



# SQL and Databases:

## Project Report

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# Business Overview

Total Revenue

11.2 M

Total Orders

1189

Total Customers

987

Avg Rating

3.5

Last Qtr Revenue

1.6 M

Last Qtr Orders

200

Avg Days to Ship

32

% Good Feedback

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

## Observations / Findings

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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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