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NEW VEHICLES – QUARTERLY ANALYSIS

Iswarya Laxmi Sabarigirivasan
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Business Overview

Total Revenue

48.61 M

Total Orders

1000

Total Customers

994

Avg Rating

2.86

Last Qtr Revenue

8.57 M

Last Qtr Orders

199

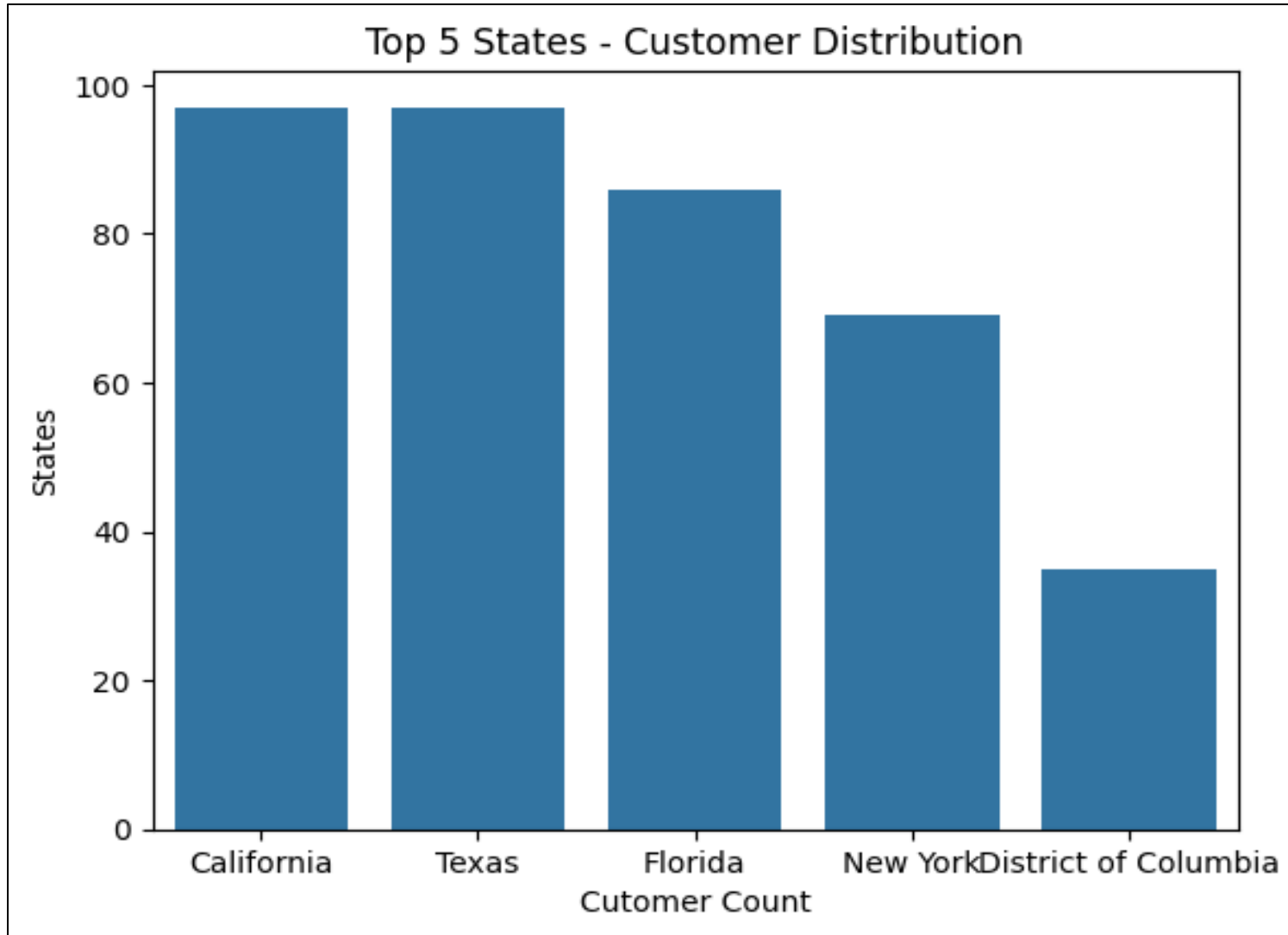
Avg Days To Ship

98

% Good Feedback

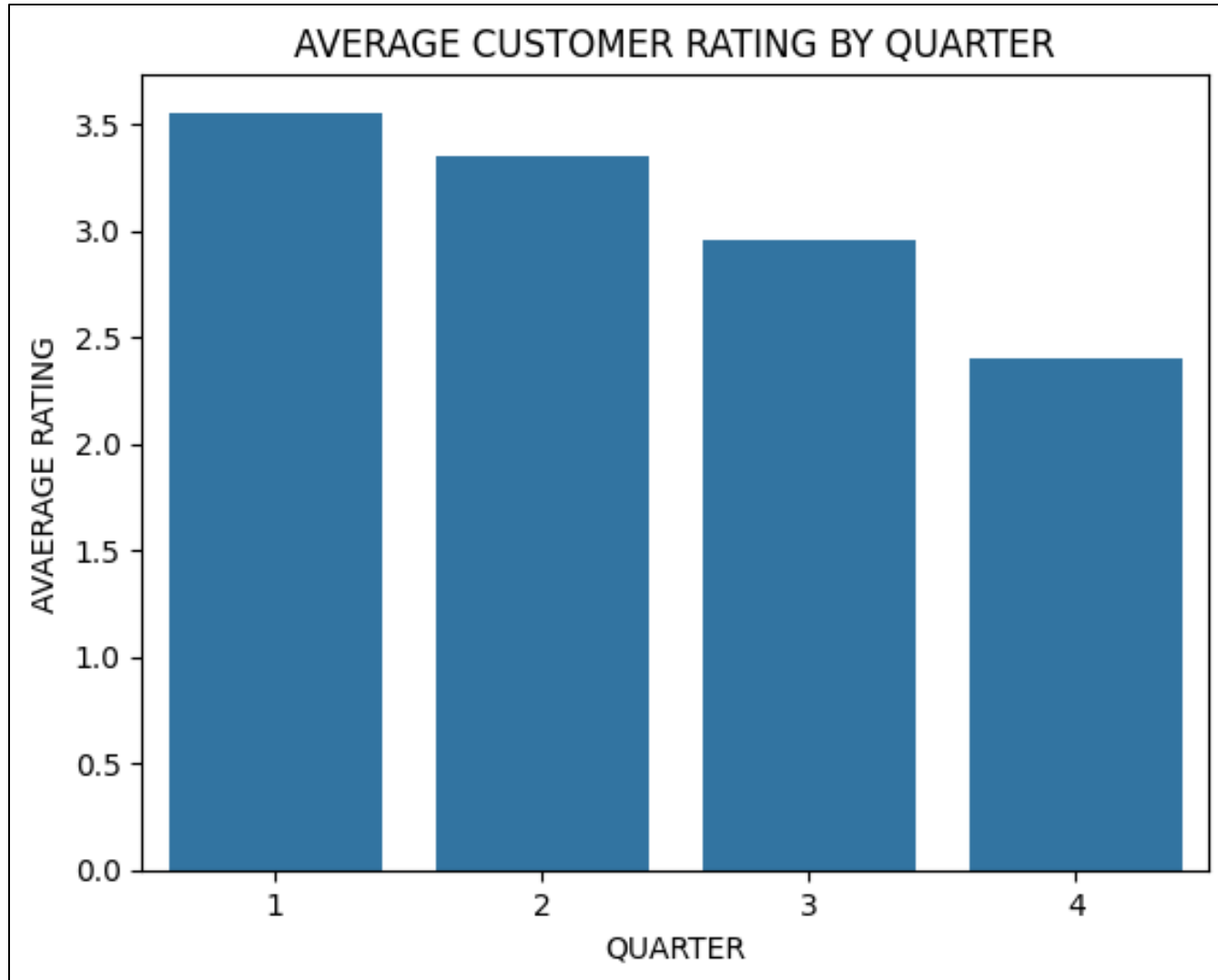
43%

Distribution of Customers across States



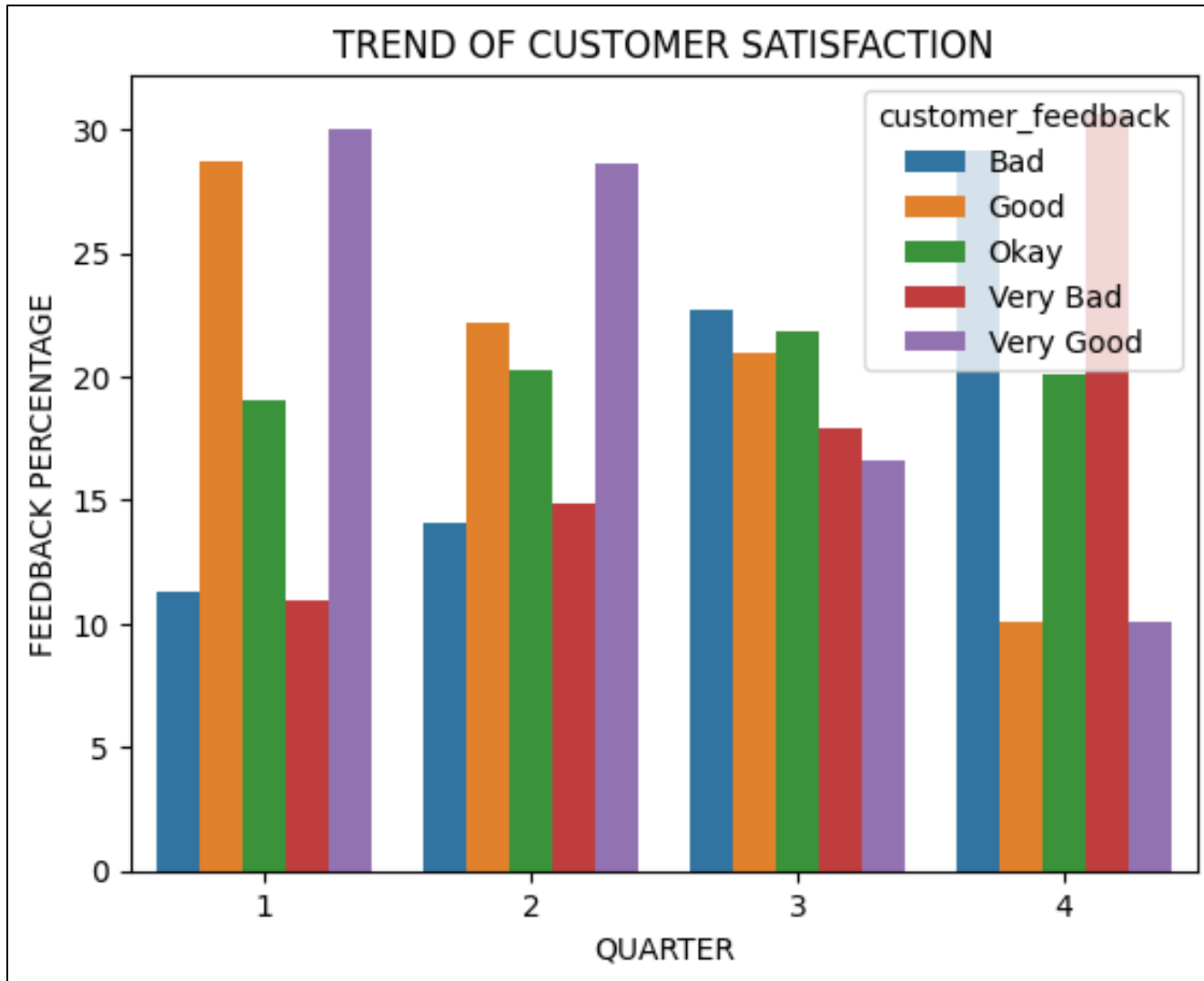
- **California and Texas have the highest customer counts:** Both California (97) and Texas (97) share the highest number of customers. This could indicate a strong market presence in these states, possibly due to factors like larger populations or targeted marketing efforts.
- **Florida has a moderately lower customer count:** Florida (86) has a customer count lower than California and Texas but still significant.
- **New York(69) and District of Columbia(35) have noticeably lower customer counts**

Average Customer Ratings by Quarter



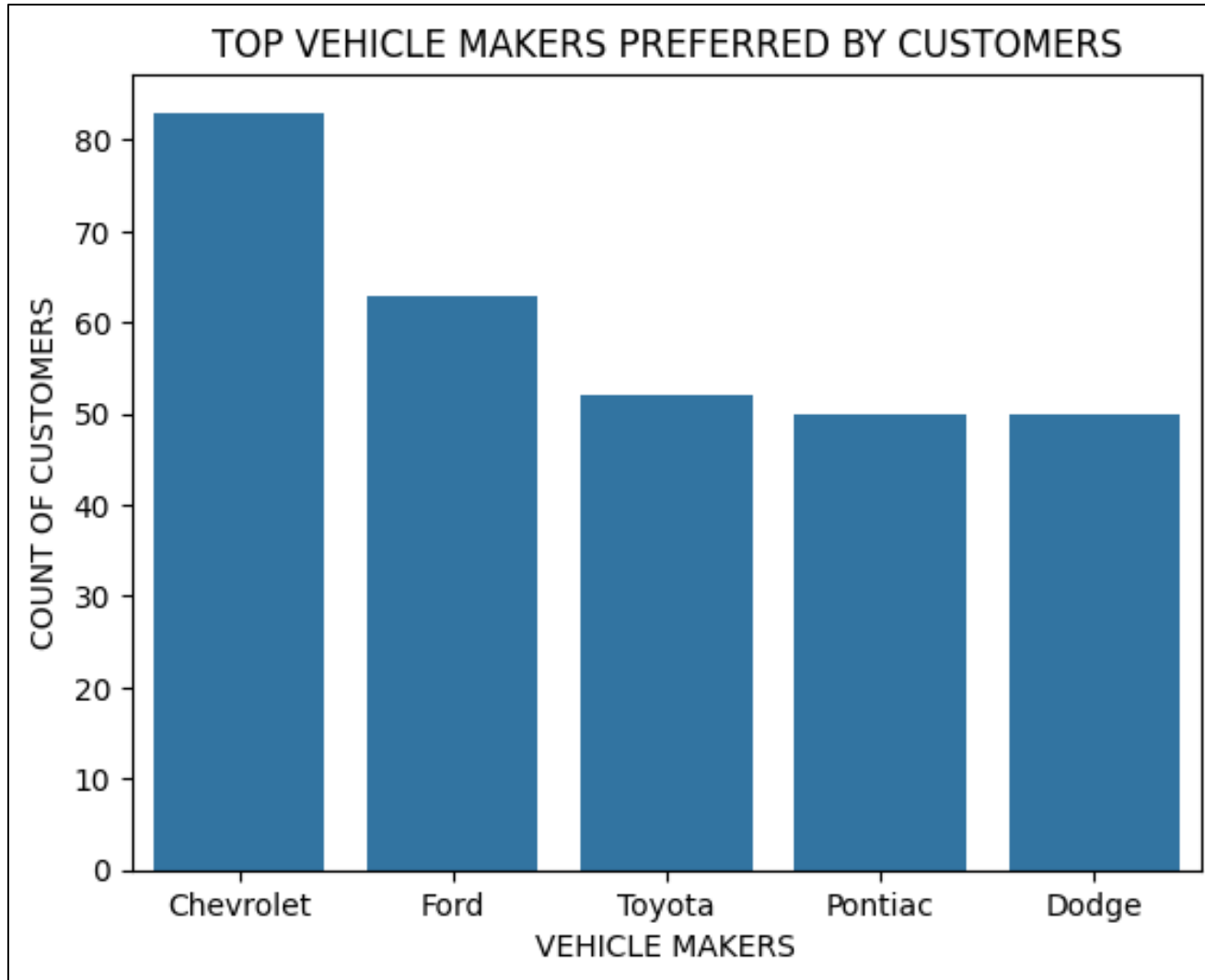
- **Varying Customer Satisfaction:** The customer ratings show a clear difference in satisfaction levels across quarters. Quarter 1 (3.5548) has the highest average rating, while Quarter 4 (2.3970) has the lowest. This suggests there might be factors specific to each quarter influencing customer perception.
- **Decreasing Trend:** The average customer rating appears to be decreasing across quarters ($1 > 2 > 3 > 4$). This indicates a potential decline in customer satisfaction over time. It's crucial to investigate the reasons behind this trend to prevent customer churn.

Trend of Customer Satisfaction



- **Varying Customer Satisfaction:** The customer ratings show a clear difference in satisfaction levels across quarters. Quarter 1 shows good customer satisfaction and declining towards last quarter
- **Decreasing Trend:** The good customer feedback is high and bad feedback is less in the Quarter 1 and shows a negative correlation or trend in the Quarter 4
- The reasons for poor feedback or decrease in customer satisfaction is an important feature to analyze to prevent churn

Top Vehicle makers preferred by Customers



- **Customer Preferences:** The chart indicates that Chevrolet, Ford, Toyota, and Pontiac are the most popular vehicle makers among customers in the United States based on count of customers
- **Relative Popularity:** Chevrolet seems to be the most preferred brand, followed by Ford, Toyota, and Pontiac have fairly equal customer base
- Chevrolet holds significant market among the customers

Most preferred vehicle maker in each State

state	Vehicle_maker	Count_cust omers	Rank_vehic le_maker
Alabama	Dodge	5	1
Alaska	Chevrolet	2	1
Arizona	Pontiac	3	1
Arizona	Cadillac	3	1
Arkansas	Suzuki	1	1
Arkansas	Chevrolet	1	1
Arkansas	Pontiac	1	1
Arkansas	Volkswagen	1	1
Arkansas	Mitsubishi	1	1
Arkansas	GMC	1	1

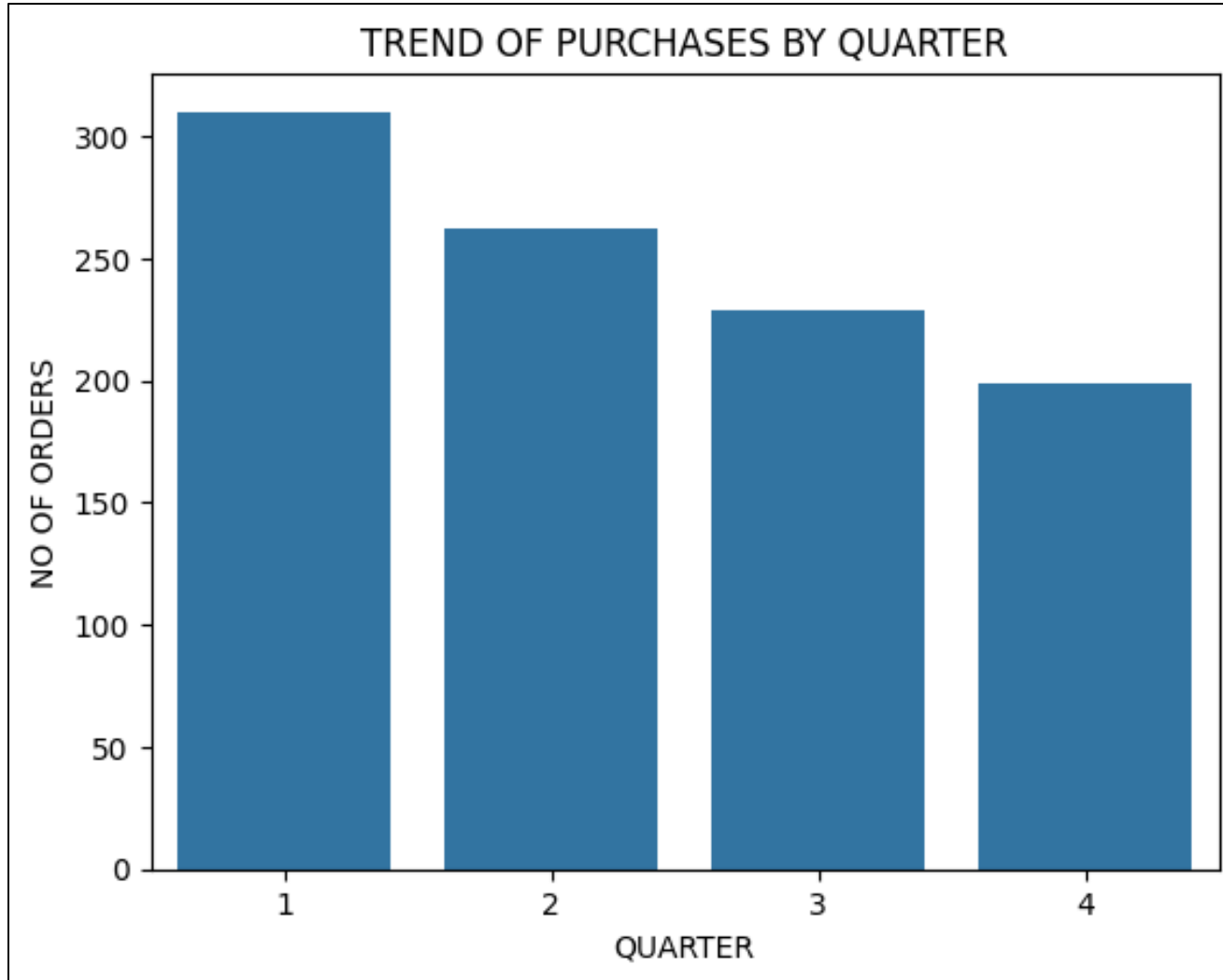
state	Vehicle_ma ker	Count_custo mers	Rank_vehicl e_maker
Illinois	GMC	3	1
Illinois	Chevrolet	3	1
Indiana	Mazda	4	1
Iowa	Chrysler	1	1
Iowa	Chevrolet	1	1
Iowa	Hyundai	1	1
Iowa	Isuzu	1	1
Iowa	Dodge	1	1
Iowa	Mazda	1	1
Iowa	Porsche	1	1

- **Customer Preferences:** The chart indicates that customer preferences on vehicle maker in each state is very diverse, requires a depth analysis of geography, income pp and other features has to be considered to understand the pattern

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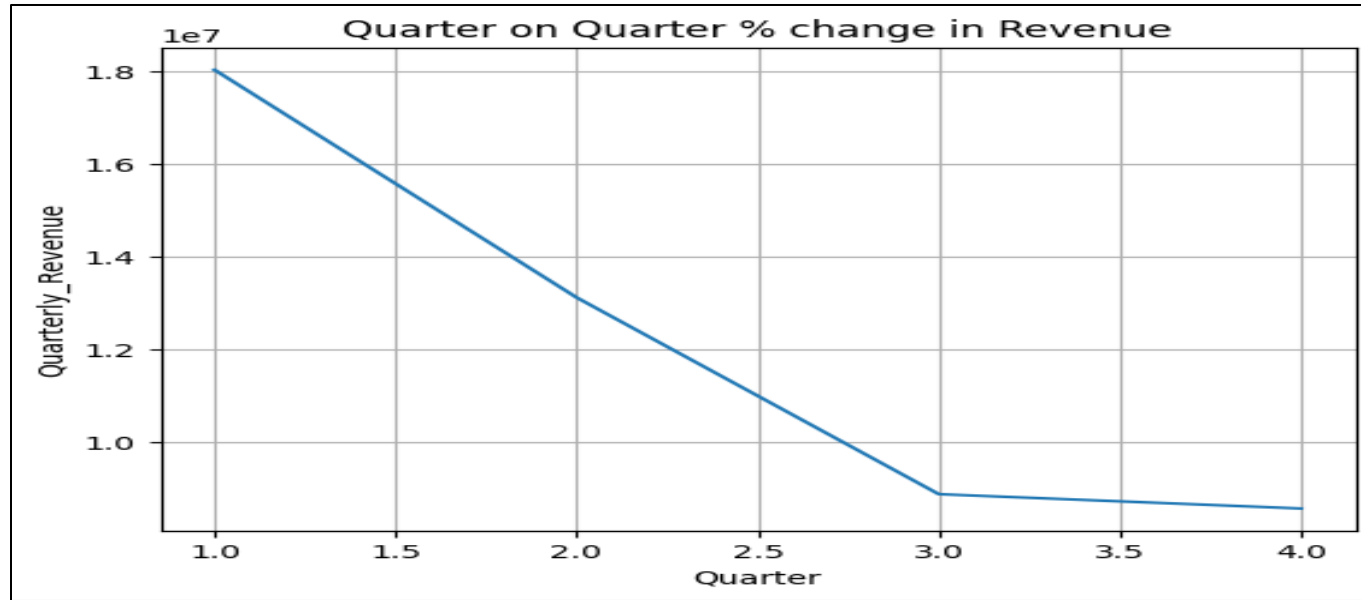
REVENUE METRICS

Trend of purchases by Quarter



- **Varying no of Orders:** The count of orders shows the varying trend in the count of orders across the quarters. Quarter 1 has the highest orders ~300 and least no of orders in Quarter 4 of ~200 orders
- **Decreasing Trend:** The no of orders appears to be decreasing across quarters ($1 > 2 > 3 > 4$). There are high no of orders in the Quarter 1 and decreases gradually at the last quarter

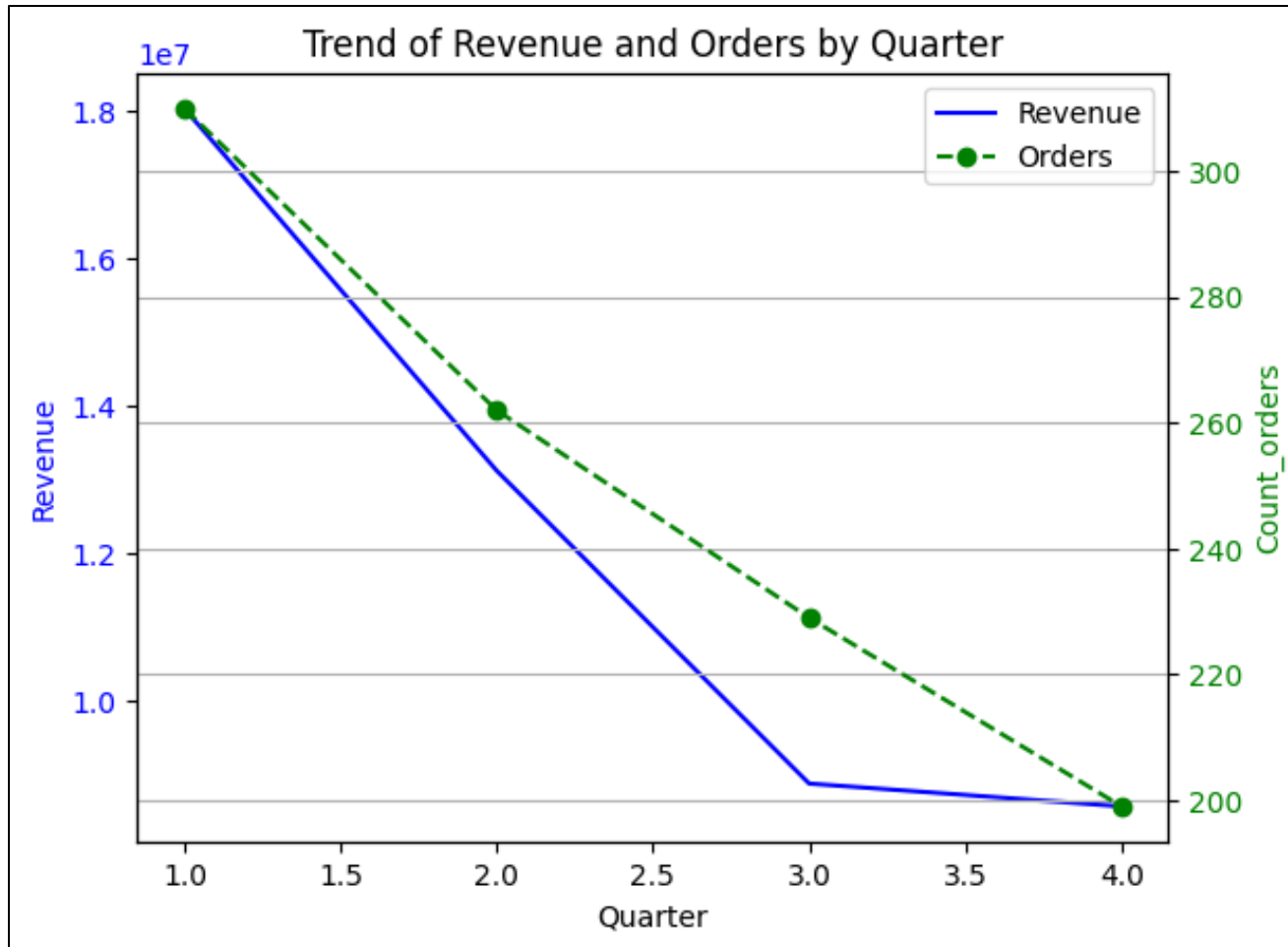
Quarter on Quarter % change in Revenue



quarter_number	Quarterly_Revenue	previous_quarter_revenue	QoQ_Percentage_Change
1	18032549.8996	-	-
2	13122995.7562	18032549.8996	-27.23 %
3	8882298.8449	13122995.7562	-32.32 %
4	8573149.2806	8882298.8449	-3.48 %

- In Q1 and Q2 the revenue generated are quite good enough. There is a 27% fall in revenue in Q2 compared to Q1
- There is a steady fall in the revenue until Quarter 3 which is evident from the chart. Quarter 3 & 4 has shown similar performance
- The changes or the strategical moves made in the financial year could be the possible reason in the tremendous fall in the revenue
- Factors behind the fall in revenue has to be analyzed

Trend of Revenue and Orders by Quarter



- **Revenue Trend:** Revenue appears to be decreasing steadily across quarters. The revenue is steadily decreasing till Quarter 3
- **Order Trend:** The number of orders seems to follow a similar pattern to revenue, with a potential decrease throughout the year.
- However, the decrease in orders might be less pronounced compared to revenue

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SHIPPING METRICS

Average discount offered by Credit Card type

credit_card_type	Average_Discount_cerdit_card
laser	0.643846
mastercard	0.629500
maestro	0.624219
visa-electron	0.623469
china-unionpay	0.622174
instapayment	0.620625
americanexpress	0.616327
diners-club-us-ca	0.614615
diners-club-carte-blanche	0.614490
switch	0.610233
bankcard	0.609545
jcb	0.607382
visa	0.600833
diners-club-enroute	0.599792
solo	0.585000
diners-club-international	0.584000

- **Discount Variations:** There are noticeable differences in average discounts offered for different credit card types. Diners-club - international seems to have the lowest average discount (0.600833), while laser cards offer the highest (0.643846)
- **Discount Range:** The range of average discounts is relatively small (around 0.043), suggesting that most credit card types provide similar discount levels
- The discount provided by the credit card doesn't show much impact

Time taken to ship orders by Quarter



- **Time to Ship:** The average time to ship orders is highest in Q4 (quarter 4) at around 175 days and lowest in Q1 (quarter 1) at around 60 days
- The trend in increasing shipping days across the quarters could be also a major factor in reduced revenue, ratings and overall performance of the company
- Needs more closer inspection of the reasons behind the delay in the shipment
- In-depth analysis of the shipping days by each shipping company has to be studied

Insights & Recommendations

quarter_number	shipper_id	Max_Time_to_ship
3	3476	525
3	3538	525
3	1757	519
3	3161	519
3	2643	519
3	3492	519
3	2628	519
3	3574	519
3	3887	519
3	2067	519

Maximum Time to Ship

- **State wise Trends** - California and Texas are the best-performing states which show significant sales compared to other states
- **Vehicle makers** - Chevrolet and Ford brand vehicles are the vehicle makers who have sold most no of the cars, it is important to focus on stocking more no of the best-selling brand cars and marketing on the same
- **Shipping Trends** - From the table it is evident that few shippers took approximately 500 days for a shipment in Quarter 3 which could be also a reason for negative/bad ratings from customers
- Avoiding the shippers who took maximum days can help retaining the customers

Insights & Recommendations

State	Average_Rating
Vermont	2.0000
Maine	2.0000
Mississippi	2.0000
Oregon	2.1429
South Carolina	2.3333
Wisconsin	2.3750
Alaska	2.5000
Massachusetts	2.6429
Missouri	2.6522
Hawaii	2.6667

States with Lowest Rating

- Average rating, revenue, no of cars sold have gradually dropped from Quarter 1 across Quarter 4 which shows there needs in depth analysis
- **Low Rating States** - The states mentioned in the table have very low ratings, these states require attention to improve the business
- There is a need for analysis of the least - performing states and factors affecting the sales/performance
- Average rating, revenue, and no of cars sold have gradually dropped from Quarter 1 across Quarter 4 which shows there needs in-depth analysis
- A detailed pattern/trends in each state, branch and customer has to be analysed

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THANK YOU