan
				Oregon	Toyota		Pontiac
				Pennsylvania	Toyota	Wyoming	Buick

Revenue Metrics

Trend of purchases by Quarter



Observations / Findings

- Number of purchases are continuously dropping quarter by quarter.
- Number of purchases fall from 310 in Q1 to 199 in Q4

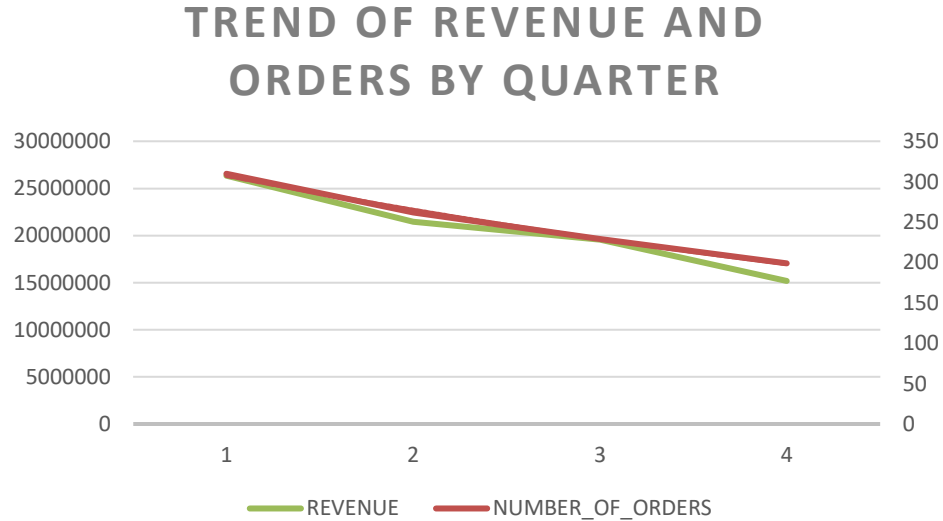
Quarter on Quarter % change in Revenue

Quarter Number	Revenue	Previous Quarter Revenue	% Change in Revenue
1	26375015.66	NULL	NULL
2	21465757.27	26375015.66	-18.61
3	19582283.12	21465757.27	-8.77
4	15182375.04	19582283.12	-22.47

Observations / Findings

- The revenue dropped significantly every quarter to quarter.
- The revenue fell from \$ 26.4 M in Q1 to \$ 15.2 M in Q4

Trend of Revenue and Orders by Quarter



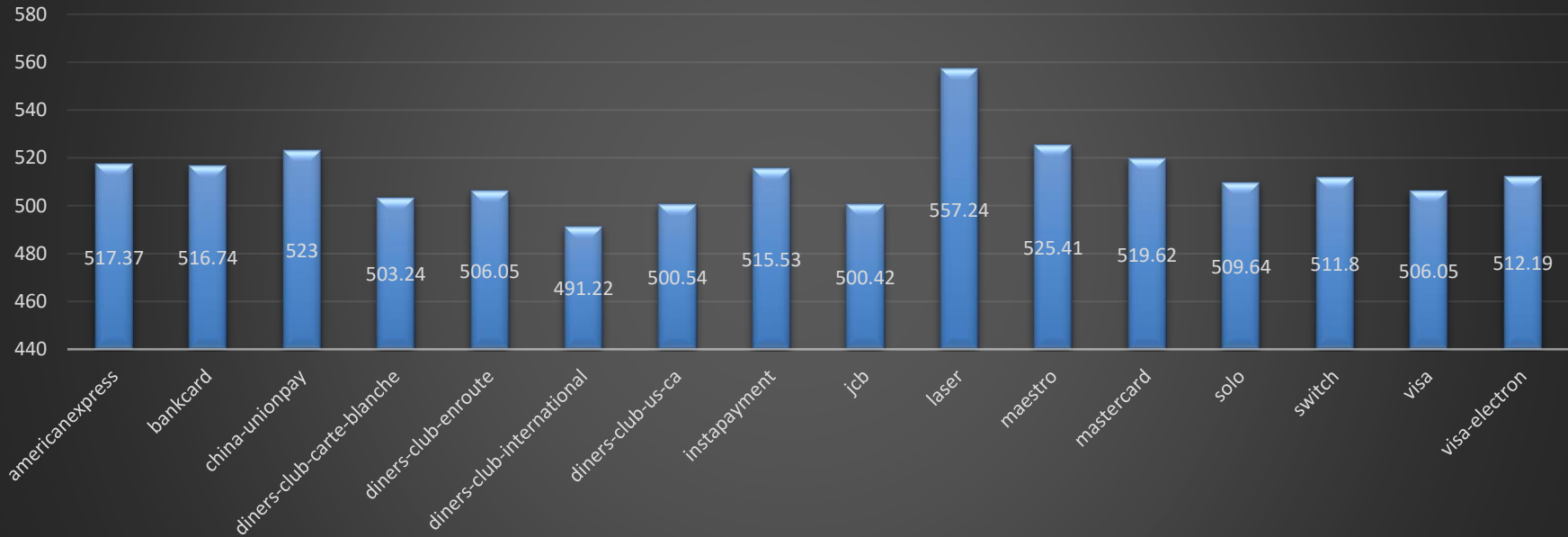
Observations / Findings

- As the number of orders decreased steadily, the revenue also fell every quarter to quarter

Shipping Metrics

Average discount offered by Credit Card type

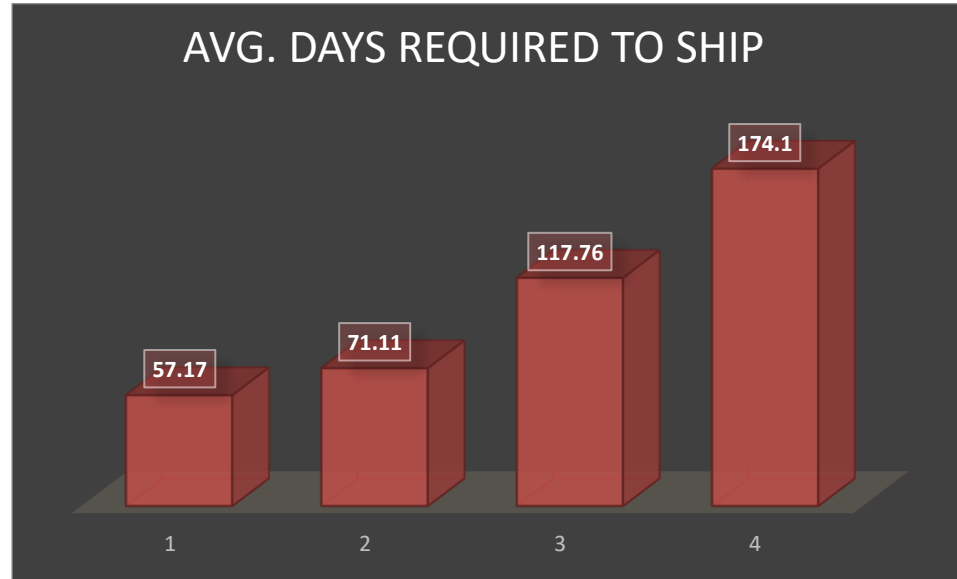
Average Discount Offered by Credit Card Type



Observations / Findings

- Laser Credit card type offer the highest average discount of \$ 557.24
- There is no significant difference between the average discount offered by the other credit card types

Time taken to ship orders by Quarter



Observations / Findings

- The average time taken to ship orders increased steadily quarter to quarter.
- Average time taken to ship nearly tripled, from 57 days in Q1 to 174 days in Q4.

- The steady drop in customer satisfaction has had an adverse impact on the sales and revenue quarter over quarter
- The time taken to ship orders has increased significantly quarter over quarter contributing to poor customer satisfaction.
- Focusing on strategies to improve shipping time is pivotal to improving sales and revenue.
- We can receive more good feedback by improving our shipping time or lead time.
- In future, As the shipping time reduced the customer satisfaction and the revenue will increased.
- By the observation we can say Shipping time/days impacting the business.