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SQL and Databases:

Project Report

By: C.Sruthi
Batch- PGPDSBA April 23

Business Overview

Total Revenue

48.6 M

Total Orders

1000

Total Customers

994

Avg Rating

3.1

Last Qtr Revenue

8.5 M

Last Qtr Orders

199

Avg Days to Ship

98

% Good Feedback

44%

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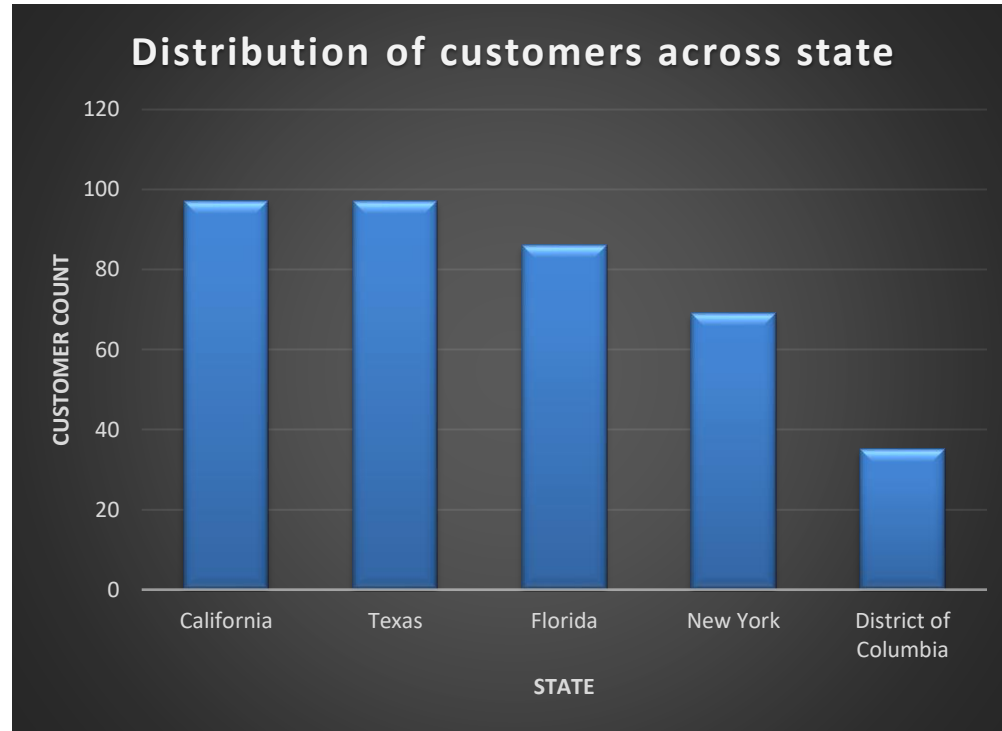
Customer Metrics

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Distribution of Customers across States



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Observations / Findings

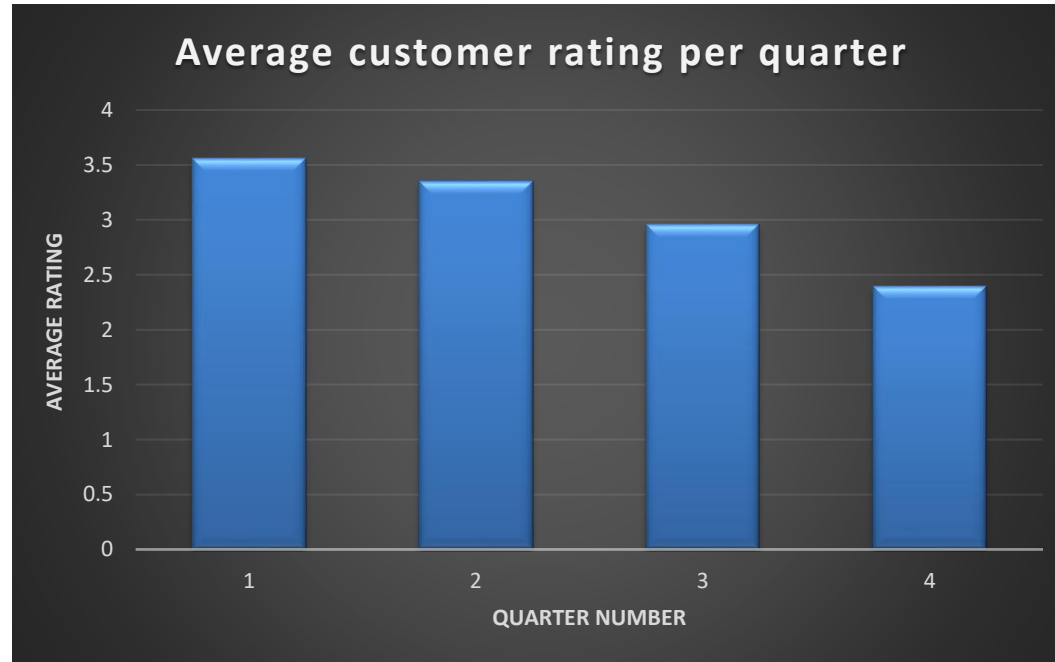
- Maximum number of customers are from California, Texas, Florida, New York.
- Number of customers have dropped to half from New York to District of Columbia.

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Average Customer Ratings by Quarter



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Observations / Findings

- Average customer rating is decreasing steadily from quarter to quarter.
- The average rating showed a sharp decrease from quarter 3 to 4 where it decreased from 2.9 to 2.3.

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Trend of Customer Satisfaction



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Observations / Findings

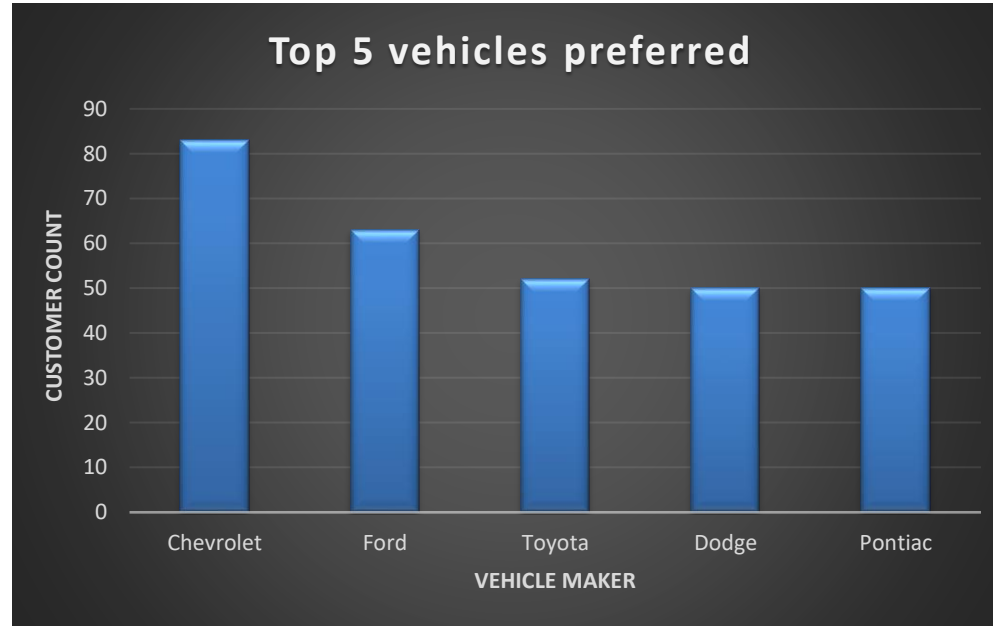
- The trend of customers giving 'very good' as feedback have reduced gradually over quarters.
- The trend of customers giving 'bad' as feedback have gradually increased over quarters.

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Top Vehicle makers preferred by customers



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Observations / Findings

- Chevrolet is the most preferred vehicle by customers.
- There is not much competition between Dodge and Pontiac.

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Most preferred vehicle make in each state.

STATE	VEHICLE_MAKER	STATE	VEHICLE_MAKER	STATE	VEHICLE_MAKER	STATE	VEHICLE_MAKER
Alabama	Dodge	Delaware	Mitsubishi		Dodge		Volkswagen
Alaska	Chevrolet	District of Columbia	Chevrolet		Chrysler		Lexus
Arizona	Pontiac	Florida	Toyota		Ford		Honda
	Cadillac	Georgia	Toyota		Subaru	Kentucky	Acura
Arkansas	Pontiac	Hawaii	Pontiac		Pontiac		Nissan
	Chevrolet		Toyota		Mazda		Ram
	Mitsubishi		Cadillac		Isuzu		Mercedes-Benz
	Volkswagen		GMC		Jeep		Mercury
	GMC		Nissan	Kansas	Dodge		Pontiac
	Suzuki		Ford		Mercedes-Benz		Audi
California	Dodge	Idaho	Dodge		Nissan		Volvo
	Ford	Illinois	Ford		Saab	Louisiana	BMW
	Chevrolet		Chevrolet		Mazda		Pontiac
	Audi		GMC		Maserati		Nissan
	Nissan	Indiana	Mazda		Suzuki		Kia
Colorado	Chevrolet	Iowa	Porsche		Ford		Ford
Connecticut	Volvo		Hyundai		GMC	Maine	Mercedes-Benz
	Mercury		Chevrolet		Buick	Maryland	Ford

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STATE	VEHICLE_MAKER	STATE	VEHICLE_MAKER	STATE	VEHICLE_MAKER	STATE	VEHICLE_MAKER
Massachusetts	Dodge	New Hampshire	Lexus		Acura		Chevrolet
	Chevrolet		Chrysler		Isuzu		Pontiac
Michigan	Ford		Lincoln		Jaguar	Vermont	Mazda
Minnesota	GMC	New Jersey	Mercedes-Benz		BMW	Virginia	Ford
Mississippi	Toyota		Hyundai		Buick	Washington	Chevrolet
	Dodge	New Mexico	Dodge		Mitsubishi	West Virginia	Mercedes-Benz
Missouri	Chevrolet	New York	Toyota		Kia	Wisconsin	Chevrolet
Montana	Chevrolet		Pontiac		Mazda		Nissan
	Mitsubishi	North Carolina	Volvo	Tennessee	Mazda		Dodge
	Dodge	North Dakota	Hyundai	Texas	Chevrolet		Acura
Nebraska	Volkswagen		Ford	Utah	Maybach		Honda
	Toyota	Ohio	Chevrolet		Dodge		Pontiac
	Pontiac	Oklahoma	Toyota		Lincoln		Cadillac
	Cadillac		Mazda		Buick		Mazda
	Nissan		Ferrari		Subaru	Wyoming	Buick
	Chevrolet	Oregon	Toyota		Isuzu		
	Mercedes-Benz	Pennsylvania	Toyota		Volkswagen		
Nevada	Pontiac	South Carolina	Dodge		Oldsmobile		

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Observations / Findings

- Most of the states have multiple preferred vehicle makers.

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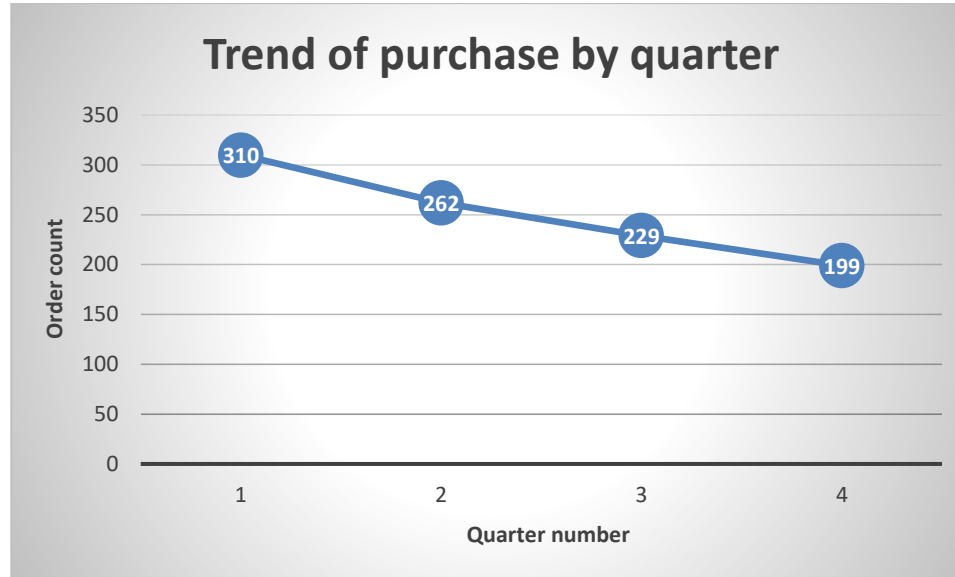
Revenue Metrics

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Trend of purchases by Quarter



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Observations / Findings

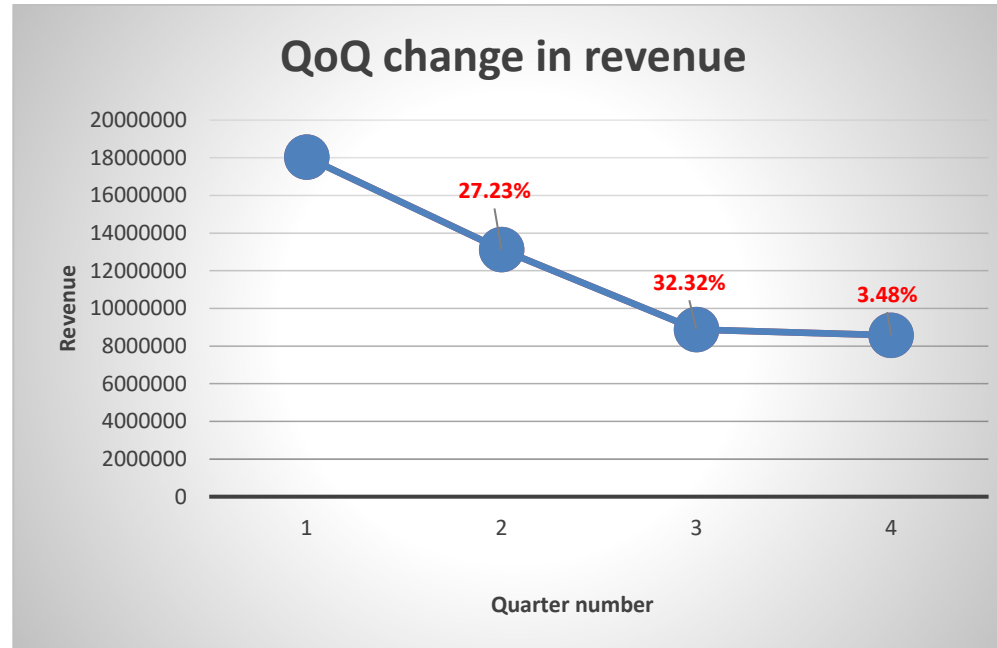
- The number of purchases has dropped steadily quarter to quarter.
- It has reduced to 199 from 310 by 4 quarters.

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Quarter on Quarter % change in Revenue



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Observations / Findings

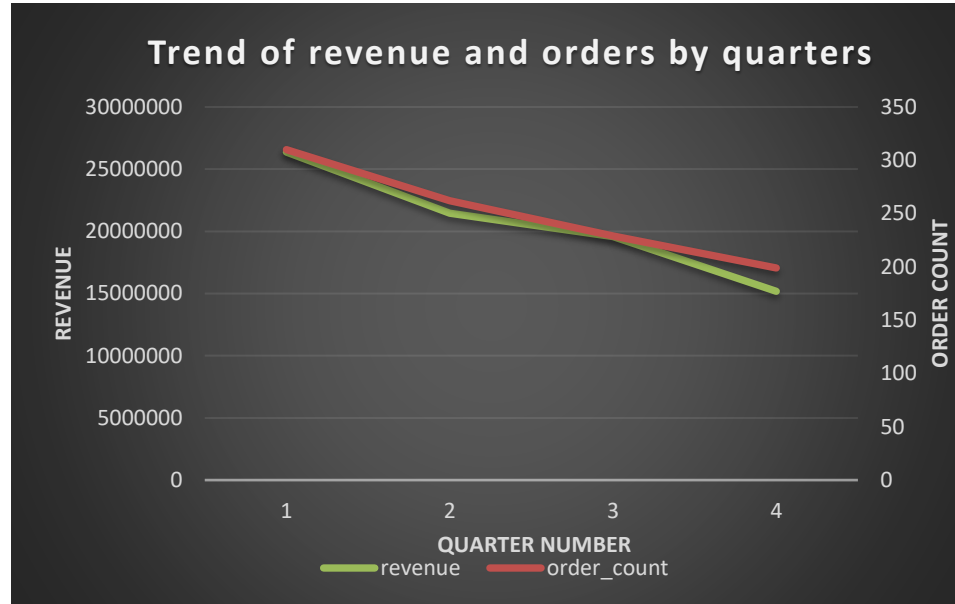
- The revenue dropped steadily every quarter.
- There is a very small drop in revenue from quarter 3 to 4
- The revenue dropped from \$18M to \$8.5M

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Trend of Revenue and Orders by Quarter



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Observations / Findings

- As the number of orders decreased every quarter, revenue also decreased.

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Shipping Metrics

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Average discount offered by Credit Card type



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Observations / Findings

- Diners club international has offered the lowest and Laser has offered the highest discount.
- There is no significant difference between other credit cards with respect to average discount

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Time taken to ship orders by Quarter



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Observations / Findings

- Average time taken to ship the order steadily increases every quarter.

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Insights and Recommendations

- The rise in the time taken to ship the order every quarter led to poor customer satisfaction.
- So, it's important to ship the orders in time to increase sales, revenue, and customer satisfaction.
- A steady drop in customer satisfaction has made impact on QoQ and revenue.

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