



# PROJECT REPORT

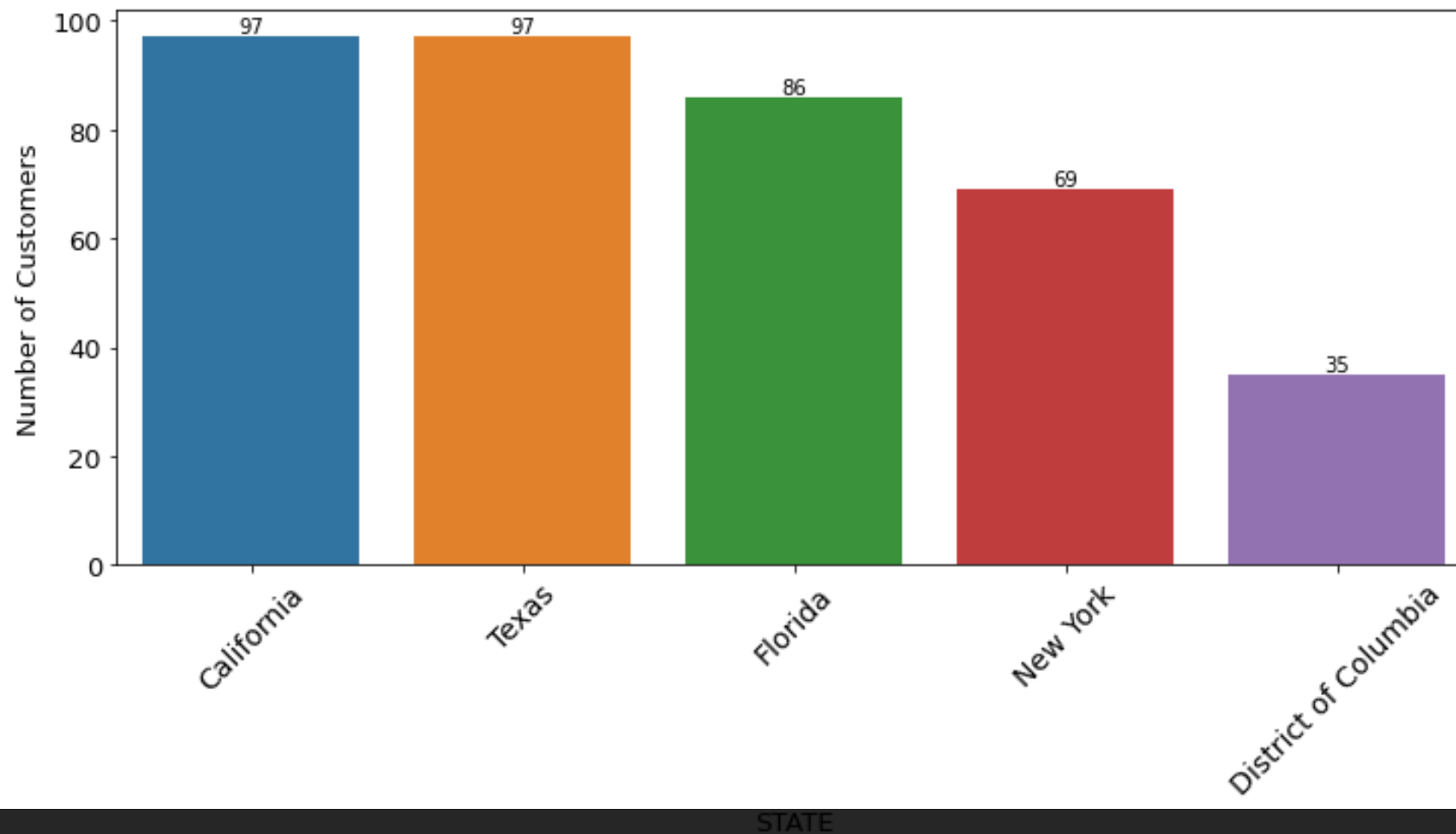
SUBMITTED BY,  
SINDHU R. UDUPA  
PGPDSBA.O. NOV22.B

# Business Overview

---

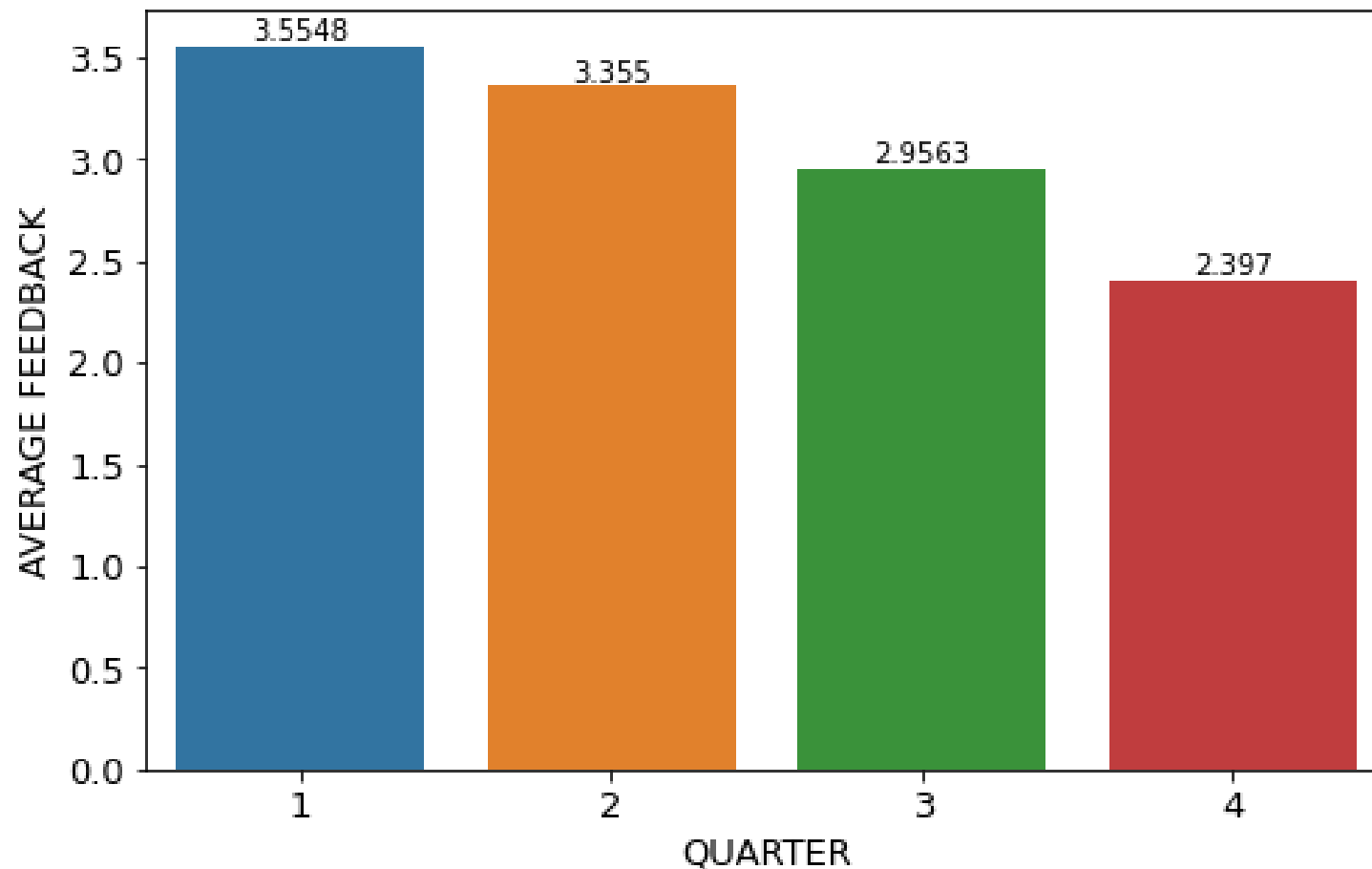
Total Revenue	Total Orders	Total Customers	Average Rating
124M	1000	994	3.13
Last Quarter Revenue	Last Quarter Orders	Average Days To Ship	% Good Feedback
23M	199	97.96	44.1%

# Customer Metrics



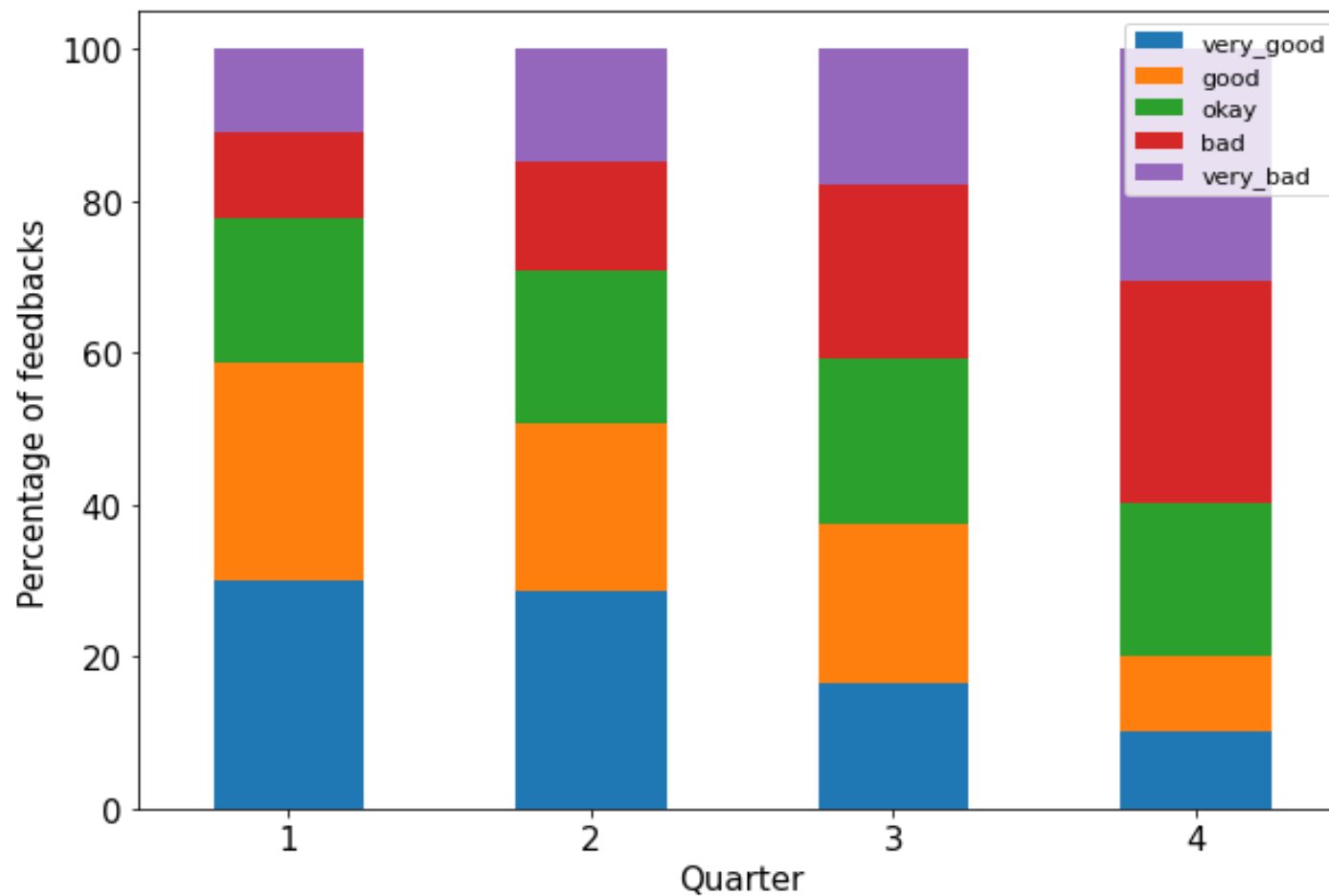
## Distribution of customers across states.

The company operates in 49 states. We have highest number of customers from California and Texas. The above picture depicts the top 5 states which have highest number of customers. There are 18 states like New Jersey, South Carolina, Wisconsin, etc., which have less than 10 customers. Company may consider running an offer or special discounts in the above-mentioned states to increase their customer-base.



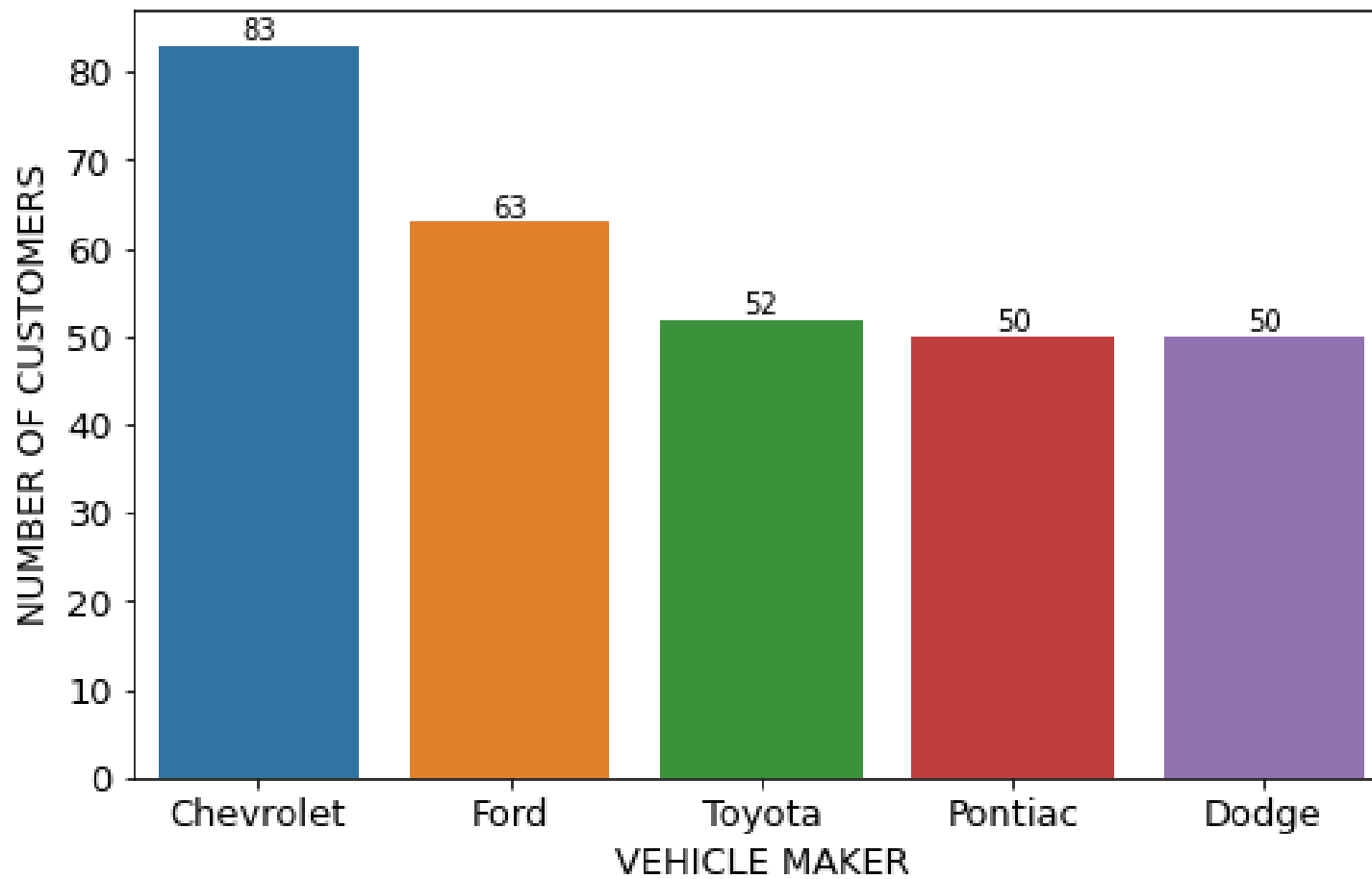
## Average customer rating by Quarter.

The average rating is highest in the first quarter. . The rating is diminishing in each quarter. The last quarter is when the customers are not very happy. The company needs to look into the issue to figure out why the average rating is falling in each quarter. If it is because of poor service or poor product quality.



## Trend of customer satisfaction

In the 1<sup>st</sup> quarter, about 60% of the feedbacks were very good and good. In the 2<sup>nd</sup> quarter this percentage has reduced to 50%, which again reduced to 40% in 3<sup>rd</sup> Quarter and finally it fell down to 20% in 4<sup>th</sup> quarter. Whereas, the percentage of unhappy customers kept on increasing from 20% in 1<sup>st</sup> quarter to 60% in 4<sup>th</sup> quarter. By the end of the year the number of unhappy customers is alarming.



## Top five vehicle makers preferred by customers

The top five vehicle makers are Chevrolet, Ford, Toyota, Pontiac and Dodge. Chevrolet has the greatest number of customers (83) followed by Ford, which has 63 customers. Next comes Toyota, which has 52 customers. Pontiac and Dodge have 50 customers each. We see these five brands are very famous among the buyers.

## Most preferred vehicle in each state

Alabama	Alaska	Colorado	Delaware	D.C.	Florida	Georgia
1. Dodge	1. Chevrolet	1. Chevrolet	1. Mitsubishi	1. Chevrolet	1. Toyota	1. Toyota
Idaho	Indiana	Maine	Maryland	Michigan	Minnesota	Missouri
1. Dodge	1. Mazda	1. Mercedes-Benz	1. Ford	1. Ford	1. GMC	1. Chevrolet
Nevada	New Mexico	North Carolina	Ohio	Oregon	Pennsylvania	Tennessee
1. Pontiac	1. Dodge	1. Volvo	1. Chevrolet	1. Toyota	1. Toyota	1. Mazda
Texas	Vermont	Virginia	Wyoming	West Virginia	Washington	Arizona
1. Chevrolet	1. Mazda	1. Ford	1. Buick	1. Mercedes-Benz	1. Chevrolet	1. Pontiac 2. Cadillac



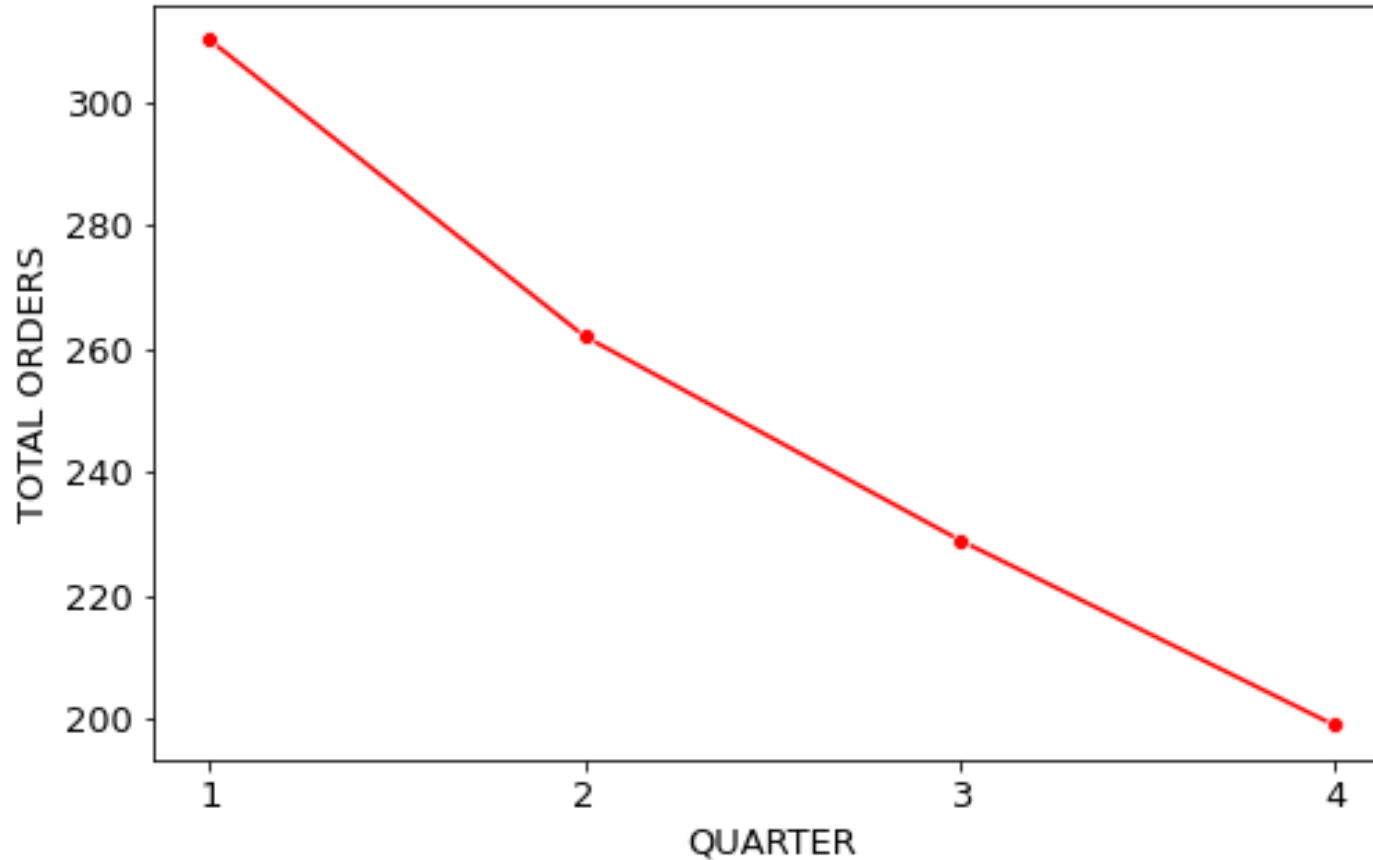
North Dakota	New York	Mississippi	Massachusetts	New Jersey	New Hampshire	Montana
1. Hyundai 2. Ford	1. Toyota 2. Pontiac	1. Dodge 2. Toyota	1. Dodge 2. Chevrolet	1. Mercedes-Benz 2. Hyundai	1. Chrysler 2. Lincoln 3. Lexus	1. Chevrolet 2. Mitsubishi 3. Dodge
Oklahoma	Illinois	Connecticut	Louisiana	California	Hawaii	Arkansas
1. Toyota 2. Ferrari 3. Mazda	1. Ford 2. GMC 3. Chevrolet	1. Chevrolet 2. Mercury 3. Maserati 4. Volvo	1. BMW 2. Nissan 3. Ford 4. Pontiac 5. Kia	1. Ford 2. Dodge 3. Audi 4. Nissan 5. Chevrolet	1. Ford 2. Toyota 3. Pontiac 4. Nissan 5. Cadillac 6. GMC	1. Suzuki 2. Chevrolet 3. Pontiac 4. Volkswagen 5. Mitsubishi 6. GMC

Nebraska	Kentucky	Wisconsin	South Carolina	Utah	Iowa	Kansas
1. Chevrolet 2. Mercedes-Benz 3. Volkswagen 4. Nissan 5. Pontiac 6. Toyota 7. Cadillac	1. Acura 2. Mercury 3. Audi 4. Ram 5. Volvo 6. Pontiac 7. Nissan 8. Mercedes-Benz	1. Pontiac 2. Chevrolet 3. Acura 4. Mazda 5. Nissan 6. Cadillac 7. Dodge 8. Honda	1. Acura 2. Buick 3. BMW 4. Kia 5. Mazda 6. Mitsubishi 7. Dodge 8. Jaguar 9. Isuzu	1. Maybach 2. Volkswagen 3. Isuzu 4. Subaru 5. Lincoln 6. Chevrolet 7. Oldsmobile 8. Pontiac 9. Dodge 10. Buick	1. Chrysler 2. Chevrolet 3. Hyundai 4. Isuzu 5. Dodge 6. Mazda 7. Porsche 8. Jeep 9. Ford 10. Pontiac 11. Subaru	1. GMC 2. Lexus 3. Buick 4. Mercedes-Benz 5. Suzuki 6. Honda 7. Dodge 8. Volkswagen 9. Ford 10. Mazda 11. Maserati 12. Nissan 13. Saab

## Observation:

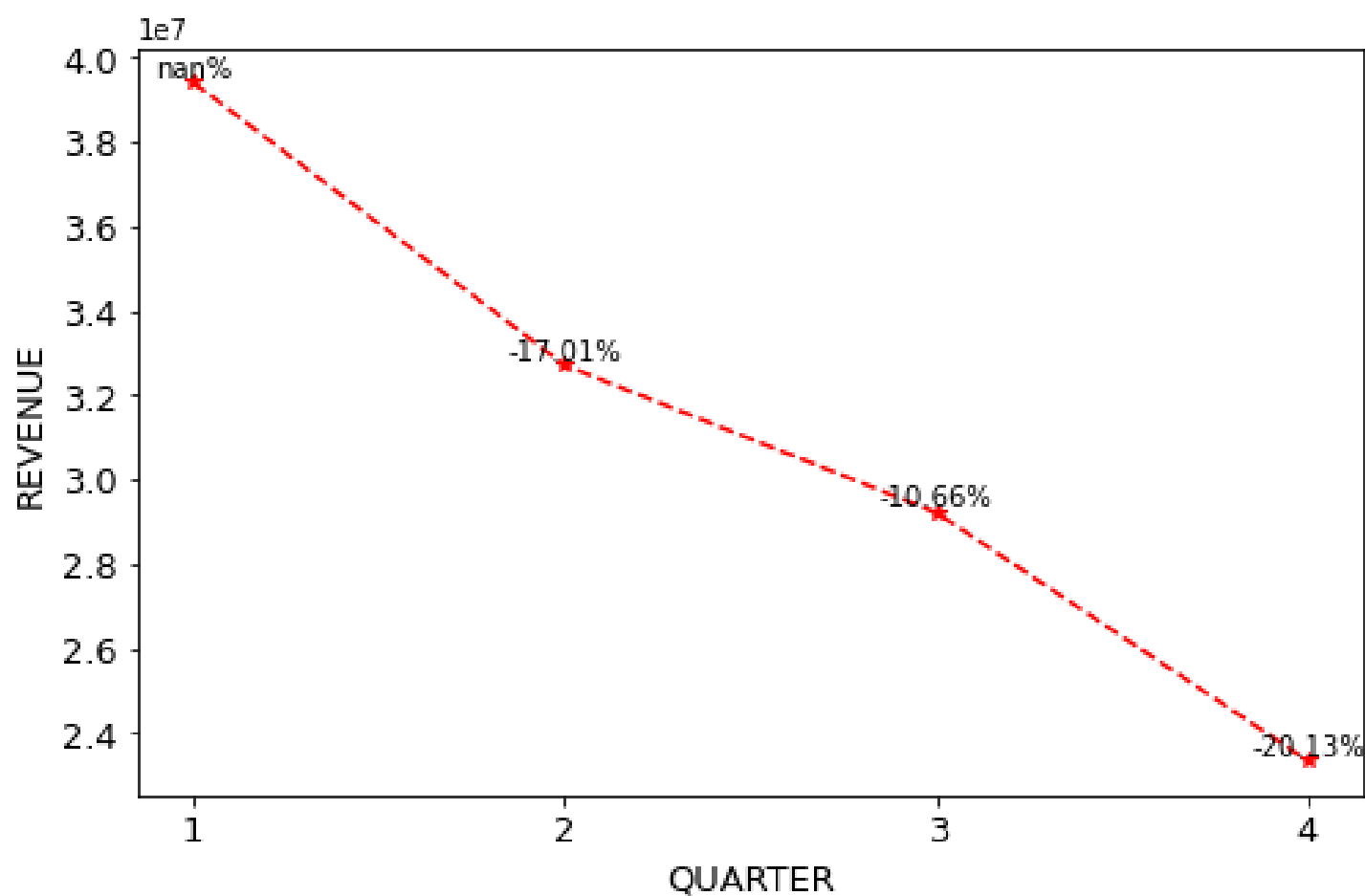
- a. We can see that in 27 states such as Alabama, Alaska, etc., only one vehicle make is selling.
- b. The marketing team may consider selling other vehicles in these states.
- c. In Kansas and Iowa state, there are more than 10 types of vehicles that are preferred by people. This indicates that the people of these state are open to explore new options. It seems to be easier to push more varieties of vehicles in these regions.
- d. Chevrolet is the most preferred vehicle by the people of all states.

# Revenue Metrics



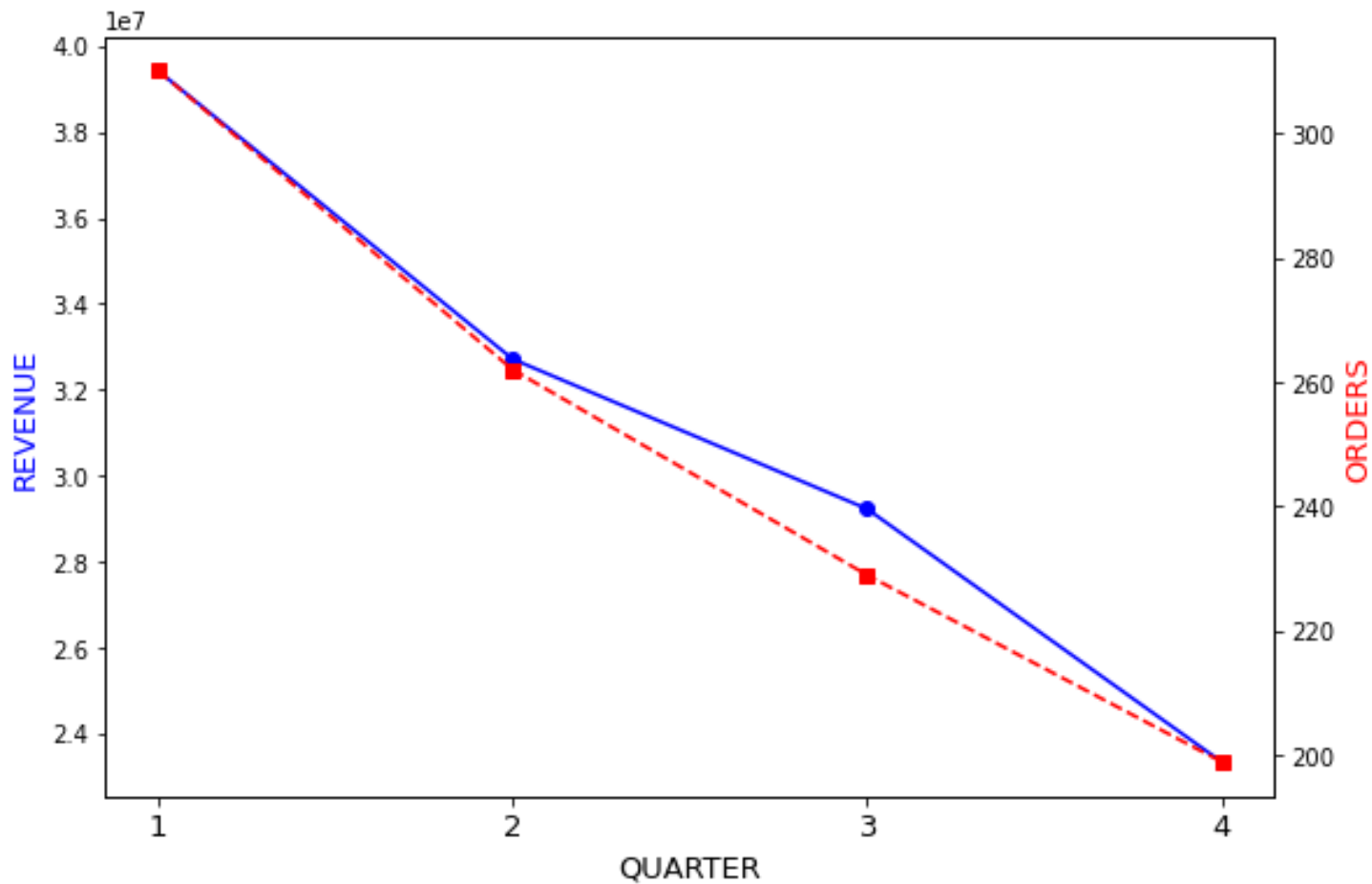
## Trend of purchases by quarter

In the first quarter, there were 310 orders placed. The number of orders reduced to 262, 229 and 199 in every coming quarter. In each quarter we can see a downfall in the number of orders placed. From the average rating and the total orders, we can say that the company is losing customers' goodwill in each quarter.



## Quarter on Quarter percentage change in Revenue

The revenue generated is decreasing every quarter. From first quarter to second, the revenue has decreased by 17.01%. From second to third, the it has decreased by 10.66%. From third to last, the revenue has again decreased by 20.13h%. These numbers are a warning sign that the company might be at a loss at the end of the year.

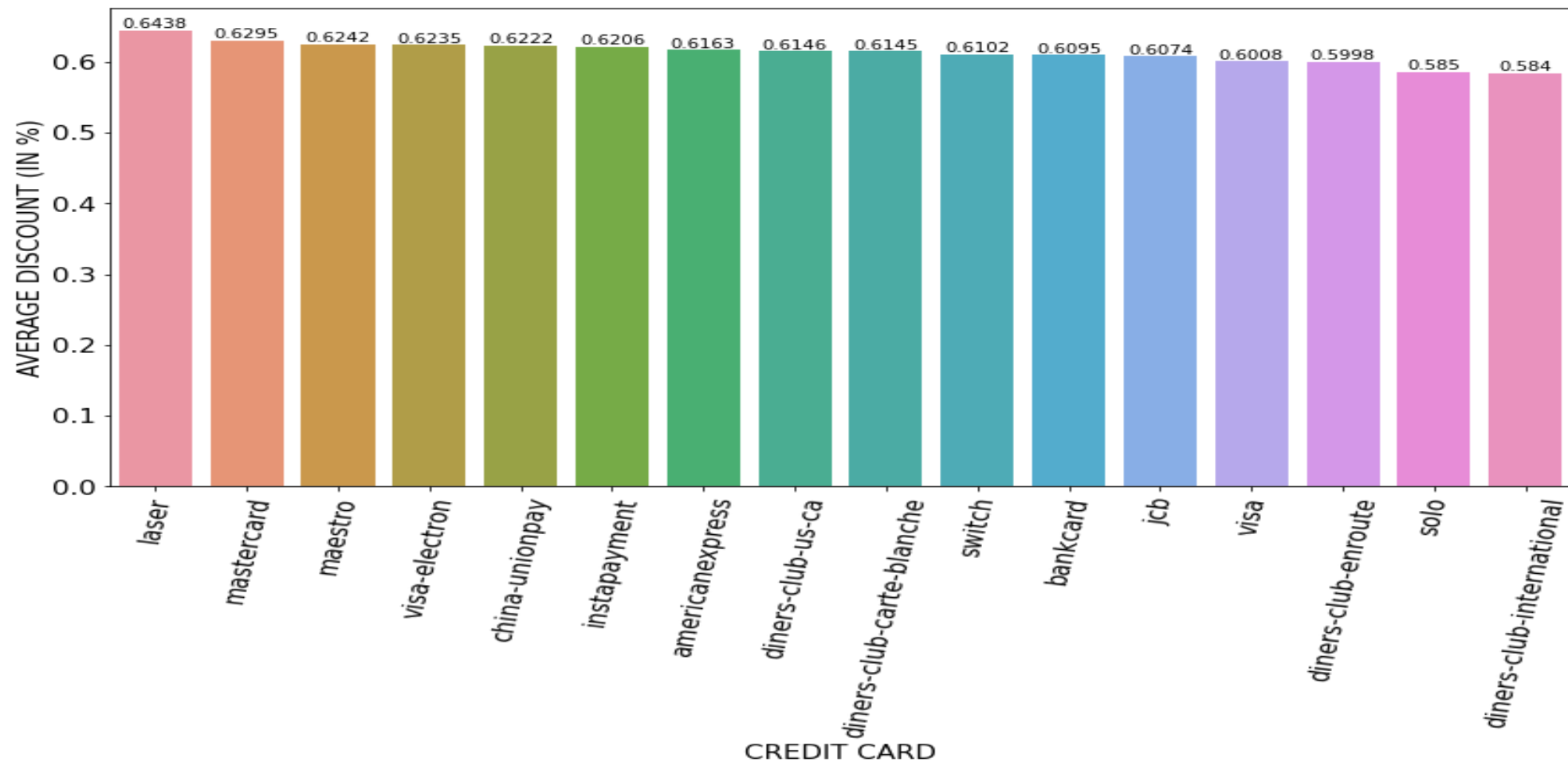


## Trend of revenue and orders by Quarter

As seen in the previous slides, the trend of revenue and orders are decreasing in each quarter. Among the 1000 orders placed in the whole year, only 200 orders were from the last quarter, the number of orders placed went on decreasing in each quarter. Similar is the case of revenue. Out of 124M revenue generated, only 24M were generated in the last quarter.

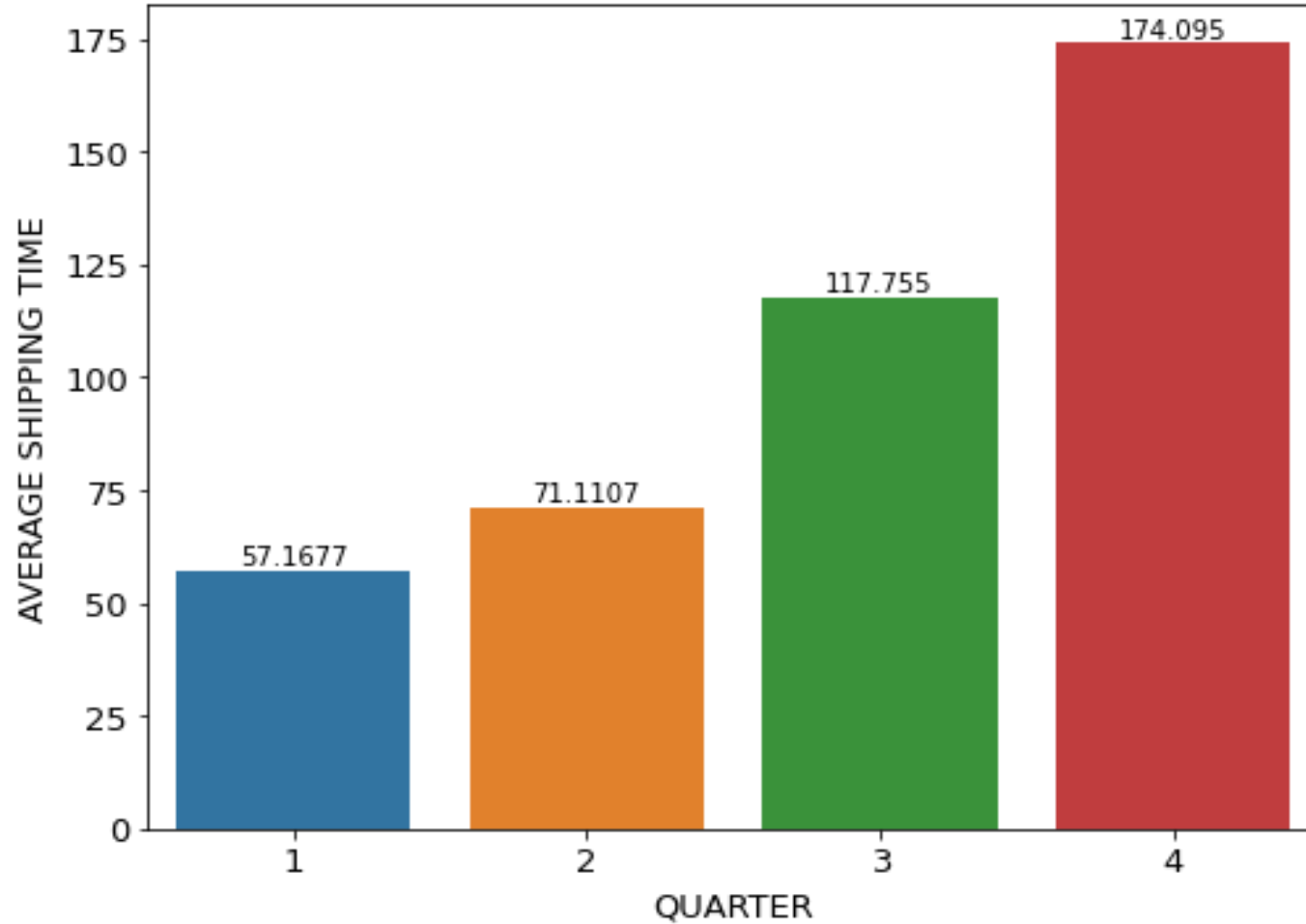
# Shipping Metrics





## Average discount offered by credit card type

The highest discount of 0.64% is offered to the credit card Laser. Next, followed by Mastercard and maestro. The card types diners-club-enroute, solo and diners-club-international are the only 3 types of credit cards which are offered less than 0.60% of discount. All the other cards are offered an average of more than 0.60% discount.



## Time taken to ship orders by quarter

The average shipping time during the first quarter is about 57 days. During second quarter, the shipping time went up to 71 days, during third quarter, the it is 117 days and during the last quarter, it is 174 days. The shipping time is increasing exponentially in each quarter.

# Insights and Recommendations:

- The number of orders the company is receiving is decreasing in each quarter.
- The happy customers are turning into unhappy customers by the last quarter.
- The reason behind the decreased orders, revenue generation may be due to the increase in the shipping time of the products.
- The average shipping time in the last quarter is about 174 days, which is close 6 months. This might be the reason behind the very poor customer rating.
- The company needs to investigate the reason behind the delay in shipping the orders.
- The company may consider giving some offers/discount on selected brands of vehicle, to their old customers, to gain back their trust. But the company needs to make sure the orders are shipped on time to avoid more angry customers.