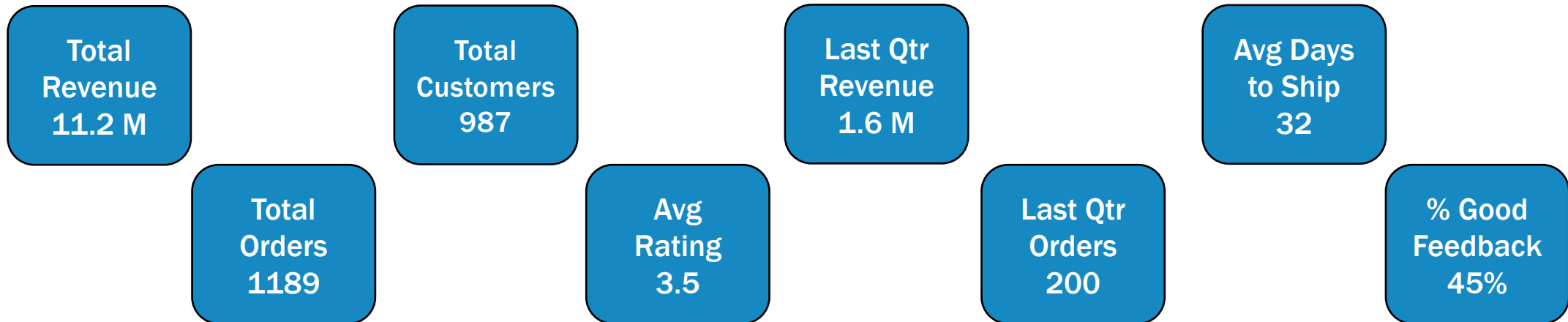




NEW WHEELS

Quarterly Business Report

BUSINESS OVERVIEW

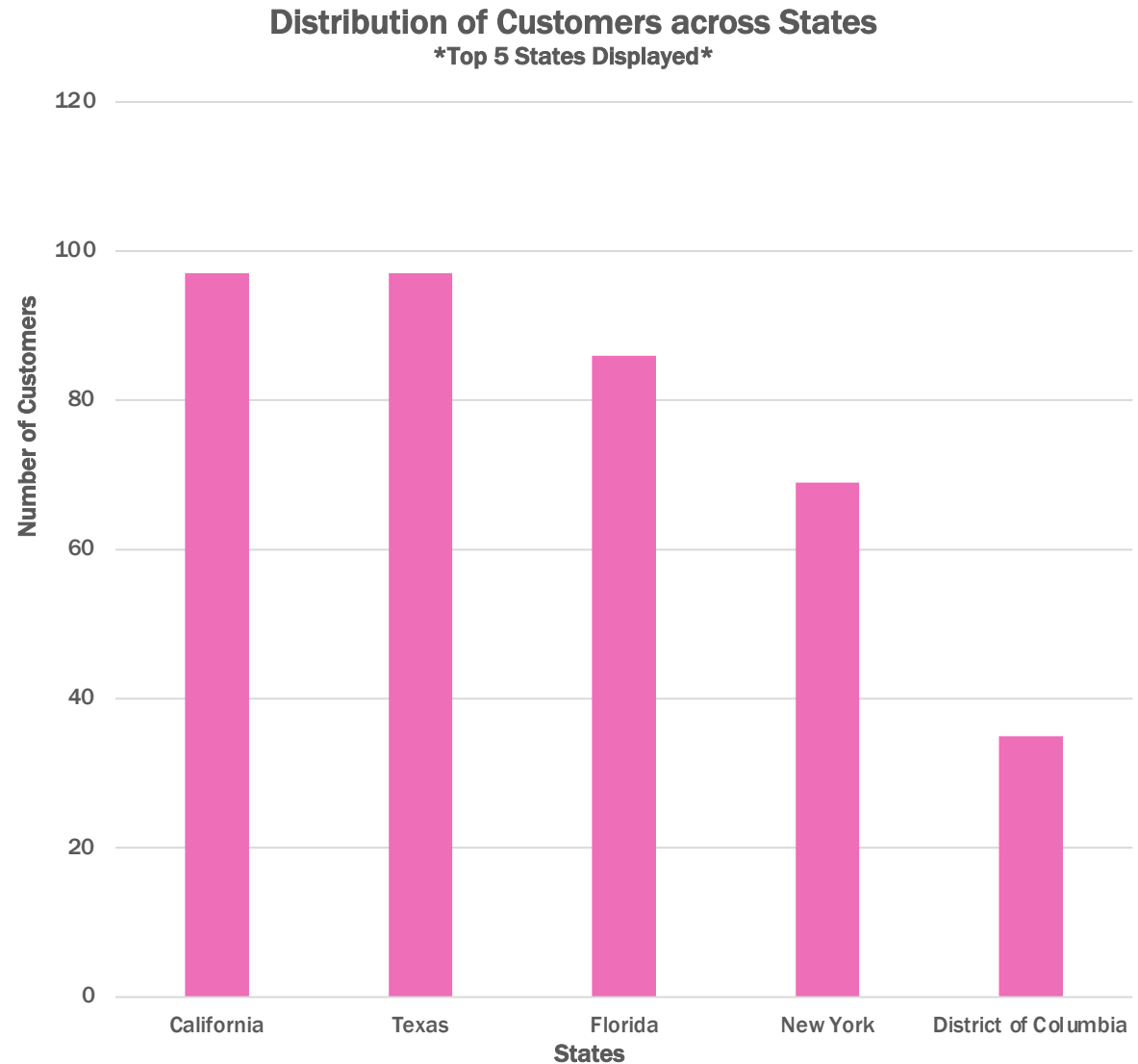




CUSTOMER METRICS

DISTRIBUTION OF CUSTOMERS ACROSS STATES

- California, Texas, Florida, and New York have the most customers (97, 97, 86, and 69 respectively).
- These four states account for 35% of our sales.
- There is a substantial change in customers for the remaining states.

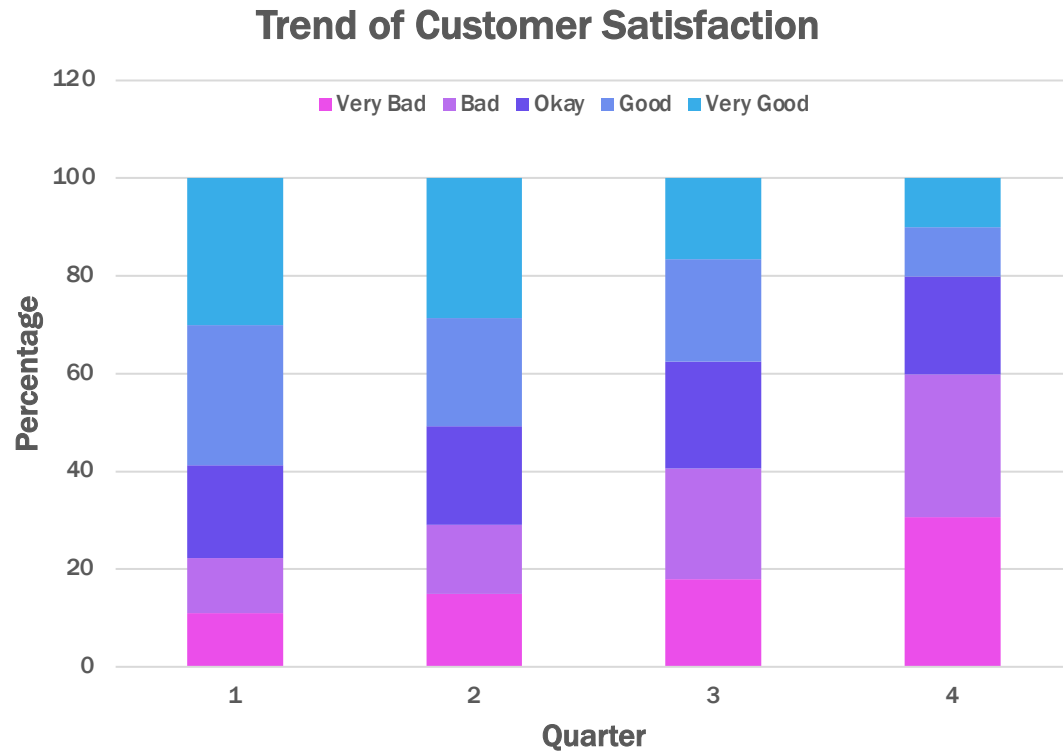


AVERAGE CUSTOMER RATINGS BY QUARTER

- Our highest rated quarter was Quarter 1 (between okay and good).
- Each quarter our ratings decreased.
- By the end of the year, our average rating was about 1 point lower than at the beginning of the year (between bad and okay)

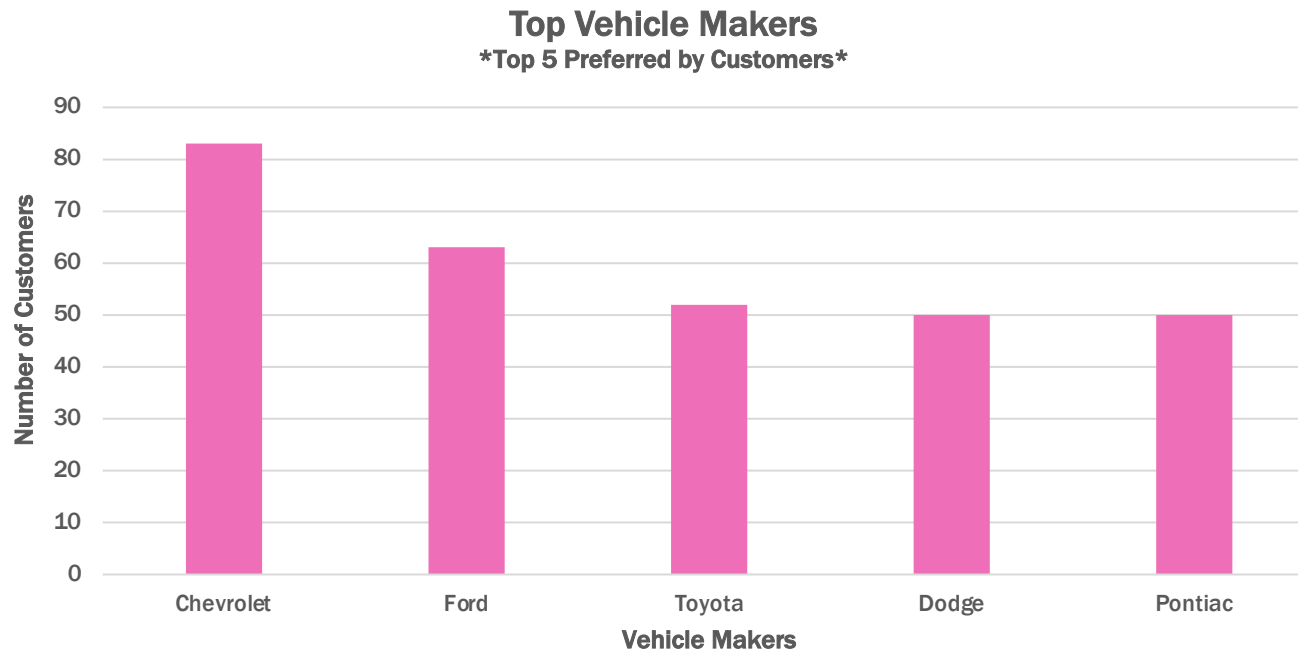


TREND OF CUSTOMER SATISFACTION



- Each quarter we see a steady decrease in our positive ratings.
- Percentage of Good and Very Good: Q1=58.7%, Q2=50.8%, Q3=37.6%, Q4=20.1%
- Customer satisfaction changed drastically in Q3 and Q4.

TOP VEHICLE MAKERS PREFERRED BY CUSTOMERS



- Our customers prefer Chevrolet the most with Ford being second.
- Toyota, Dodge, and Pontiac are just about equally preferred.

MOST PREFERRED VEHICLE MAKE IN EACH STATE

Alabama	Dodge	5	1
Alaska	Chevrolet	2	1
Arizona	Pontiac	3	1
Arizona	Cadillac	3	1
Arkansas	Pontiac	1	1
Arkansas	Suzuki	1	1
Arkansas	Mitsubishi	1	1
Arkansas	Chevrolet	1	1
Arkansas	Volkswagen	1	1
Arkansas	GMC	1	1
California	Ford	6	1
California	Dodge	6	1
California	Audi	6	1
California	Chevrolet	6	1
California	Nissan	6	1
Colorado	Chevrolet	5	1
Connecticut	Maserati	2	1
Connecticut	Chevrolet	2	1
Connecticut	Volvo	2	1
Connecticut	Mercury	2	1
Delaware	Mitsubishi	2	1
District of Columbia	Chevrolet	4	1

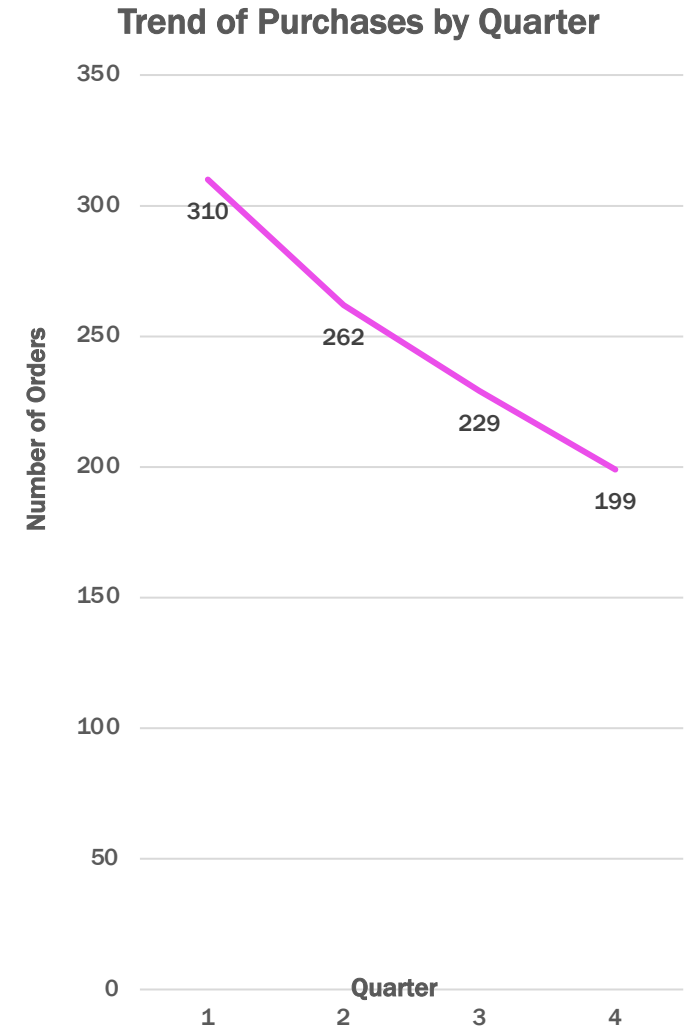
- Here's a glance of the most preferred vehicles for each state (full report will be emailed to you).
- For our top producing states: California (Ford, Dodge, Audi, Chevrolet, Nissan), Texas (Chevrolet), Florida (Toyota), New York (Pontiac, Toyota)

REVENUE METRICS



TREND OF PURCHASES BY QUARTER

- Our number of purchases steadily decreased from one quarter to the next.
- Q1: 310 orders, Q2: 262 orders, Q3: 229 orders, Q4: 199 orders



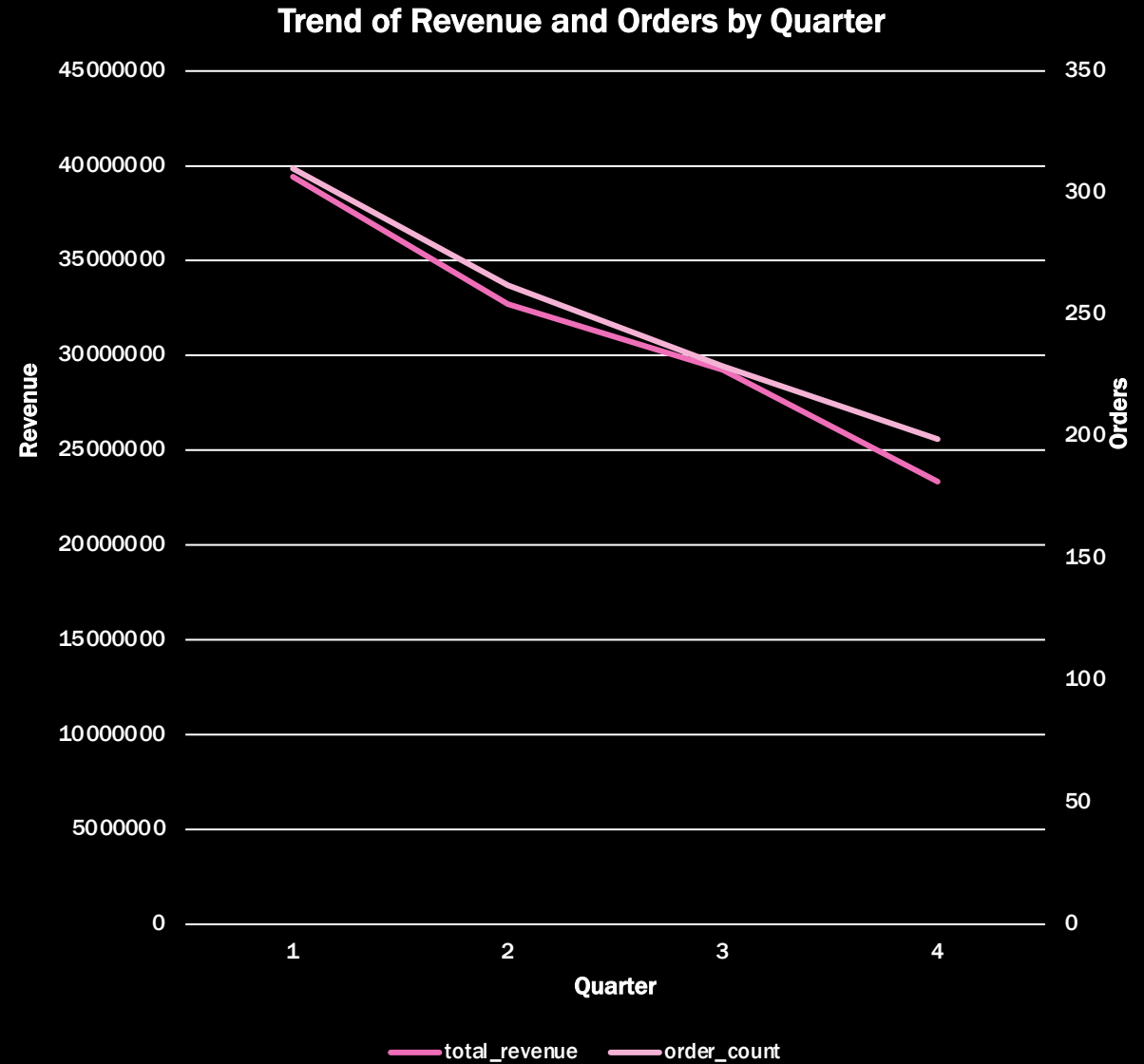
QUARTER ON QUARTER % CHANGE IN REVENUE

- Revenue factors in the discounts customers receive based on their credit card type
- Each quarter the revenue decreases by at least 7%

quarter_num	current_reve	previous_rev	QoQ_change
1	39421580.2	NULL	NULL
2	32715830.3	39421580.2	-17.010353
3	29229896.2	32715830.3	-10.655191
4	23346779.6	29229896.2	-20.127053

TREND OF REVENUE AND ORDERS BY QUARTER

- This graph confirms that the number of orders per quarter and the quarterly revenue follow the same downward trend.

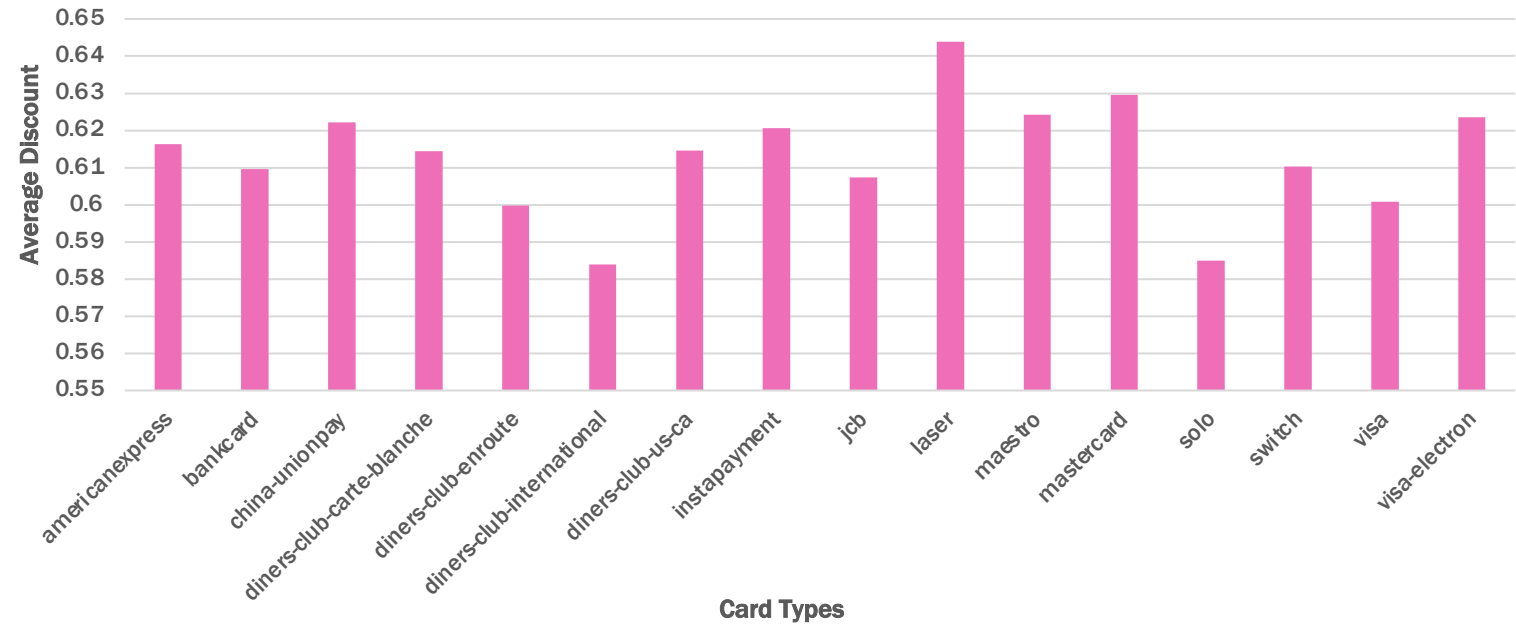




SHIPPING METRICS

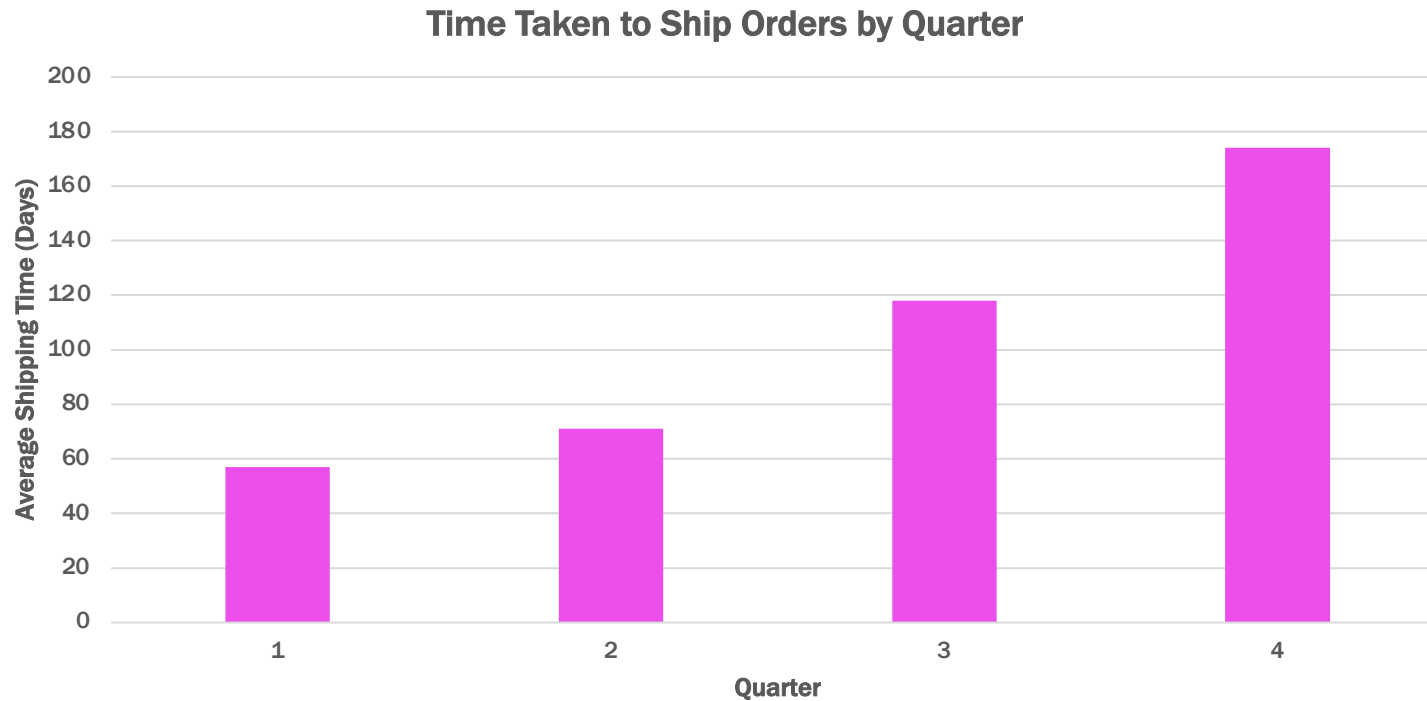
AVERAGE DISCOUNT OFFERED BY CREDIT CARD TYPE

Average Discount by Credit Card Type



- Different credit card types offer different discounts

TIME TAKEN TO SHIP ORDERS BY QUARTER



- Our shipment speed became slower each quarter.
- The shipment speed in Q4 was three times slower than the shipment speed in Q1.

INSIGHTS AND RECOMMENDATIONS

CONCERNS

- We are still experiencing steady decline in our customer feedback and ratings.
- Consequentially, our order numbers are falling as well as our revenue.

INSIGHTS/RECOMMENDATIONS

- **Keep the Quarter 1 momentum!** What strategies, initiative, promotions highlight the beginning of our year that we don't string along throughout?
- **Use what you have!** California, Texas, Florida, and New York are our highest yielding states. Let's focus on ensuring those customers are served well.
- **Shipment solutions.** Shipment speeds decrease drastically over the course of the year. Is this because we're running low on inventory. We know our top selling cars. Can we make sure that we have plenty in stock at all times to decrease shipment speeds?
- **Going above and beyond.** In addition to shipment solutions, what can we do to make purchasing with us a good decision? How can we add quality and value to people's buying experience?