

# New Wheel

## Project Report

# Business Overview

Total Revenue

82605431

Total Orders

1000

Total Customers

994

Avg Rating

3.135

Last Qtr Revenue

15182375

Last Qtr Orders

199

Avg Days to Ship

97.96

% Good Feedback

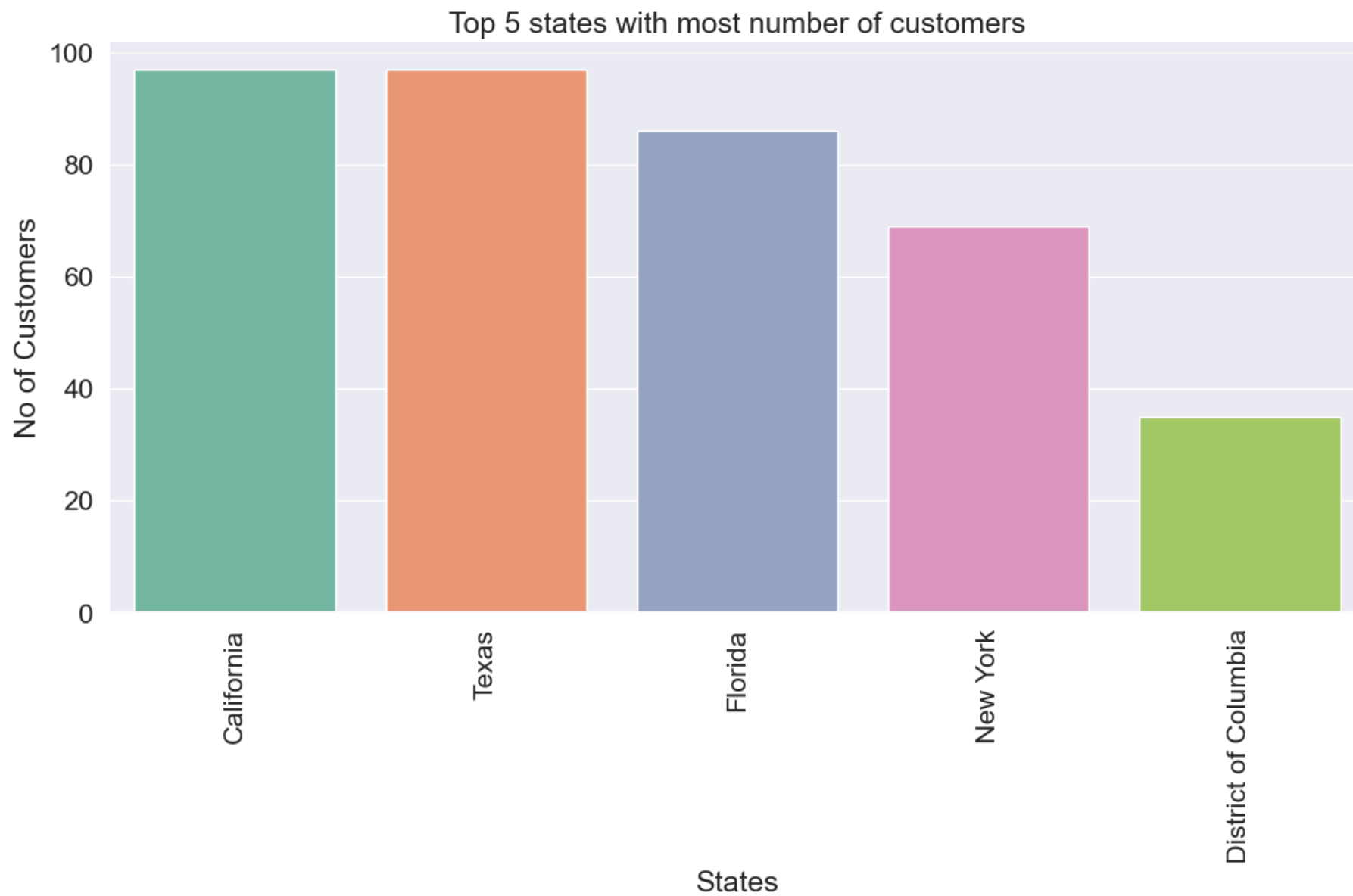
44.1%

# Customer Metrics

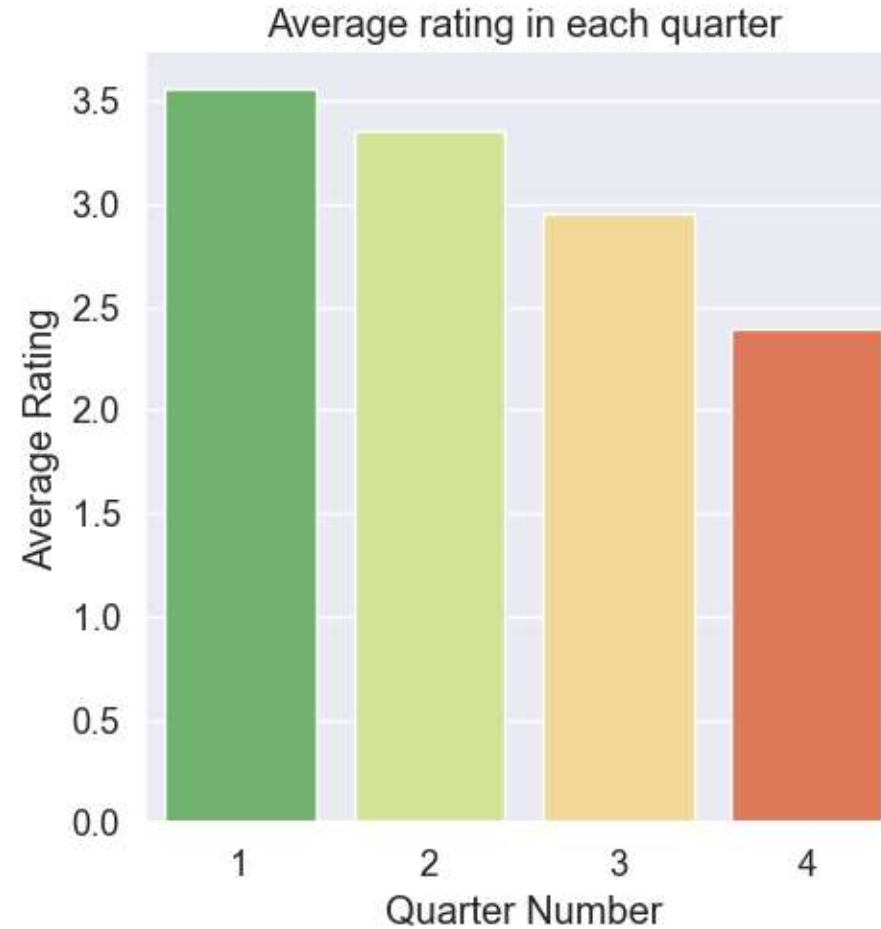
# State wise Customer Distribution

By: Soumit Kundu

Batch: AIML ONLINE SEPTEMBER 23 A



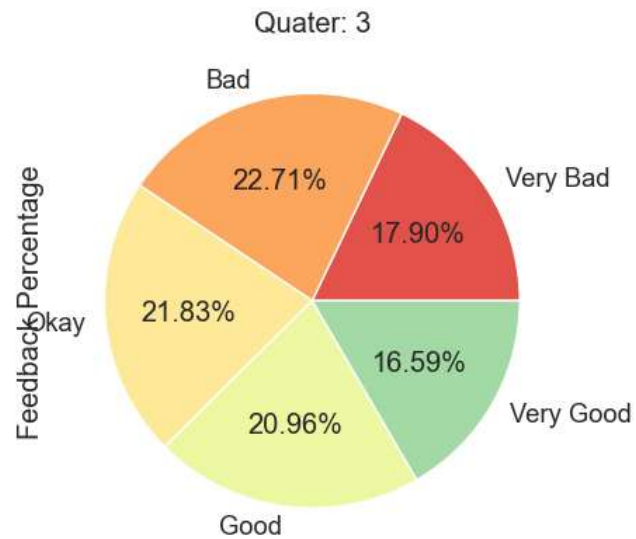
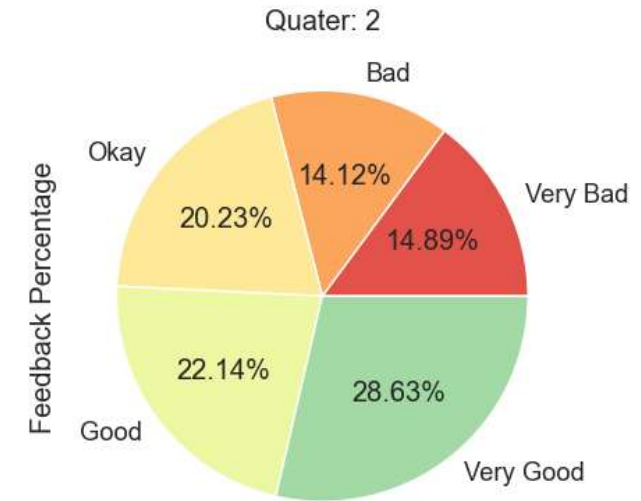
# Average Customer Ratings by Quarter



# Trend of Customer Satisfaction

By: Soumit Kundu

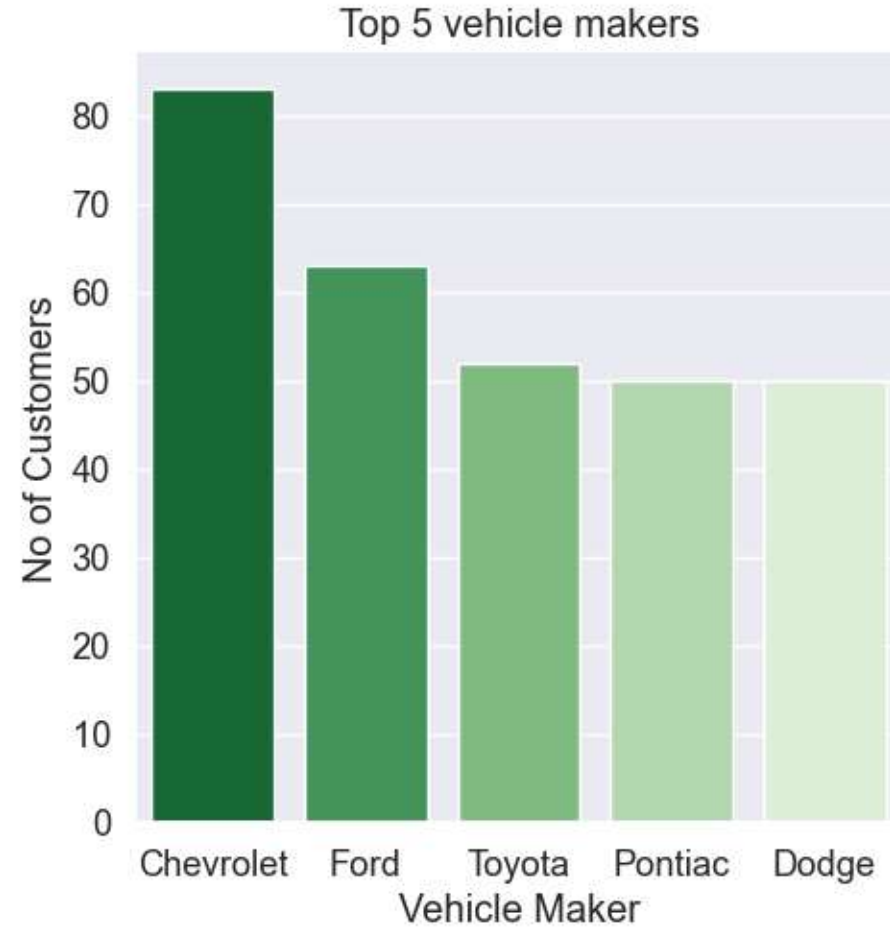
Batch: AIML ONLINE SEPTEMBER 23 A



# Top Vehicle makers preferred by customers

By: Soumit Kundu

Batch: AIML ONLINE SEPTEMBER 23 A



# Most preferred vehicle make in each state

- Showing some vehicle maker which are most preferred by 5 or more states with the state names

Vehicle Maker	State Count	State Names
Chevrolet	17	['Alaska', 'Arkansas', 'California', 'Colorado', 'Connecticut', 'District of Columbia', 'Illinois', 'Iowa', 'Massachusetts', 'Missouri', 'Montana', 'Nebraska', 'Ohio', 'Texas', 'Utah', 'Washington', 'Wisconsin']
Dodge	12	['Alabama', 'California', 'Idaho', 'Iowa', 'Kansas', 'Massachusetts', 'Mississippi', 'Montana', 'New Mexico', 'South Carolina', 'Utah', 'Wisconsin']
Ford	10	['California', 'Hawaii', 'Illinois', 'Iowa', 'Kansas', 'Louisiana', 'Maryland', 'Michigan', 'North Dakota', 'Virginia']
GMC	5	['Arkansas', 'Hawaii', 'Illinois', 'Kansas', 'Minnesota']
Mazda	8	['Indiana', 'Iowa', 'Kansas', 'Oklahoma', 'South Carolina', 'Tennessee', 'Vermont', 'Wisconsin']
Mercedes-Benz	6	['Kansas', 'Kentucky', 'Maine', 'Nebraska', 'New Jersey', 'West Virginia']
Nissan	7	['California', 'Hawaii', 'Kansas', 'Kentucky', 'Louisiana', 'Nebraska', 'Wisconsin']
Pontiac	11	['Arizona', 'Arkansas', 'Hawaii', 'Iowa', 'Kentucky', 'Louisiana', 'Nebraska', 'Nevada', 'New York', 'Utah', 'Wisconsin']
Toyota	9	['Florida', 'Georgia', 'Hawaii', 'Mississippi', 'Nebraska', 'New York', 'Oklahoma', 'Oregon', 'Pennsylvania']



# Revenue Metrics

# Trend of purchases by Quarter

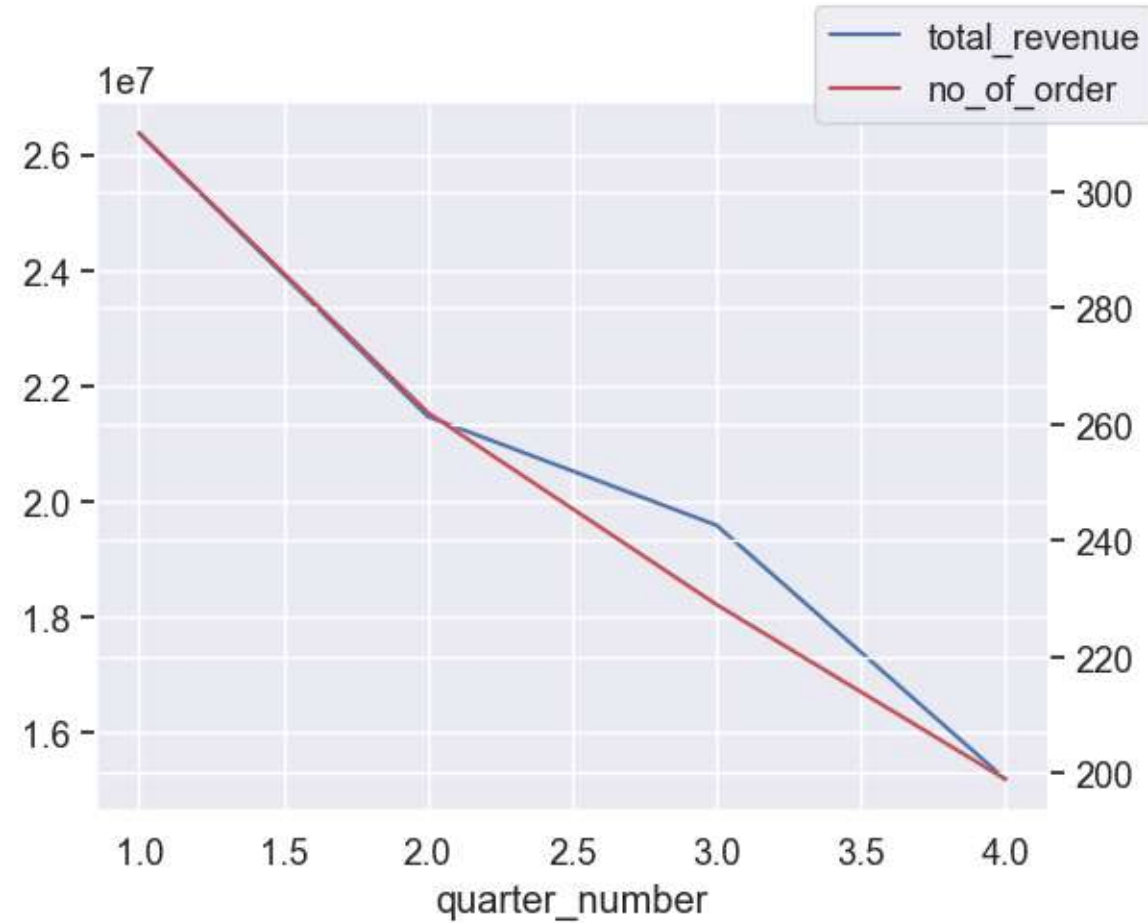


# Quarter on Quarter % change in Revenue

By: Soumit Kundu  
Batch: AIML ONLINE SEPTEMBER 23 A

Quarter Number	Total Revenue	Previous Revenue	QoQ Change in %
1	26375015.66		
2	21465757.27	26375015.66	-0.186132909
3	19582283.12	21465757.27	-0.087743196
4	15182375.04	19582283.12	-0.224688207

# Trend of Revenue and Orders by Quarter

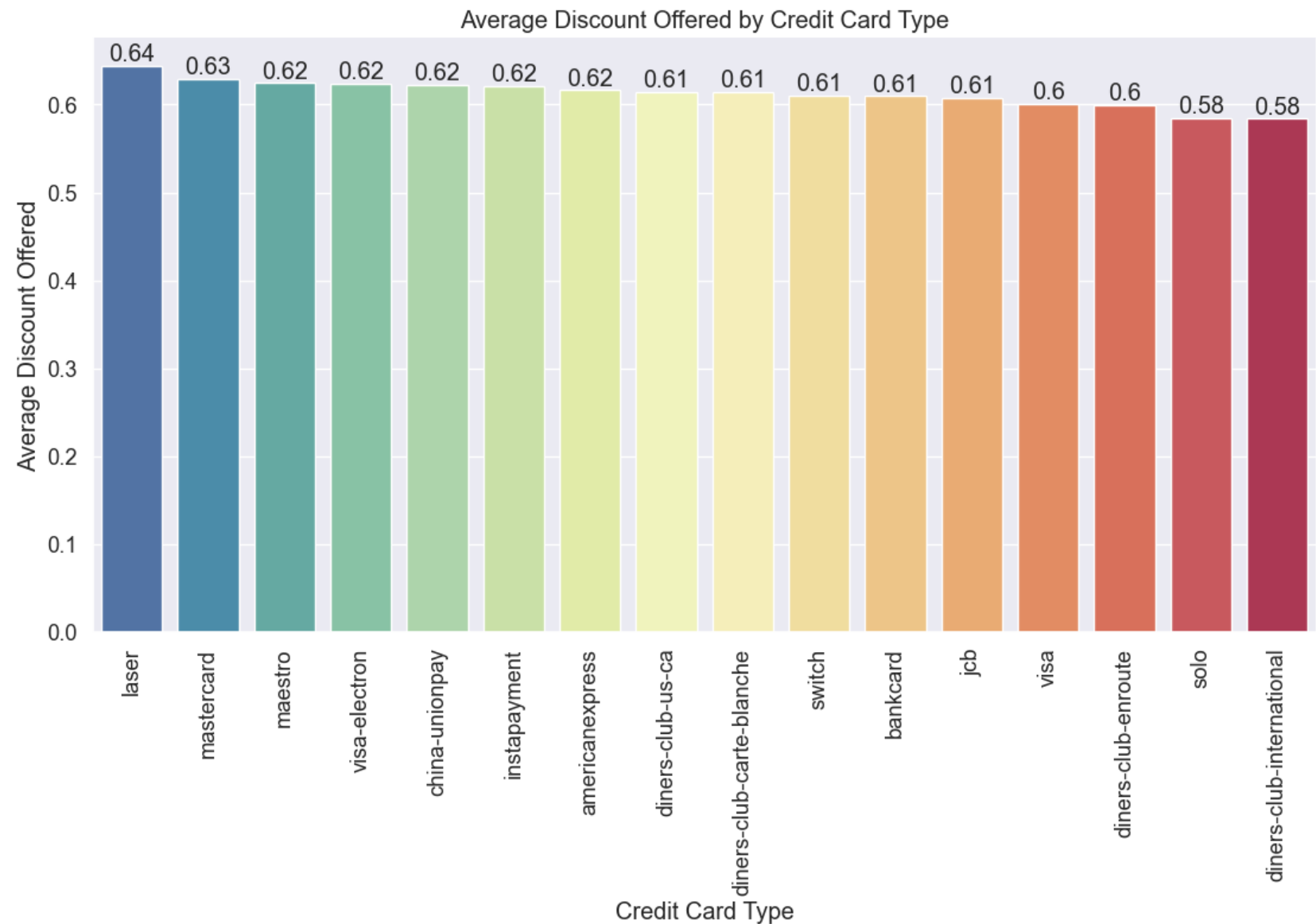


# Shipping Metrics

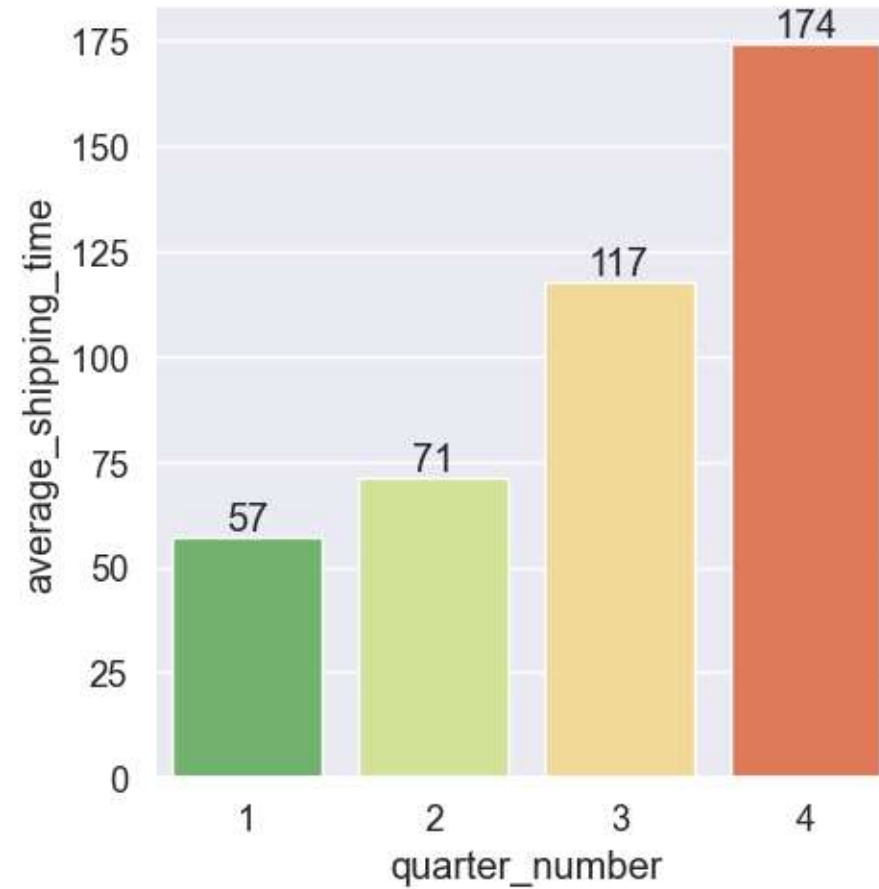
# Average discount offered by Credit Card type

By: Soumit Kundu

Batch: AIML ONLINE SEPTEMBER 23 A



# Time taken to ship orders by Quarter



# Insights and Recommendations

- We can see the average shipping time taken by the company is significantly going high over time.
- So it is very natural that the customers will be frustrated and give bad feedback.
- Company should take necessary action on this matter very seriously to perform well in the future.