

[Q1] What is the distribution of customers across states?

| State | Num_Customers |
|----------------------|---------------|
| California | 97 |
| Texas | 97 |
| Florida | 86 |
| New York | 69 |
| District of Columbia | 35 |
| Colorado | 33 |
| Ohio | 33 |
| Alabama | 29 |
| Washington | 28 |
| Arizona | 26 |
| Illinois | 25 |
| Pennsylvania | 25 |
| Virginia | 24 |
| Tennessee | 23 |
| Missouri | 23 |
| Connecticut | 22 |
| Indiana | 21 |
| Louisiana | 20 |
| North Carolina | 20 |
| Georgia | 18 |
| Minnesota | 17 |
| Nevada | 17 |
| Michigan | 17 |
| Oklahoma | 16 |
| Massachusetts | 14 |
| Maryland | 14 |
| Kansas | 13 |
| Iowa | 11 |
| Utah | 10 |
| West Virginia | 10 |
| Alaska | 10 |
| New Jersey | 9 |
| South Carolina | 9 |
| Wisconsin | 8 |
| Kentucky | 8 |
| Nebraska | 7 |
| Idaho | 7 |
| Oregon | 7 |
| Arkansas | 6 |
| Hawaii | 6 |
| Delaware | 6 |
| New Mexico | 5 |
| New Hampshire | 3 |
| Montana | 3 |
| North Dakota | 2 |
| Mississippi | 2 |
| Maine | 1 |
| Wyoming | 1 |
| Vermont | 1 |

[Q2] What is the average rating in each quarter?

Very Bad is 1, Bad is 2, Okay is 3, Good is 4, Very Good is 5.

| Quarter | Avg. Customer Rating |
|---------|----------------------|
| Q1 | 3.5548 |
| Q2 | 3.355 |
| Q3 | 2.9563 |
| Q4 | 2.397 |

[Q3] Are customers getting more dissatisfied over time?

| Quarter | Perc_Very_Bad | Perc_Bad | Perc_Okay | Perc_Good | Perc_Very_Good |
|---------|---------------|----------|-----------|-----------|----------------|
| Q1 | 10.9677 | 11.2903 | 19.0323 | 28.7097 | 30 |
| Q2 | 14.8855 | 14.1221 | 20.229 | 22.1374 | 28.626 |
| Q3 | 17.9039 | 22.7074 | 21.8341 | 20.9607 | 16.5939 |
| Q4 | 30.6533 | 29.1457 | 20.1005 | 10.0503 | 10.0503 |

[Q4] Which are the top 5 vehicle makers preferred by the customers?

| VehicleMaker | Num_Customers |
|---------------|---------------|
| Chevrolet | 83 |
| Ford | 63 |
| Toyota | 52 |
| Pontiac | 50 |
| Dodge | 50 |
| Mercedes-Benz | 45 |
| Mazda | 43 |
| Mitsubishi | 41 |
| Buick | 40 |
| GMC | 37 |

[Q5] What is the most preferred vehicle make in each state?

| State | VehicleMaker | Num_Custom | Rnk |
|----------------------|--------------|------------|-----|
| Alabama | Dodge | 5 | 1 |
| Alaska | Chevrolet | 2 | 1 |
| Arizona | Pontiac | 3 | 1 |
| Arizona | Cadillac | 3 | 1 |
| Arkansas | Suzuki | 1 | 1 |
| Arkansas | Chevrolet | 1 | 1 |
| Arkansas | Pontiac | 1 | 1 |
| Arkansas | Volkswagen | 1 | 1 |
| Arkansas | Mitsubishi | 1 | 1 |
| Arkansas | GMC | 1 | 1 |
| California | Ford | 6 | 1 |
| California | Dodge | 6 | 1 |
| California | Audi | 6 | 1 |
| California | Nissan | 6 | 1 |
| California | Chevrolet | 6 | 1 |
| Colorado | Chevrolet | 5 | 1 |
| Connecticut | Chevrolet | 2 | 1 |
| Connecticut | Mercury | 2 | 1 |
| Connecticut | Maserati | 2 | 1 |
| Connecticut | Volvo | 2 | 1 |
| Delaware | Mitsubishi | 2 | 1 |
| District of Columbia | Chevrolet | 4 | 1 |
| Florida | Toyota | 7 | 1 |
| Georgia | Toyota | 3 | 1 |
| Hawaii | Ford | 1 | 1 |
| Hawaii | Toyota | 1 | 1 |
| Hawaii | Pontiac | 1 | 1 |
| Hawaii | Nissan | 1 | 1 |
| Hawaii | Cadillac | 1 | 1 |
| Hawaii | GMC | 1 | 1 |
| Idaho | Dodge | 2 | 1 |
| Illinois | Ford | 3 | 1 |
| Illinois | GMC | 3 | 1 |
| Illinois | Chevrolet | 3 | 1 |
| Indiana | Mazda | 4 | 1 |
| Iowa | Chrysler | 1 | 1 |
| Iowa | Chevrolet | 1 | 1 |
| Iowa | Hyundai | 1 | 1 |
| Iowa | Isuzu | 1 | 1 |
| Iowa | Dodge | 1 | 1 |
| Iowa | Mazda | 1 | 1 |
| Iowa | Porsche | 1 | 1 |
| Iowa | Jeep | 1 | 1 |
| Iowa | Ford | 1 | 1 |
| Iowa | Pontiac | 1 | 1 |
| Iowa | Subaru | 1 | 1 |
| Kansas | GMC | 1 | 1 |
| Kansas | Lexus | 1 | 1 |

| | | | |
|----------------|---------------|---|---|
| Kansas | Buick | 1 | 1 |
| Kansas | Mercedes-Benz | 1 | 1 |
| Kansas | Suzuki | 1 | 1 |
| Kansas | Honda | 1 | 1 |
| Kansas | Dodge | 1 | 1 |
| Kansas | Volkswagen | 1 | 1 |
| Kansas | Ford | 1 | 1 |
| Kansas | Mazda | 1 | 1 |
| Kansas | Maserati | 1 | 1 |
| Kansas | Nissan | 1 | 1 |
| Kansas | Saab | 1 | 1 |
| Kentucky | Acura | 1 | 1 |
| Kentucky | Mercury | 1 | 1 |
| Kentucky | Audi | 1 | 1 |
| Kentucky | Ram | 1 | 1 |
| Kentucky | Volvo | 1 | 1 |
| Kentucky | Pontiac | 1 | 1 |
| Kentucky | Nissan | 1 | 1 |
| Kentucky | Mercedes-Benz | 1 | 1 |
| Louisiana | BMW | 2 | 1 |
| Louisiana | Nissan | 2 | 1 |
| Louisiana | Ford | 2 | 1 |
| Louisiana | Pontiac | 2 | 1 |
| Louisiana | Kia | 2 | 1 |
| Maine | Mercedes-Benz | 1 | 1 |
| Maryland | Ford | 5 | 1 |
| Massachusetts | Dodge | 2 | 1 |
| Massachusetts | Chevrolet | 2 | 1 |
| Michigan | Ford | 3 | 1 |
| Minnesota | GMC | 3 | 1 |
| Mississippi | Dodge | 1 | 1 |
| Mississippi | Toyota | 1 | 1 |
| Missouri | Chevrolet | 4 | 1 |
| Montana | Chevrolet | 1 | 1 |
| Montana | Mitsubishi | 1 | 1 |
| Montana | Dodge | 1 | 1 |
| Nebraska | Chevrolet | 1 | 1 |
| Nebraska | Mercedes-Benz | 1 | 1 |
| Nebraska | Volkswagen | 1 | 1 |
| Nebraska | Nissan | 1 | 1 |
| Nebraska | Pontiac | 1 | 1 |
| Nebraska | Toyota | 1 | 1 |
| Nebraska | Cadillac | 1 | 1 |
| Nevada | Pontiac | 3 | 1 |
| New Hampshire | Chrysler | 1 | 1 |
| New Hampshire | Lincoln | 1 | 1 |
| New Hampshire | Lexus | 1 | 1 |
| New Jersey | Mercedes-Benz | 2 | 1 |
| New Jersey | Hyundai | 2 | 1 |
| New Mexico | Dodge | 2 | 1 |
| New York | Toyota | 5 | 1 |
| New York | Pontiac | 5 | 1 |
| North Carolina | Volvo | 3 | 1 |

| | | | |
|----------------|---------------|---|---|
| North Dakota | Hyundai | 1 | 1 |
| North Dakota | Ford | 1 | 1 |
| Ohio | Chevrolet | 6 | 1 |
| Oklahoma | Toyota | 2 | 1 |
| Oklahoma | Ferrari | 2 | 1 |
| Oklahoma | Mazda | 2 | 1 |
| Oregon | Toyota | 2 | 1 |
| Pennsylvania | Toyota | 3 | 1 |
| South Carolina | Acura | 1 | 1 |
| South Carolina | Buick | 1 | 1 |
| South Carolina | BMW | 1 | 1 |
| South Carolina | Kia | 1 | 1 |
| South Carolina | Mazda | 1 | 1 |
| South Carolina | Mitsubishi | 1 | 1 |
| South Carolina | Dodge | 1 | 1 |
| South Carolina | Jaguar | 1 | 1 |
| South Carolina | Isuzu | 1 | 1 |
| Tennessee | Mazda | 3 | 1 |
| Texas | Chevrolet | 9 | 1 |
| Utah | Maybach | 1 | 1 |
| Utah | Volkswagen | 1 | 1 |
| Utah | Isuzu | 1 | 1 |
| Utah | Subaru | 1 | 1 |
| Utah | Lincoln | 1 | 1 |
| Utah | Chevrolet | 1 | 1 |
| Utah | Oldsmobile | 1 | 1 |
| Utah | Pontiac | 1 | 1 |
| Utah | Dodge | 1 | 1 |
| Utah | Buick | 1 | 1 |
| Vermont | Mazda | 1 | 1 |
| Virginia | Ford | 5 | 1 |
| Washington | Chevrolet | 5 | 1 |
| West Virginia | Mercedes-Benz | 2 | 1 |
| Wisconsin | Pontiac | 1 | 1 |
| Wisconsin | Chevrolet | 1 | 1 |
| Wisconsin | Acura | 1 | 1 |
| Wisconsin | Mazda | 1 | 1 |
| Wisconsin | Nissan | 1 | 1 |
| Wisconsin | Cadillac | 1 | 1 |
| Wisconsin | Dodge | 1 | 1 |
| Wisconsin | Honda | 1 | 1 |
| Wyoming | Buick | 1 | 1 |

[Q6] What is the trend of number of orders by quarters?

| Quarter | No: Of Orders |
|---------|---------------|
| Q1 | 310 |
| Q2 | 262 |
| Q3 | 229 |
| Q4 | 199 |

[Q7] What is the quarter over quarter % change in revenue?

| Quarter | Total_revenue | Revenue_change(%) |
|---------|---------------|-------------------|
| Q1 | 39421580.16 | NULL |
| Q2 | 32715830.34 | -17.0103527 |
| Q3 | 29229896.19 | -10.6551908 |
| Q4 | 23346779.63 | -20.1270525 |

[Q8] What is the trend of revenue and orders by quarters?

| Quarter | Total_Revenue | Orders |
|---------|---------------|--------|
| Q1 | 39421580.16 | 310 |
| Q2 | 32715830.34 | 262 |
| Q3 | 29229896.19 | 229 |
| Q4 | 23346779.63 | 199 |

[Q9] What is the average discount offered for different types of credit cards?

| Credit Card Type | AVG(discount) |
|---------------------------|---------------|
| laser | 0.643846 |
| mastercard | 0.6295 |
| maestro | 0.624219 |
| visa-electron | 0.623469 |
| china-unionpay | 0.622174 |
| instapayment | 0.620625 |
| americanexpress | 0.616327 |
| diners-club-us-ca | 0.614615 |
| diners-club-carte-blanche | 0.61449 |
| switch | 0.610233 |
| bankcard | 0.609545 |
| jcb | 0.607382 |
| visa | 0.600833 |
| diners-club-enroute | 0.599792 |
| solo | 0.585 |
| diners-club-international | 0.584 |

[Q10] What is the average time taken to ship the placed orders for each quarters?

| Quarter | Avg. Days to Ship |
|---------|-------------------|
| Q1 | 57.1677 |
| Q2 | 71.1107 |
| Q3 | 117.7555 |
| Q4 | 174.0955 |