SQL and Databases:

Project Report

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By: <Name and Batch>

Business Overview

Total Revenue	Total Orders	Total Customers	Avg Rating
11.2 M	1189	987	3.5

Last Qtr Revenue	Last Qtr Orders	Avg Days to Ship	% Good Feedback
1.6 M	200	32	45%

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Customer Metrics

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Distribution of Customers across States

Hint: You can use a bar chart to show the top 5 states with most customers. State in the x-axis and Customer Count as the y-axis

Observations / Findings

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Average Customer Ratings by Quarter

Hint: You can make a bar chart with Quarter Number on the x-axis and the average customer rating in the y-axis

Observations / Findings

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Trend of Customer Satisfaction

Hint: You can make a 100% Stacked bar chart with Quarter Number on the x-axis and percentage split of customer feedback [good, very good, bad, very bad, okay] in the y-axis with a colour legend

Observations / Findings

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Top Vehicle makers preferred by customers

Hint: You can make a bar chart with top N vehicle makers on the x-axis and the number of customers in the y-axis

Observations / Findings

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Most preferred vehicle make in each state

Hint: You can provide a list of states and the with the vehicle make most preferred there in the form of text or a neatly formatted table

Observations / Findings

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Revenue Metrics

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Trend of purchases by Quarter

Hint: You can use a line chart with Quarter Number in the x-axis and No of Orders in the y-axis

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Quarter on Quarter % change in Revenue

Hint: You can use a line chart with Quarter Number in the x-axis and revenue in the y-axis, and give the % change as text at each point, OR you can just have a neatly formatted table with the % changes, if that would look cleaner

Observations / Findings

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Trend of Revenue and Orders by Quarter

Hint: You can create a dual axis line chart with Quarter Number in the x-axis, and Revenue as the 1st y-axis and Orders as the 2nd y-axis in the same chart.

Observations / Findings

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Shipping Metrics

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Average discount offered by Credit Card type

Hint: You can make a bar chart with Card Types on the x-axis and average discount offered in the y-axis OR a well formatted table can convey the message

Observations / Findings

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Time taken to ship orders by Quarter

Hint: You can make a bar chart with Quarter Number on the x-axis and average time to ship in the y-axis

Observations / Findings

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Insights and Recommendations

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