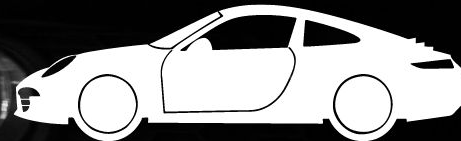# QUARTERLY BUSINESS REPORT

- Best Selling Vehicles
- True Value – Buy / Sell
- Quality Customer Support

New Wheels

Prepared By Dhruv Dosad

Agenda

1 **Executive Summary**

2 **Customer Metrics**
- Distribution of Customers Across States
- Customer Satisfaction Analysis
- Top Vehicle Makers Preferred By Customers
- Most Preferred Vehicle Make in Each State

3 **Revenue Metrics**
- Trend of Purchases by Quarter
- Quarterly Revenue Trend Analysis
- Average Discount Offered by Credit Card Type

4 **Shipping Metrics**
- Shipping Time Analysis

5 **Insights And Recommendations**

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Executive Summary

Total Revenue

$124.71 M

Last quarter

$23.35ᴍ	$5.88ᴍ	20.1% ↓
Q4 Revenue	Loss	vs Q3

Total Orders

1,000

Last quarter

199	30	13.1% ↓
Q4 Orders	Less	vs Q3

Total Customers

994

Last quarter

196	32	14.0% ↓
Q4 New cust.	Less	vs Q3

Avg. Rating

3.07

Last quarter

2.40	2.96	0.56ᴾᵗˢ ↓
Q4 Rating	Q3 Rating	vs Q3

Positive Feedback

41.8%

Last quarter

20.1%	37.6%	17.5ᴾᴾ ↓
Q4 +ve%	Q3 +ve%	vs Q3

Avg. Shipping Time

105 Days

Last quarter

174 D	118 D	56 Days ↑
Q4 Time	Q3 Time	vs Q3

* The comparison is between last quarter i.e: **Q4 vs Q3**
* Total customer are the **Unique customers** & in Q4 represents **Unique New Customers acquired**
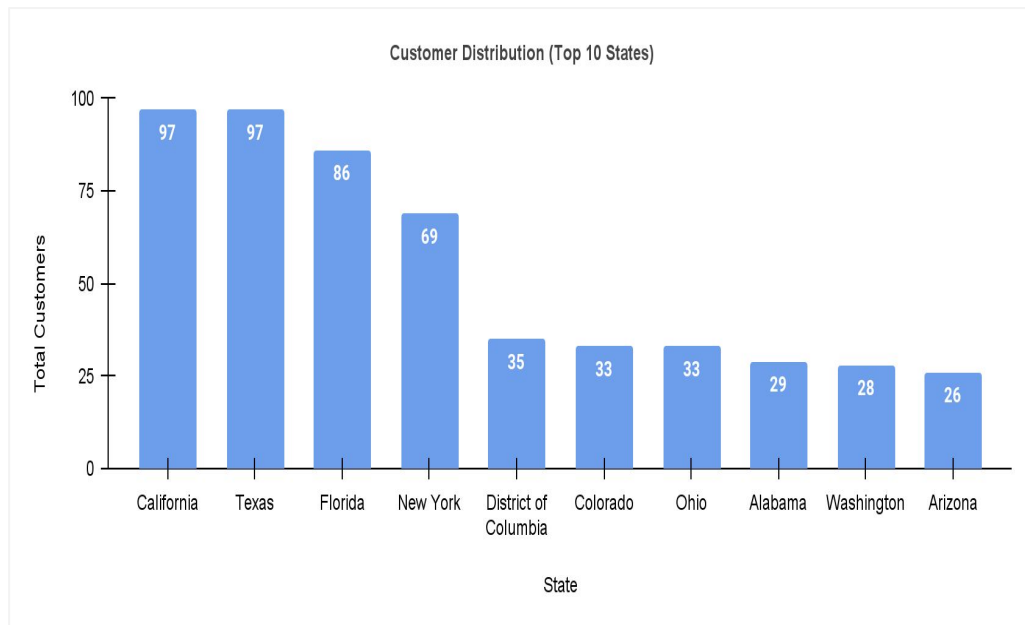* Customer Rating is in Average

* PP refers to percentage points
* D in Avg shipping time referrers to Days

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Customer Metrics

Distribution of Customers Across States

Customer Distribution (Top 10 States)

State	Total Customers
California	97
Texas	97
Florida	86
New York	69
District of Columbia	35
Colorado	33
Ohio	33
Alabama	29
Washington	28
Arizona	26

Insights

Customer Distribution:
- Over the past four quarters, we have observed a total of **994** customers spread across **49 states**.
- **California** and **Texas** have emerged as the states with the highest customer bases, with **97 customers each**.
- Following closely, **Florida** ranks third in terms of customer count, with **86 customers.**

Concentration of Customer Base:
- The **top 10 states** account for a significant portion, representing **53.6%** of the total customer base.
- Notably, the **top 4 states** alone contribute **35.1%** of the total customers.

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Customer Satisfaction Analysis

Quarterly Average Ratings

Average Customer Ratings

Insights

- Continued **downward trend** observed throughout the year in avg. customer ratings
- In **Q4**, we observe a significant drop to **2.40**
- The year-to-date (**YTD**) average rating stands at **3.07.**
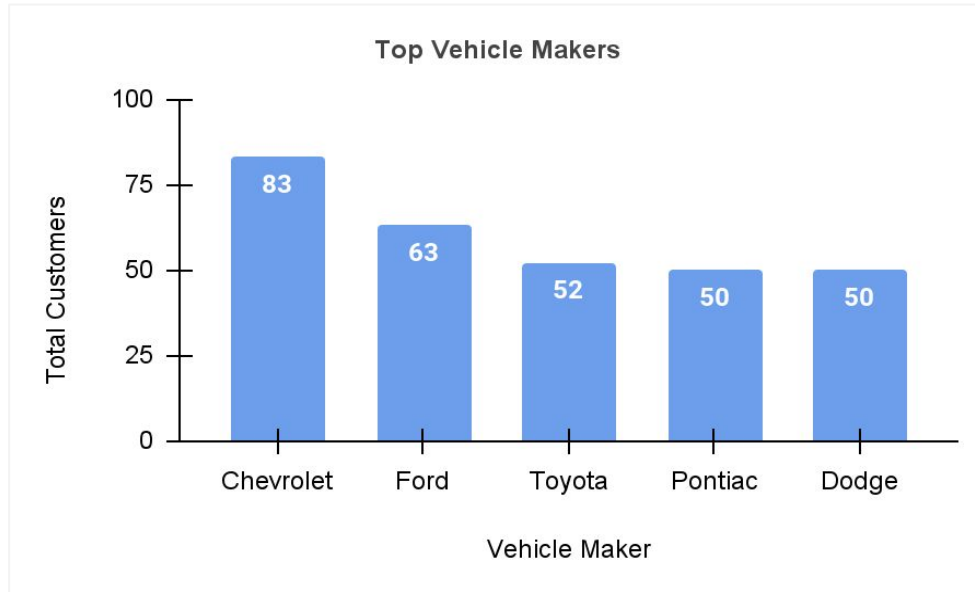
Trend of Customer Satisfaction

Customer Rating Distribution

Insights

- **Declining trend**: % of good ratings **consistently decreases** across quarters, reaching a low of **20.2%** in Quarter 4.
- **Quarter 3 Shift** - % of bad ratings **surpasses** % of good ratings
- **% of okay** ratings remains **relatively stable** across quarters.

Top Vehicle Makers Preferred by Customers

Top Vehicle Makers

Insights

- **Chevrolet** leads as the most preferred vehicle maker with the highest customer count, followed by **Ford**.
- **Toyota, Pontiac, and Dodge** have a similar number of customers, indicating comparable popularity.
- Seize the robust demand for **Chevrolet and Ford** by maintaining a sufficient **supply** and offering **competitive pricing** to capitalize on their popularity
- Develop targeted approaches to elevate customer engagement and satisfaction for **Toyota, Pontiac, and Dodge** to boost their market share and strengthen their positions.
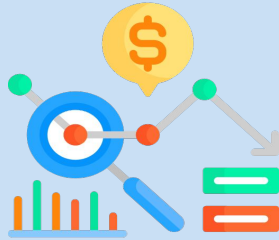
Most Preferred Vehicle Make in Each State

State	Vehicle Maker	State	Vehicle Maker	State	Vehicle Maker
Kentucky	Acura	Hawaii	Ford	Kansas	Mercedes-Benz
Louisiana	BMW	Maryland	Ford	Maine	Mercedes-Benz
Wyoming	Buick	Michigan	Ford	New Jersey	Mercedes-Benz
District of Columbia	Chevrolet	North Dakota	Ford	West Virginia	Mercedes-Benz
Massachusetts	Chevrolet	Virginia	Ford	Delaware	Mitsubishi
Missouri	Chevrolet	Illinois	GMC	California	Nissan
Ohio	Chevrolet	Minnesota	GMC	Nevada	Pontiac
Texas	Chevrolet	Iowa	Isuzu	Florida	Toyota
Washington	Chevrolet	South Carolina	Jaguar	Georgia	Toyota
Alabama	Dodge	New Hampshire	Lincoln	Mississippi	Toyota
Idaho	Dodge	Connecticut	Maserati	Nebraska	Toyota
Montana	Dodge	Indiana	Mazda	New York	Toyota
Utah	Dodge	Tennessee	Mazda	Oklahoma	Toyota
		Vermont	Mazda	Oregon	Toyota
		Wisconsin	Mazda	Pennsylvania	Toyota

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Revenue Metrics

# Trend of Purchases by Quarter

Quarterly Order Trend

Insights

- While we have completed **1,000 orders** till now, the number of orders has shown a consistent **decrease** from Quarter 1 to Quarter 4.
- Quarter 1 had the highest number of orders at **310**, while Quarter 4 had the lowest at **199**.
- The decline in orders suggests a potential **shift in customer demand** or market dynamics.
- It is crucial to evaluate the factors contributing to the declining trend and **identify opportunities for improvement**.
- Consider conducting market research or customer surveys to gain insights into the reasons behind the decrease in orders
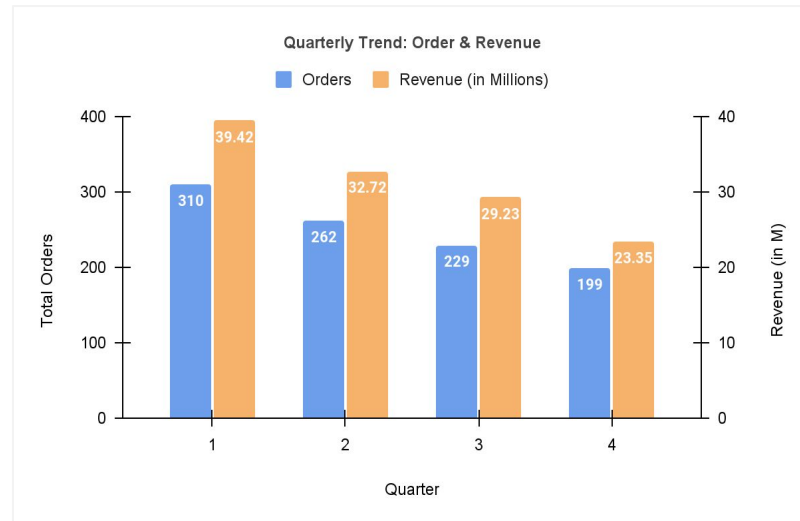
Quarterly Revenue Trend Analysis

Chart title: QOQ Revenue Change

Chart title: Quarterly Trend: Order & Revenue
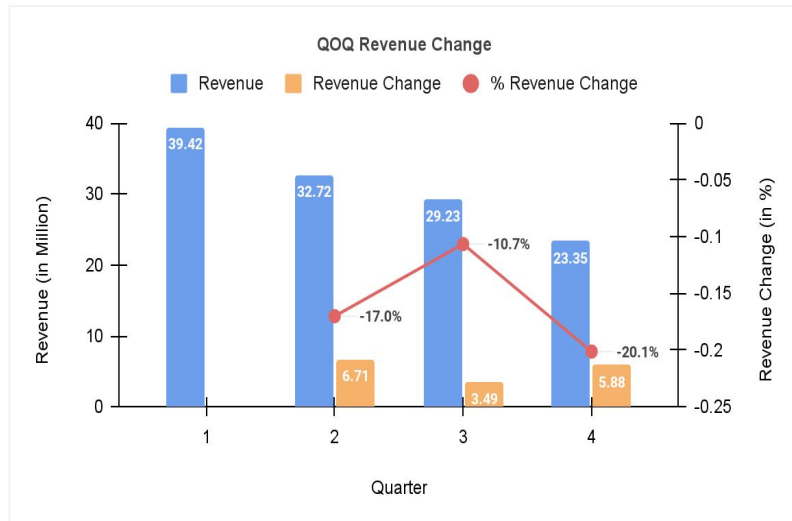
Insights

- The revenue experienced a **downward trend** across all the quarters
- In Q4, the revenue decreased by -**$5.88 M (-20.1%)** as compared to the previous quarter**.**

Insights

- **Consistent decline** observed in both orders and revenue from Q1 to Q4
- Orders decreased from **310** to **199**, while revenue dropped from **$39.42M** to **$23.35M**.

Average Discount Offered by Credit Card Type

| Credit Card Type	Avg. Discount
Laser	64.4%
Mastercard	63.0%
Maestro	62.4%
Visa-Electron	62.3%
China-Unionpay	62.2%
Instapayment	62.1%
Americanexpress	61.6%
Diners-Club-Us-Ca	61.5%
Diners-Club-Carte-Blanche	61.4%
Switch	61.0%
Bankcard	61.0%
Jcb	60.7%
Visa	60.1%
Diners-Club-Enroute	60.0%
Solo	58.5%
Diners-Club-International	58.4%

Insights

- **Credit Card Preferences**: Laser, Mastercard, Maestro, and Visa-Electron have the **highest** average discounts, while Diners-Club-International and Solo have the **lowest**.

- **Range of Average Discounts**: The majority of credit card types have average discounts in the range of **60% to 64%.**

- **Quarterly Variation**: The average discount offered varied across quarters, with Quarter 3 having the **highest** average discount **(69.8%)**, and Quarter 1 having the **lowest (54.3%).** While discount in quarter 4 was **63.8%.**

- The **increase in discounts** compared to Quarter 1 has not translated into higher sales, indicating the need to **investigate** the decline in order count and optimize discount strategies based on customer preferences.

Shipping Metrics

Shipping Time Analysis

Average Time To Ship
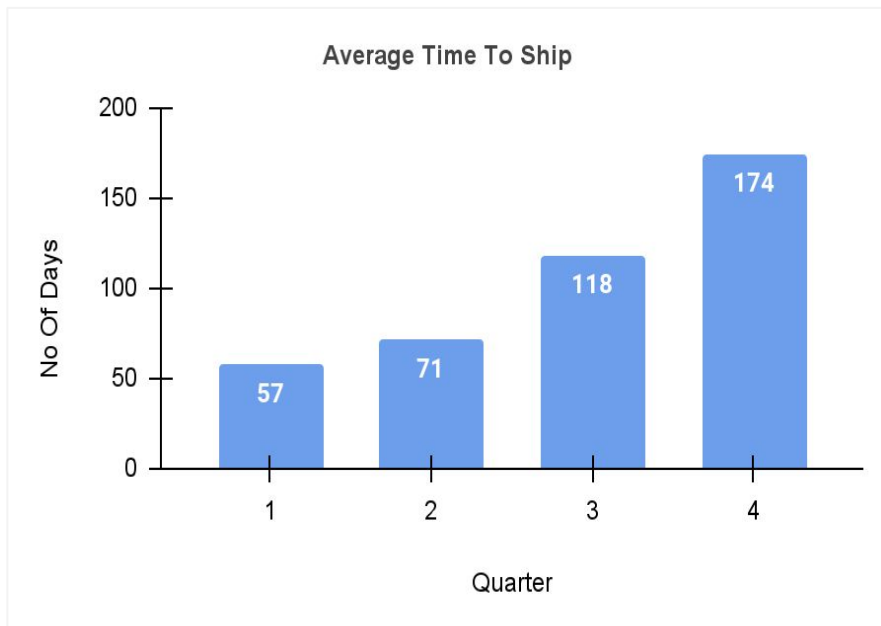
Insights

- **Increased Shipping Time**: Average shipping time has **significantly increased** from Quarter 1 to Quarter 4, with Quarter 4 having the highest average of **174** days.
- This might lead users to look for alternatives due to high wait time
- **No Direct Correlation**: Surprisingly, the increase in shipping time doesn't directly correlate with the percentage of bad ratings. Some quarters with longer shipping times have relatively lower percentages of bad ratings.
- **Further Analysis Required**: The relationship between shipping time and customer ratings requires deeper analysis to identify other factors influencing customer satisfaction.

Insights And Recommendations

Insights and Recommendations

Insights

- **Customer Satisfaction**: The average customer ratings have been **declining** throughout the year, with a significant **drop in Quarter 4** reaching a **low of 2.40**. Immediate action is needed to address the factors contributing to this decline and improve customer experiences.
- **Top Vehicle Makers**: **Chevrolet** and **Ford** are the most preferred vehicle makers, indicating strong demand. Ensure ample supply and competitive pricing. Enhance customer engagement and satisfaction for **Toyota, Pontiac, and Dodge** to increase market share.
- **Revenue Decline**: Quarter 4 experienced a **significant drop in revenue**, indicating a **decline in sales**. Further analysis required on factors like discounts, order count reduction, and shipping time to drive revenue growth.
- **Shipping Time Analysis**: Surprisingly, no strong correlation between shipping time and percentage of bad ratings. Nonetheless, need to optimize shipping processes to improve overall customer satisfaction.

Recommendations

- **Regional distribution** highlights **California, Texas, Florida, and New York** as key markets. Develop targeted strategies to optimize growth and enhance customer experiences in these regions.
- **Conduct a customer survey** to gather insights and address declining customer ratings.
- **Develop targeted strategies** to capitalize on demand for **Chevrolet** and **Ford** vehicles, ensuring sufficient supply and competitive pricing.
- **Enhance customer engagement** and satisfaction for **Toyota, Pontiac, and Dodge** to increase market share.
- **Analyze factors contributing to revenue decline** (discounts, order count reduction, shipping times). Take necessary actions to drive revenue growth.
- **Continuously monitor and improve shipping processes** for timely deliveries and enhanced customer satisfaction.

Thank You