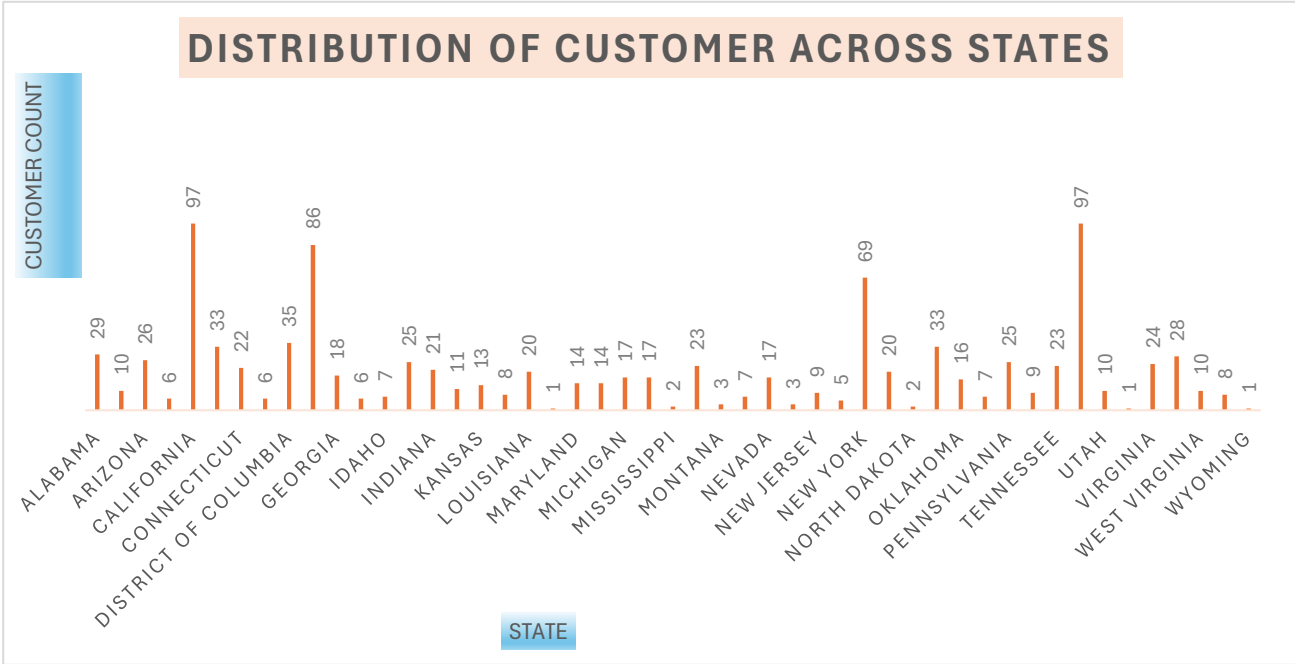


Distribution of Customer across States

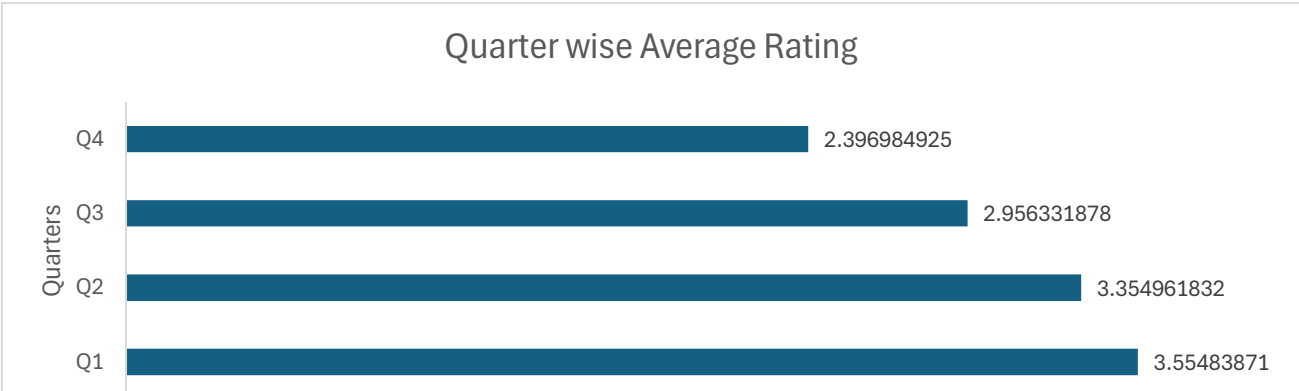
State	Customer Count
Alabama	29
Alaska	10
Arizona	26
Arkansas	6
California	97
Colorado	33
Connecticut	22
Delaware	6
District of Columbia	35
Florida	86
Georgia	18
Hawaii	6
Idaho	7
Illinois	25
Indiana	21
Iowa	11
Kansas	13
Kentucky	8
Louisiana	20
Maine	1
Maryland	14
Massachusetts	14
Michigan	17
Minnesota	17
Mississippi	2
Missouri	23
Montana	3
Nebraska	7
Nevada	17
New Hampshire	3
New Jersey	9
New Mexico	5
New York	69
North Carolina	20
North Dakota	2
Ohio	33
Oklahoma	16
Oregon	7
Pennsylvania	25
South Carolina	9
Tennessee	23

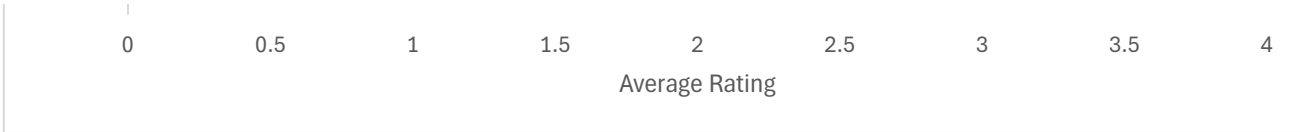
Texas	97
Utah	10
Vermont	1
Virginia	24
Washington	28
West Virginia	10
Wisconsin	8
Wyoming	1



Average Customer Rating By Quarter

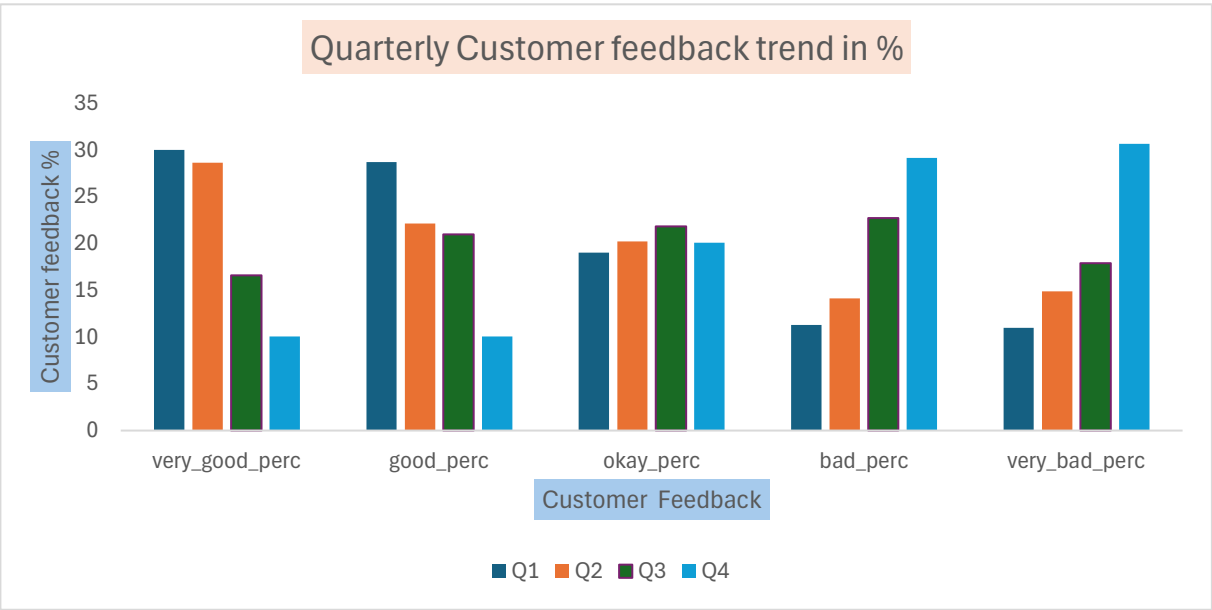
Quarter_number	AVG_RATING
Q1	3.55483871
Q2	3.354961832
Q3	2.956331878
Q4	2.396984925





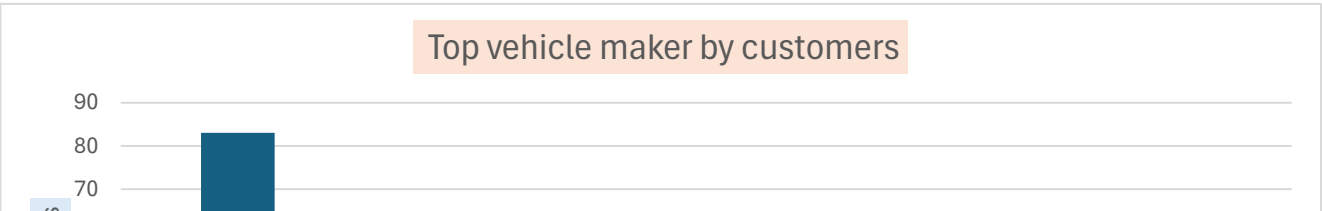
Quarterly Customer Feedback Trend

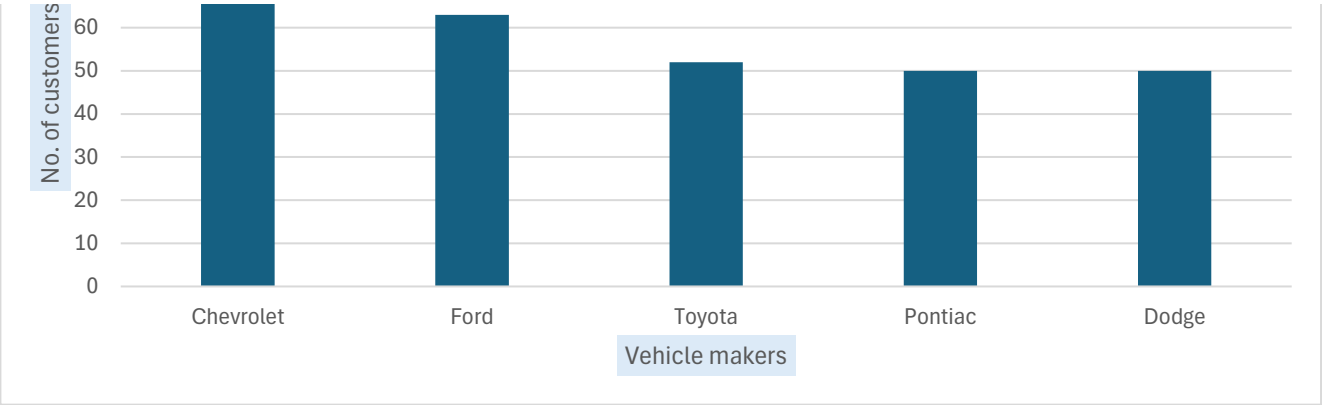
	Q1	Q2	Q3	Q4
very_good_perc	30	28.626	16.5939	10.0503
good_perc	28.7097	22.1374	20.9607	10.0503
okay_perc	19.0323	20.229	21.8341	20.1005
bad_perc	11.2903	14.1221	22.7074	29.1457
very_bad_perc	10.9677	14.8855	17.9039	30.6533



Top 5 vehicle makers preferred by customer

vehicle_maker	num_of_customers
Chevrolet	83
Ford	63
Toyota	52
Pontiac	50
Dodge	50





States wise Top Vehicles Makers

State	Vehicle_Maker
Alabama	Dodge
Alaska	Chevrolet
Arizona	Cadillac
Arizona	Pontiac
Arkansas	Chevrolet
Arkansas	GMC
Arkansas	Mitsubishi
Arkansas	Pontiac
Arkansas	Suzuki
Arkansas	Volkswagen
California	Audi
California	Chevrolet
California	Dodge
California	Ford
California	Nissan
Colorado	Chevrolet
Connecticut	Chevrolet
Connecticut	Maserati
Connecticut	Mercury
Connecticut	Volvo
Delaware	Mitsubishi
District of Columbia	Chevrolet
Florida	Toyota
Georgia	Toyota
Hawaii	Cadillac
Hawaii	Ford
Hawaii	GMC
Hawaii	Nissan
Hawaii	Pontiac

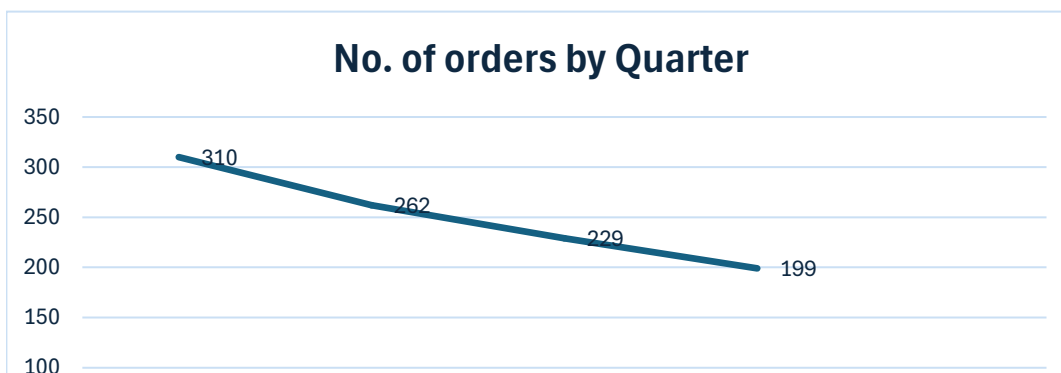
Hawaii	Toyota
Idaho	Dodge
Illinois	Chevrolet
Illinois	Ford
Illinois	GMC
Indiana	Mazda
Iowa	Chevrolet
Iowa	Chrysler
Iowa	Dodge
Iowa	Ford
Iowa	Hyundai
Iowa	Isuzu
Iowa	Jeep
Iowa	Mazda
Iowa	Pontiac
Iowa	Porsche
Iowa	Subaru
Kansas	Buick
Kansas	Dodge
Kansas	Ford
Kansas	GMC
Kansas	Honda
Kansas	Lexus
Kansas	Maserati
Kansas	Mazda
Kansas	Mercedes-Benz
Kansas	Nissan
Kansas	Saab
Kansas	Suzuki
Kansas	Volkswagen
Kentucky	Acura
Kentucky	Audi
Kentucky	Mercedes-Benz
Kentucky	Mercury
Kentucky	Nissan
Kentucky	Pontiac
Kentucky	Ram
Kentucky	Volvo
Louisiana	BMW
Louisiana	Ford
Louisiana	Kia
Louisiana	Nissan
Louisiana	Pontiac
Maine	Mercedes-Benz

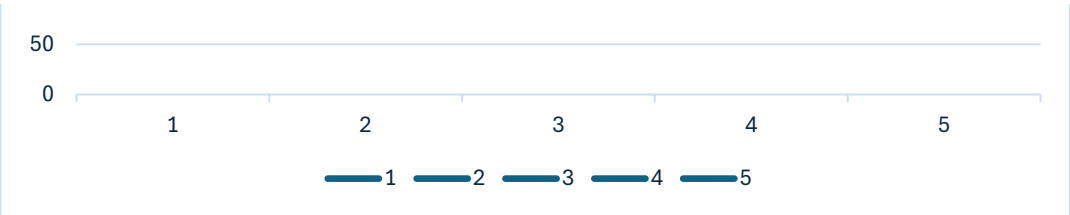
Maryland	Ford
Massachusetts	Chevrolet
Massachusetts	Dodge
Michigan	Ford
Minnesota	GMC
Mississippi	Dodge
Mississippi	Toyota
Missouri	Chevrolet
Montana	Chevrolet
Montana	Dodge
Montana	Mitsubishi
Nebraska	Cadillac
Nebraska	Chevrolet
Nebraska	Mercedes-Benz
Nebraska	Nissan
Nebraska	Pontiac
Nebraska	Toyota
Nebraska	Volkswagen
Nevada	Pontiac
New Hampshire	Chrysler
New Hampshire	Lexus
New Hampshire	Lincoln
New Jersey	Hyundai
New Jersey	Mercedes-Benz
New Mexico	Dodge
New York	Pontiac
New York	Toyota
North Carolina	Volvo
North Dakota	Ford
North Dakota	Hyundai
Ohio	Chevrolet
Oklahoma	Ferrari
Oklahoma	Mazda
Oklahoma	Toyota
Oregon	Toyota
Pennsylvania	Toyota
South Carolina	Acura
South Carolina	BMW
South Carolina	Buick
South Carolina	Dodge
South Carolina	Isuzu
South Carolina	Jaguar
South Carolina	Kia
South Carolina	Mazda

South Carolina	Mitsubishi
Tennessee	Mazda
Texas	Chevrolet
Utah	Buick
Utah	Chevrolet
Utah	Dodge
Utah	Isuzu
Utah	Lincoln
Utah	Maybach
Utah	Oldsmobile
Utah	Pontiac
Utah	Subaru
Utah	Volkswagen
Vermont	Mazda
Virginia	Ford
Washington	Chevrolet
West Virginia	Mercedes-Benz
Wisconsin	Acura
Wisconsin	Cadillac
Wisconsin	Chevrolet
Wisconsin	Dodge
Wisconsin	Honda
Wisconsin	Mazda
Wisconsin	Nissan
Wisconsin	Pontiac
Wyoming	Buick

Trend of Purchase by Quarter

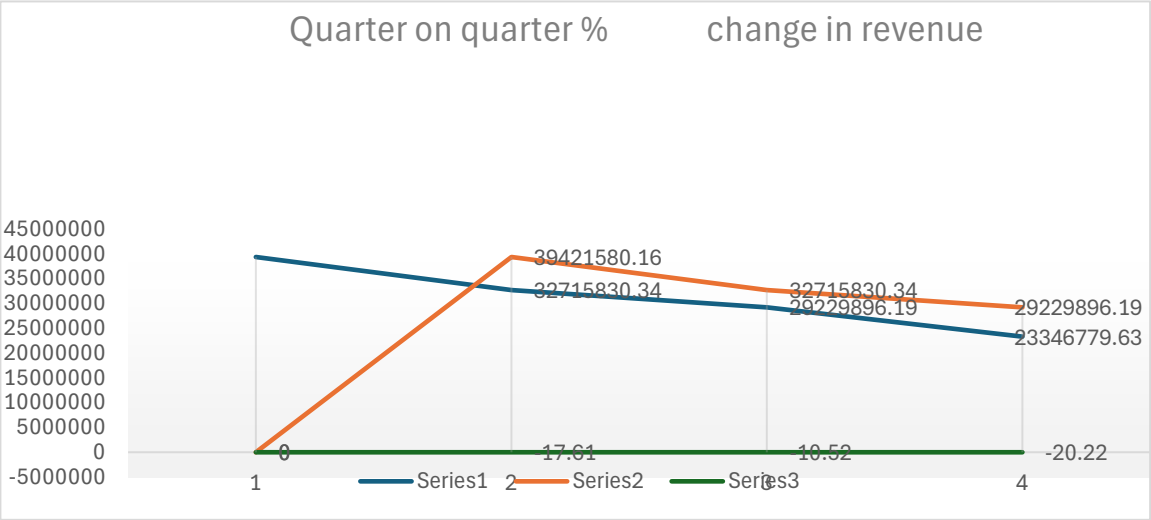
quarter_number	num_of_orders
1	310
2	262
3	229
4	199





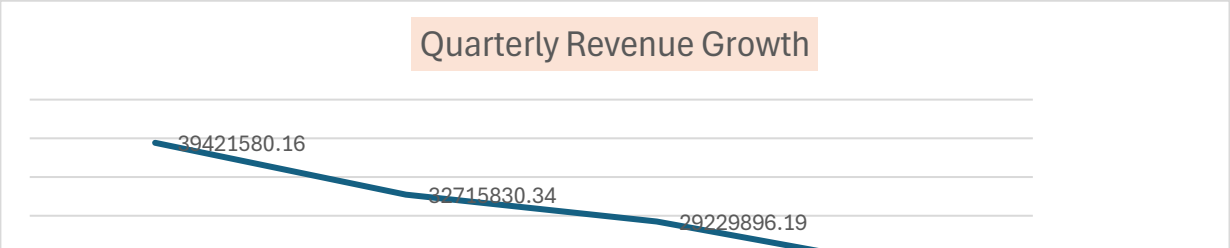
Quarter on Quarter Percentage change in Revenue

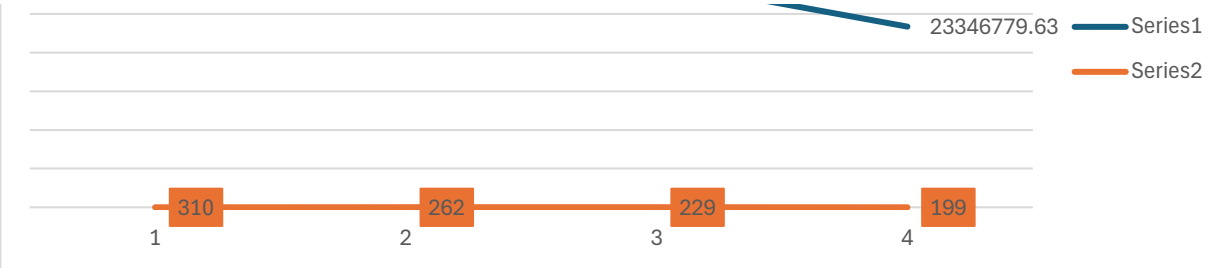
quarter_number	revenue	previous_revenue	qoq_perc_change
Q1	39421580.16	0	0
Q2	32715830.34	39421580.16	-17.61
Q3	29229896.19	32715830.34	-10.52
Q4	23346779.63	29229896.19	-20.22



Trend of Revenue and orders by Quarter

quarter_number	Q1	Q2	Q3	Q4
revenue	39421580.16	32715830.34	29229896.19	23346780
num_of_orders	310	262	229	199





Average Disocunt offered on Credit Cards

credit_card_type	average_discount
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



Average time taken to ship order in each quarter

Quarter_number	AVERAGE_SHIPPING
Q1	57.17
Q2	71.11
Q3	117.76
Q4	174.10

