

Quarterly Business Report

New Wheels

Business Overview

Total Revenue
82.0M

Total Orders
1000

Total Customers
994

Avg. Rating
3.14

Last Qtr. Revenue
15.1M

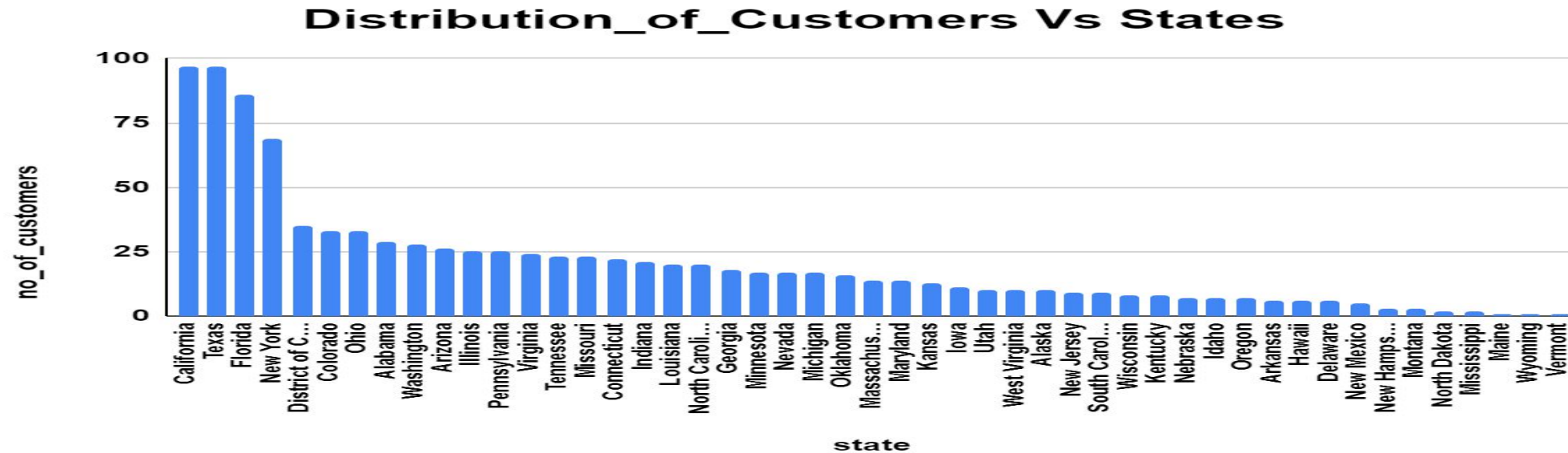
Last Qtr. Orders
199

Avg. days to ship
98

%Good Feedback
44.1%

Customer Metrics

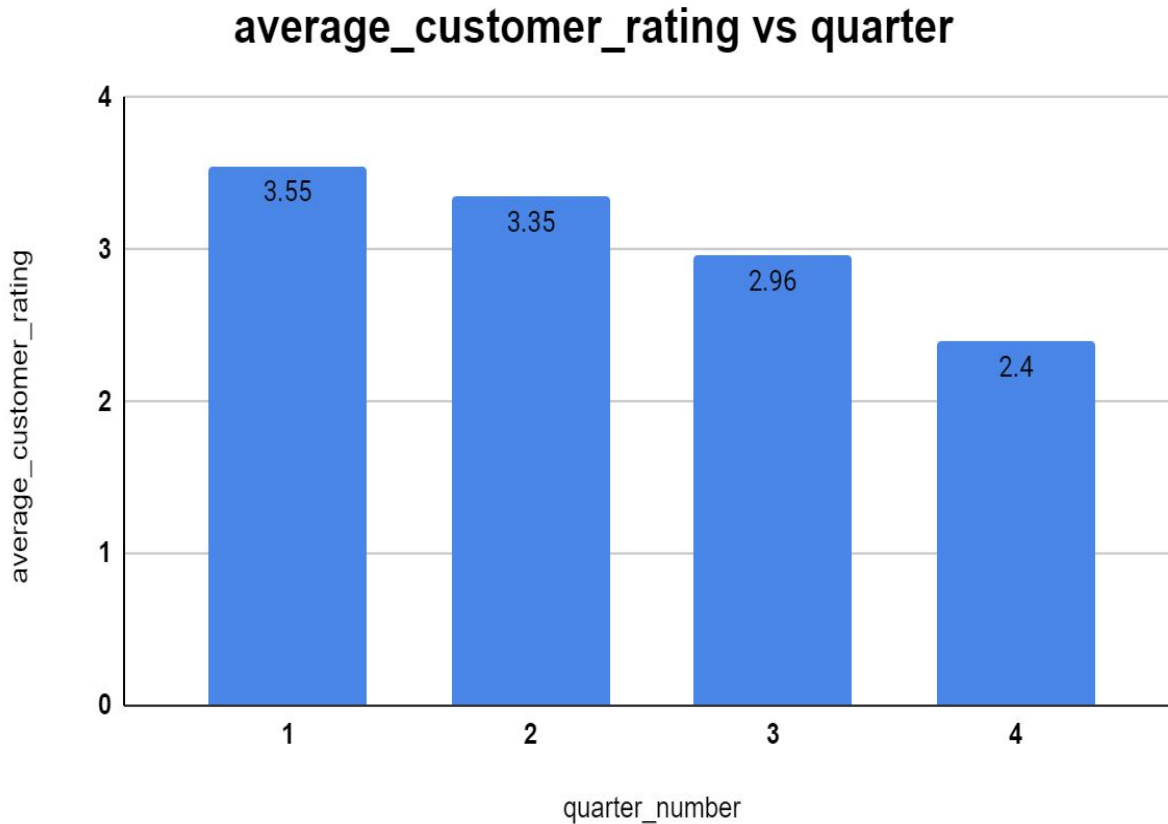
Distribution of Customers across States



Observations:

- Top 5 States with highest number of customers are California, Texas, Florida, New York and District of Columbia.
- Number of customers dropped by half when moving from New York in the district of columbia.

Average Customer Ratings by Quarter

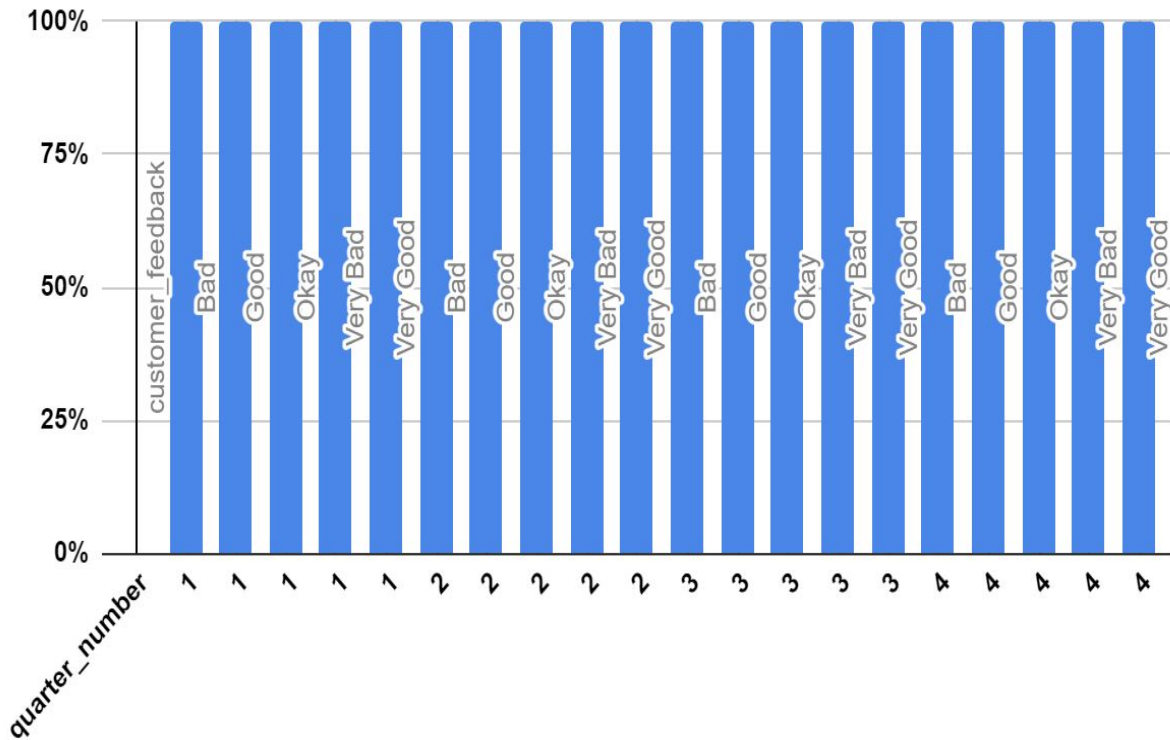


Observations:

- Average customer rating decreased steadily from quarter to quarter.
- Quarter 1 has the highest average rating of 3.55
- Quarter 4 has the lowest average rating of 2.4

Trend of Customer Satisfaction

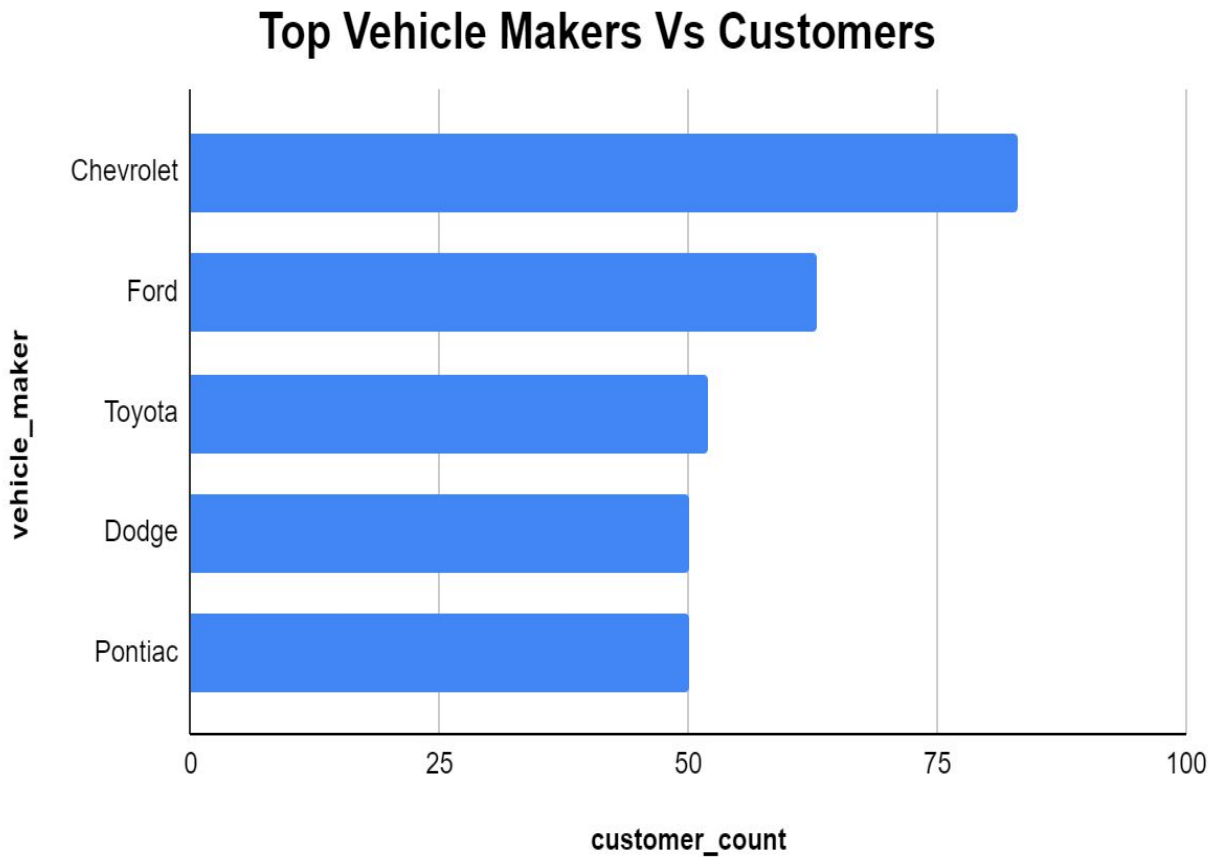
Customer feedback Vs Quarter



Observations:

- The Percentage of happy customers decreased steadily from quarter to quarter.
- Quarter 1 has the highest number of satisfied customers and least number of dissatisfied customers.
- Quarter 4 has the highest number of dissatisfied customers and least satisfied customers.

Top Vehicle Makers preferred by customers

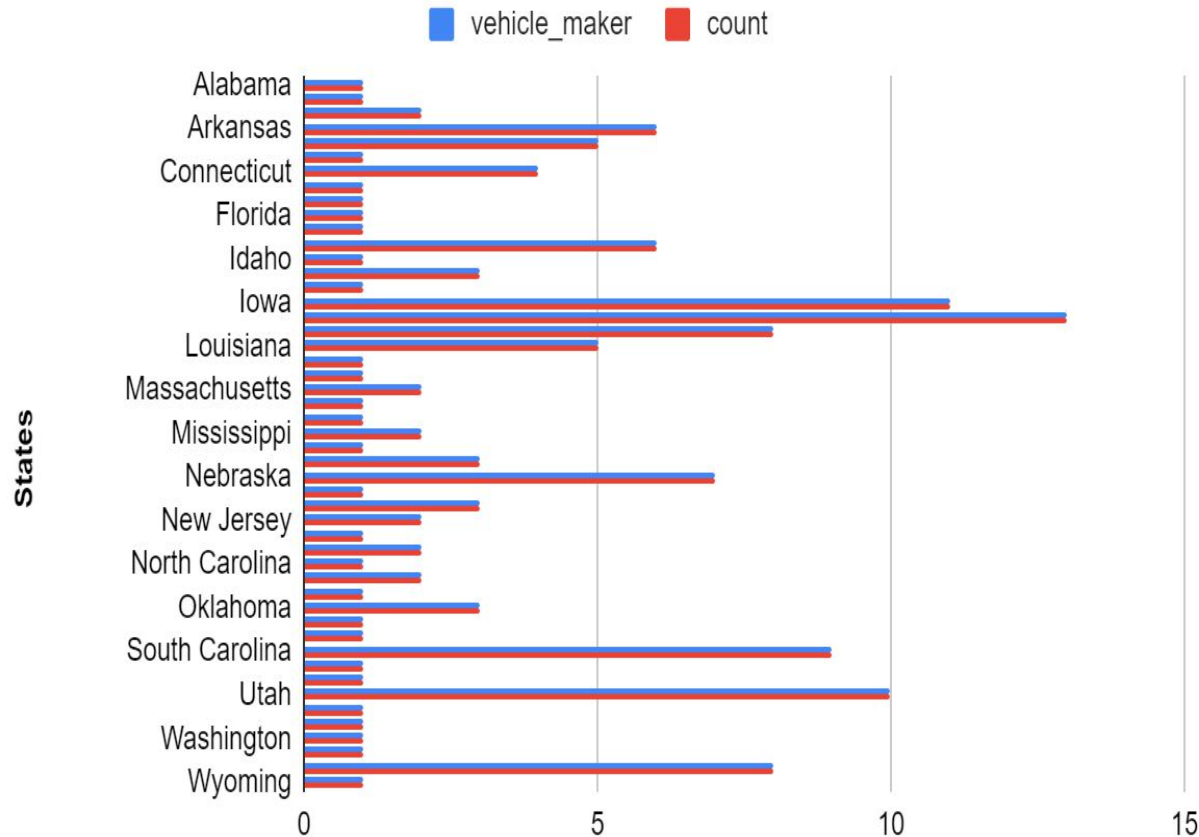


Observations:

- Chevrolet is top player in vehicle sales in New Wheels
- 50% of the sales of New Wheels is contributed by the top 10 vehicle makers.

Most preferred vehicle make in each state

Most preferred vehicle make in each state

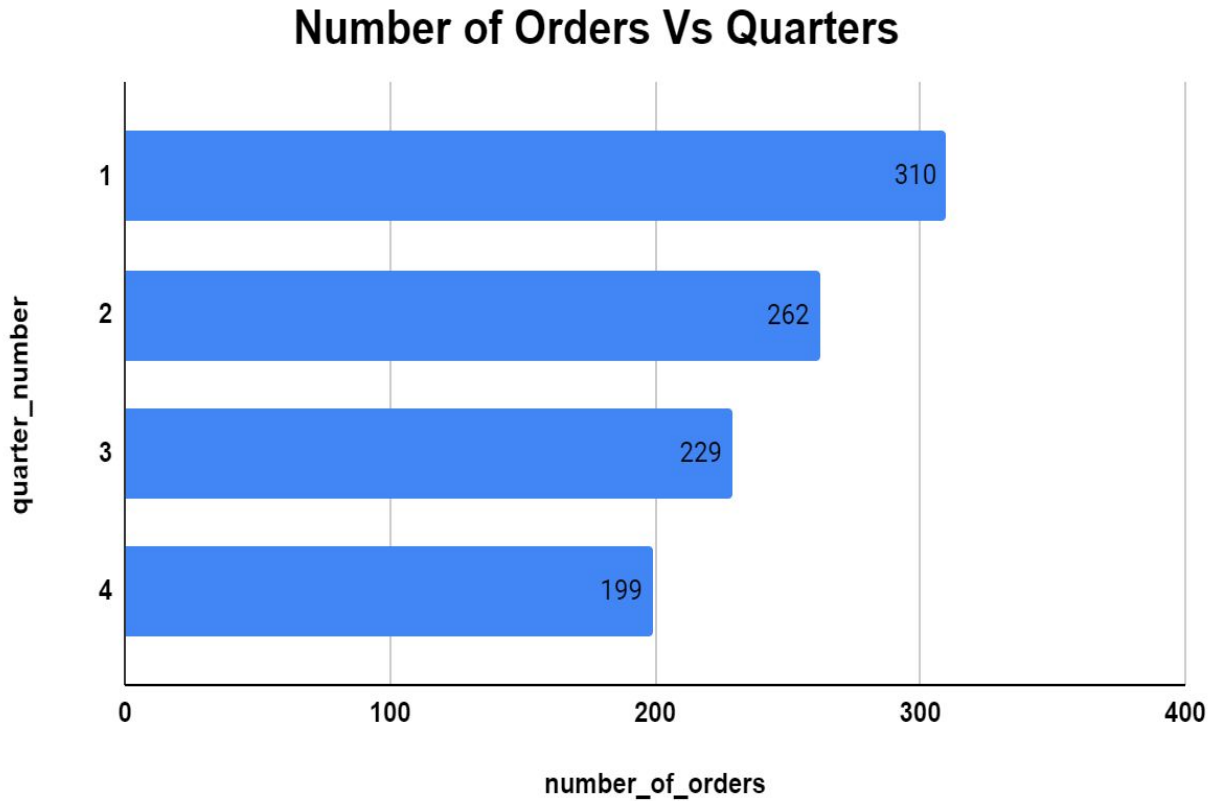


Observations:

- Chevrolet is one of the most preferred vehicle maker. Many states are using the vehicle manufactured by Chevrolet.
- New Wheels have only one customer for many vehicle makers in many of the US states
- Vermont, Wyoming has only one customer.

Revenue Metrics

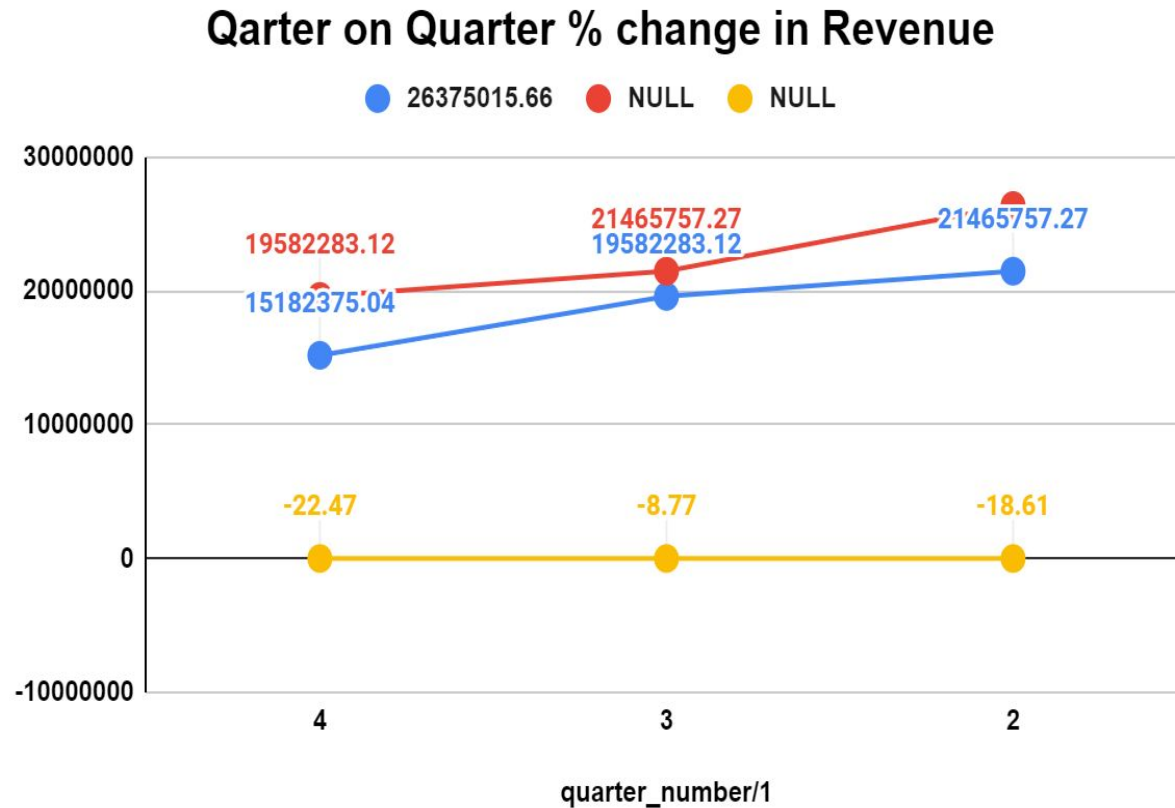
Trend of purchases by Quarter



Observations:

- Number of purchases dropped steadily from quarter to quarter.
- Q1 has the highest number of orders and Q4 the least.

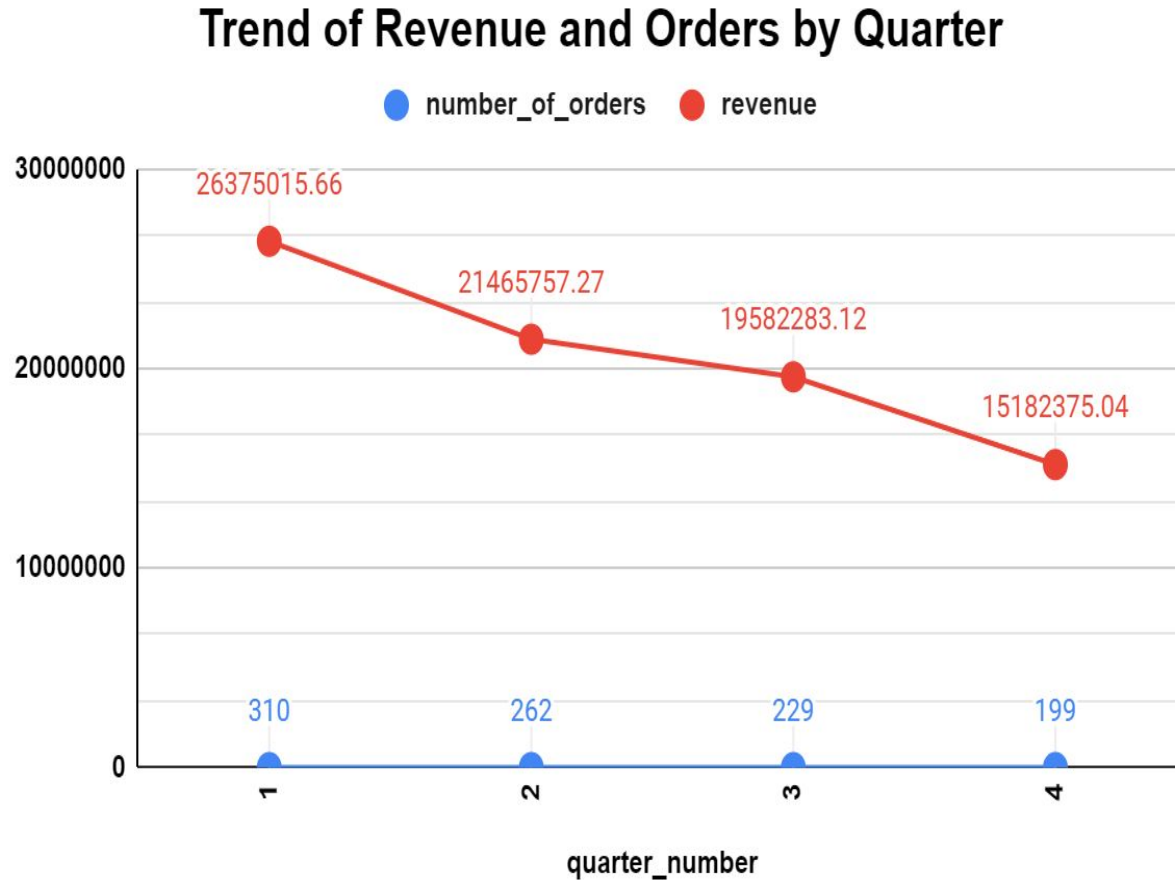
Quarter on quarter % change in revenue



Observations:

- The Revenue dropped significantly every quarter to quarter.
- There is a slight improvement in the third quarter.
- % fall in revenue is highest in the last quarter.

Trend of Revenue and orders by Quarter



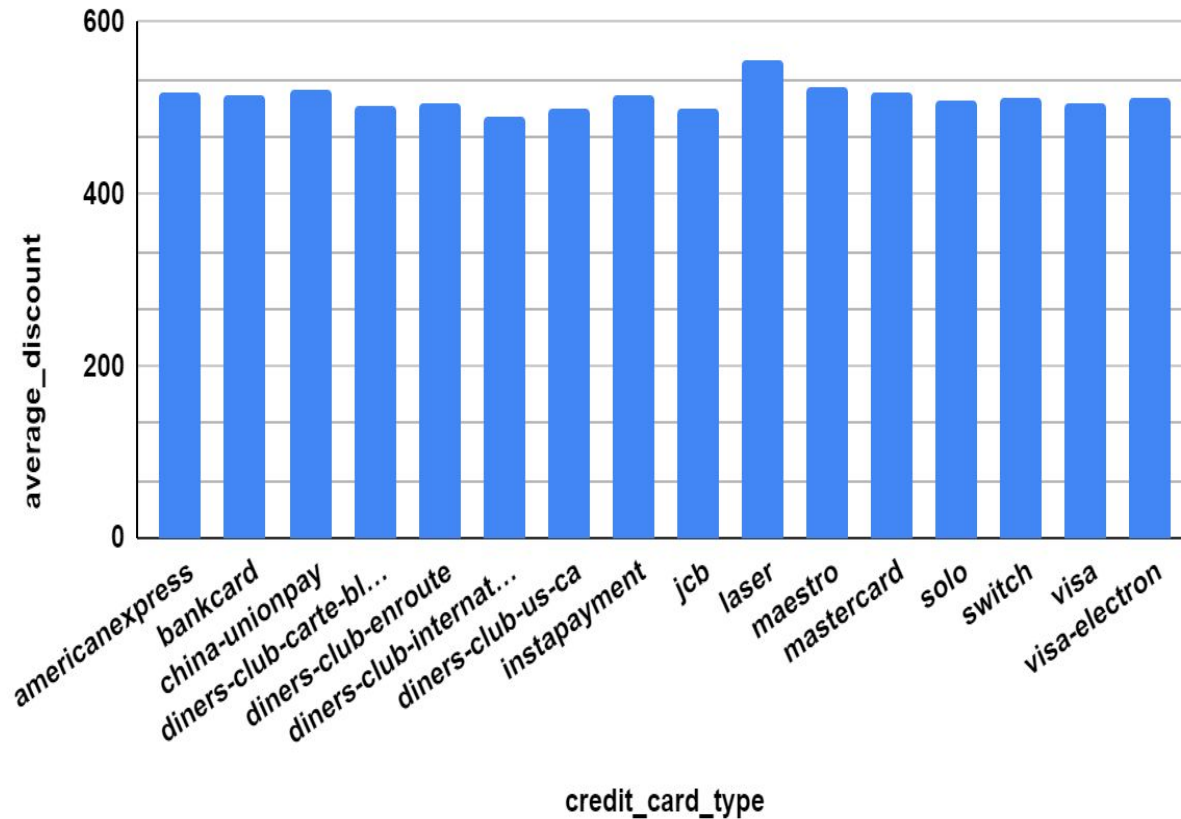
Observations:

- There is a clear relationship between the orders and revenue throughout the year.
- As the number of orders decreased steadily, the revenue also fell every quarter to quarter.
- Revenue can be improved only by improving the customer satisfaction.

Shipping Metrics

Average Discount offered by credit card Type

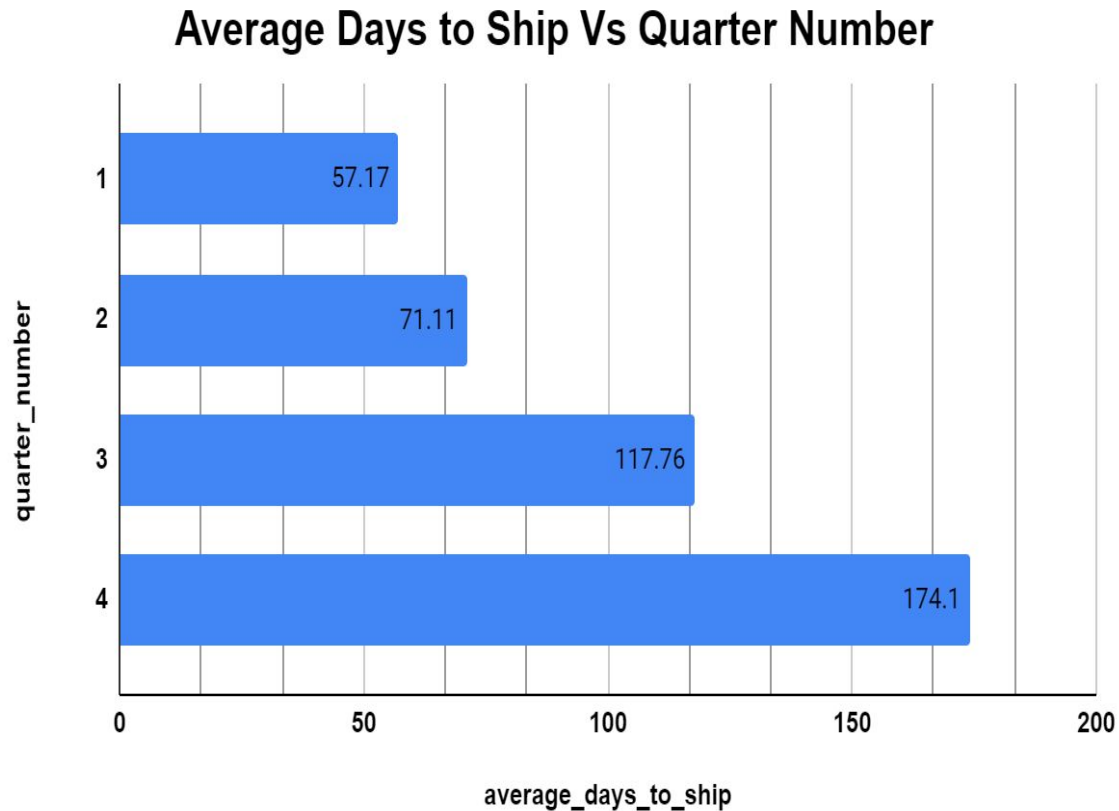
Average Discount Vs Credit Card Type



Observations:

- Laser offers the highest and Diners Club offers the least discount.
- There is no significant difference in average discounts offered by different credit cards.
- Sales cannot be improved by giving discounts alone.

Time taken to ship orders by quarter



- **Observations:**

- The average time taken to ship orders increased steadily every quarter to quarter.
- Average time taken to ship nearly tripled from 57.17 days in Q1 to 174.1 days in Q2.
- This attributes to the drop in customer satisfaction and fall in revenue.

Insights and Recommendations

Insights and Recommendations

- New Wheels generated a revenue of 82.0M .
- Average time to ship products is tripled in an year.
- The time taken to ship orders has increased significantly quarter over quarter contributing to poor customer satisfaction.
- Focus sales on top sellers Chevrolet, Ford, Toyota, Pontiac, Dodge, Mercedes-Benz, Mazda, Mitsubishi, Buick and GMC