



SQL and Databases:

New-Wheels Quarterly Business Report

By: Faith Tirtarahardja



Business Overview

Total Rev
12.4 M

Total Orders
1000

Total Customers
994

Total Avg Rating
3.135

Last Qtr Rev
23,276,651

Last Qtr Ord
199

Total Avg Days to Ship
98

Total % Good Feedback
22.6%

Table of contents

01

Customer Metrics

02

Revenue Metrics

03

Shipping Metrics

04

Insight and Recs



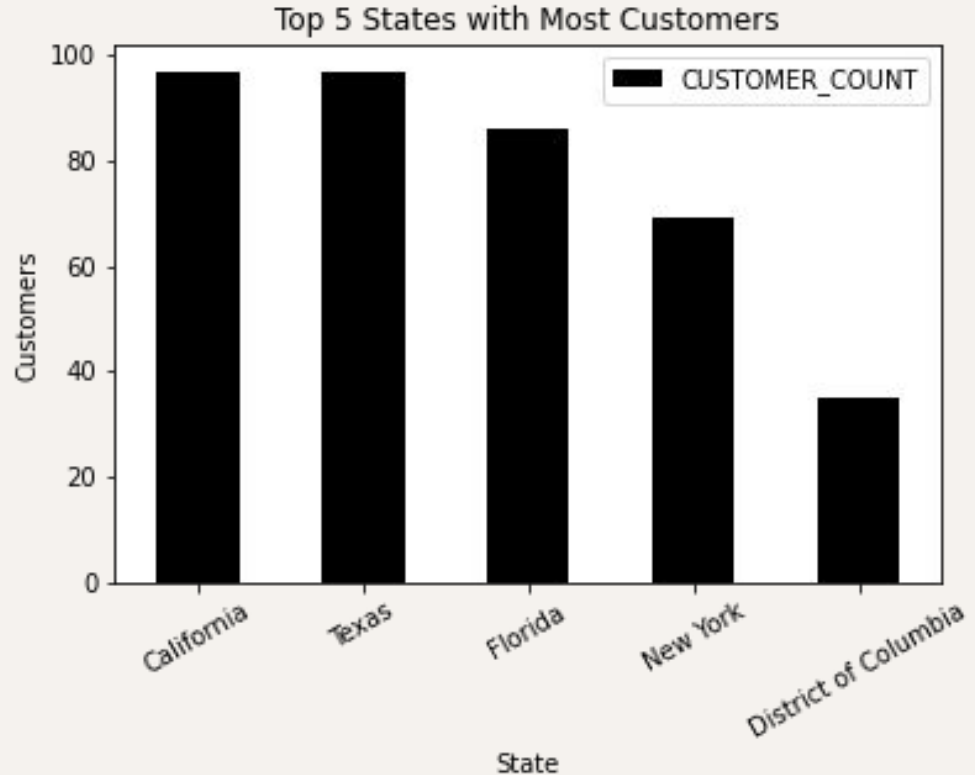
01

Customer Metrics

Distribution of Customers Across States

Observations/Findings:

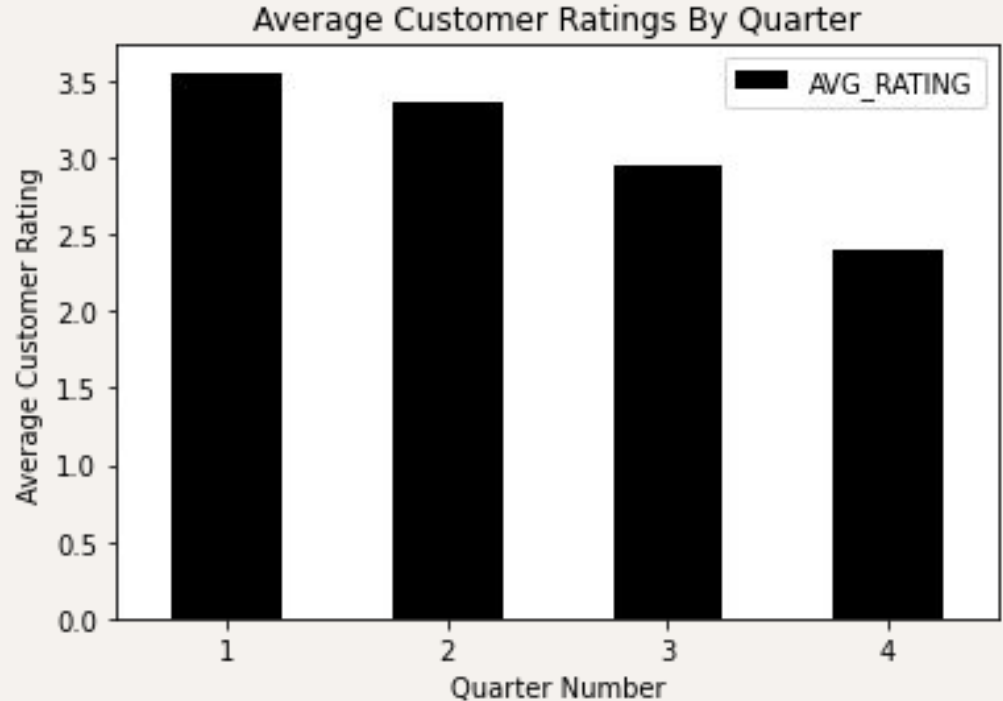
- California and Texas have the most customers (97 customers)
- Followed by Florida (86), New York (69), District of Columbia (35)
- Maine, Wyoming, and Vermont have the least amount of customers (1 customer from each state)



Average Customer Ratings by Quarter

Observations/Findings:

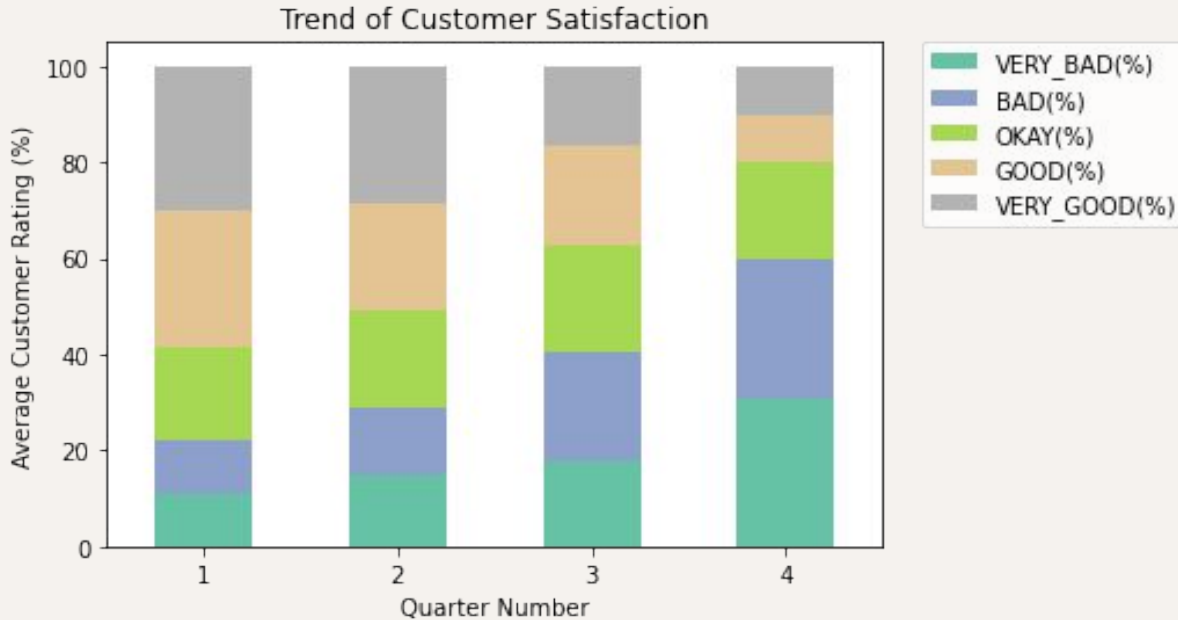
- Average ratings have decreased each quarter
- Average ratings are now at an all time low
- The biggest drop in average ratings was in between Quarter 2 and Quarter 3
 - **Quarter 1:** 3.55
 - **Quarter 2:** 3.35
 - **Quarter 3:** 2.96
 - **Quarter 4:** 2.40



Trend of Customer Satisfaction

Observations/Findings:

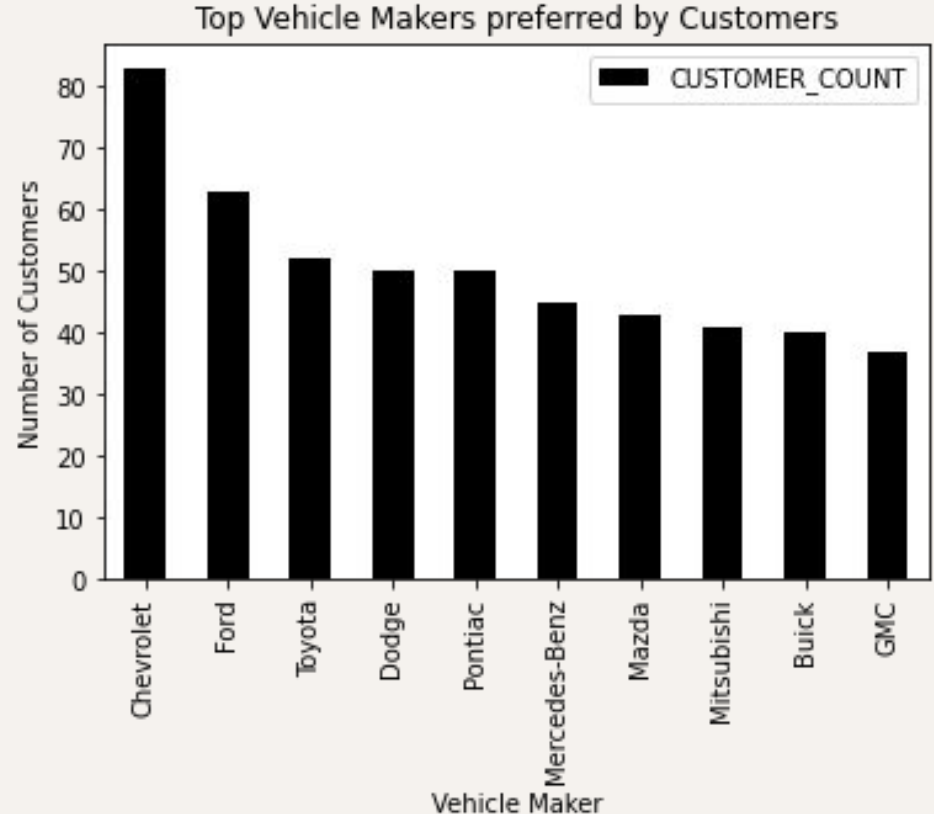
- There is an increase in **'Very Bad'** and **'Bad'** ratings throughout the Quarters
- There is a decrease in **'Good'** and **'Very_Good'** Ratings throughout the Quarters
- Quarter 4 has the most **'Very Bad'** and **'Bad'** Ratings and the least amount of **'Good'** and **'Very_Good'** ratings compared to the other quarters



Top Vehicle Makers preferred by Customers

Observations/Findings:

- Chevrolet is the top favorite Vehicle Maker preferred by customers (83 customers)
- Ford (63 customers)
- Toyota (52 customers)
- Dodge and Pontiac (50 customers)
- Ram, MG, Daewoo are the least preferred vehicle makers by customers with only 1 customer each



Most Preferred Vehicle Make in each State

Observations/Findings:

- In California 97 customers preferred the vehicle make **Isuzu**
- In Texas, 97 customers preferred the vehicle make **Chrysler**
- In Florida, 86 customers preferred the vehicle make **GMC**
- In New York, the most preferred vehicle make is **Buick** with 69 customers
- In the District of Columbia, 35 customers preferred the vehicle make **Mazda**

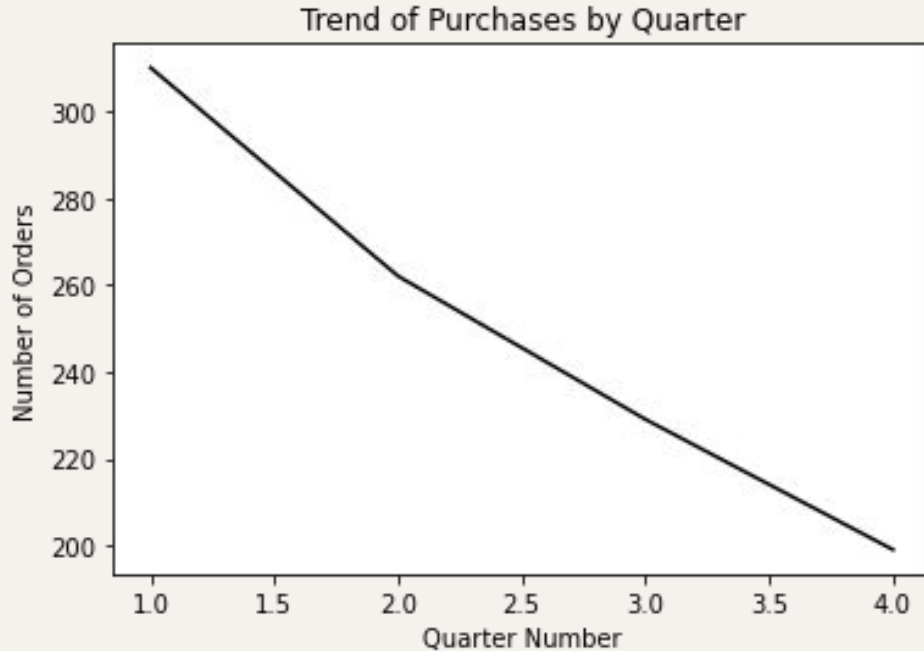
State	Vehicle Make
California	Isuzu
Texas	Chrysler
Florida	GMC
New York	Buick
District of Columbia	Mazda
Colorado	Chevrolet
Ohio	Mercedes-Benz
Alabama	Mazda



02

Revenue Metrics

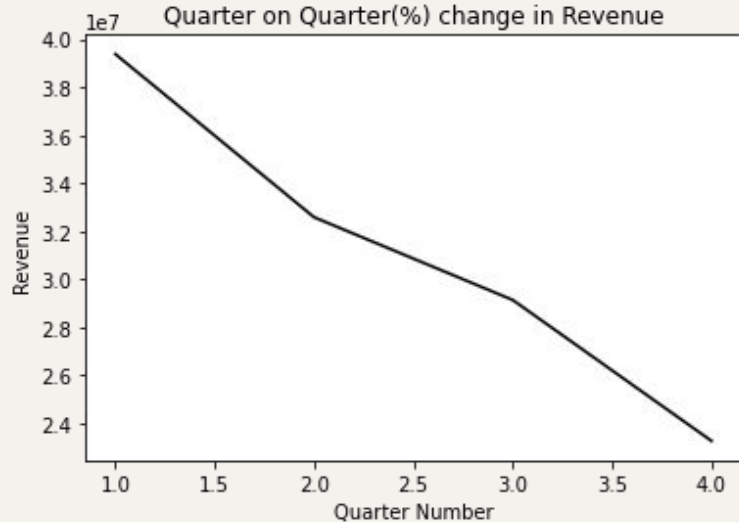
Trend of Purchases by Quarter



Observations/Findings:

- Over the quarters the number of orders have steadily decreased
- At Quarter 4 the company has reached its lowest number of orders
- More than 100 orders were lost between Quarter 1 and Quarter 4 (Now)
- The most orders lost were in between Quarter 1 and Quarter 2 (48 orders lost)

Quarter on Quarter % change in Revenue



Quarter Number	Quarter Over Quarter Revenue (%)
1	0
2	-17.24%
3	-10.57%
4	-20.12%

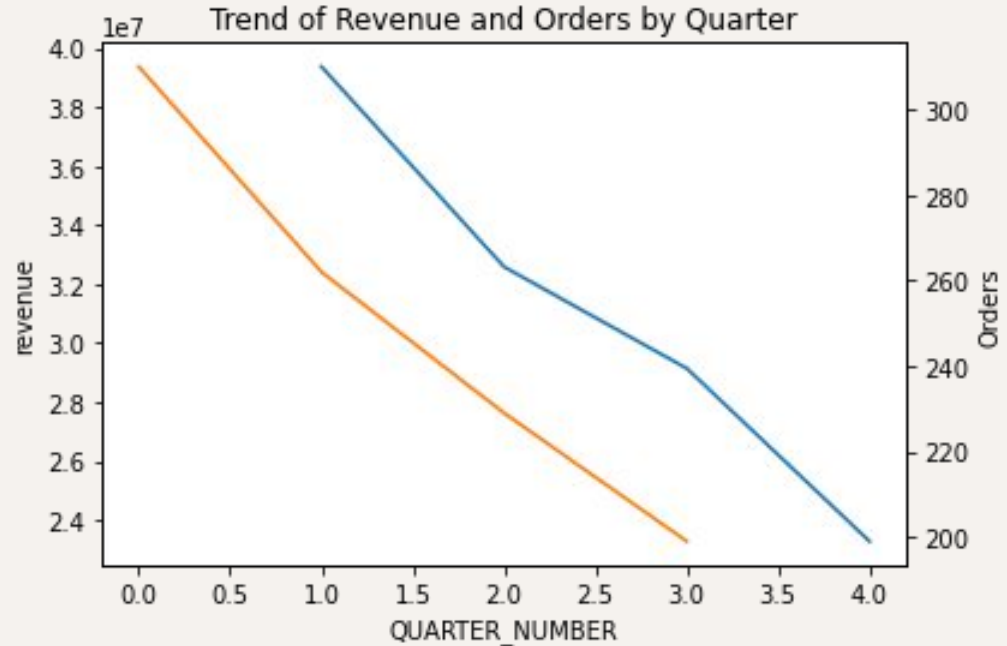
Observations/Findings:

- Each quarter % change is negative meaning there was no increase in Revenue whatsoever
- The largest percentage decrease in Revenue was in Quarter 4
- The smallest percentage decrease in Revenue was in Quarter 3

Trend of Revenue and Orders by Quarter

Observations/Findings:

- As orders decreased linearly by each Quarter, revenue also decreased linearly
- Quarter 1 was the peak of orders and the peak of revenue
 - **Orders:** 310
 - **Revenue:** \$39,374,179
- Quarter 4 is the lowest point for the company with the lowest amount of orders and lowest total revenue
 - **Orders:** 199
 - **Revenue:** \$23,276,651

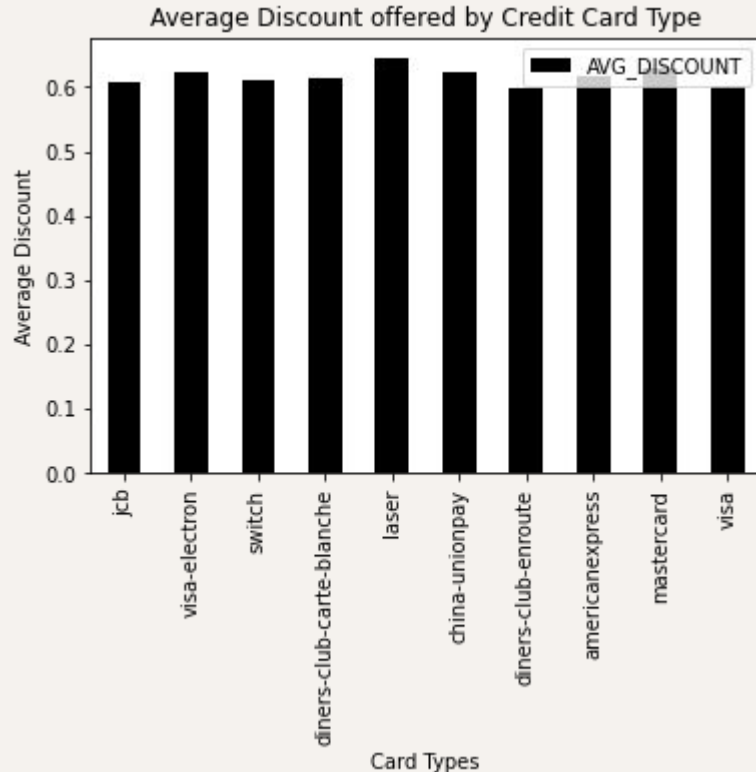




03

Shipping Metrics

Average discount offered by Credit Card type



Observations/Findings:

- The credit card type with the highest average discount is Laser with a 64% discount
- The credit card type with the lowest average discount is Diners-club-international with a 58% discount
- The average discount offered by each credit card type ranges from 64% to 58%, with a majority of the discounts being over 60%

Time Taken to Ship Orders by Quarter



Observations/Findings:

- The average shipping time has gradually increased over each quarter
- Quarter 1 had the fastest shipping time averaging 57 days
- Quarter 4 had the slowest shipping time averaging 174 days
- The average shipping time has tripled since Quarter 1



04

Insights and Recommendations

Insight and Recommendations

- Over the quarters the number of orders have steadily decreased, at Quarter 4 we are at the lowest number of orders
 - Ratings have decreased each quarter, ratings are now at an all time low
 - There is an increase in **'Very Bad'** and **'Bad'** ratings and a decrease in **'Very Good'** and **'Good'** ratings
 - Over the four quarters there was zero increase in revenue, each percent change was negative
 - The largest percentage decrease in Revenue was in Quarter 4
 - As orders decreased linearly by each Quarter, revenue also decreased linearly
 - The decrease in ratings may be closely correlated to the increase in average shipping time as it has tripled since Quarter 1
 - The company must focus on shipping time and decreasing that time so that customer feedback can be more positive
 - The company must invest more on shipping to decrease average shipping time
 - More positive customer feedback will increase orders and revenue
 - Orders have decreased due to an increase in negative customer feedback and slower shipping time
-

Insights and Recommendations

- One huge issue that has taken away from the company's revenue is the average discounts that are allotted to each credit card type.
 - The average discount offered by each credit card type ranges from 64% to 58%, with a majority of the discounts being over 60%.
 - Allotting less discounts to each credit card type could be a beneficial business move to improve revenue especially since each credit card type is taking away more than 50% of each order's revenue
 - Chevrolet, Ford, Toyota, Dodge, and Pontiac are the top 5 most preferred vehicle makes by customers, consider working more closely with these vehicle makers
 - California, Texas, Florida, New York, and the District of Columbia are the states with the most amount amount of customers. We should focus on catering to these states especially for shipping
-