

SQL and Databases: Project Report

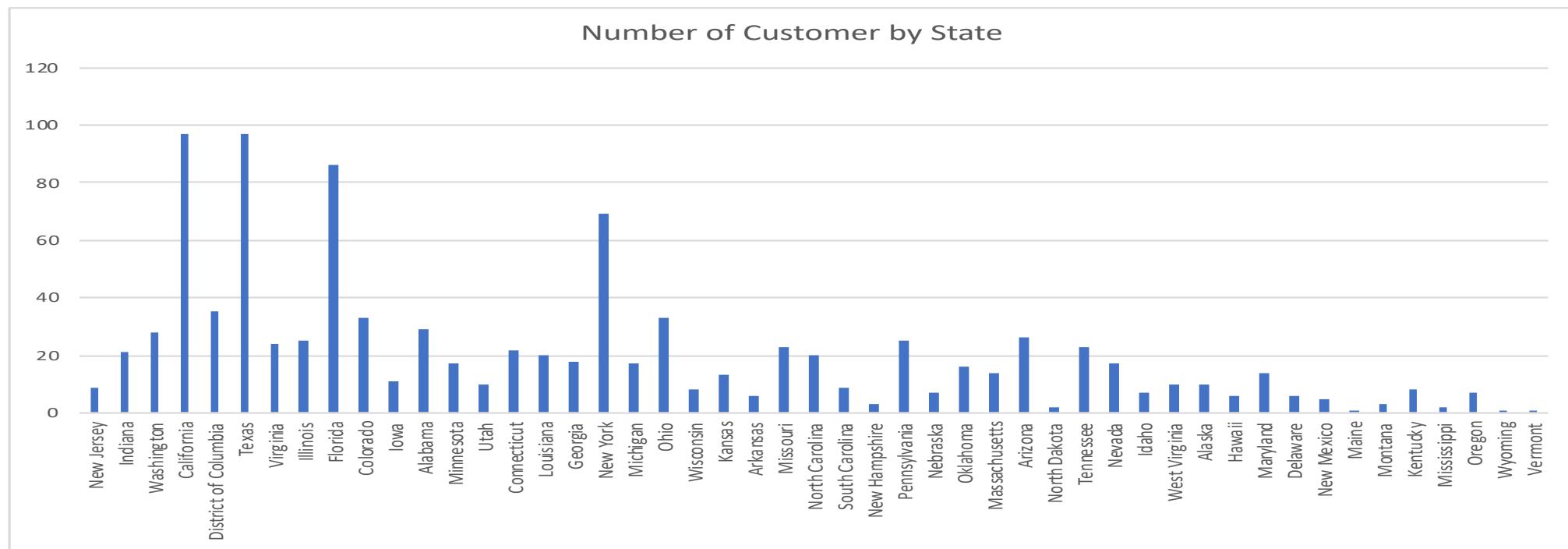
Billy Gerke - PLMAR '24 Group A

Business Overview

Total Revenue	Total Orders	Total Customers	Avg. Rating
\$124.7M	1,000	994	3.0658
Last Qtr. Revenue	Last Qtr. Orders	Avg Days to Ship	% Good Feedback
\$23.3M	199	105 days	20%

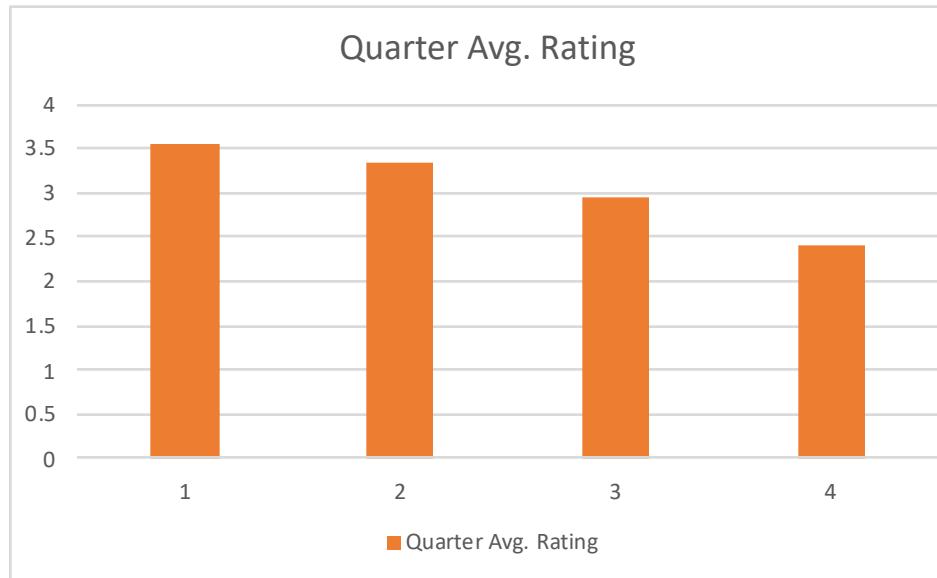
Customer Metrics

Distribution of Customers across States



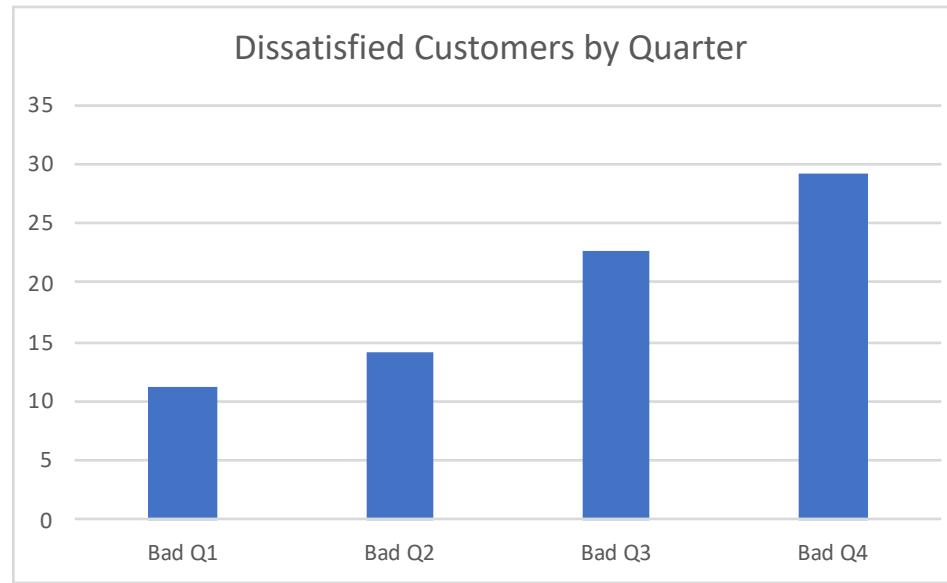
- 4 states with more than 60 customers.
- Opportunity to grow business in 14 states with more than 20 customers/ea.

Average Customer Rating by Quarter



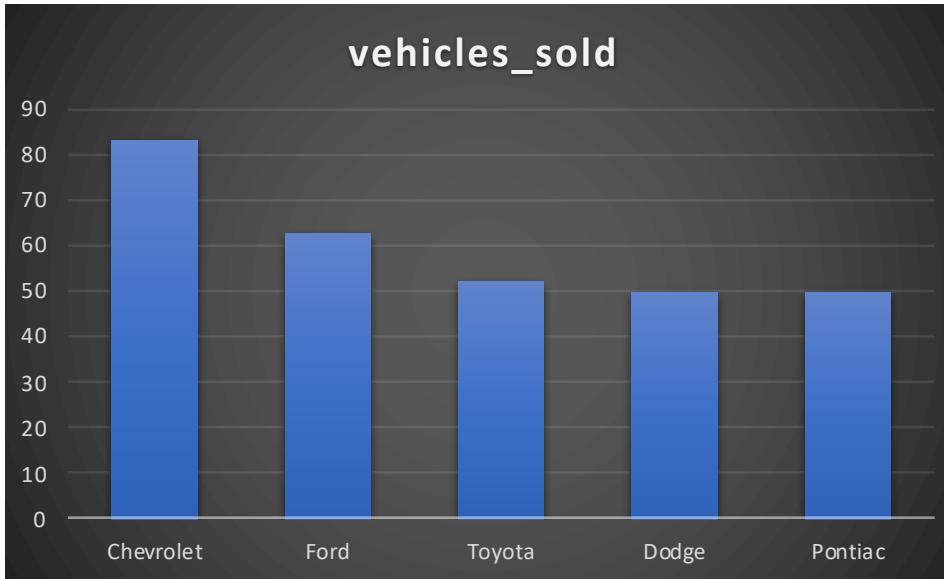
- Steady decline in customer satisfaction following Q1 through Q4.
- Need to identify key issues that are plaguing customer satisfaction and alleviate a potentially longer term issue.

Trend of Customer Satisfaction



- As displayed above, there was a limited amount of bad feedback in Q1 by comparison.
- Direct correlation to avg. customer rating decline.

Top Vehicle makers preferred by Customers



- Chevrolet is the top vehicle maker preferred by our customers.
- Pontiac and Dodge round out the top 5 with both vehicle makers selling 50 vehicles/each.

Most preferred vehicle in each State

state	vehicle_maker
Alabama	Dodge
Alaska	Chevrolet
Arizona	Pontiac
Arizona	Cadillac
Arkansas	Chevrolet
Arkansas	Pontiac
Arkansas	GMC
Arkansas	Suzuki
Arkansas	Volkswagen
Arkansas	Mitsubishi
California	Nissan
California	Ford
California	Dodge
California	Chevrolet
California	Audi
Colorado	Chevrolet
Connecticut	Maserati
Connecticut	Volvo
Connecticut	Chevrolet
Connecticut	Mercury

Delaware	Mitsubishi
District of Columbia	Chevrolet
Florida	Toyota
Georgia	Toyota
Hawaii	Ford
Hawaii	GMC
Hawaii	Toyota
Hawaii	Pontiac
Hawaii	Cadillac
Hawaii	Nissan
Idaho	Dodge
Illinois	GMC
Illinois	Chevrolet
Illinois	Ford
Indiana	Mazda
Iowa	Isuzu
Iowa	Subaru
Iowa	Hyundai
Iowa	Dodge
Iowa	Chrysler
Iowa	Pontiac

- Full list of preferred vehicles by State sent in attached document.
- Chevrolet is the majority preferred vehicle in this sample.

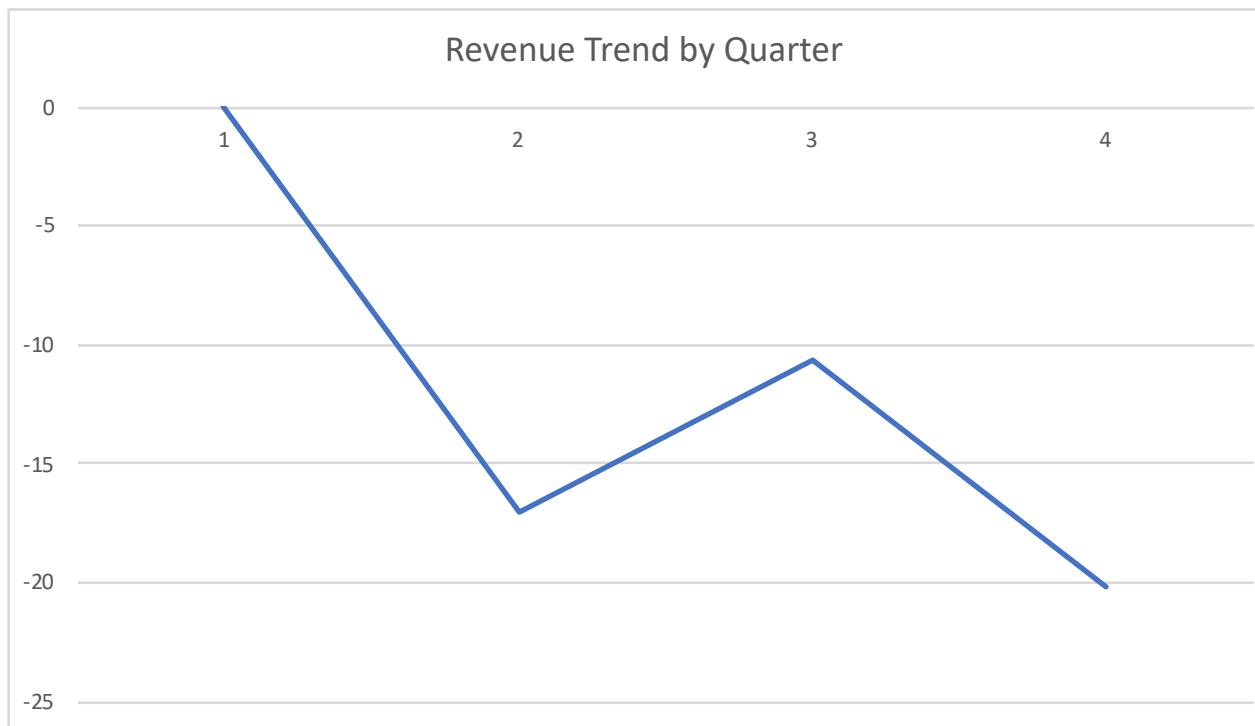
Revenue Metrics

Trend of purchases by Quarter



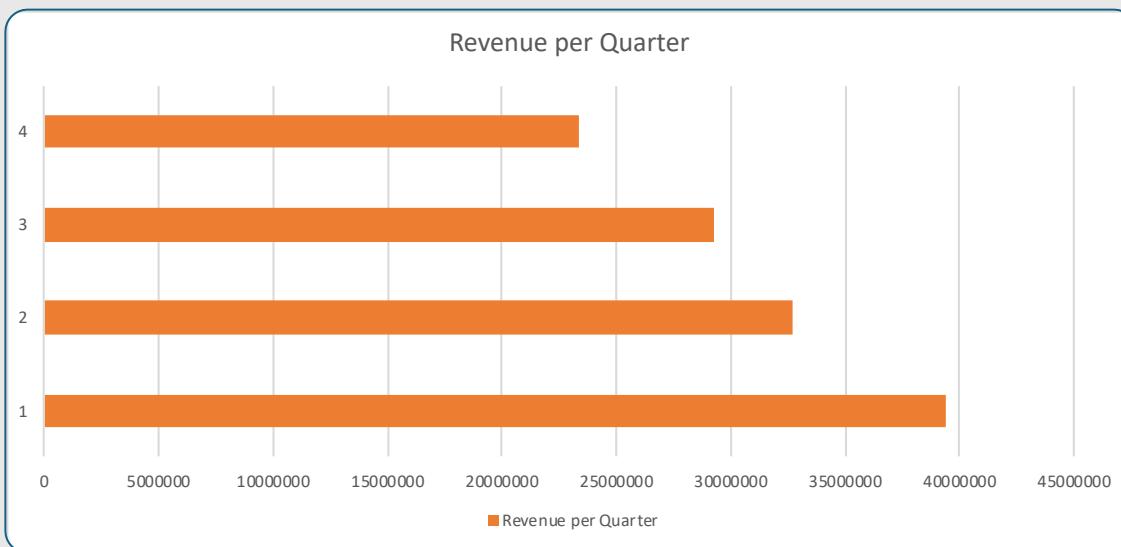
- Q1 was the highest volume quarter for orders.
- Q4 was the lowest volume quarter for orders.

Quarter on Quarter % Change in Revenue



- After Q1 there was a significant decrease in revenue in Q2.
- Q3 yielded an increase from Q2 revenue but was unable to return to the revenue levels we saw in Q1.
- Q4 was the worst quarter decline overall.

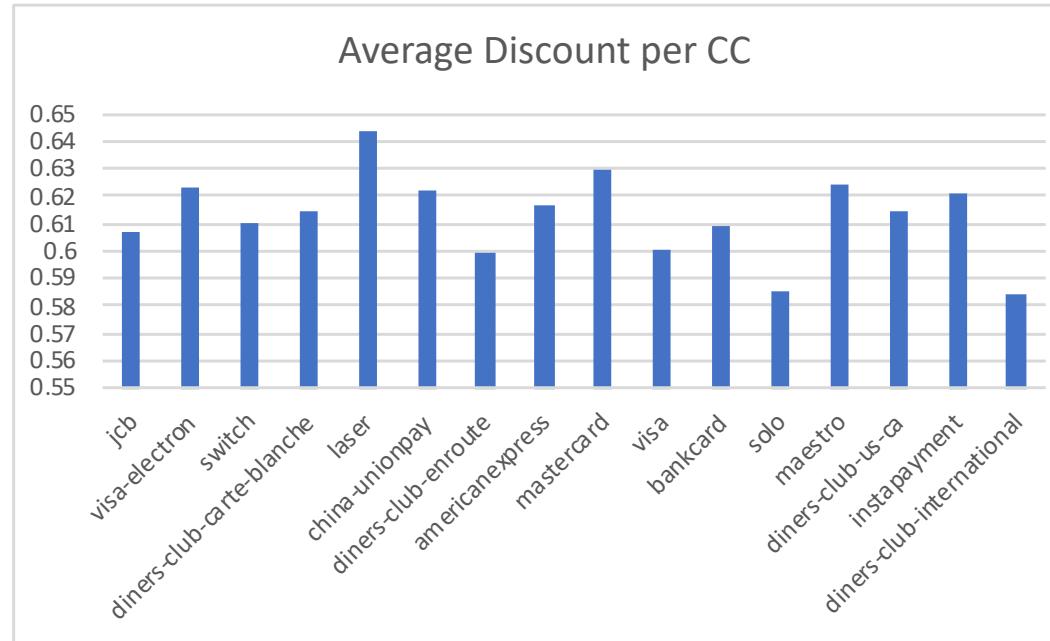
Trend of Revenue and Orders by Qtrs.



- Q4 was the worst quarter for revenue and orders.
- Q1 was the best quarter for revenue and orders.

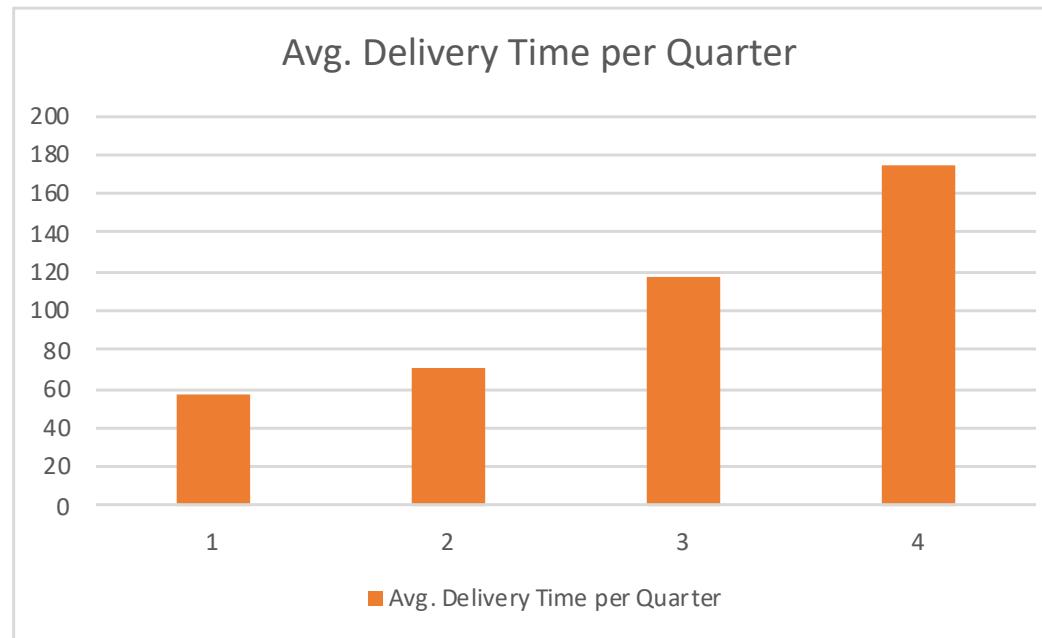
Shipping Metrics

Average Discount offered by CC type



- Top 3 CC Company Discount Recipients:
 - Laser
 - MC
 - Maestro
- 3 Lowest CC Discount Recipients:
 - Diners Club International
 - Solo
 - Diners Club En Route

Time Taken to ship orders by Quarter



- Significant increase from Q1 to Q4 on delivery time.
- Q1 yielded the fastest delivery time.
- Q4 vehicles were delivered to customers slowest, quarter over quarter.

Insights and Recommendations

- Q1 overall was the best quarter in 2023.
- Q4 was statistically the worst month in 2023.
- There was a huge decline in customer satisfaction as the year went on.
- In line with customer satisfaction, we also saw the same trend in order numbers and revenue declining as the year went on.
- Vehicle delivery time went from being very reasonable to unreasonable over 2023 and may have had a direct impact on customer satisfaction and overall sales performance.
- It is paramount to speed up the delivery time to our customers if we are to see an increase in sales and customer satisfaction.