

New Wheels Quarterly Business Report

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FoodHub Case Study

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Background

New Wheels is a vehicle resale company and has launched an app with an end-to-end service from listing the vehicle to shipping to customer

New Wheels' app captures the overall after-sales feedback of customers

The logo for New Wheels is centered on the slide. It features the word "NEW" in a bold, red, sans-serif font, followed by "WHEELS" in a black, sans-serif font. The text is rotated diagonally upwards from left to right. To the left of the word "NEW", there are three thick, black, diagonal stripes.

New Wheels sales have been dipping steadily in the past year

New Wheels also experienced a decline in new customers every quarter due to critical customer feedback & ratings

Objective

Evaluate New Wheels' data by analyzing and visualizing **customer,** **revenue,** and **shipping metrics** in order to understand the reasons for the overall decline in performance

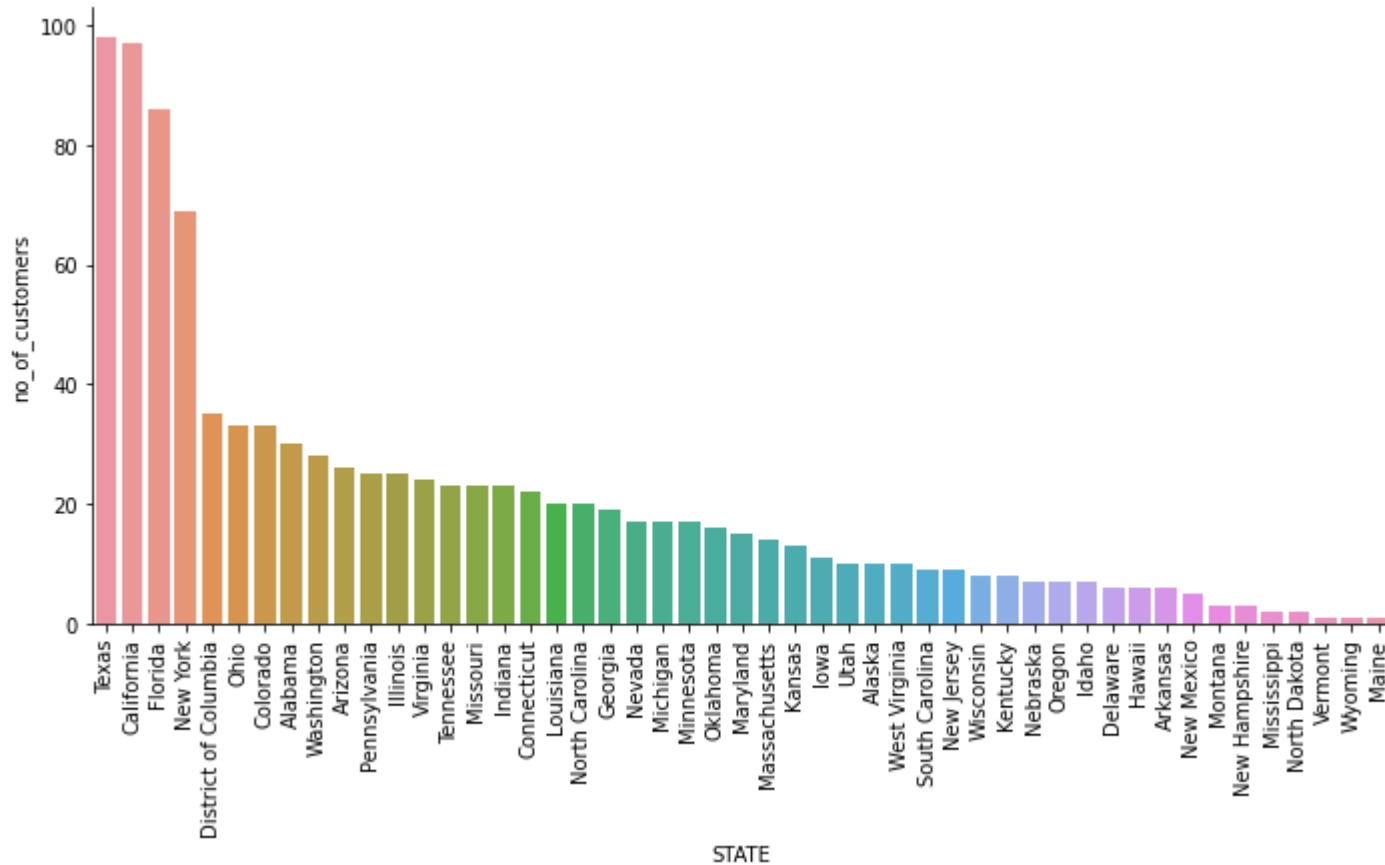
Business Overview

Total Revenue	Total Orders	Total Customers	Avg Rating
32.2 M	1000	94	3.1
Last Qtr Revenue	Last Qtr Orders	Avg Days to Ship	% Good Feedback
5.52 M	199	105	56%



Customer Metrics

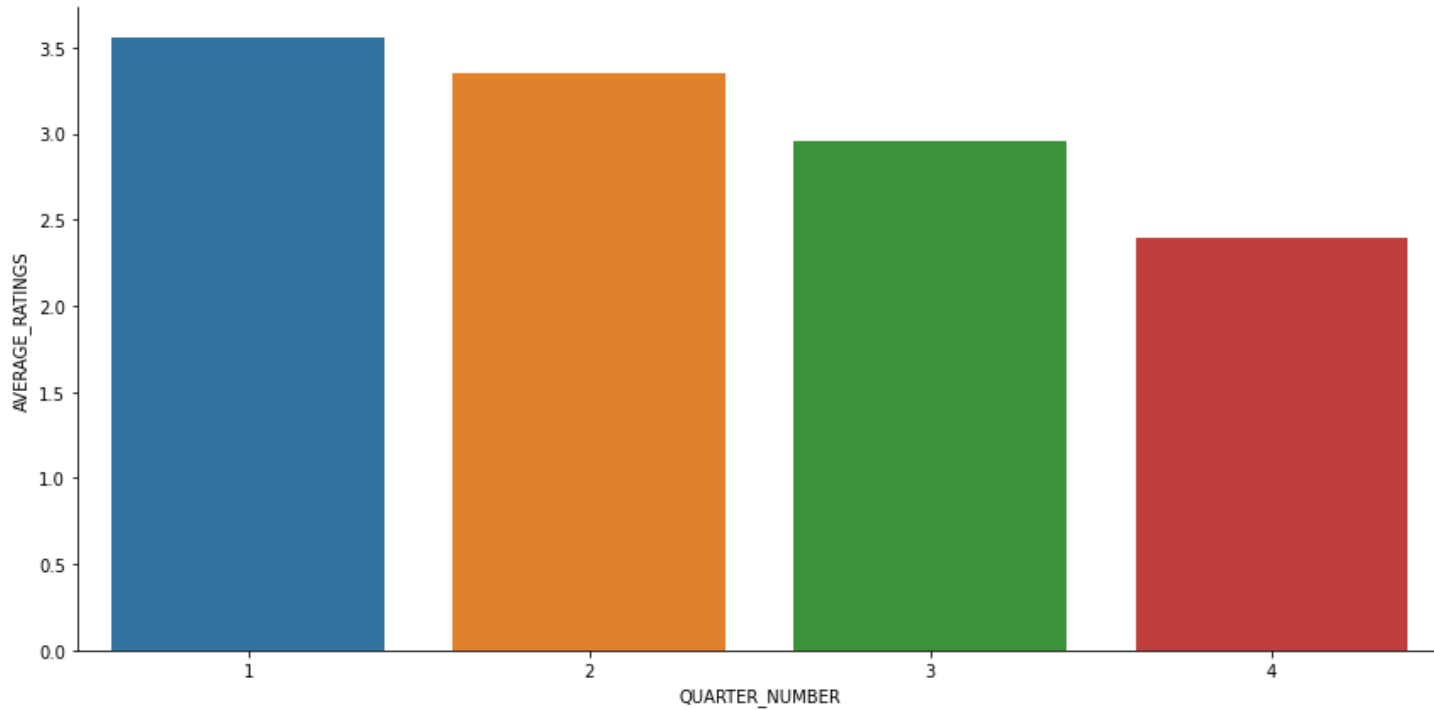
Distribution of Customers across States



Observations

- Top four states with the most customers are Texas, California, Florida, & New York.
- The customers from these four states incredibly surpass the other states by at least double

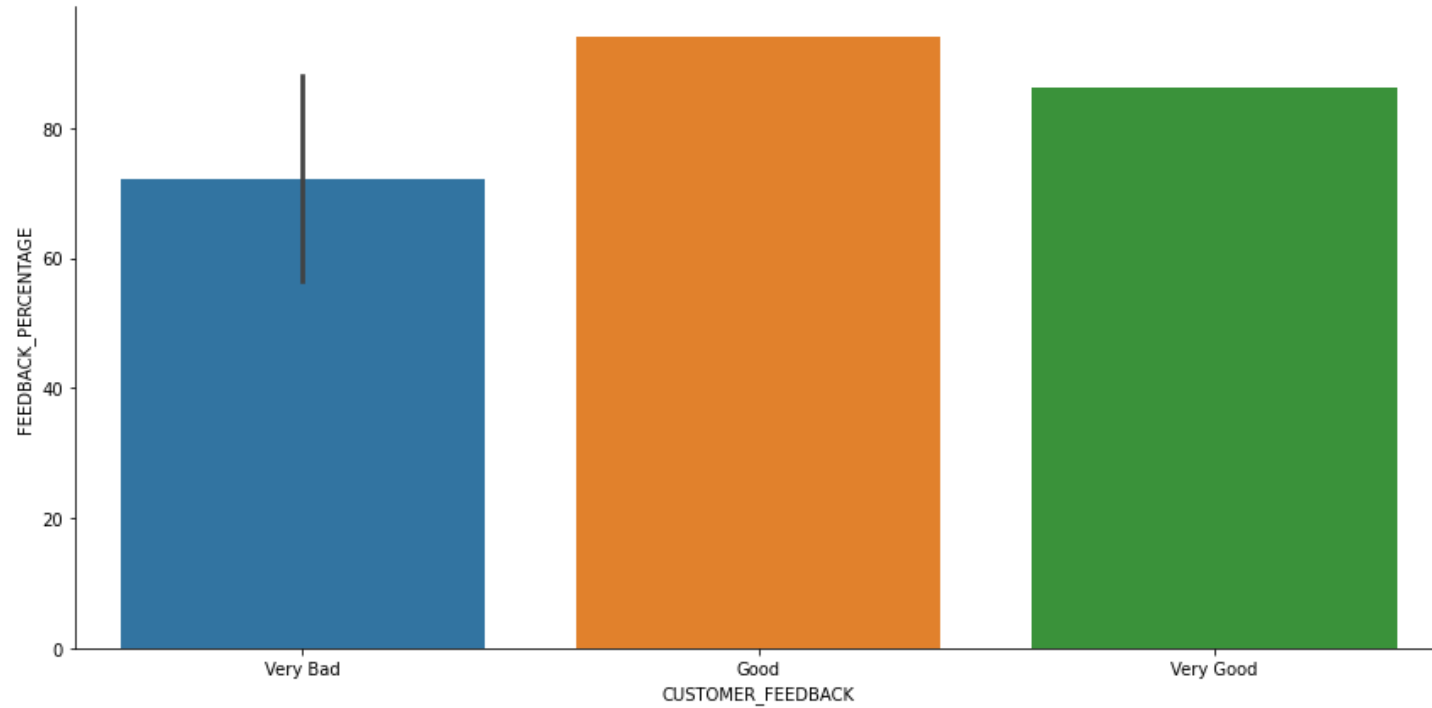
Average Customer Ratings by Quarter



Observations

- The highest average rating in this period is 3.6 while the lower is 2.4, in 1st and 4th quarters, respectively.
- There has been a continuous decline in the average customer rating from 1st to 4th quarter

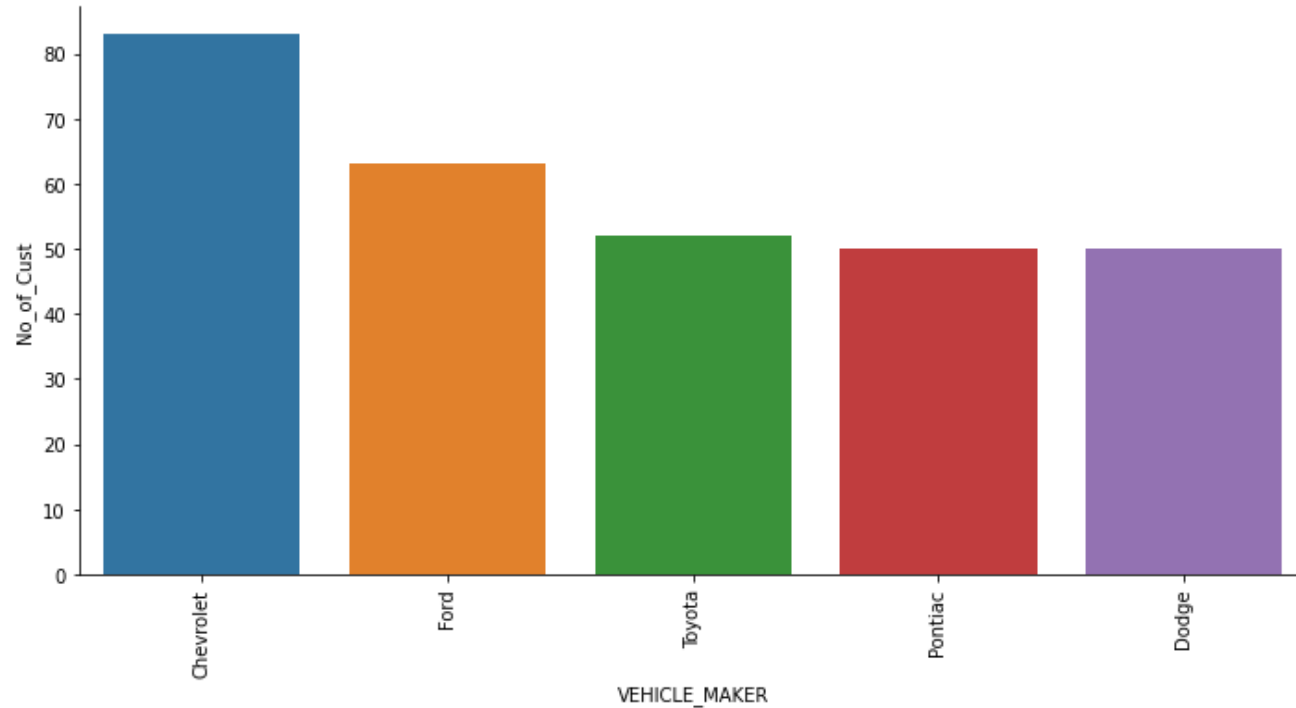
Trend of Customer Satisfaction



Observation

- The most rating given is a “Good” rating

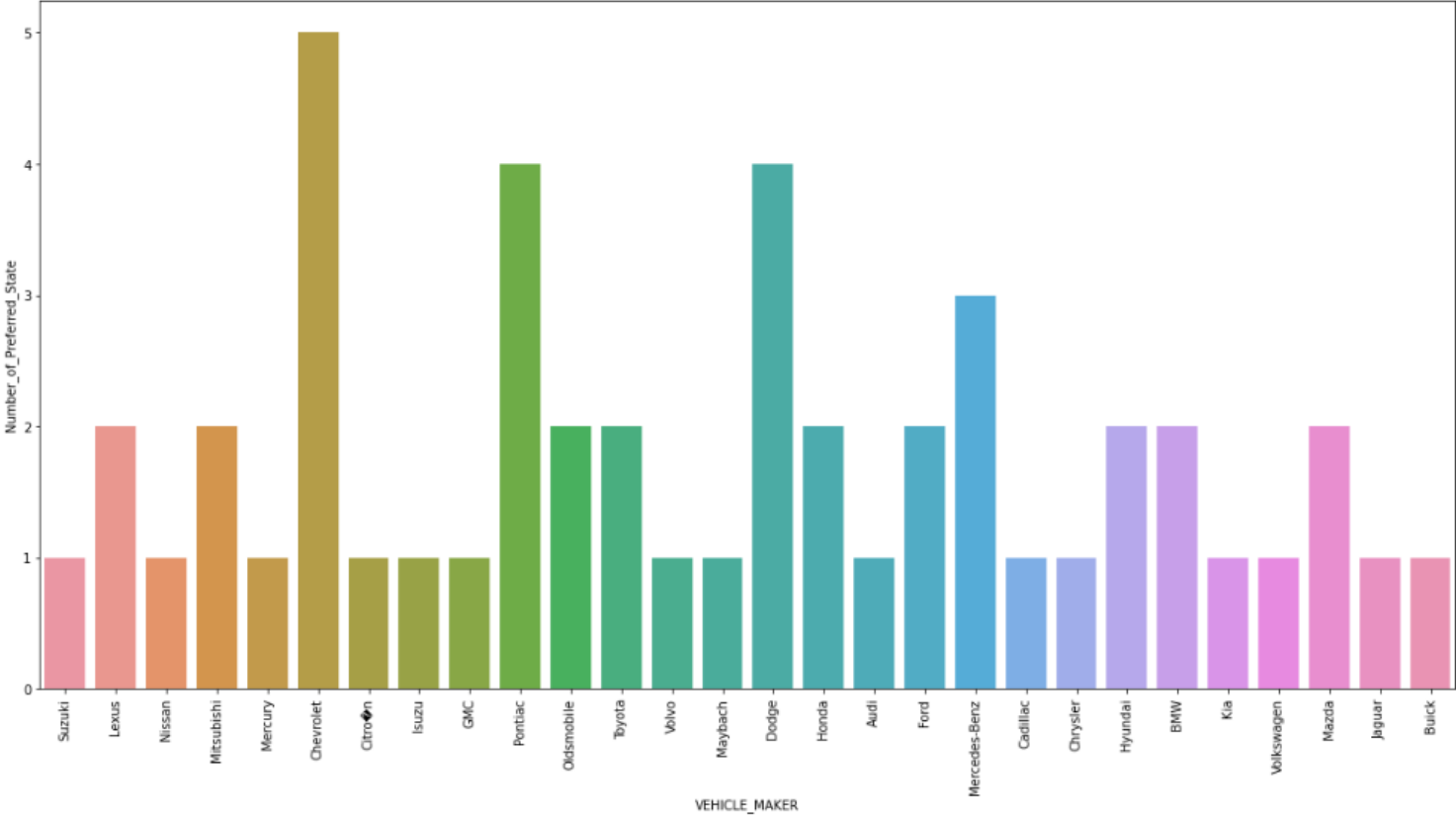
Top Vehicle Makers Preferred by Customers



Observation

- Chevrolet is the most preferred car, followed by Ford, Toyota, Pontiac, and Dodge

Most Preferred Vehicle Make in Each State



VEHICLE_MAKER	STATE
Suzuki	Alabama
Lexus	Alaska
Nissan	Arizona
Mitsubishi	Arkansas
Mercury	California
Chevrolet	Colorado
Citroën	Connecticut
Isuzu	Delaware
GMC	District of Columbia
Pontiac	Florida
Oldsmobile	Georgia
Toyota	Hawaii
Volvo	Idaho
Maybach	Illinois
Pontiac	Indiana
Dodge	Iowa
Honda	Kansas
Audi	Kentucky
Ford	Louisiana
Mercedes-Benz	Maine
Pontiac	Maryland
Chevrolet	Massachusetts
Dodge	Michigan
Oldsmobile	Minnesota

VEHICLE_MAKER	STATE
Dodge	Mississippi
Mitsubishi	Missouri
Chevrolet	Montana
Cadillac	Nebraska
Chevrolet	Nevada
Chrysler	New Hampshire
Hyundai	New Jersey
Pontiac	New Mexico
Ford	New York
BMW	North Carolina
Hyundai	North Dakota
Mercedes-Benz	Ohio
Toyota	Oklahoma
Lexus	Oregon
BMW	Pennsylvania
Kia	South Carolina
Honda	Tennessee
Volkswagen	Texas
Chevrolet	Utah
Mazda	Vermont
Jaguar	Virginia
Mercedes-Benz	Washington
Mazda	West Virginia
Dodge	Wisconsin
Buick	Wyoming

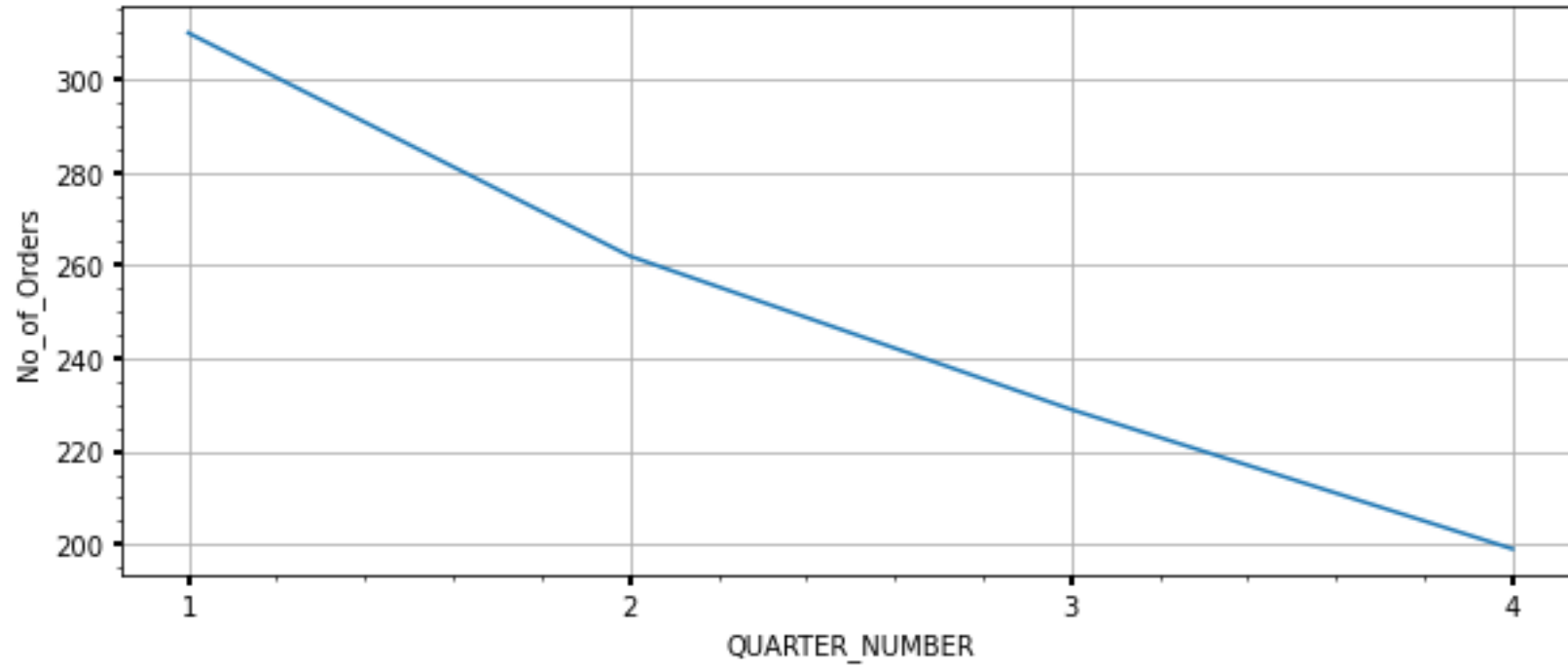
Observation

- Chevrolet is most preferred in 5 different states, Pontiac & Dodge in 4 states, while Mercedes Benz is most preferred in 3 states.



Revenue Metrics

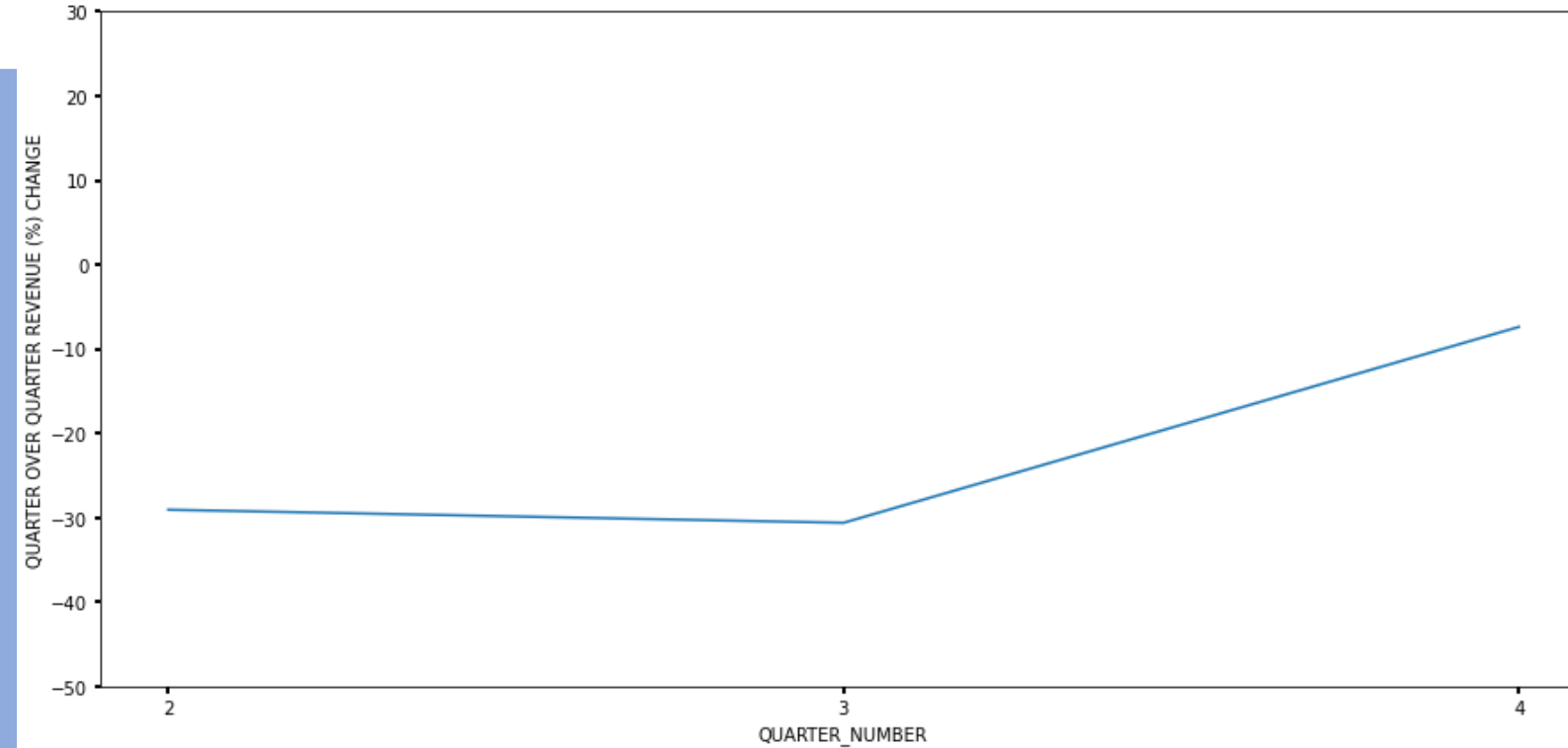
Trend of Purchases by Quarter



Observation

- There has been a continuous downward trend in purchases from 1st to 4th Quarter

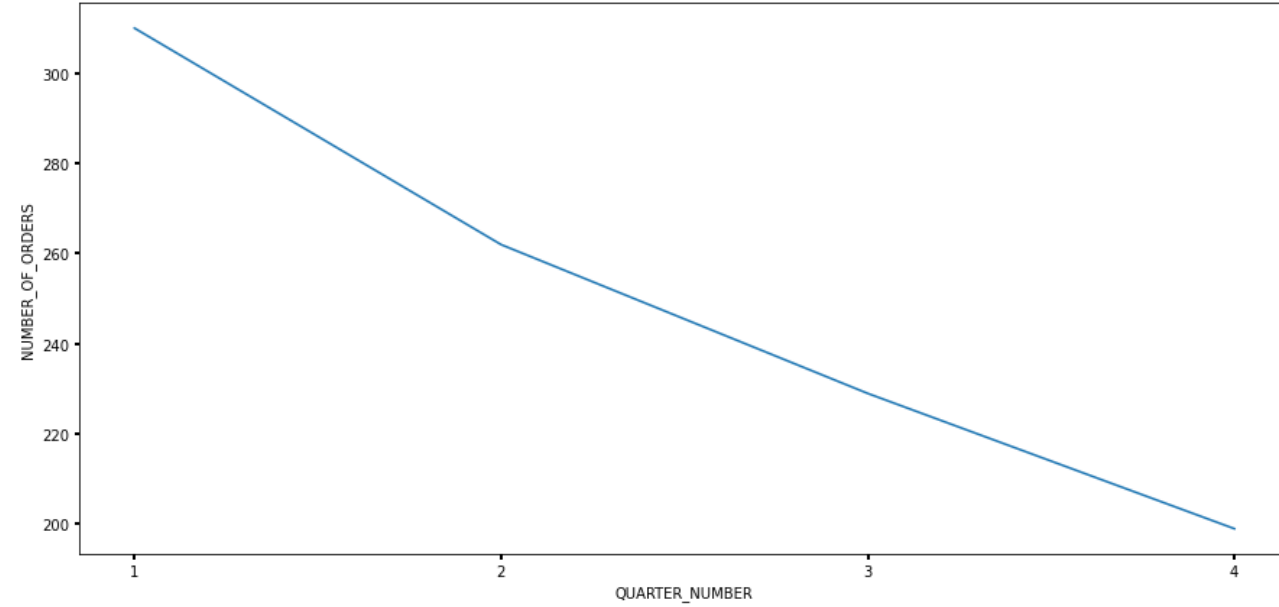
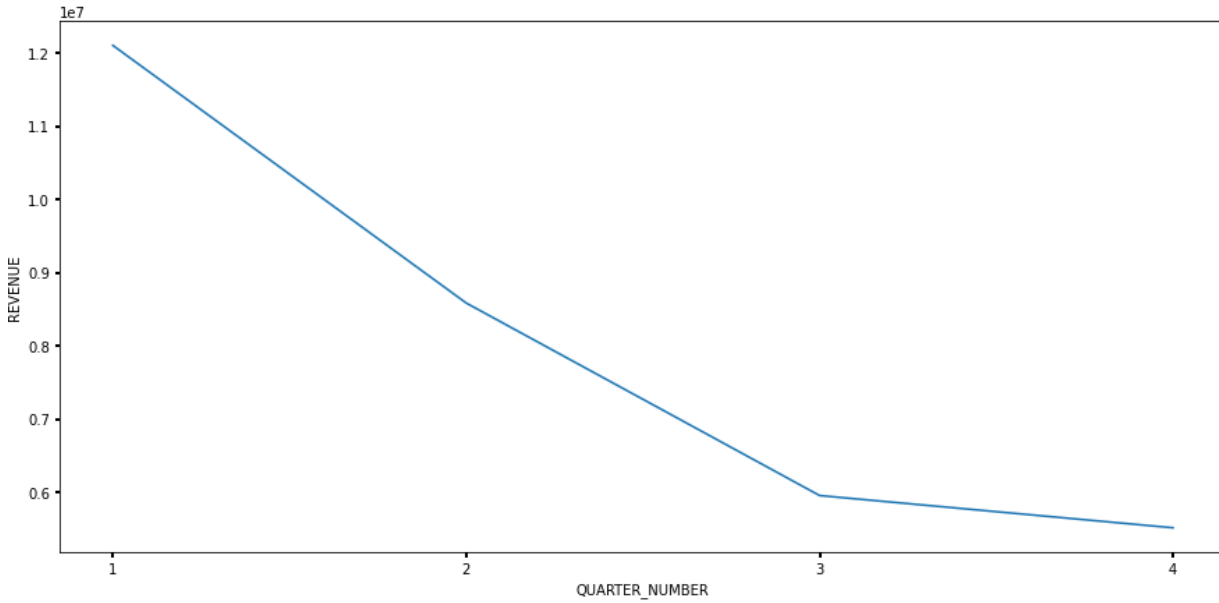
Quarter on Quarter % Change in Revenue



Observation

- There were high changes (both ~30% less) in revenue from 1st to 2nd quarters & 2nd to 3rd quarter
- The change from 3rd to 4th quarter is not as much as the others but still a downward trend

Trend of Revenue and Orders by Quarter



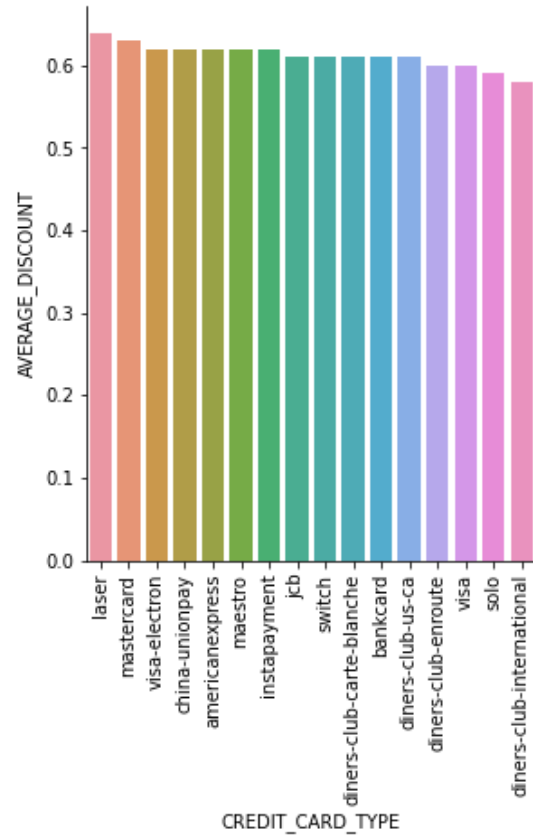
Observation

- There is a high correlation between the revenue and Orders over the different quarters
- Revenue & Orders have both been trending downwards from 1st to 4th quarter



Shipping Metrics

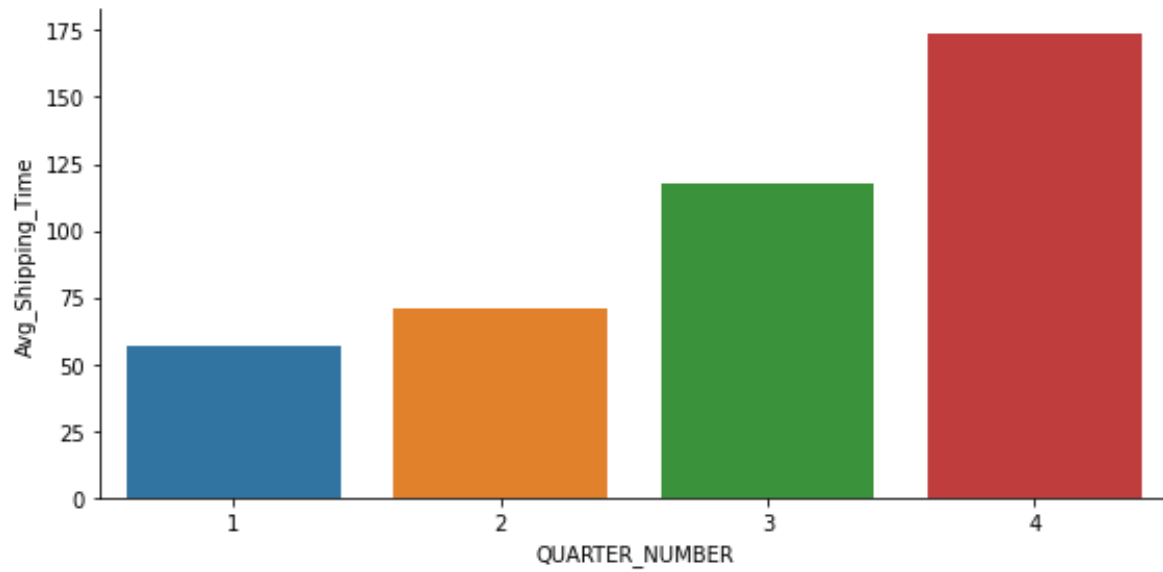
Average Discount Offered by Credit Card Type



Observation

- Laser & Mastercard Credit Cards have the highest discounts
- Diners-Club-International Credit Card has the lowest discount

Time Taken to Ship Orders by Quarter



Observation

- The average shipping time has continually increased from 1st to 4th quarter from 57 days to 174 days.



Conclusions

Conclusions

1

There has been a continuous decrease in the average rating from customers

2

The bulk of customers are predominant in four states; Texas, California, Florida, & New York

3

There has been a continuous decrease in the number of orders and revenue over the past four quarters

4

The average shipping time has been on the rise from 1st to 4th quarter



Recommendations

Recommendations

1

Customers who **ordered once** should be offered **greater promotions/discounts** on their next purchases

2

Marketing strategies should be developed to **expand to states with limited customers** e.g., Vermont, Wyoming, Maine

3

Consider offering an **equal discount** to all types of credit cards

4

Efforts should be made to **expedite shipping of cars** to customers



Thank you!