

NEWWHEELS

PROJECT REPORT

By Elizabeth Baby
Group D, Data Analytics Essentials

Business Overview

Total Revenue
124.71M

Total Orders
1000

Total Customers
994

Avg. Rating
3.14

Last Qtr. Revenue
2.33M

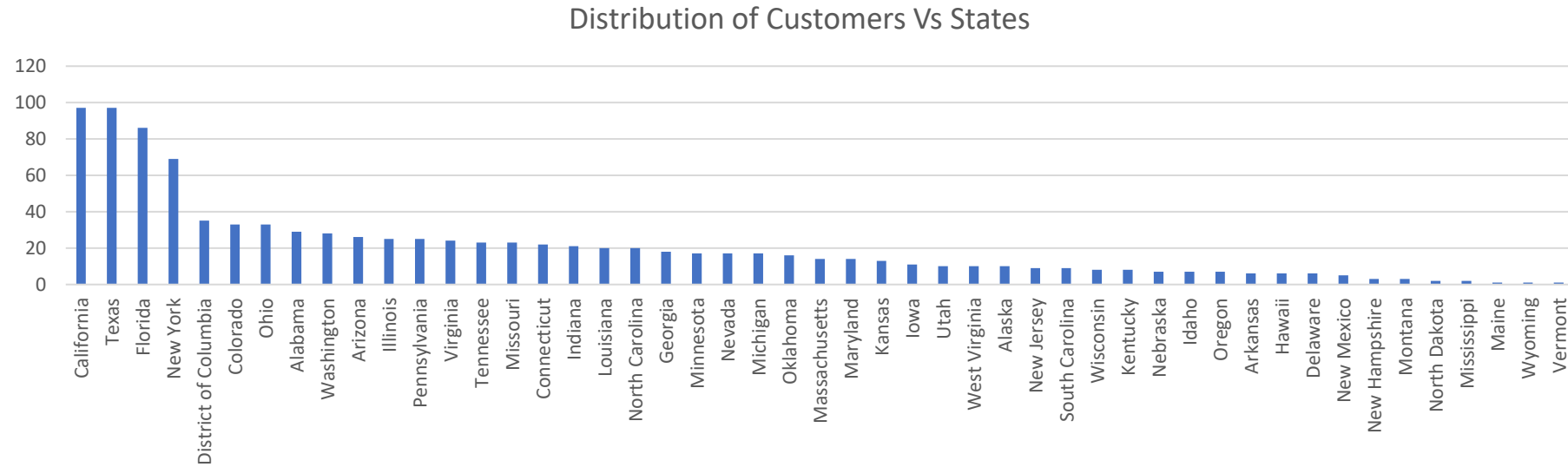
Last Qtr. Orders
199

Avg. days to ship
98

%Good Feedback
44.1%

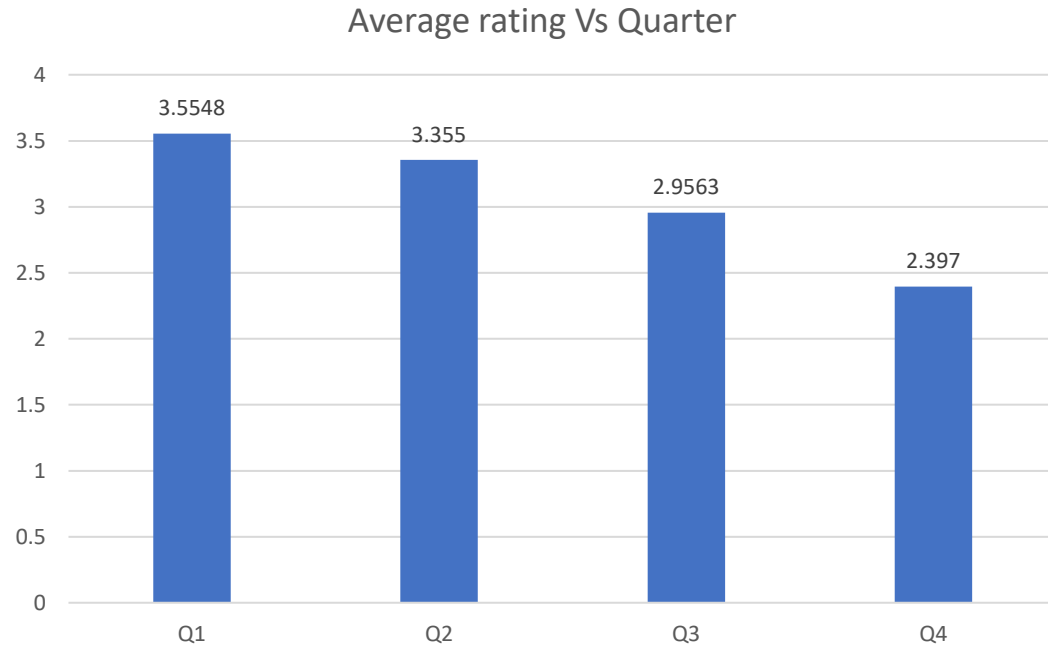
Customer Metrics

Distribution of Customers across States



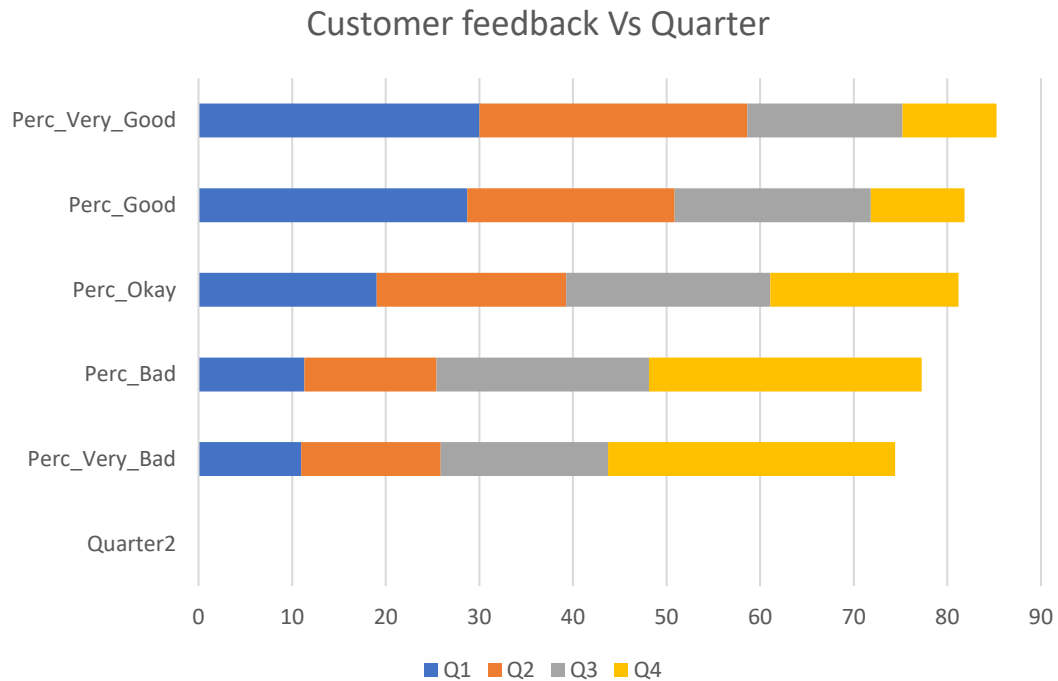
- Top 5 States with highest number of customers are California, Texas, Florida, New York and District of Columbia.
- About 62% of the US states has less than 20 buyers.

Average Customer Ratings by Quarter



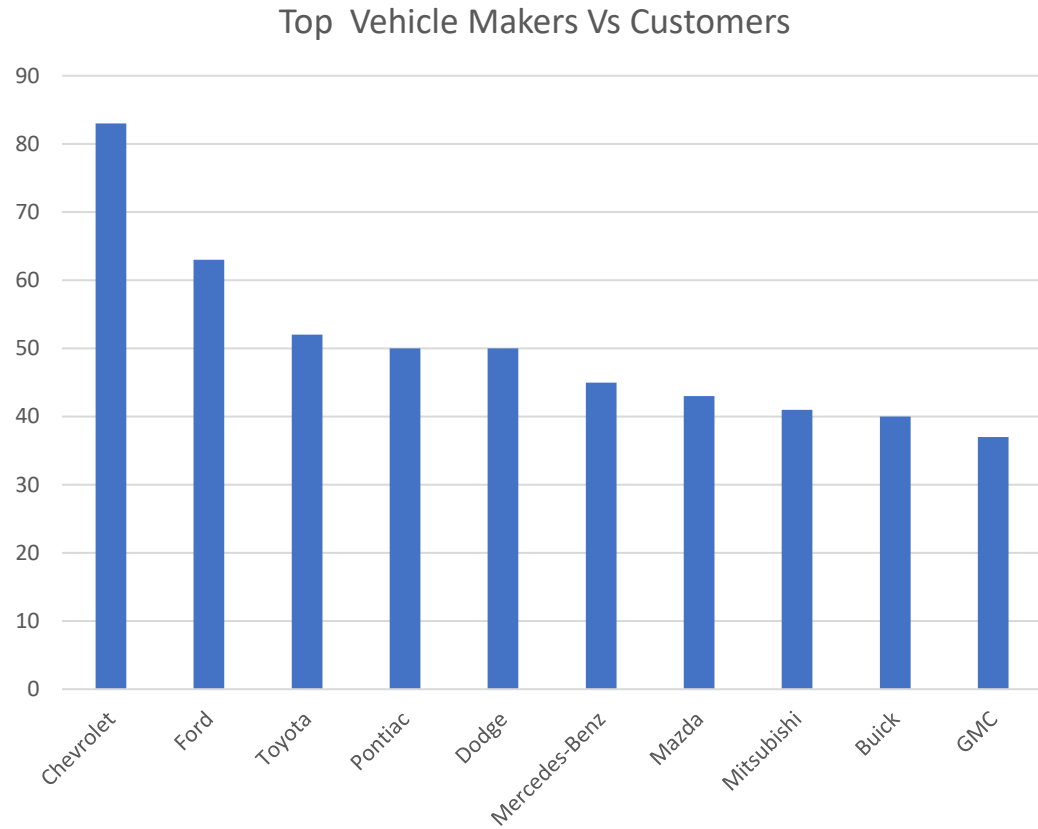
- There is a decreasing trend in the average sales throughout the year.
- Quarter 1 has the highest average rating of 3.55
- Quarter 4 has the lowest average rating of 2.4

Trend of Customer Satisfaction



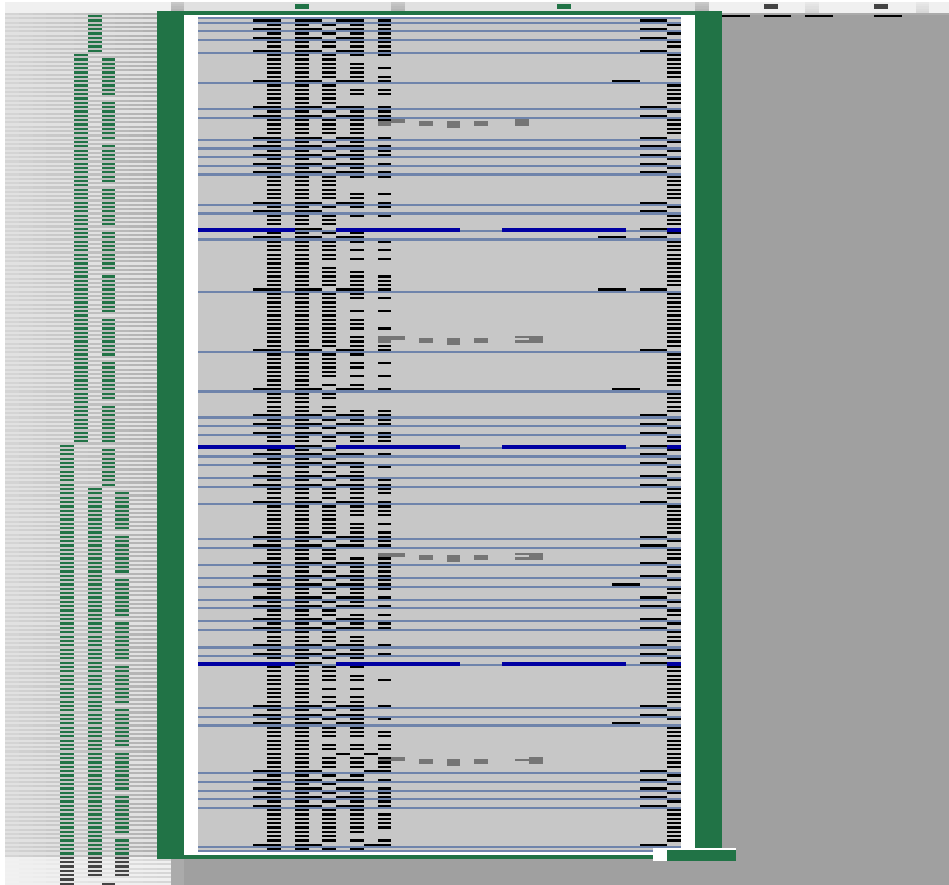
- Customer satisfaction has decreased towards the end of the year.
- Quarter 1 has the highest number of satisfied customers and least number of dissatisfied customers.
- Quarter 4 has the highest number of dissatisfied customers and least satisfied customers.

Top Vehicle Makers preferred by customers



- Chevrolet is top player in vehicle sales in New Wheels
- 50% of the sales of New Wheels is contributed by the top 10 vehicle makers.

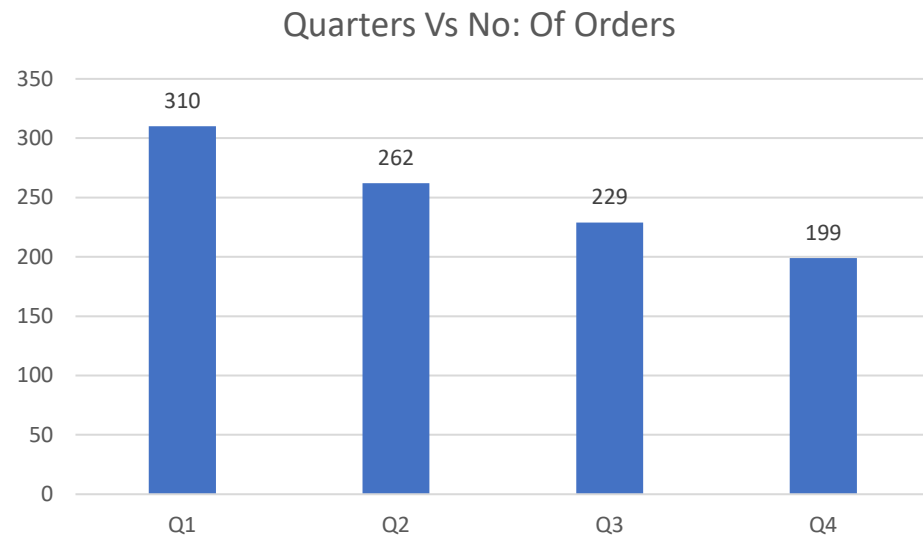
Most preferred vehicle make in each state



- Chevrolet is one of the most preferred vehicle for many states in US.
- New Wheels have only one customer for many vehicle makers in many of the US states
- Vermont, Wyoming and Maine has only one customer in 2018.

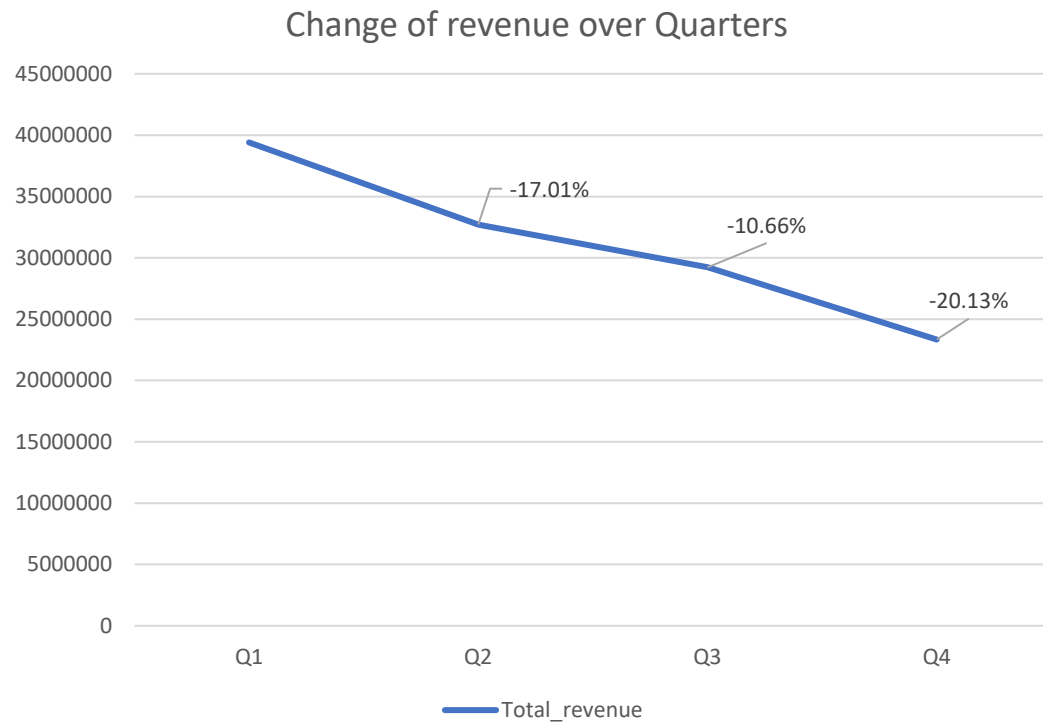
Revenue Metrics

Trend of purchases by Quarter



- Orders have a decreasing trend throughout the year.
- Q1 has the highest number of orders and Q4 the least.

Quarter on quarter % change in revenue



- Revenue has a decreasing trend throughout the year.
- There is a slight improvement in the third quarter.
- % fall in revenue is highest in the last quarter.

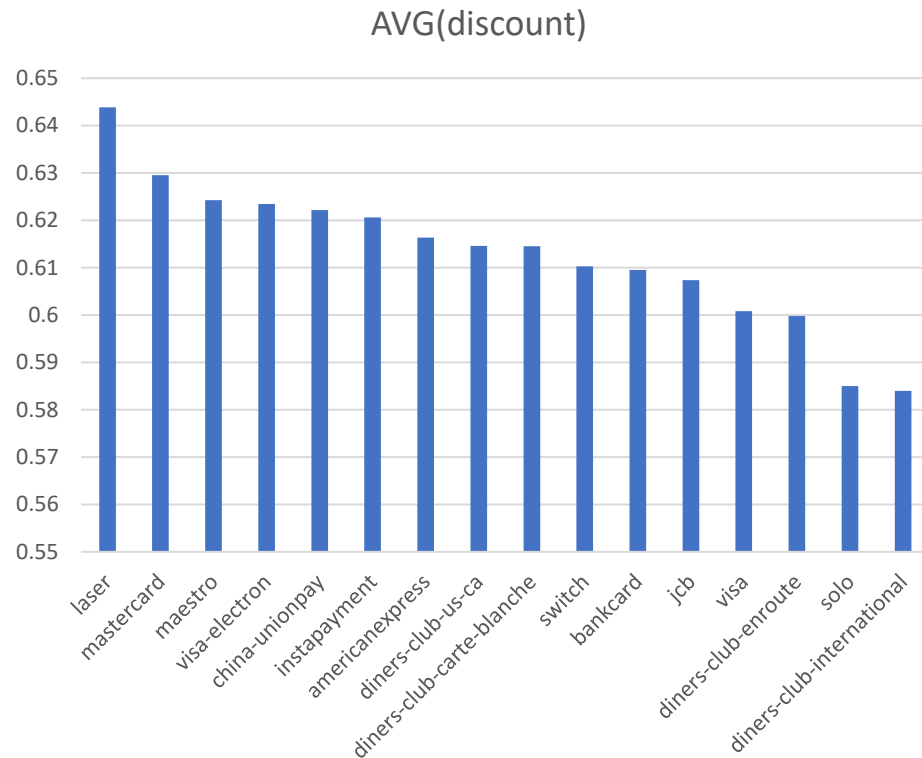
Trend of Revenue and orders by Quarter



- There is a clear relationship between the orders and revenue throughout the year
- Decrease in orders has a direct impact on the revenue.
- Revenue can be improved only by improving the customer satisfaction

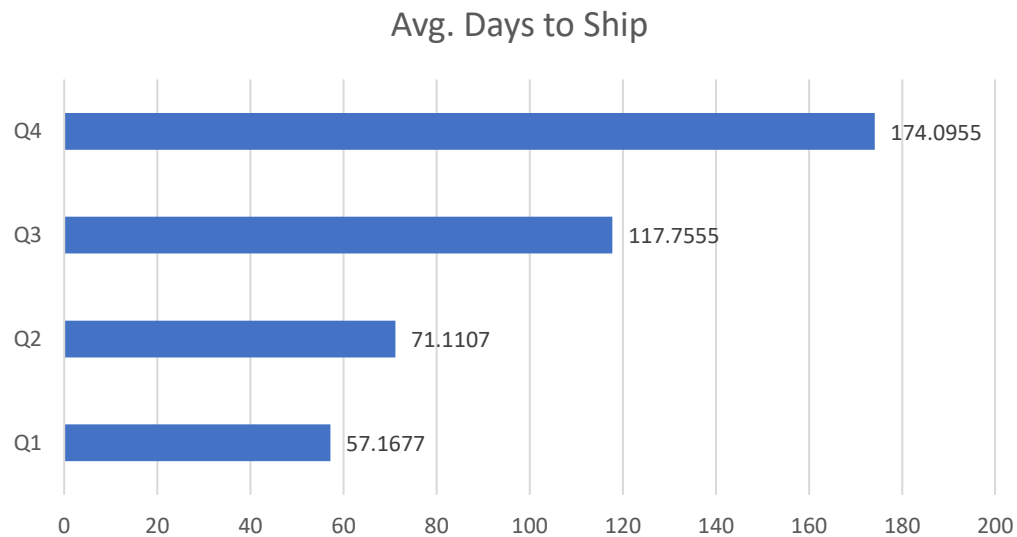
Shipping Metrics

Average Discount offered by credit cards



- Laser offers the highest and Diners Club offers the least discount
- There is no significant difference in average discounts offered by different credit cards
- Sales cannot be improved by giving discounts alone.

Time taken to ship orders by quarter



- Average days to ship is least in quarter 1 and highest in quarter 2.
- Processing time for orders has tripled over an year.
- This attributes to the drop in customer satisfaction and fall in revenue

Insights and Recommendations

- New Wheels generated a revenue of 124.71M in 2018.
- Revenue has dropped by 40.8% by the end of the year 2018 compared to first quarter.
- Average time to ship products is tripled in an year.
- Order processing delays needs to be addressed to improve customer satisfaction
- Shipping needs to completed in an average span of 60 days
- Focus sales on top sellers Chevrolet, Ford, Toyota, Pontiac, Dodge, Mercedes-Benz, Mazda, Mitsubishi, Buick and GMC
- Shut down sales in states Vermont, Wyoming and Maine