

QBR NEW WHEELS

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BUSINESS OVERVIEW

Total Revenue

124.7M

Total Orders

1000

Total Customers

1000

Avg Rating

3.13

Last QTR Revenue

23.3 M

Last QTR Orders

199

Avg Days to Ship

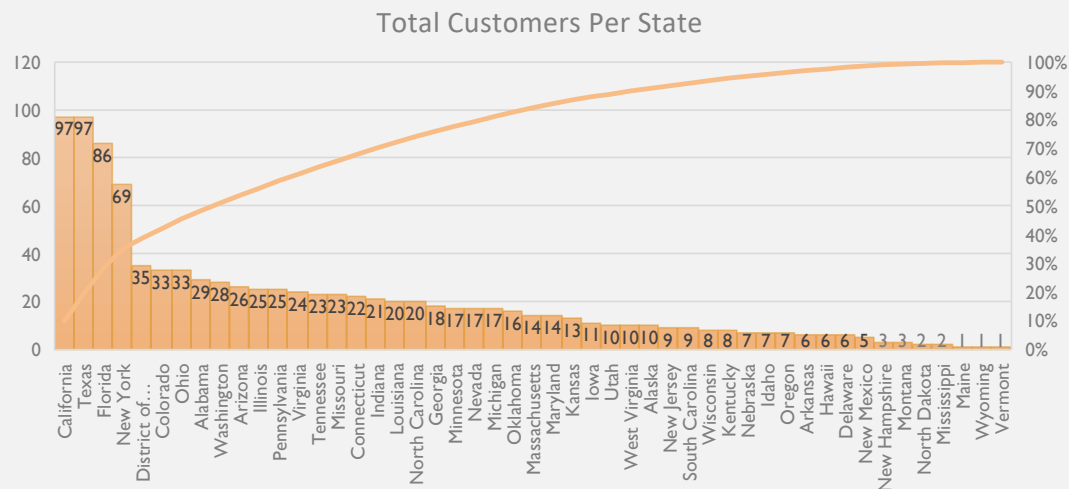
98

% Good Feedback

22%

CUSTOMER METRICS

DISTRIBUTION OF CUSTOMERS ACROSS STATES

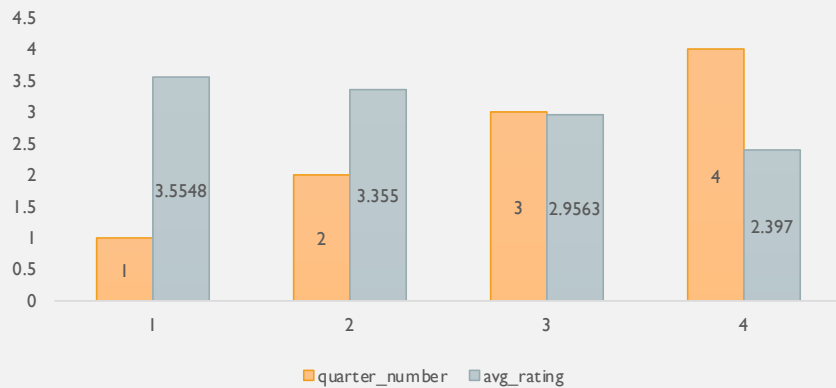


Observations/Findings

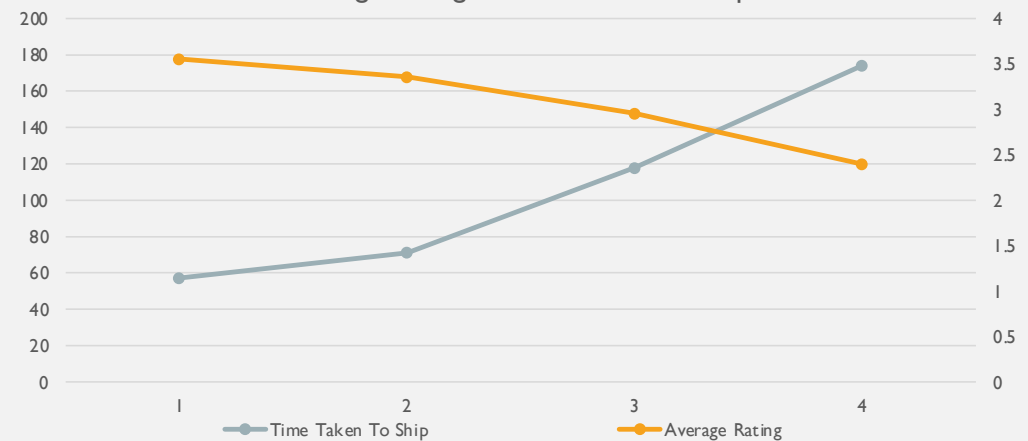
- California and Texas each have 97 customers.
- The top two states with the most customers are also two of the largest states in the U.S.
- California, Texas, Florida, and New York have a notably high number of customers compared to other states. This suggests these states are major hubs for your customer base.
- There was a notable decrease of customers in the top 5 states over the quarters.

AVERAGE CUSTOMER RATINGS BY QUARTER

Average Customer Ratings Per Quarter



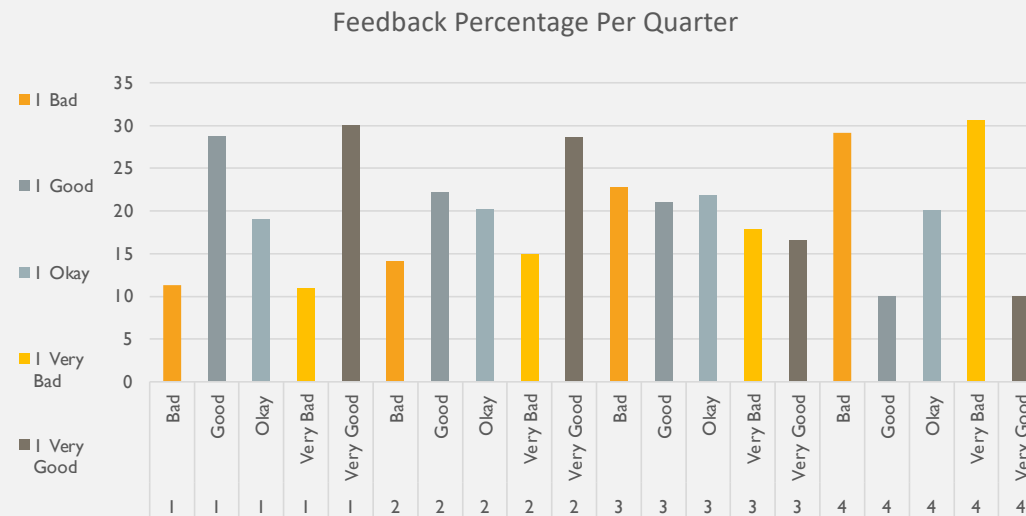
Average Rating and Time Taken To Ship



Observations/Findings

- There has been a steady decline in ratings throughout the 4 quarters.
- There is a negative correlation between shipping time and customer ratings per quarter.
- 1st quarter's average rating was 3.55 and 4th quarter's average rating was 2.39.

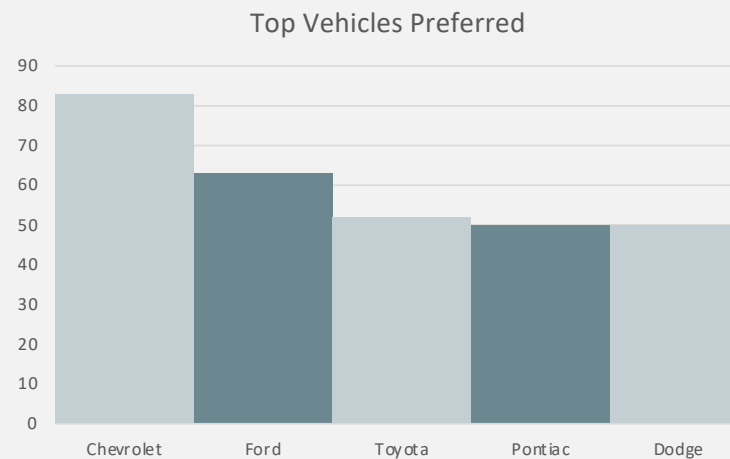
TREND OF CUSTOMER SATISFACTION



Observations/Findings

- The "Very Good" and "Good" ratings dropped 20% while "Very Bad" and "Bad" ratings increased almost 20%.
- "Okay" remained relatively consistent across the different quarters.
- Based on the data, customer satisfaction appears to decrease in the 4th quarter compared to the 1st quarter.

TOP VEHICLE MAKERS PREFERRED BY CUSTOMERS



Observations/Findings

- The top manufacturers are primarily U.S.-based.
- Each leading vehicle maker comes from a different manufacturing company.
- Chevrolet leads with 83 customers, followed by Ford with 63 and Toyota with 52.

MOST PREFERRED VEHICLE MAKE IN EACH STATE

State	Vehicle Make	State	Vehicle Make	State	Vehicle Make
Alabama	Dodge	Delaware	Mitsubishi	Indiana	Mazda
Alaska	Chevrolet	District of Columbia	Chevrolet	Iowa	Chevrolet, Chrysler, Hyundai, Isuzu, Dodge, Mazda, Porsche, Jeep, Ford, Pontiac, Subaru
Arizona	Pontiac and Cadillac	Florida	Toyota	Kansas	GM, Lexus, Buick, Mercedes-Benz, Suzuki, Honda, Dodge, Volkswagen, Ford, Mazda, Maserati, Nissan, and Saab
Arkansas	Suzuki, Chevrolet, Pontiac, Volkswagen, and GMC	Georgia	Toyota	Kentucky	Acura, Mercury, Audi, Ram, Volvo, Pontiac, Nissan, Mercedes-Benz
California	Ford, Dodge, Audi, Nissan, and Chevrolet	Hawaii	Ford, Toyota, Pontiac, Nissan, Cadillac, and GMC		
Colorado	Chevrolet	Idaho	Dodge		
Connecticut	Chevrolet, Mercury, Maserati, and Volvo	Illinois	Ford, GMC, and Chevrolet		

Observations/Findings

- Customer purchasing data indicates that, in states where the total number of customers exceeds 4, the preferred vehicle make is consistently one of the top five vehicle makers.
- Several states lack a definitive preferred vehicle maker.
- Foreign vehicle makes are more popular in the Midwest states.

MOST PREFERRED VEHICLE MAKE IN EACH STATE (CONT.)

State	Vehicle Make
Louisiana	BMW, Nissan, Ford, Pontiac, and Kia
Maine	Mercedes-Benz
Maryland	Ford
Massachusetts	Dodge and Chevrolet
Michigan	Ford
Minnesota	GMC
Mississippi	Dodge and Toyota
Missouri	Chevrolet
Montana	Chevrolet, Mitsubishi, and Dodge
Nebraska	Chevrolet, Mercedes-Benz Volkswagen, Nissan, Pontiac, Toyota, and Cadillac
Nevada	Pontiac

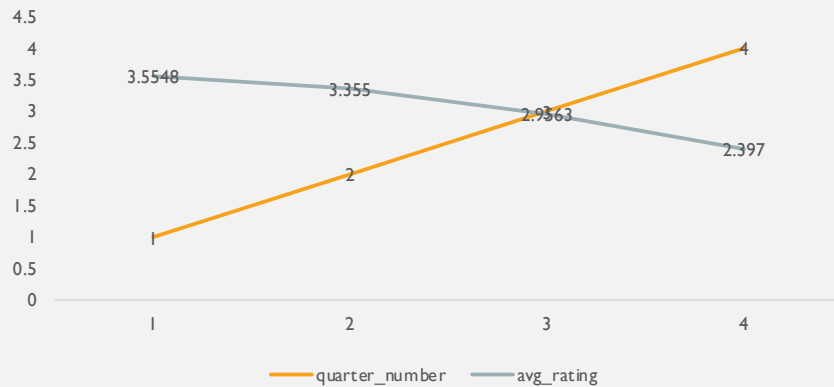
State	Vehicle Make
New Mexico	Dodge
New York	Toyota and Pontiac
North Carolina	Volvo
North Dakota	Hyundai and Ford
Ohio	Chevrolet
Oklahoma	Toyota, Ferrari and Mazda
Oregon	Toyota
Pennsylvania	Toyota
South Carolina	Acura, Buick, BMW, Kia, Mazda, Mitsubishi, Dodge, Jaguar, and Isuzu
Tennessee	Mazda
Texas	Chevrolet
Utah	Maybach. Volkswagen, Isuzu, Subaru, Lincoln, Chevrolet, Oldsmobile, Dodge, Pontiac, and Buick

State	Vehicle Make
Vermont	Mazda
Virginia	Ford
Washington	Chevrolet
West Virginia	Mercedes-Benz
Wisconsin	Pontiac, Chevrolet, Acura, Mazda, Nissan, Cadillac, Dodge, Honda, and Buick

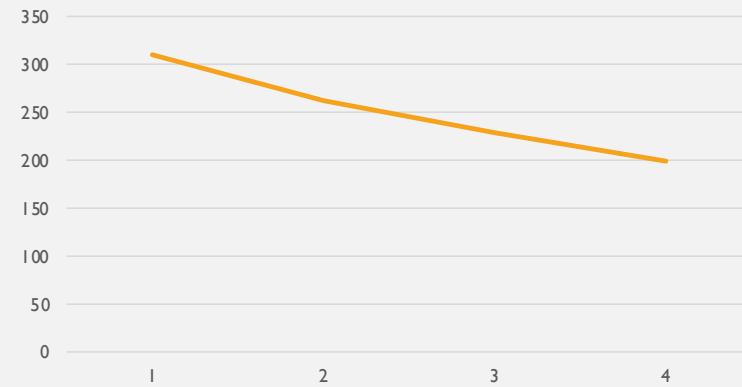
REVENUE METRICS

TREND OF PURCHASES BY QUARTER

Average Customer Ratings Per Quarter



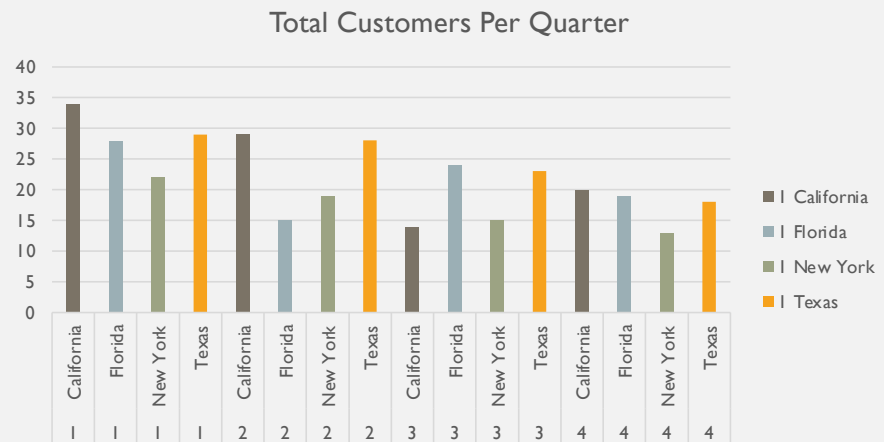
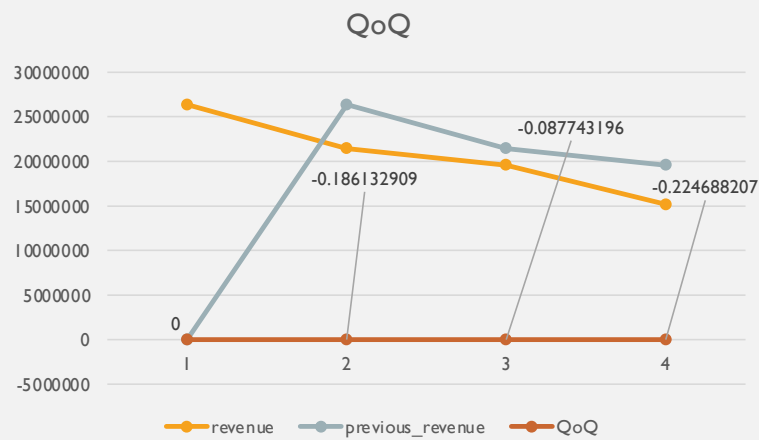
Orders By Quarter



Observations/Findings

- Quarterly data reveals a steady decrease in purchases over the past four quarters.
- In the first quarter purchases were relatively stable with around 300 purchases.
- In the fourth quarter, there was a notable decline of about 100 orders.

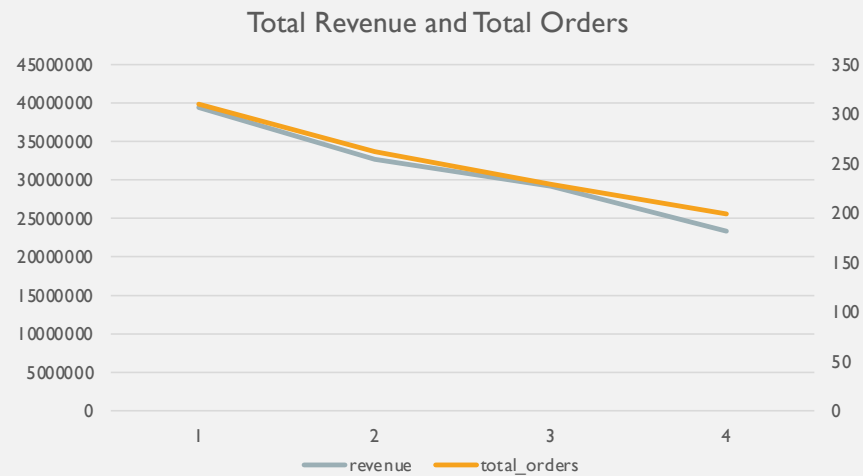
QUARTER ON QUARTER % CHANGE IN REVENUE



Observations/Findings

- There is approximately a 20% difference in revenue between both the 1st and 2nd quarters and the 3rd and 4th quarters.
- The data suggests a decrease in revenue due to a reduction in orders.
- The data shows a correlation between the decrease in revenue and the decline in customers in our most populous states

TREND OF REVENUE AND ORDERS BY QUARTER



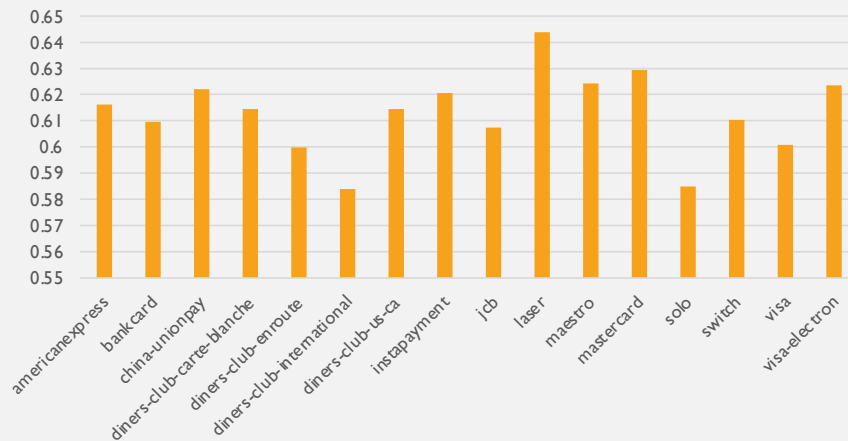
Observations/Findings

- The graph shows a consistent downward slope, indicating a decline in revenue and orders over time.
- There is a 35% decrease in orders over time.
- The graph demonstrates a strong correlation between the number of orders and revenue.

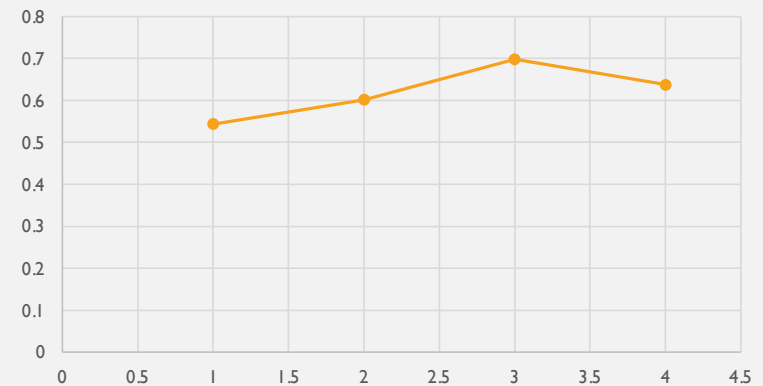
SHIPPING METRICS

AVERAGE DISCOUNT OFFERED BY CREDIT CARD TYPE

Discount Offered By Credit Card Type



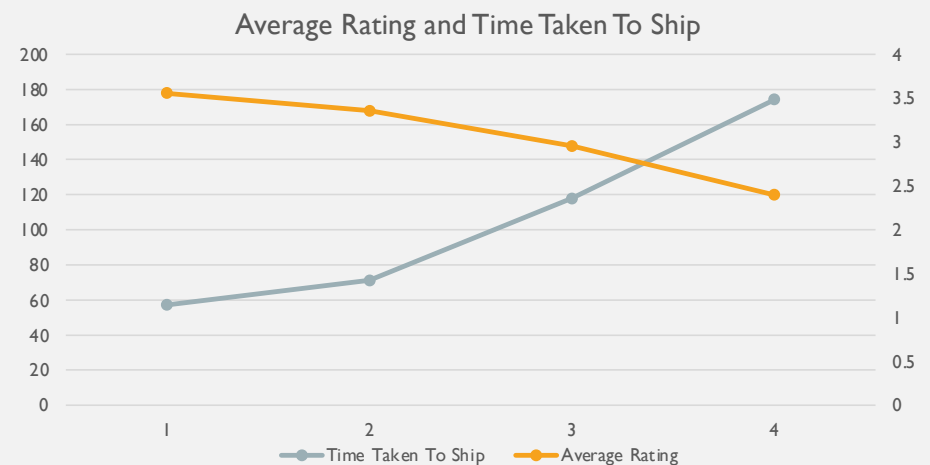
Average Discount Per Quarter



Observations/Findings

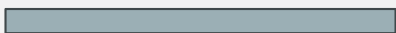
- Solo and Diners-club-international have the lowest discount than the other credit card types.
- Given the data, it appears that the amount of discount may have contributed to the decrease in revenue.
- Laser has the highest discount than the other credit card types.

TIME TAKEN TO SHIP ORDERS BY QUARTER



Observations/Findings

- There is a consistent sharp increase in the time taken to ship orders from the 1st to the 4th quarter.
- The time taken to ship increased 205.3%
- Both graphs suggest that the increase in shipping time negatively affected customer ratings and satisfaction, which, in turn, also adversely impacted revenue.



INSIGHTS AND RECOMMENDATIONS

- The data shows a downward trend in orders, revenue, and customer ratings.
- Data suggests there is a strong correlation between total customers and revenue.
- The company should focus on developing their customer base in states with low customer count.
- Focus on retaining existing customers while also acquiring new ones.
- Investigate whether the shipping time is the primary cause of customer dissatisfaction or if there are other underlying reasons contributing to the decline in customer retention.
- Investigate the reasons behind the increase in shipping time and identify ways to reduce it.