SQL and Databases:

New Wheels Project Report

Business Overview



Total Revenue

124.7 M

Total Orders

1000

Total Customers

994

Avg Rating

3.1

Last Qtr Revenue

23.3 M

Last Qtr Orders

199

Avg Days to

~51

% Good Feedback

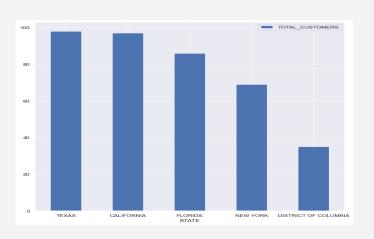
22%



Customer Metrics

Distribution of Customers across States



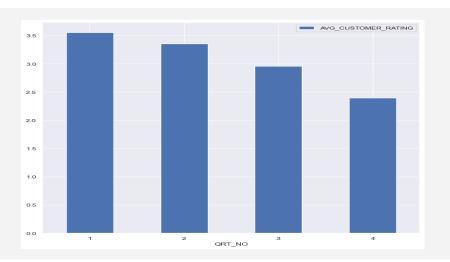


Observations / Findings

• There are 994 (unique) customers. Top 5 states based on customer numbers are California (97), Texas (97), Florida (86), NewYork (69), District of Columbia (35).

Average Customer Ratings by Quarter





Observations / Findings

• The QOQ average customer ratings have dropped every quarter since Q1 2018. In Q1 average customer ratings were ~3.56 and in Q4, the ratings has dropped to ~2.4.

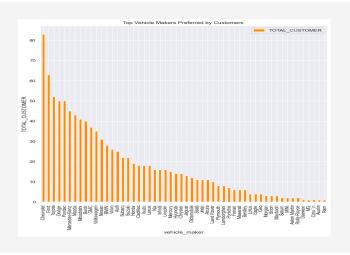
Trend of Customer Satisfaction



Customer satisfaction has declined in 2018 enormously. While in Q1 customer feedback for "Good" and "Very Good were 356 and 465. In Q4 customer feedback for "Good" and "Very Good" were 80 and 100. While in Q1, 70 customers provided "Bad" feedback, in Q4, 116 customers provided "Bad" feedback.

Top Vehicle makers preferred by customers





Observations / Findings

• Top 5 Vehicle makers prefered by customers were Chevrolet, Ford, Toyota, Pontac, Dodge.



Revenue Metrics

Trend of purchases by Quarter



QRT_NO	TOTAL_ORDERS	REVENUE
1	310	26,303,154
2	262	21,397,979
3	229	19,514,387
4	199	15,130,776

Observations / Findings

• We saw the sharpest revenue decline in the 4th quarter as ~23%. The revenue has been declining QOQ since beginning of the year.



Shipping Metrics

Average discount offered by Credit Card type



Top 3 average discounts offered by Credit Card type are; Laser, Mastercard, Maestro.

Observations / Findings

 Average discount offered by Laser were 0.64%, average discount offered by Mastercard were 0.63% and average discount offered by Maestro were 0.62% accordingly.

Time taken to ship orders by Quarter



QRT_NO	ORDER_TOTAL	DIFF_BETWEEN_ORDDT_SHIPDT
1	310	-196
2	262	-231
3	229	-1882
4	199	-9385

Observations / Findings

• New Wheels Ship to Order Date has increase enormously in the Q3 and Q4.

Insights and Recommendations



- New Wheels have had tough year in 2018.
- Number of orders, revenues, and customer satisfaction has declined sharply.
- Conducting customer surveys related to customer satisfaction may shed some light on customer dissatistaction.