

SQL and Databases



Project Report

By: Harshavardhana Shridhar Bhat
Batch – AIML Online December 2023 A

Business Overview



Total Revenue

124.71 M



Total Orders

1000



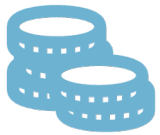
Total Customers

994



Average Rating

3.135



Last Quarter Revenue

23.347 M



Last Quarter Orders

199



Average Days to Ship

97.964



% Good Feedback

44.1%

Customer Metrics

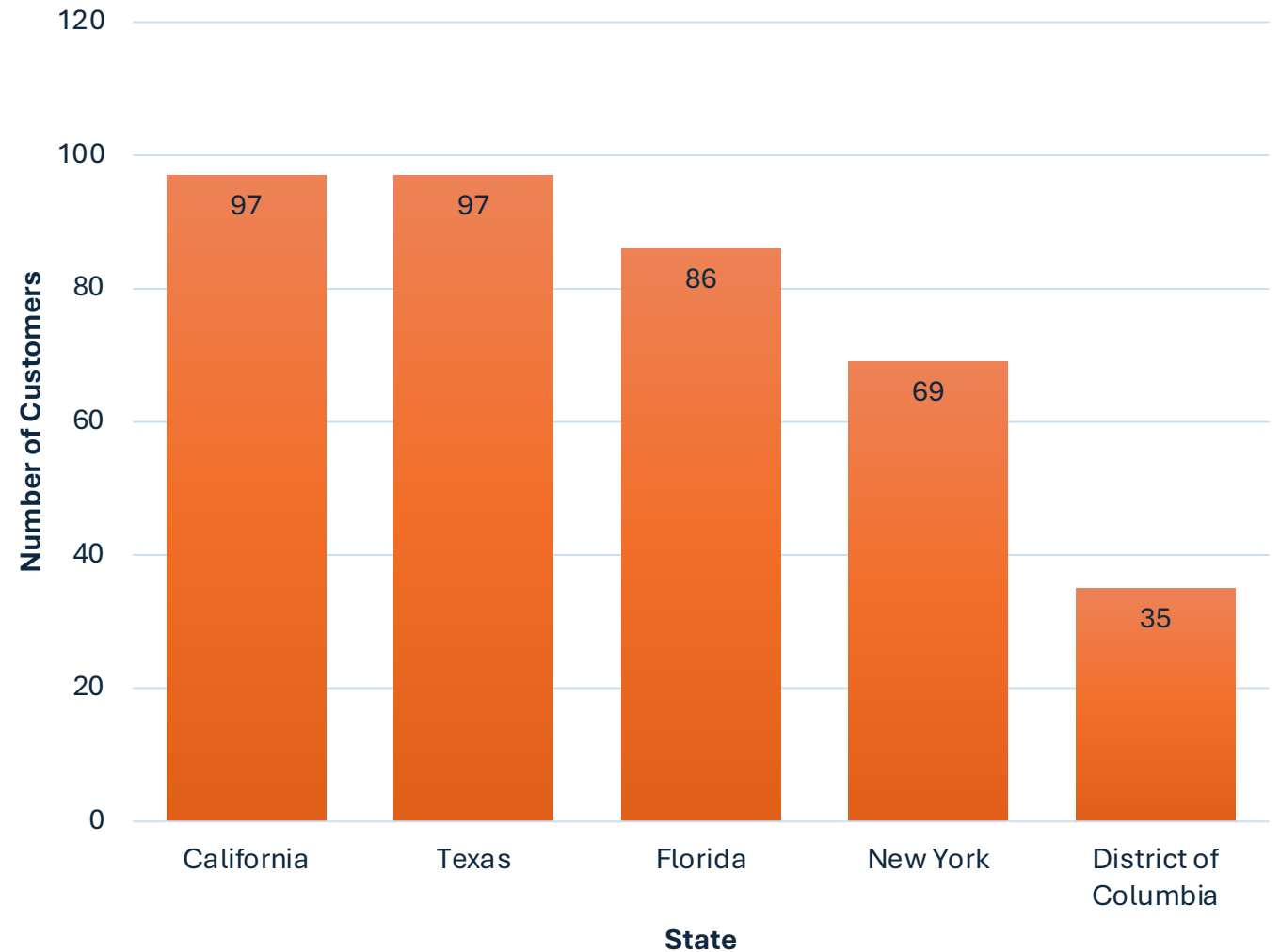


Distribution of Customers across States

Key Findings

- California and Texas lead with 97 customers each.
- Florida follows closely with 86 customers.
- New York has 69 customers
- District of Columbia has 35 customers and other states have fewer than 33 customers

Top 5 States with Most Customers

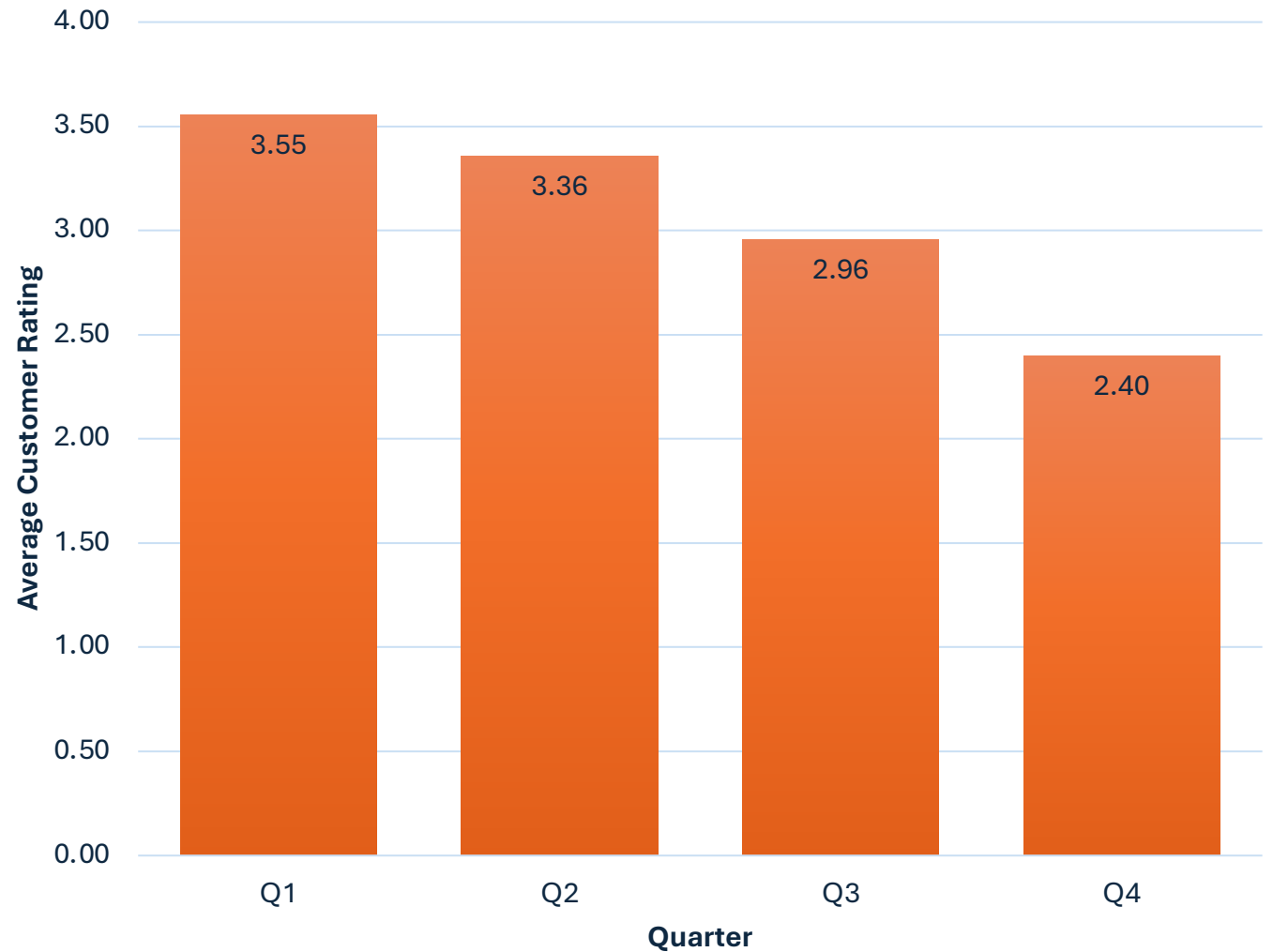


Average Customer Ratings by Quarter

Key Findings

- Throughout the year, the average customer rating demonstrates a declining trend.
- Achieved an average rating of 3.55 in Q1.
- Maintained a slightly lower average rating of 3.35 in Q2.
- Q3 and Q4, experienced further declines, with average ratings of 2.95 and 2.39, respectively.

Average Customer Ratings by Quarter

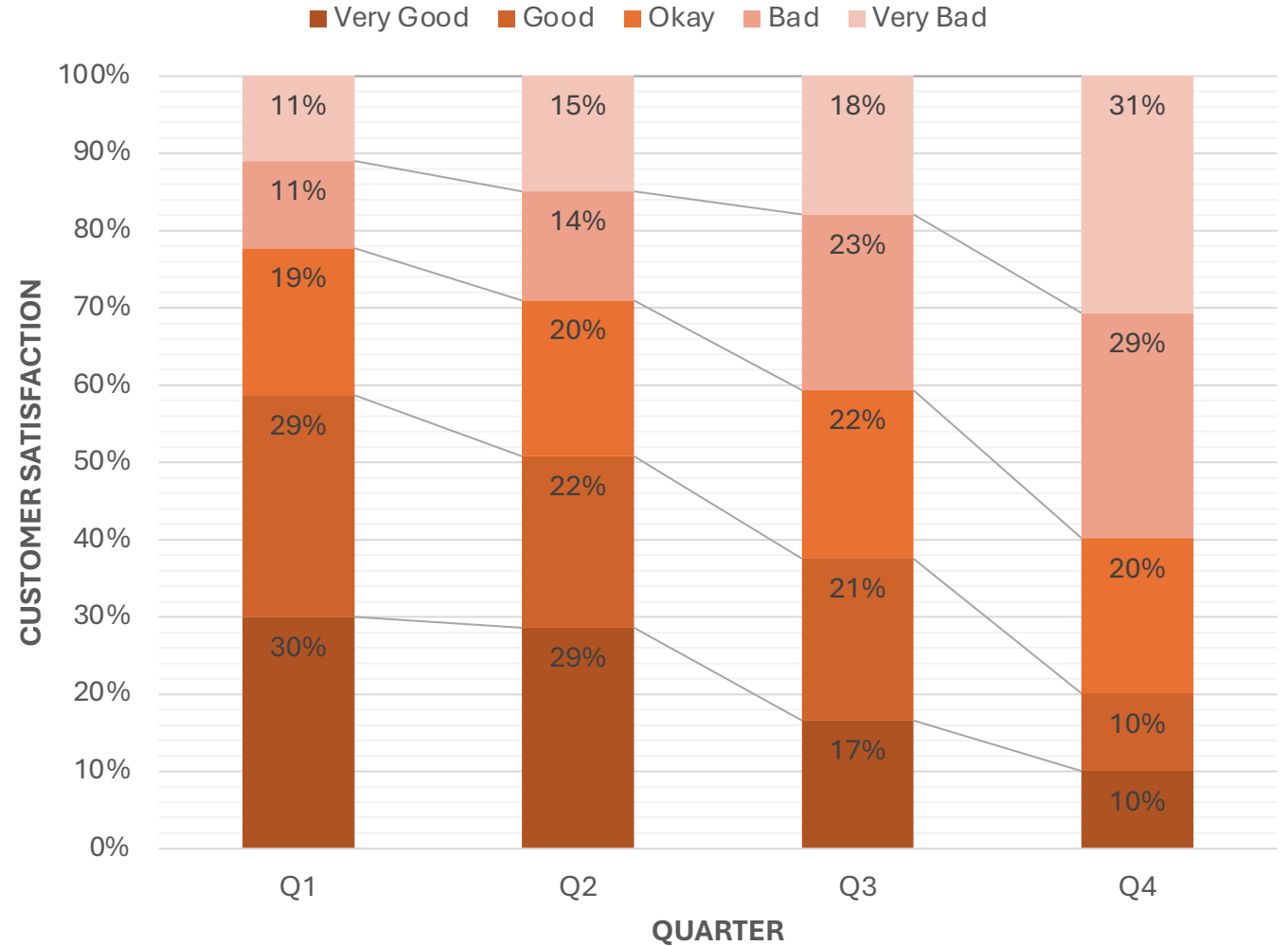


Trend of Customer Satisfaction

Key Findings

- Quarter by quarter, there has been a gradual decline in customer satisfaction throughout the year.
- There was a slight decrease in the “Very Good” rating between Q1 and Q2.
- “Very Good” and “Good” ratings declined from 30% in Q1 to 10% in Q4.
- The “Okay” category remained steady at around 20% throughout all quarters.
- However, “Very Bad” and “Bad” ratings surged from 10% in Q1 to 30% in Q4.
- Between Q1 and Q2, there is slight decrease in ‘Very Good’ rating.

Declining Trend of Customer Satisfaction

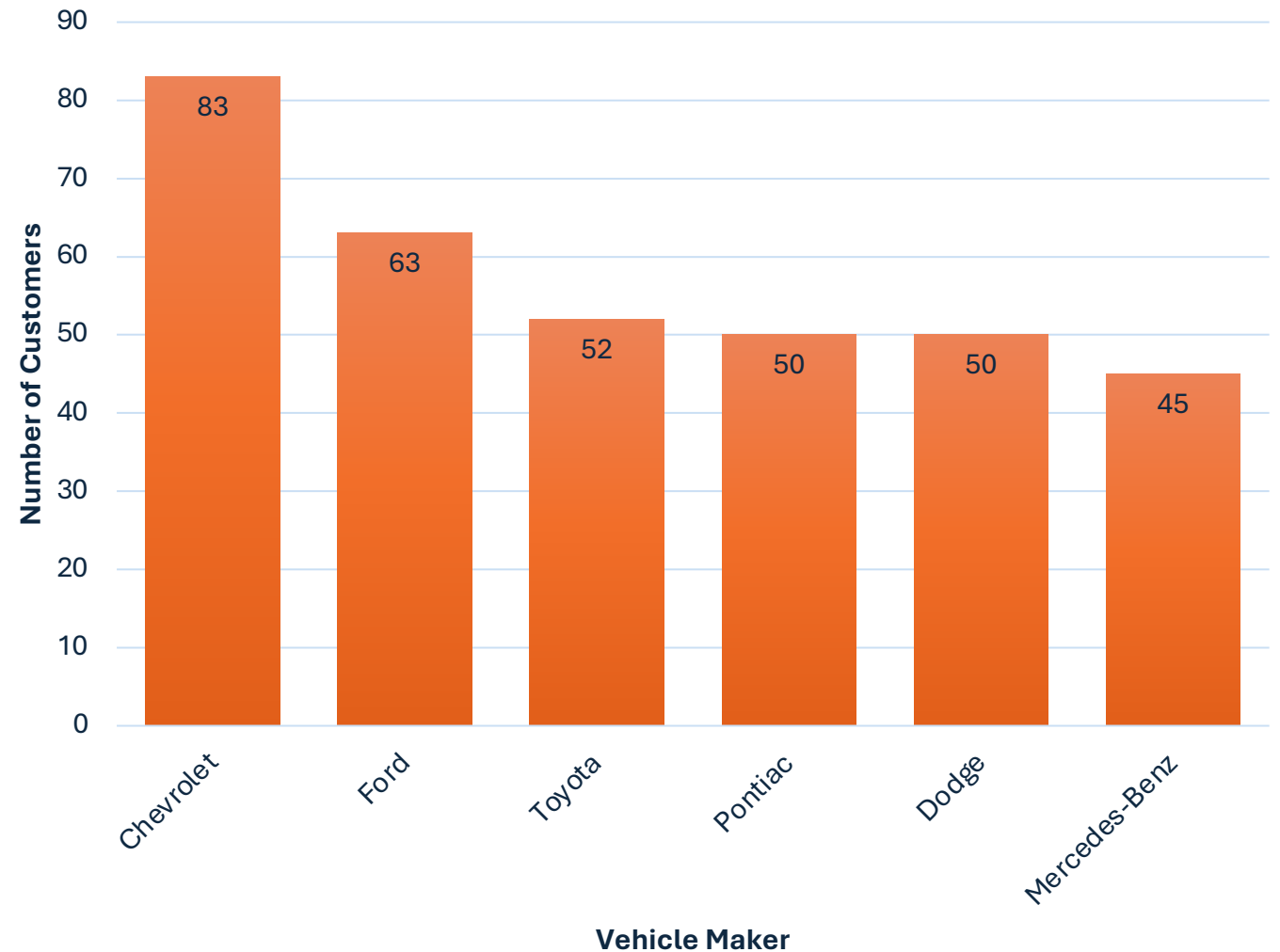


Top Vehicle Makers Preferred by Customers

Key Findings

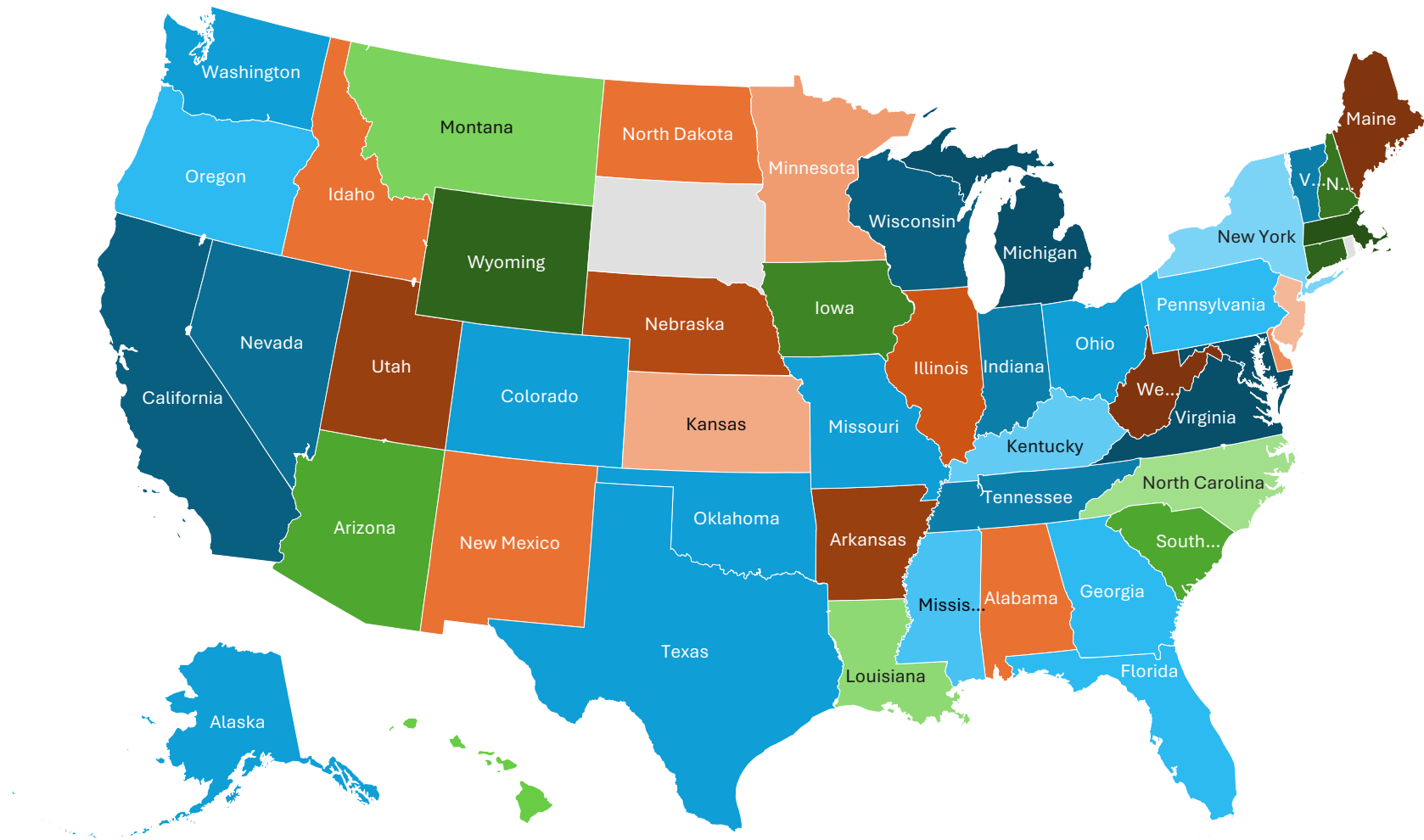
- Chevrolet is a prominent vehicle maker with 83 customers.
- Ford has 63 customers.
- Toyota serves 52 customers.
- Both Pontiac and Dodge have 50 customers each.
- Mercedes-Benz has 45 customers.

Top 5 Vehicle Makers with Most Customers

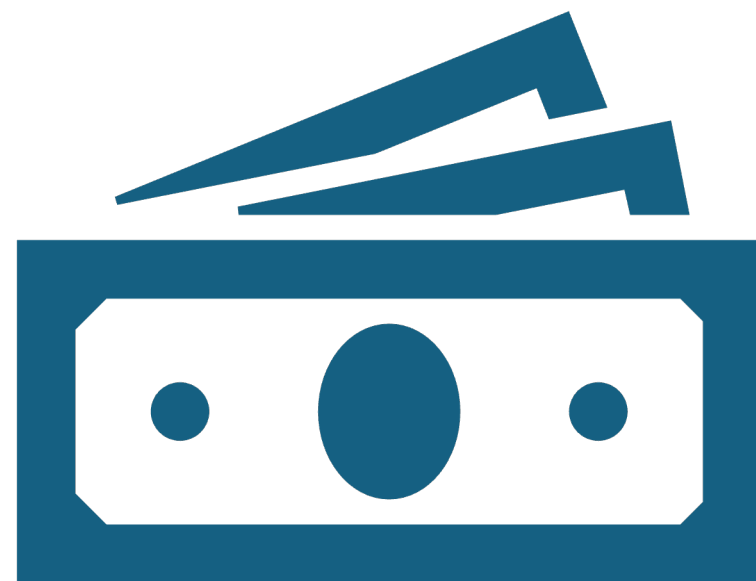


Most Preferred Vehicle Make in Each State

- Dodge
- Chevrolet
- Pontiac, Cadillac
- Chevrolet, Pontiac, GMC, Suzuki, Volkswagen, Mitsubishi
- Nissan, Ford, Dodge, Chevrolet, Audi
- Maserati, Volvo, Chevrolet, Mercury
- Mitsubishi
- Toyota
- Ford, GMC, Toyota, Pontiac, Cadillac, Nissan
- GMC, Chevrolet, Ford
- Mazda
- Isuzu, Subaru, Hyundai, Dodge, Chrysler, Pontiac, Mazda, Ford, Jeep, Porsche, Chevrolet
- Mercedes-Benz, Nissan, Maserati, Buick, Lexus, Ford, Volkswagen, Mazda, Dodge, GMC, Honda, Saab, Suzuki
- Acura, Audi, Ram, Volvo, Nissan, Mercury, Pontiac, Mercedes-Benz
- BMW, Nissan, Kia, Ford, Pontiac
- Mercedes-Benz
- Ford
- Chevrolet, Dodge



Revenue Metrics

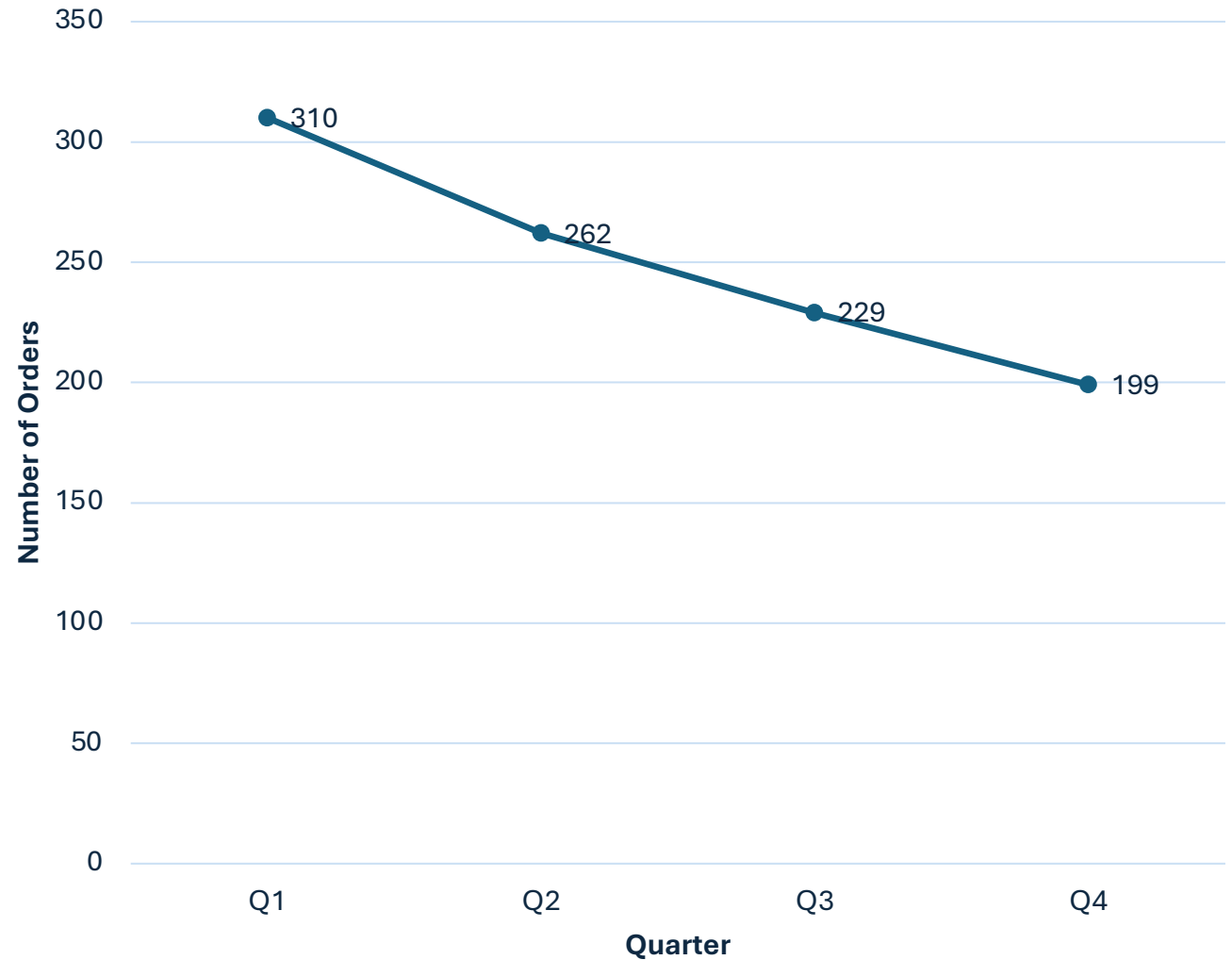


Trend of Purchases by Quarter

Key Findings

- The order volume has exhibited a consistent decline over successive quarters.
- The highest number of orders was recorded in Q1, with 310 orders.
- In Q2, the number of orders decreased to 262.
- The number of orders further decreased to 229 in Q3.
- Q4 had the lowest number of orders, with only 199 orders.

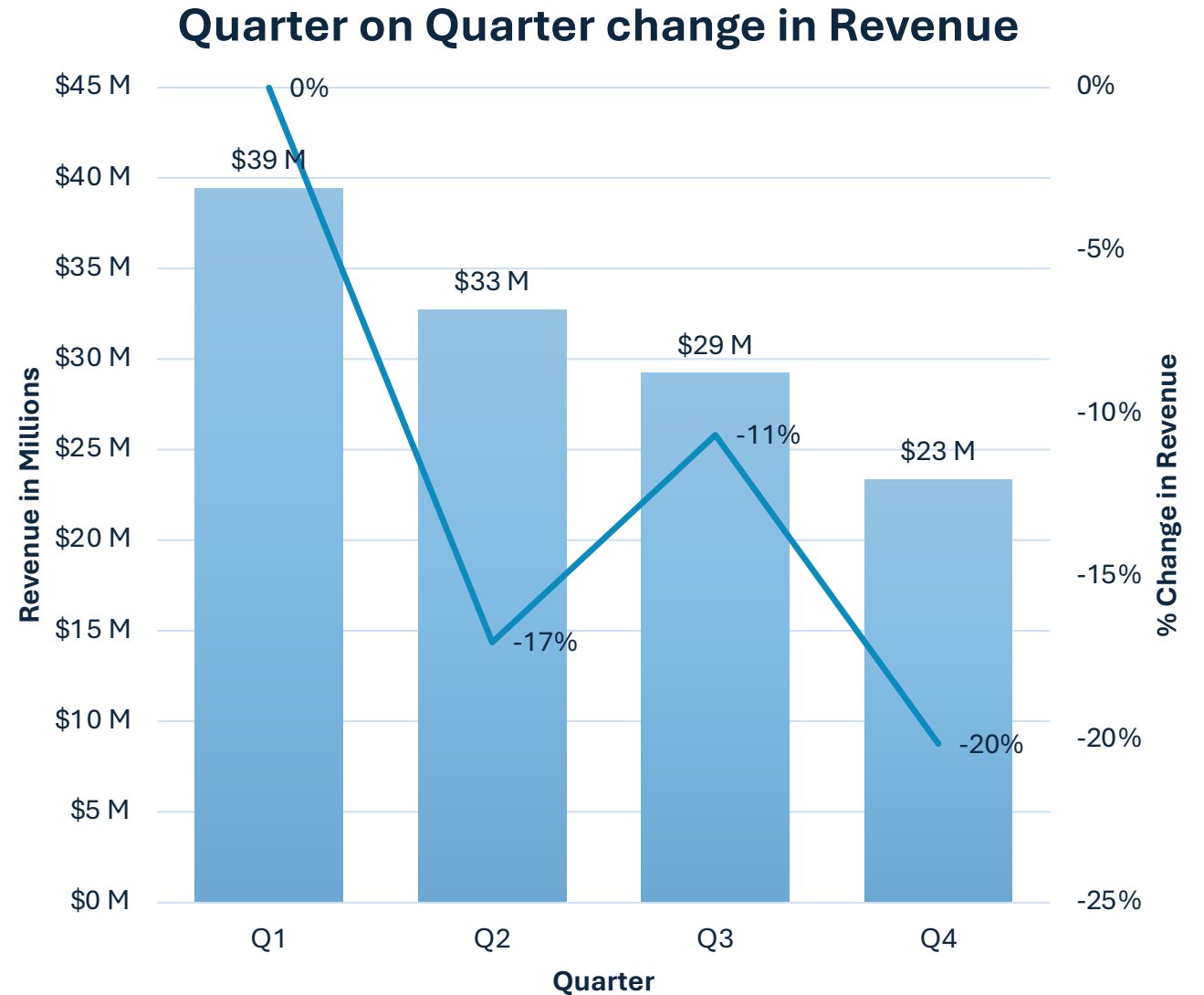
Trend of Purchases by Quarter



Quarter on Quarter change in Revenue

Key Findings

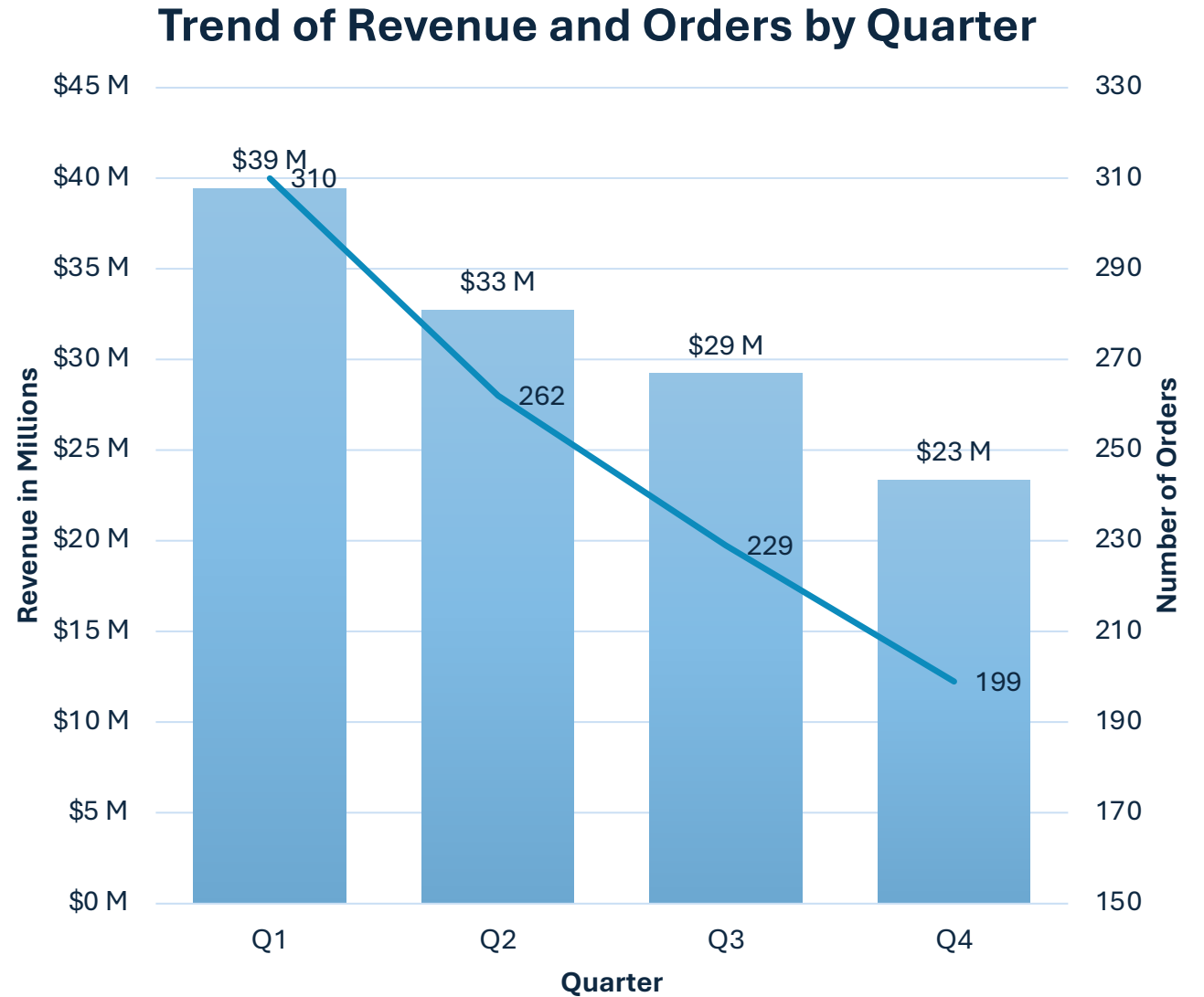
- Overall, there is a gradual decline in revenue from Q1 to Q4:
 - Q1 had the highest revenue of \$39 million.
 - In Q2, there was a 17% decrease from Q1 to \$33 million.
 - In Q3, there was a further 11% decrease from Q2 to \$29 million.
 - Finally, in Q4, there was a strong 20% decline from Q3 to \$23 million.



Trend of Revenue and Orders by Quarter

Key Findings

- Overall, there is a gradual decline in both revenue and orders from Q1 to Q4:
 - Q1 had the highest revenue of \$39 million with 310 orders.
 - In Q2, there was a decrease from Q1 to \$33 million with 262 orders.
 - In Q3, there was a further decrease from Q2 to \$29 million with 229 orders.
 - Finally, in Q4, there was a strong decline in revenue from Q3 to \$23 million with 199 orders.



Shipping Metrics

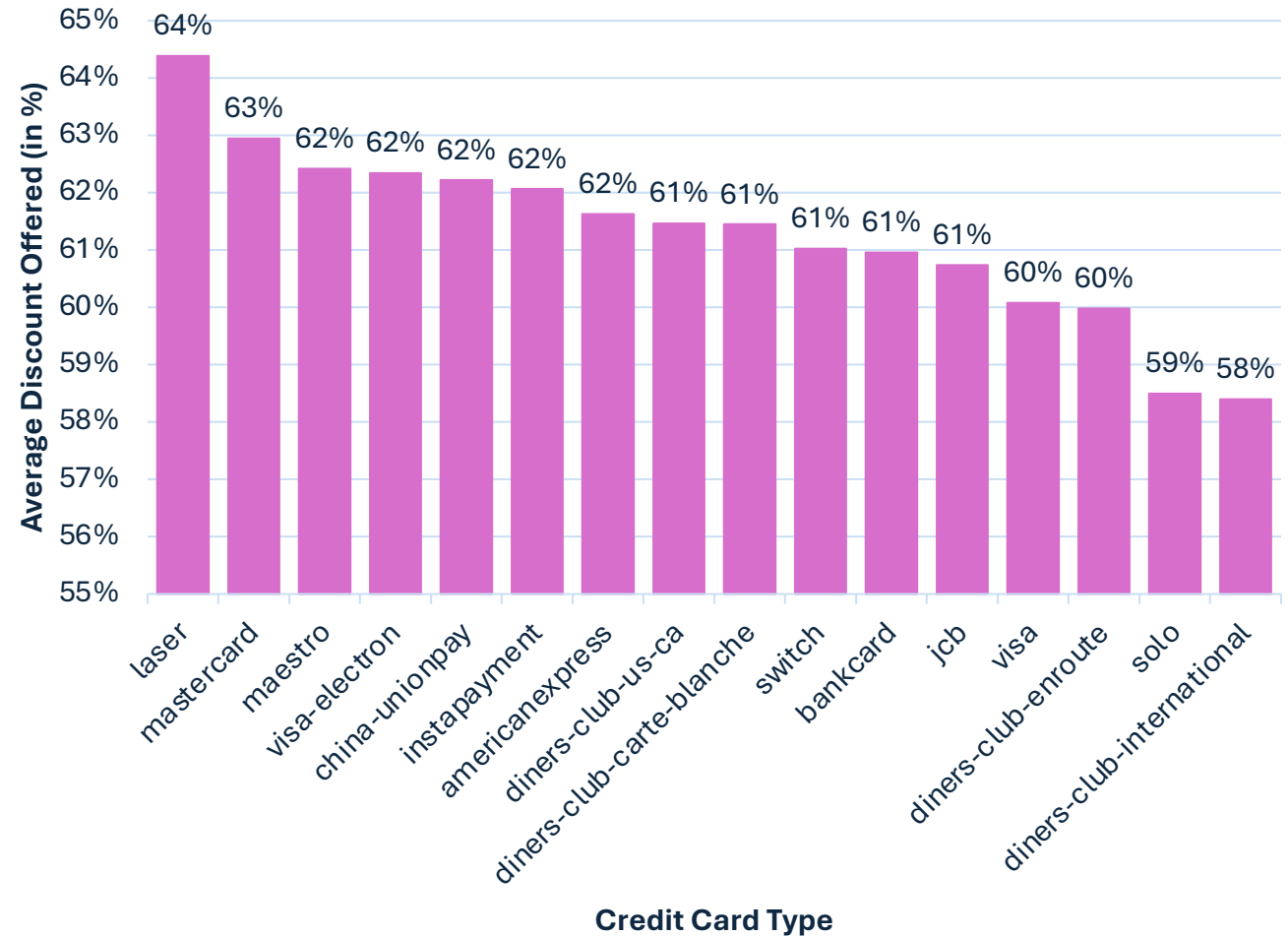


Average Discount offered by Credit Card Type

Key Findings

- Overall, there is no substantial variation in discounts among different credit card types:
 - Laser has the highest average discount of 64%.
 - Diners Club International has the lowest average discount of 58%.
- There are 16 different Credit Card Types

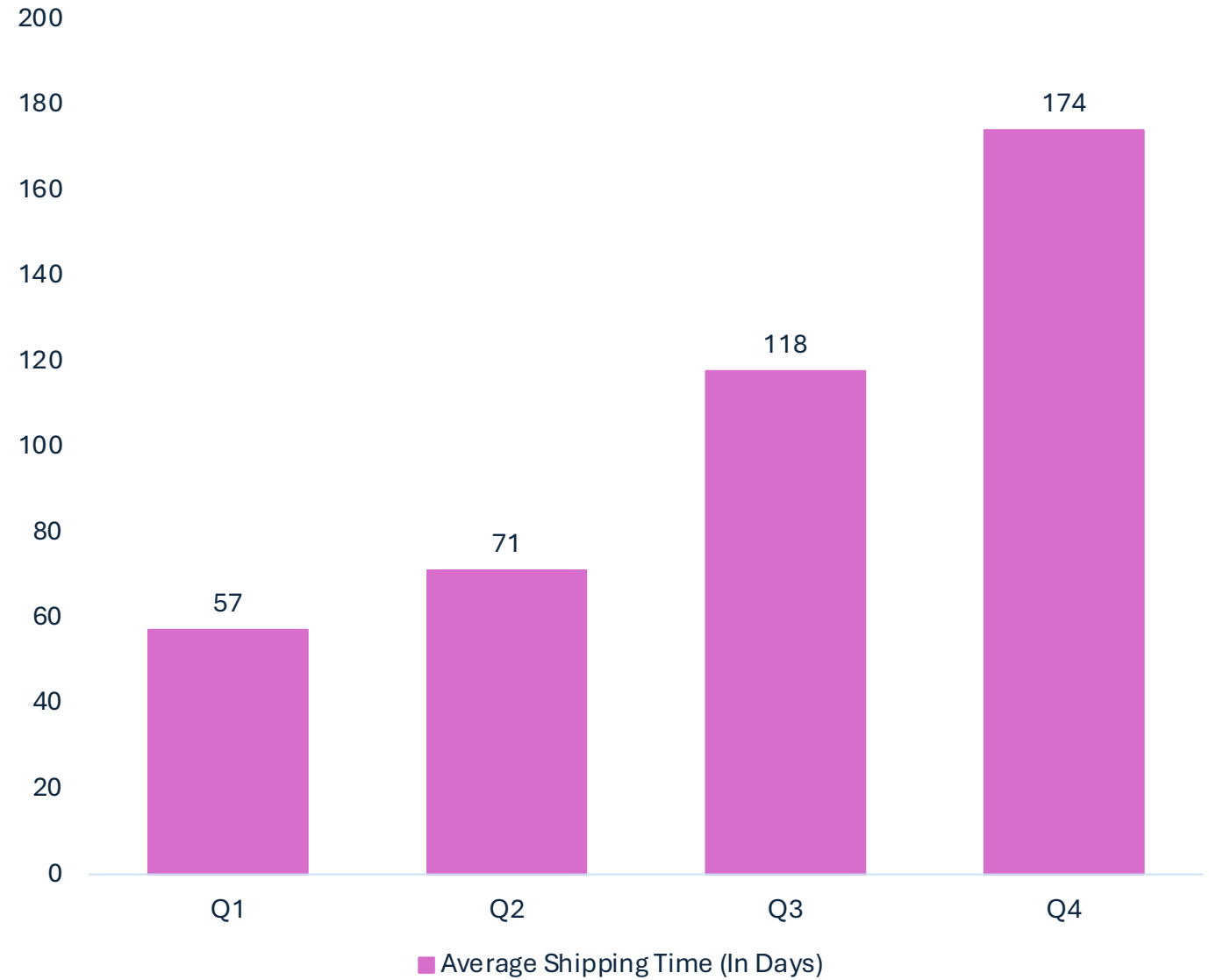
Average Discount offered by Credit Card Type



Time taken to ship orders by Quarter

Key Findings

- Throughout the year, the average time taken to ship orders shows an upward trend:
 - In Q1, the average time was 57 days.
 - In Q2, it increased to 71 days.
 - Further increasing in Q3, the average time reached 118 days.
 - Finally, in Q4, the highest average time taken to ship orders was 174 days.



Insights and
Recommendations



Insights



Revenue Decline: Orders have consistently decreased each quarter, resulting in reduced revenues.



Customer Satisfaction: Customer satisfaction has declined every quarter, leading to a drop in orders.



Shipping Delays Impact: Significant shipping delays have contributed to customer dissatisfaction.



Recommendations



Address Delays: The Shipping department needs immediate attention to reduce significant delays.



Increase Fleet: Consider adding more trucks or expanding the fleet to decrease average shipping time.



Strategic Distribution: Allocate trucks based on customer demand, prioritizing states with the highest number of customers.

