

New Wheels

Quarterly Business Report

Derrick N. Black, Dec. 5, 2022

Business Overview

A wireframe model of a car, showing the chassis, wheels, and body panels in a transparent, grid-like structure. It is positioned in the top right corner of the slide, partially overlapping the red header.

Total Revenue: **48.6 M**

Last Quarter Revenue: **8.6 M**

Total Orders: **1000**

Last Quarter Orders: **199**

Total Customers: **994**

Average Days to Ship: **98**

Average Rating: **3.1350**

% Good Feedback: **44.1%**

A wireframe model of a car, showing the internal structure of the body, wheels, and suspension. The model is rendered in a light gray color against a dark background.

Customer Metrics

Distribution of Customers Across States

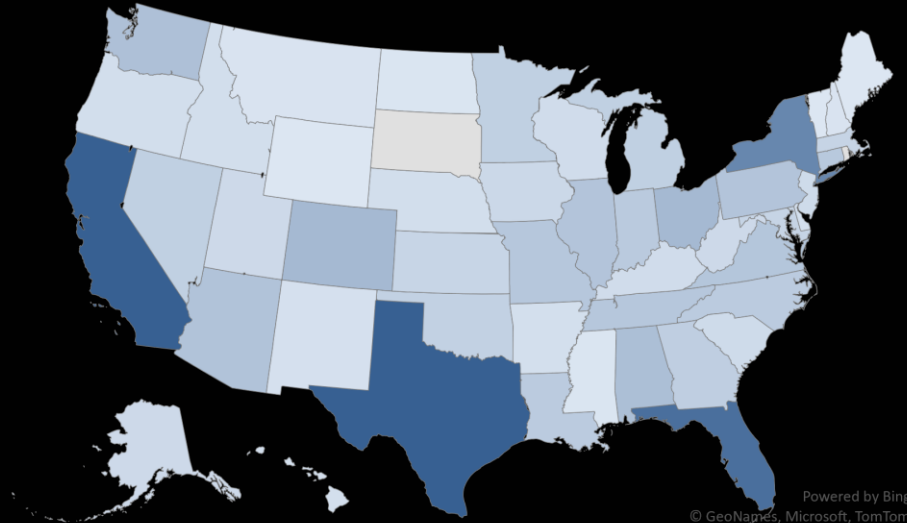


#1: Distribution of Customers Across States

customers_by_state 1 97

Observations / Findings

- Most New Wheels customers are located in the largest, most highly-populated states in the USA
- This distribution of customers is similar to the distribution of the nation's population



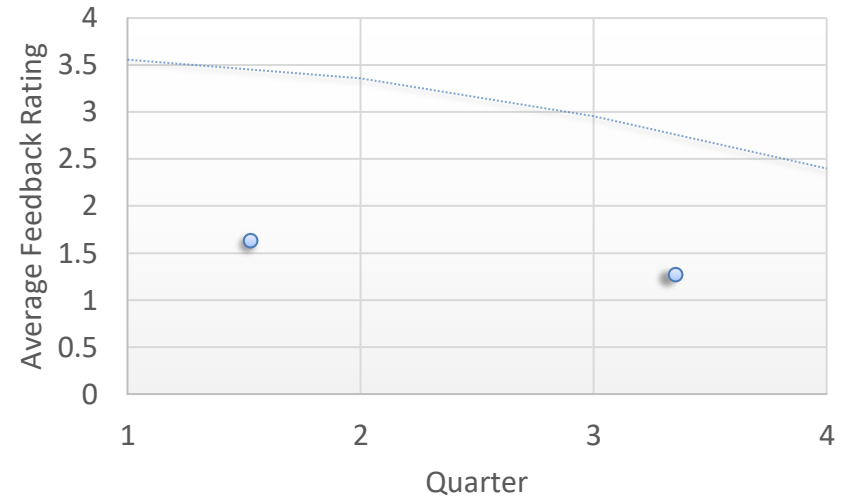
Average Customer Ratings by Quarter



Observations / Findings

- Average feedback rating from Quarter 1 began at approximately 3.6, between “Okay” and “Good”
- Average ratings have declined each quarter
- If the current rate of decline continues, ratings may reach 1.5 (between “Very Bad” and “Bad”) next year

#2: Average Feedback Rating by
Quarter



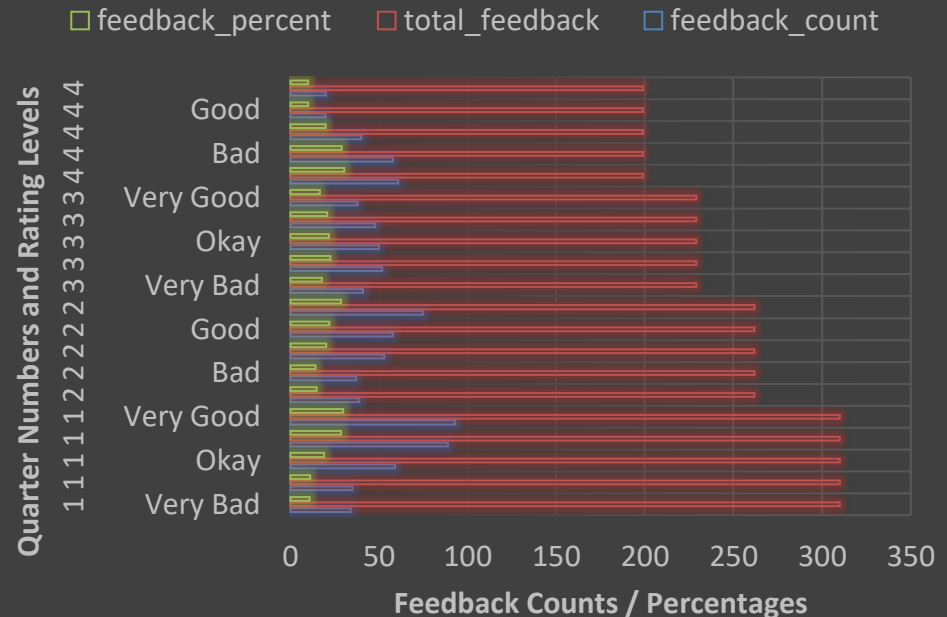
Trend of Customer Satisfaction



Observations / Findings

- Extremely impressive first quarter! The majority of ratings were “Good” and “Very Good”
- “Good”/“Very Good” ratings declined throughout the year, while “Bad”/“Very Bad” ratings increased

#3: Feedback Counts and Percents by Quarter and Rating



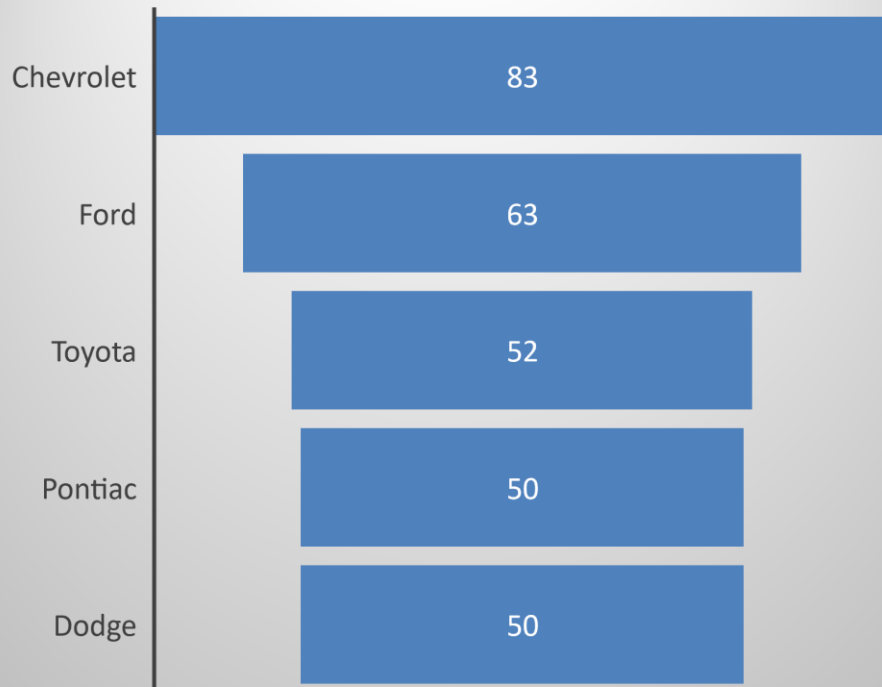
Top Vehicle Makers Preferred by Customers



Observations / Findings

- New Wheels customers greatly prefer United States automobile manufacturers, as four of the top five vehicle makers (Chevrolet, Ford, Pontiac, and Dodge) have headquarters in the state of Michigan

#4: Top Five Vehicle Makers by Number of Customers



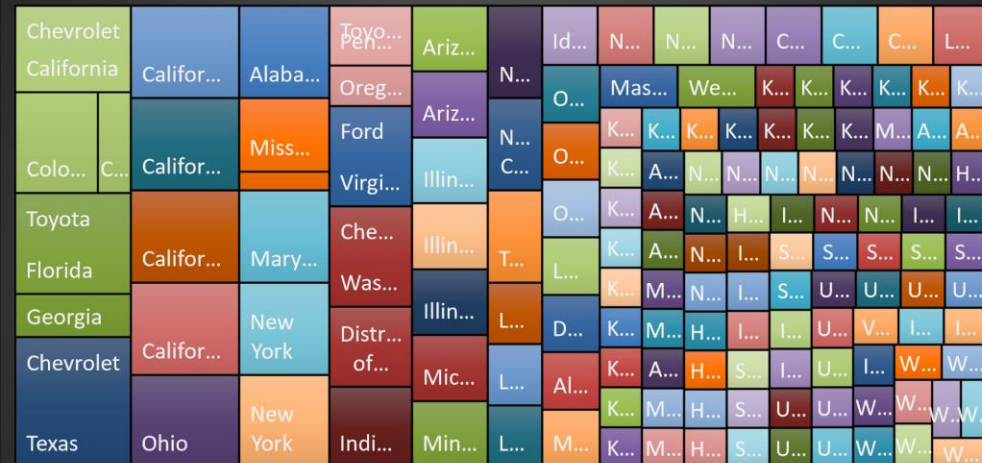
Most Preferred Vehicle Make in Each State



#5: Treemap, Customer Counts of Top-Ranked Vehicle Makers by State

Observations / Findings

- Much wider variety of vehicle maker preferences by state
- There are many ties for number one most preferred make in this data set, as New Wheels customers do not show any specific overwhelming preference or loyalty to any one vehicle manufacturer

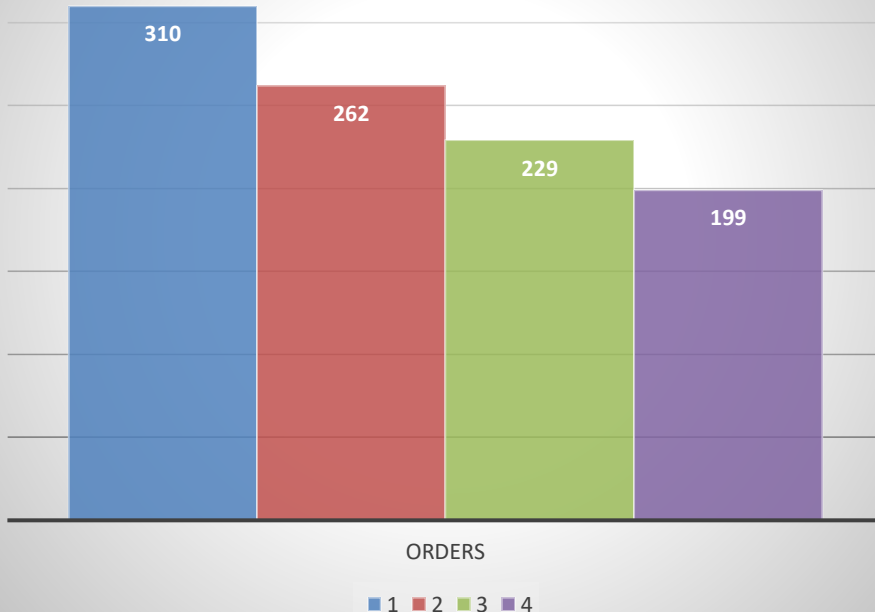


A wireframe model of a car, showing the chassis, wheels, and body panels, rendered in a light gray color against a solid red background.

Revenue Metrics

Trend of Purchases by Quarter

#6: Total Orders by Quarter



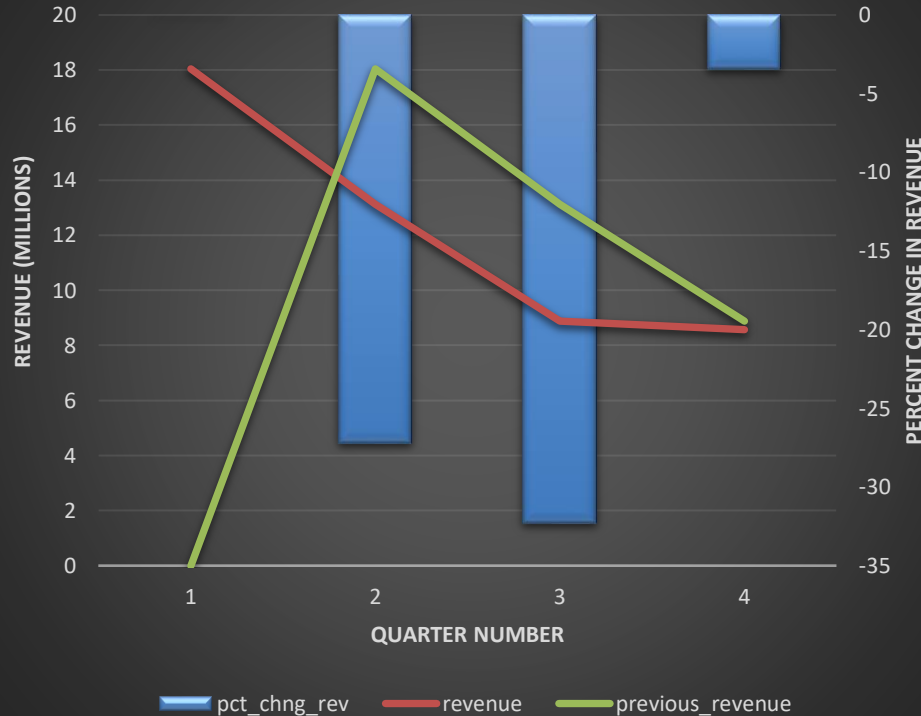
Observations / Findings

- There is a clear decline in orders as the year progresses
- This downward trend is similar to what was observed earlier with the decline in average customer ratings
- This trend must be corrected because, if this continues into next year, orders by next year's fourth quarter could dip below 100

Quarter on Quarter % Change in Revenue



#7: Change in Revenue by Quarter



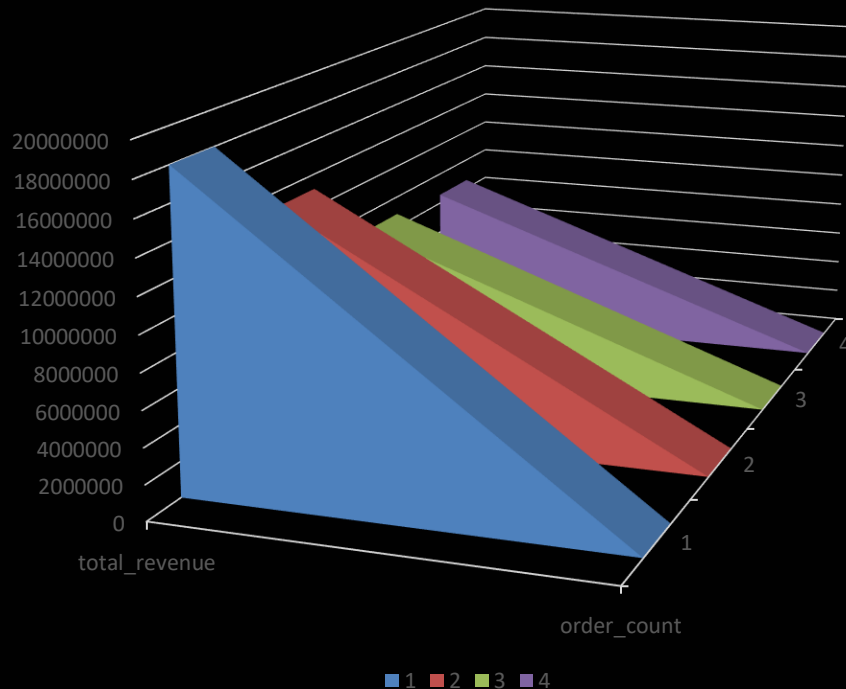
Observations / Findings

- Revenue has declined each quarter, but New Wheels experienced its greatest percentage of decrease in revenue in its third quarter.
- The fourth quarter, while also reporting a decline in revenue, shows a much less percentage of decrease, suggesting that there may have been drastic circumstances in quarters 2 and 3 that could be almost fully corrected now.

Trend of Revenue and Orders by Quarter



#8: Total Revenue and Order Count by Quarter



Observations / Findings

- While quarterly revenue is still in the millions, once again we see a noticeable decline in revenue throughout the year, which also corresponds with the decline in order count
- Thus, it is recommended that New Wheels executives check in with their sales department to better understand the things that went well in quarter 1, and what changed after that

A wireframe model of a car is shown in the top right corner, set against a solid red background. The car's structure is composed of a white mesh of lines, revealing its internal frame and components like the wheels and suspension. The car is angled towards the left.

Shipping Metrics

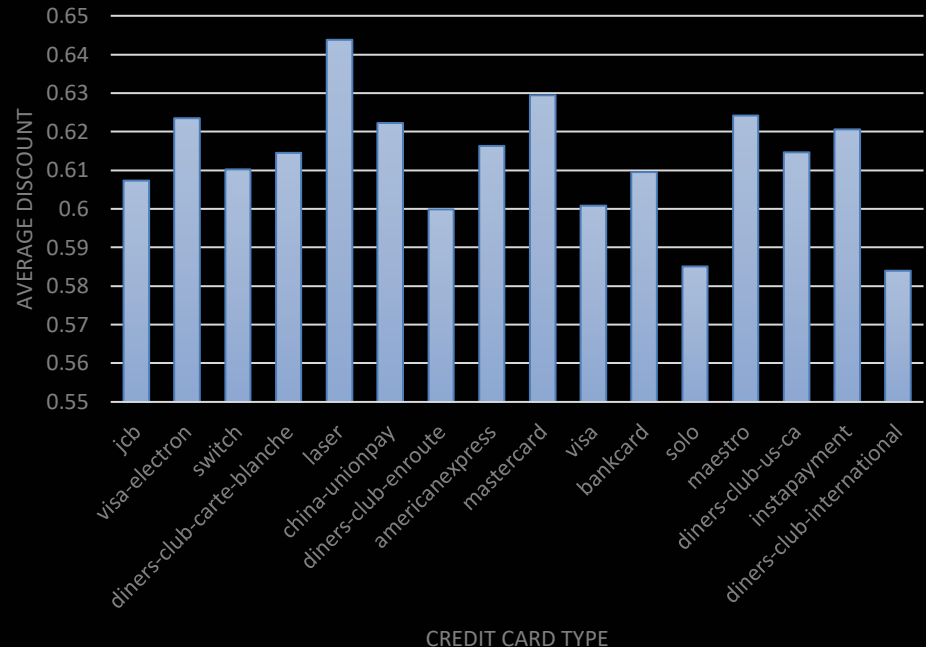
Average Discount Offered by Credit Card Type



Observations / Findings

- Average discount rates vary slightly by credit card type, with Laser card users experiencing the highest discount rates and Solo card users having the lowest
- There is a range of about 6 percent here, with most rates distributed very close to the mean

#9: Average Discount by Customer Credit Card Type



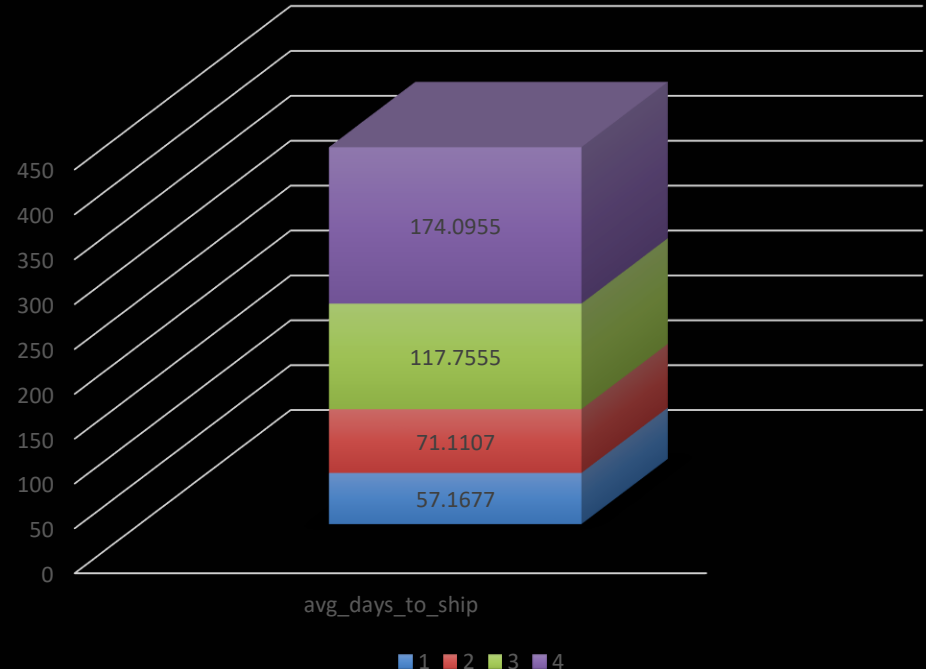
Time Taken to Ship Orders by Quarter



#10: Average Days to Ship by Quarter

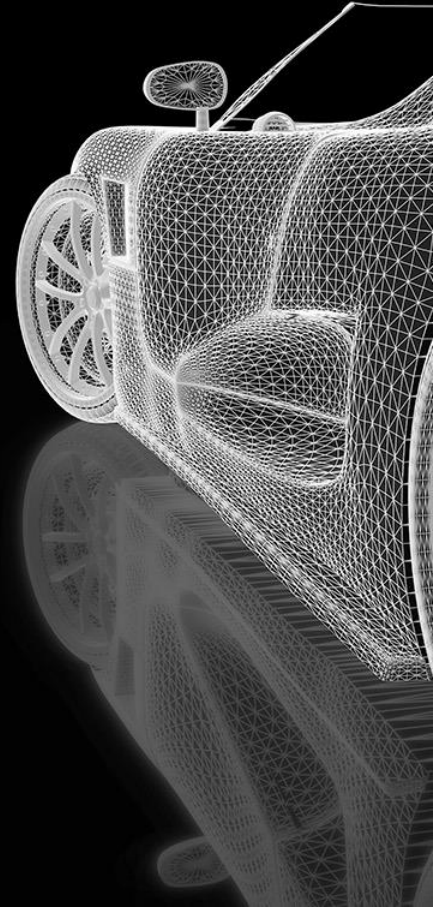
Observations / Findings

- New Wheels quarterly average product shipping times have greatly increased each quarter of the year
- The approximate difference in average shipping times from the first quarter of the year to the fourth quarter is 117 days. This suggests that an average New Wheels customer could order a vehicle at the end of the third quarter and his or her vehicle would still not be ready to ship by the end of the fourth quarter



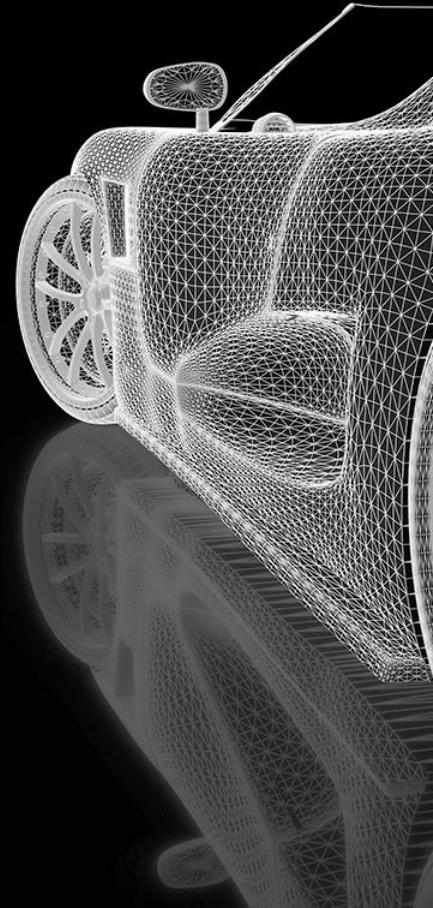
Insights and Recommendations

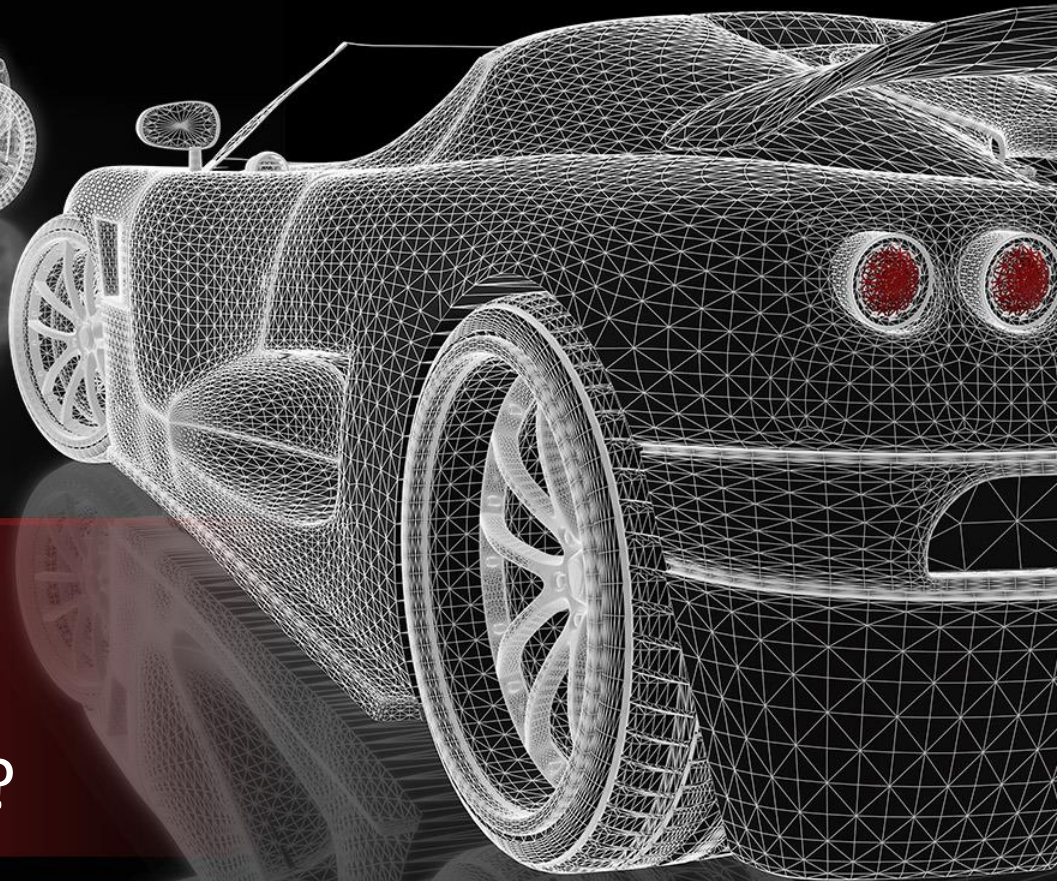
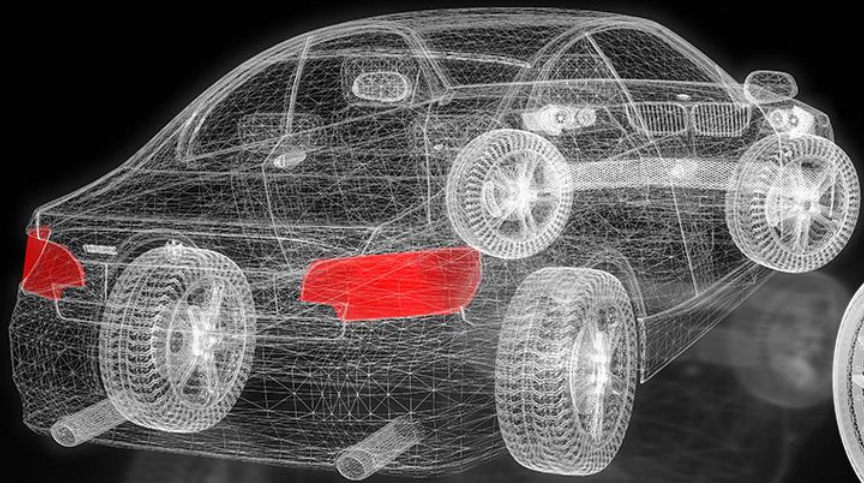
- It is recommended that New Wheels executives follow up with its Sales and Shipping departments as soon as possible
- It is reasonable to believe that the decline in average satisfaction rating may be due to delays in average shipping time
- Consider forming a focus group of past customers to find out specific concerns about their experiences with New Wheels



Insights and Recommendations

- First Quarter was great! Lots of orders, low average time taken to ship orders, high average customer satisfaction. Find out what worked then, and return to those processes
- Take care of the customers and the employees, and they will take care of you. Satisfaction and morale are important. Listen to them, and be willing to make necessary changes to improve the image of the brand





Thank you!

Are there any questions?