



# Quarterly Business Report

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# Business Overview

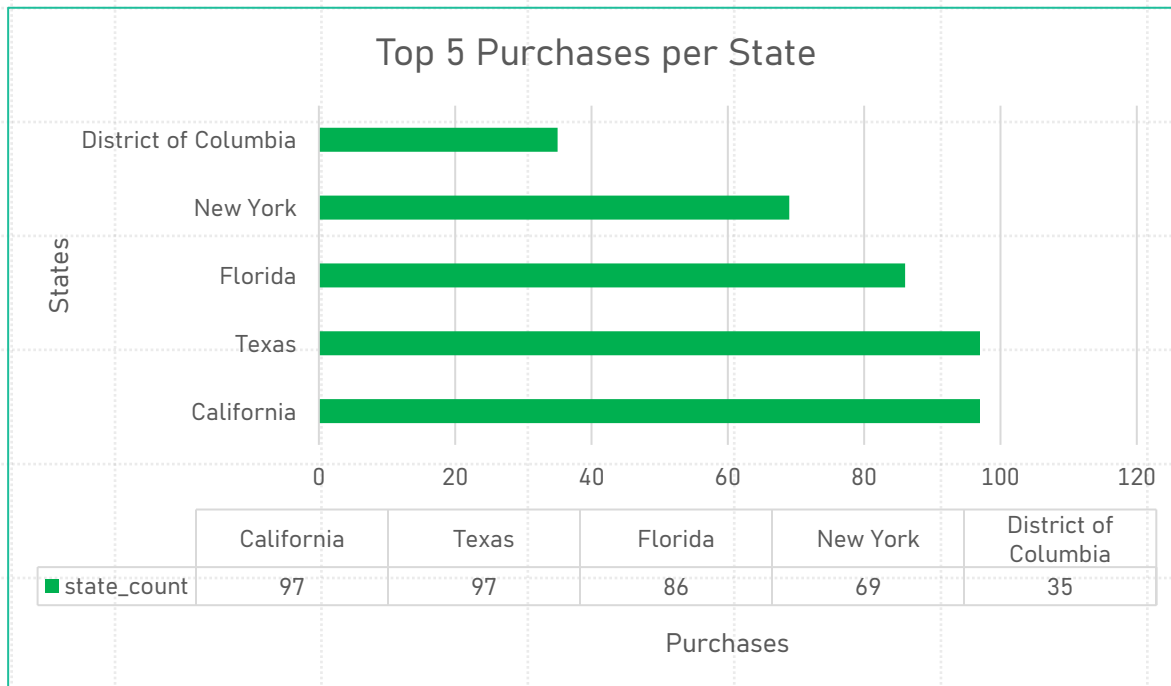
- **Total Revenue:**  
\$124,714,086.32
- **Total Orders:**  
1000
- **Total Customers:**  
994
- **Average Rating (Out of 5):**  
3.07
- **Last Qtr Revenue:**  
\$23,346,779.63
- **Last Qtr Orders:**  
199
- **Avg Days to Ship:**  
105
- **% Good Feedback:**  
23.32%



# Customer Metrics



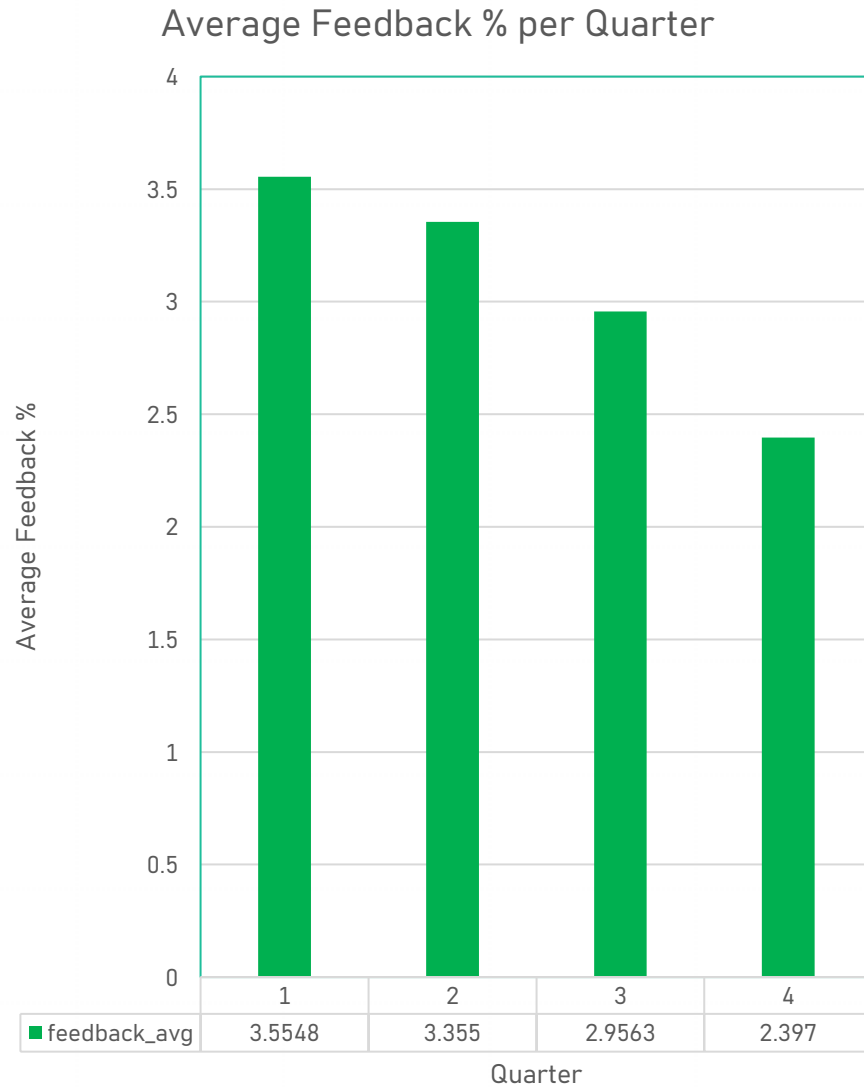
# Distribution of Customers across State



- **Observations/Findings:**

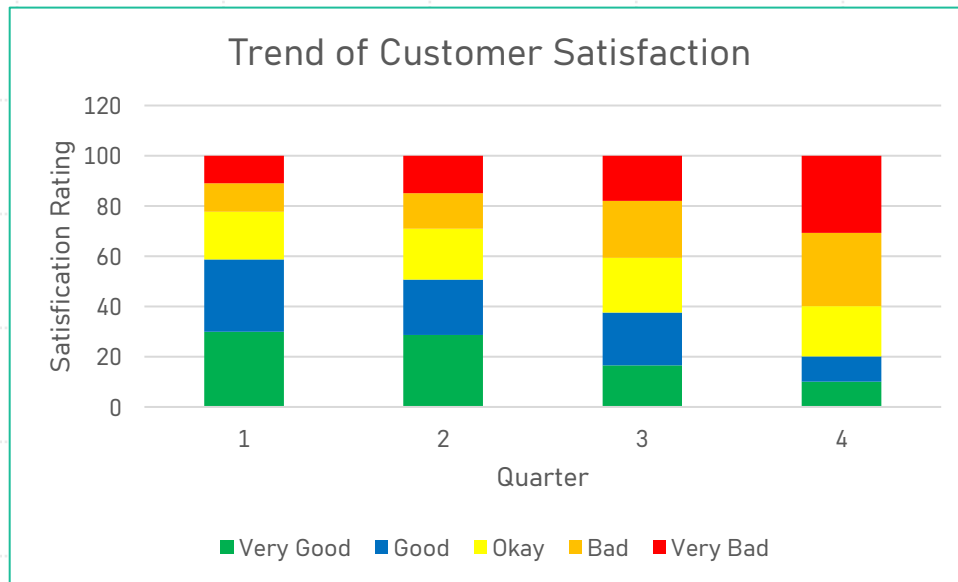
- **Top 5:** California and Texas lead the nation in car purchases, followed by Florida, New York and the District of Columbia.
- **Population Density:** These states tend to have high population densities, which could lead to a greater overall need for cars.
- **Urbanization:** More urban areas often rely less on public transportation and more on personal vehicles.

# Average Customer Ratings by Quarter



- **Observations/Findings:**
- **Decrease:** There have been a **steady decrease** in the % of customer satisfaction rating received from each quarter.
- **Dissatisfaction:** The recurring decline suggest the customer are unhappy with the product or service provided.
- **Customer support:** Is customer support responsive and helpful remedy problems?

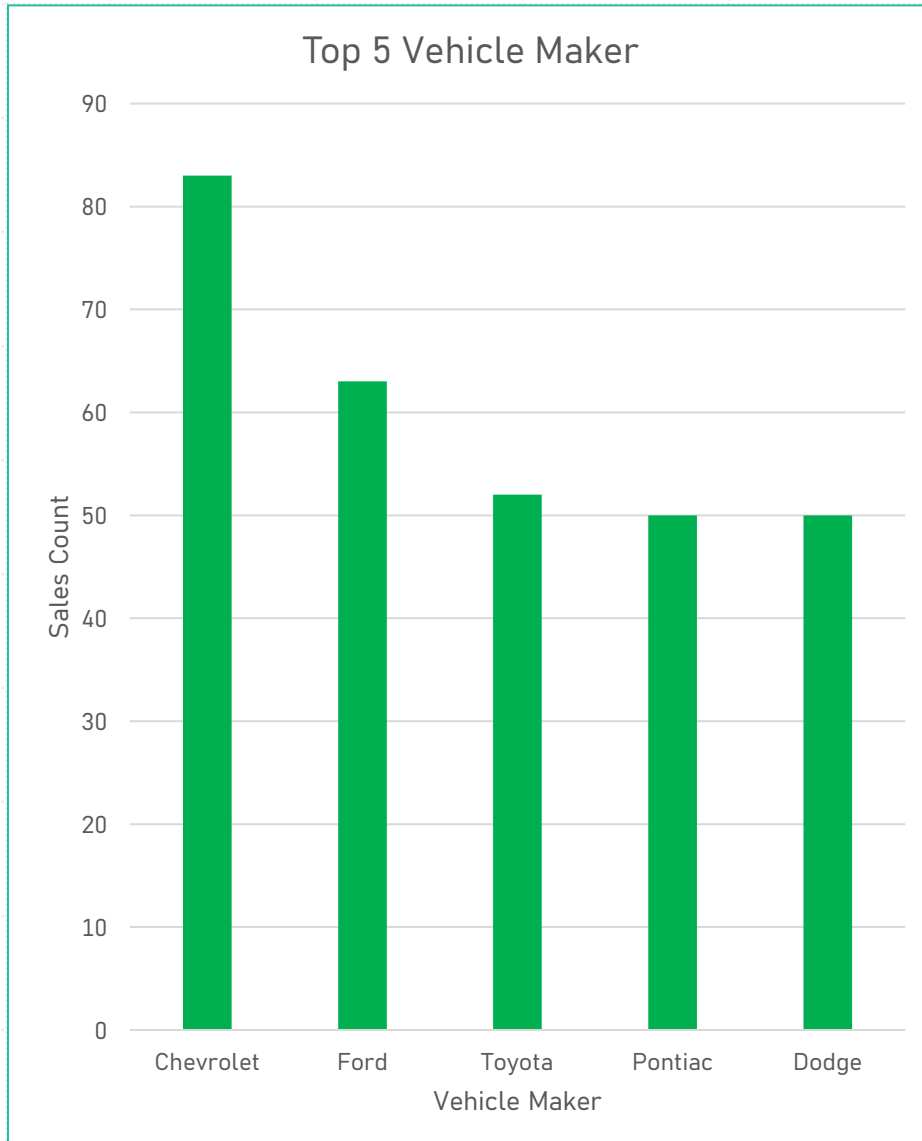
# Trend of Customer Satisfaction



- **Observations/Findings:**

- The severity of the terms from “very good” to “very bad” suggest a substantial shift in the customer perception.
- Potential issue with the product, service, or customer experience.
- Progressive worsening of the situation since the continuous decline. Not a one-time event.

# Top Vehicle Makers Preferred By Customers



- **Observations/Findings:**
- **Domestic** vehicle maker make up the majority of customers.
- **Chevrolet** emerges as the most preferred vehicle maker among customers.
- **Ford** follows behind in second place
- **Toyota** secures the third position, **Pontiac** and **Dodge** follows closely behind in third and fourth respectively.

Row Labels ▾	% of State
Acura	2.10%
Audi	1.40%
BMW	1.40%
Buick	2.80%
Cadillac	2.80%
<b>Chevrolet</b>	<b>11.89%</b>
Chrysler	1.40%
<b>Dodge</b>	<b>8.39%</b>
Ferrari	0.70%
<b>Ford</b>	<b>6.99%</b>
GMC	3.50%
Honda	1.40%
Hyundai	2.10%
Isuzu	2.10%
Jaguar	0.70%
Jeep	0.70%
Kia	1.40%
Lexus	1.40%
Lincoln	1.40%
Maserati	1.40%
Maybach	0.70%
Mazda	5.59%
Mercedes-Benz	4.20%
Mercury	1.40%
Mitsubishi	2.80%
Nissan	4.90%
Oldsmobile	0.70%
<b>Pontiac</b>	<b>7.69%</b>

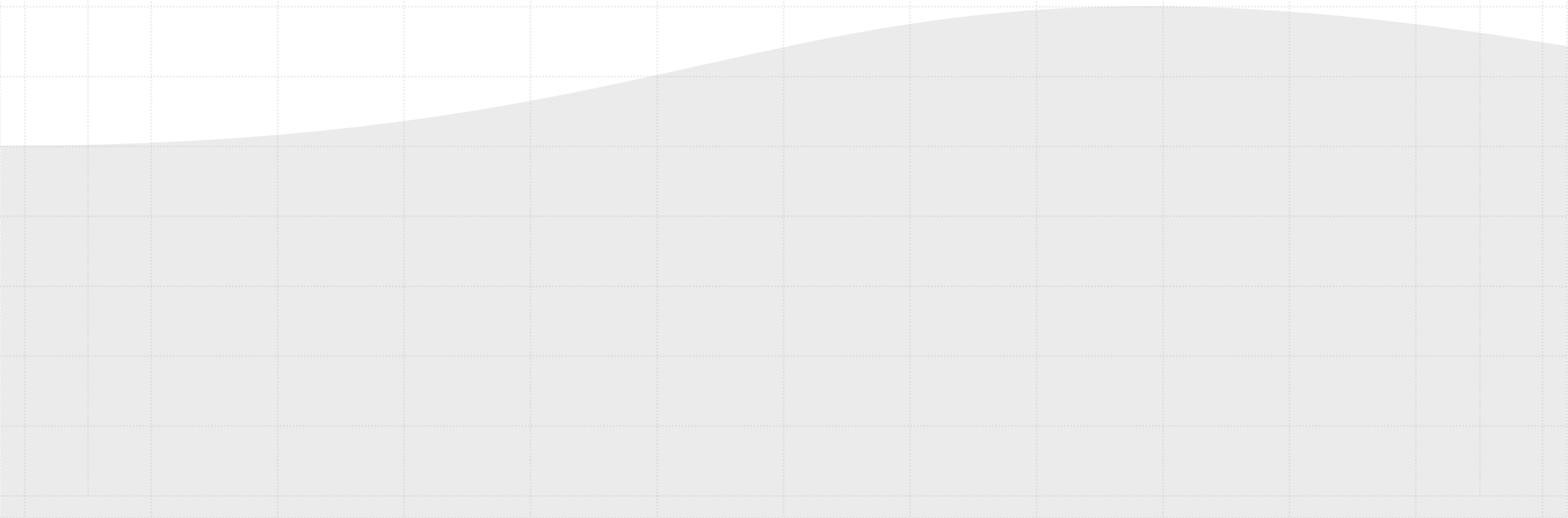
## Most Preferred Vehicle Make In Each State

- **Observations/Findings:**
- **Chevrolet** emerges as the most preferred vehicle maker across states.
- **Dodge** follows behind in second place.
- **Pontiac** secures the third position; **Ford** follows behind in fourth and many others in a tie for fifth place.

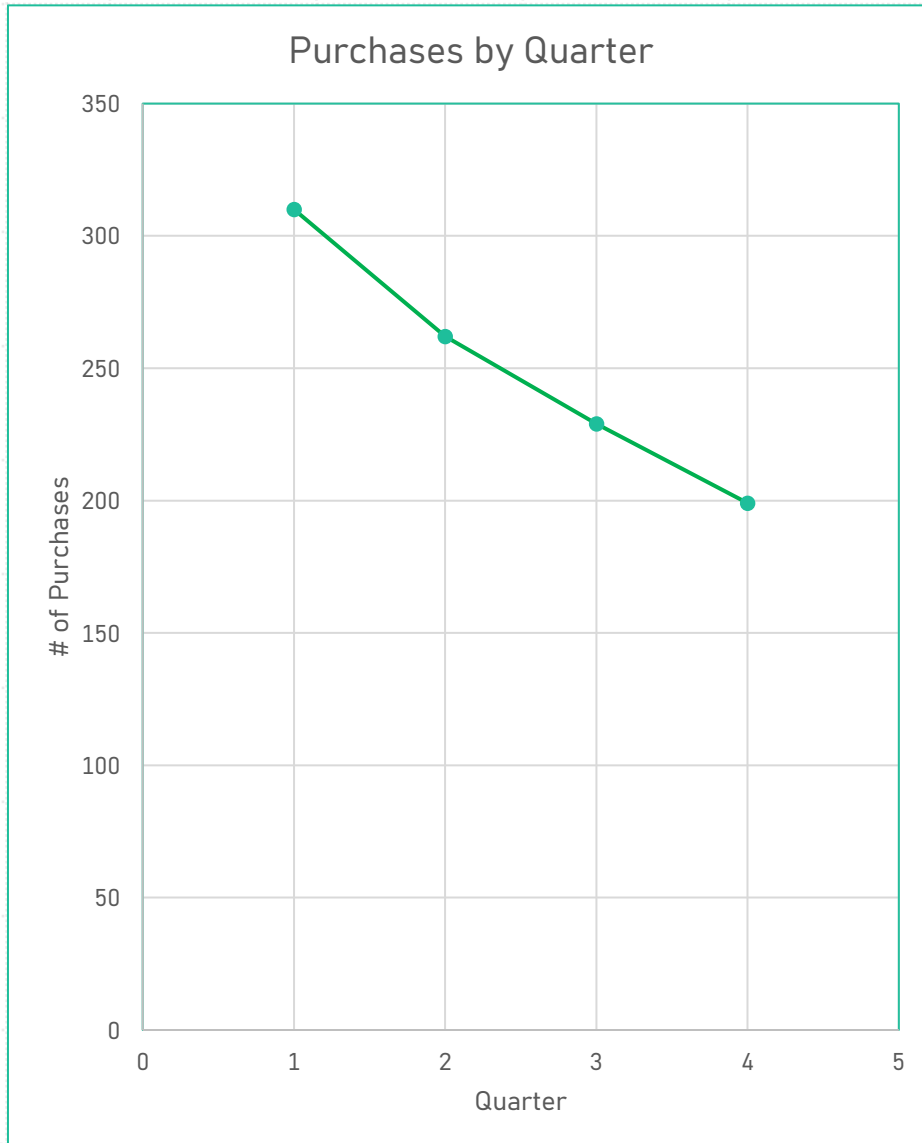




# Revenue Metrics

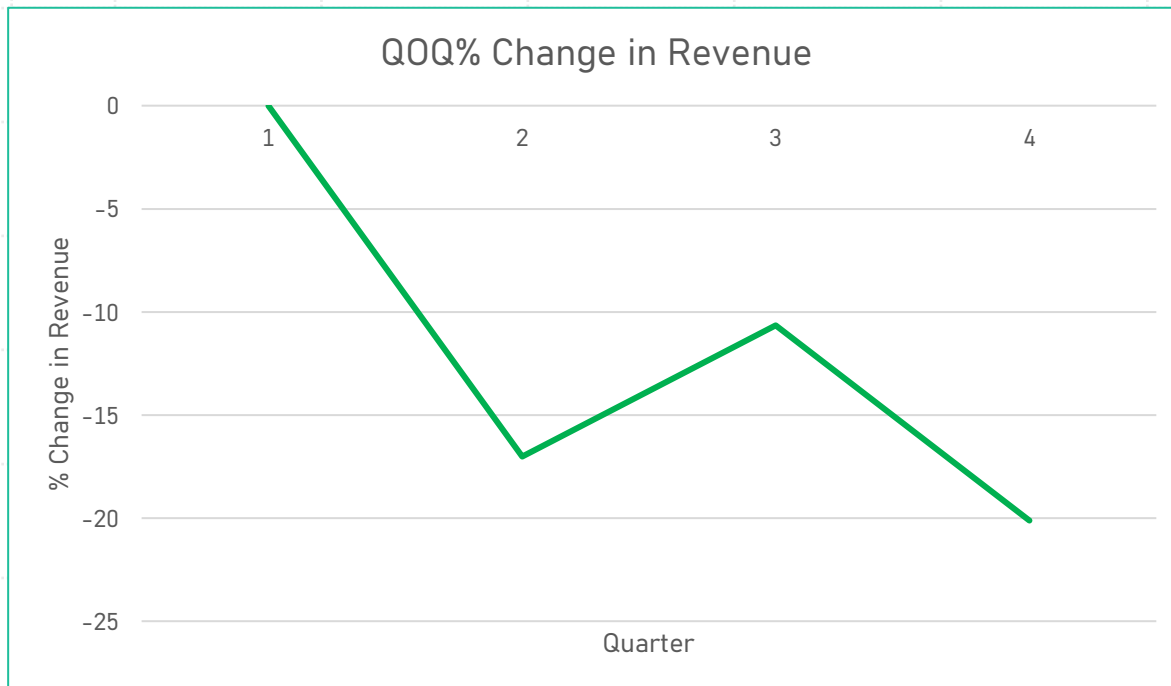


## Trend of Purchases by Quarter



- **Observations/Findings:**
- **Q1:** Highest purchase volume at 310.
- **Q2:** Dip from Q1, with purchases at 262.
- **Q3/Q4:** Continued decline, at 229 and 199 purchases.

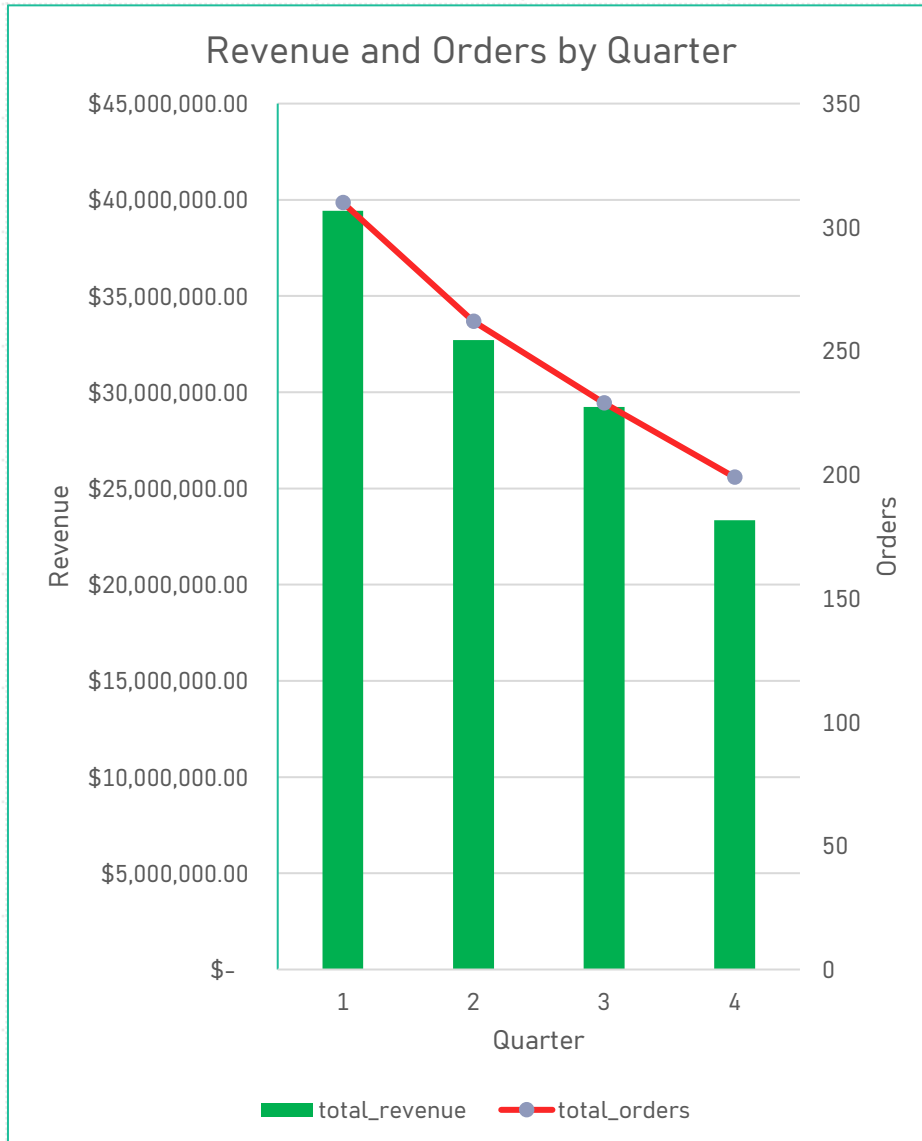
# Quarter on Quarter % Change in Revenue



- **Observations/Findings:**
- **Q2:** Revenue **decreased by 17%** compared to **Q1**.
- **Q3:** Revenue **improved relative** to **Q2**.
- **Q4:** Revenue **decreased by 20%** compared to **Q3**.

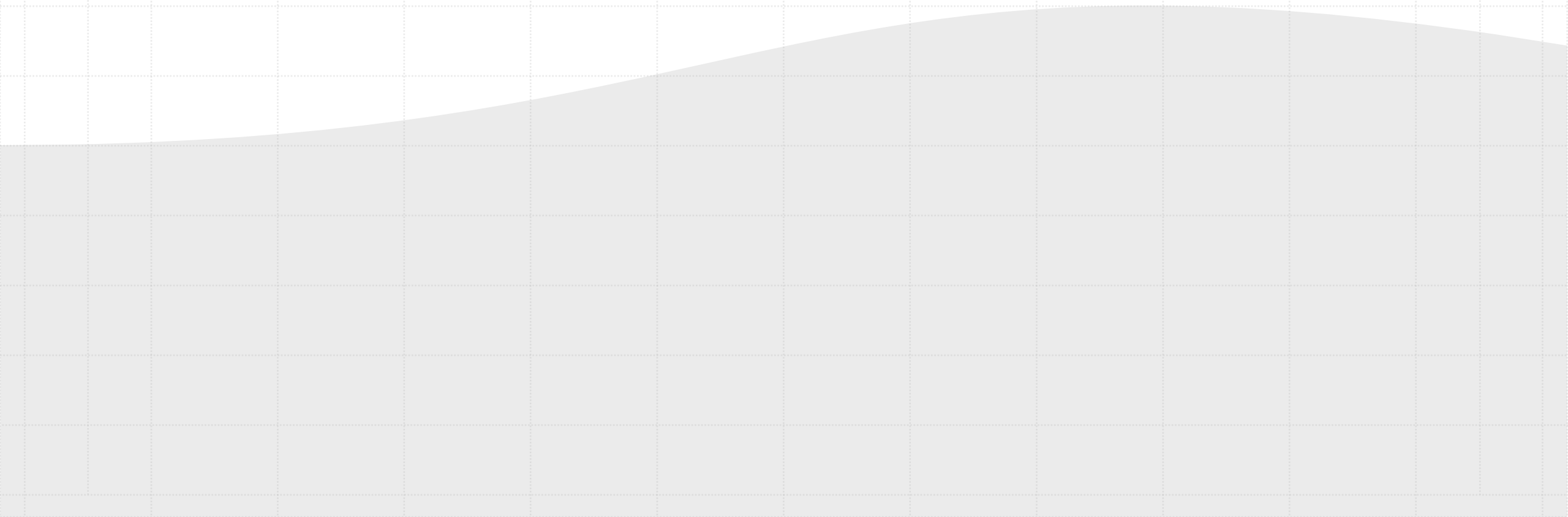
# Trend of Revenue and Orders by Quarter

- **Observations/Findings:**
- **Q1:** Highest revenue at ~\$39 million.
- **Steady Decline:** Revenue dropped to ~\$32 million in **Q2** and continue to decline in **Q3** and **Q4**.
- **Overall Decrease:** ~Approximately **41%** from **Q1** to **Q4**.



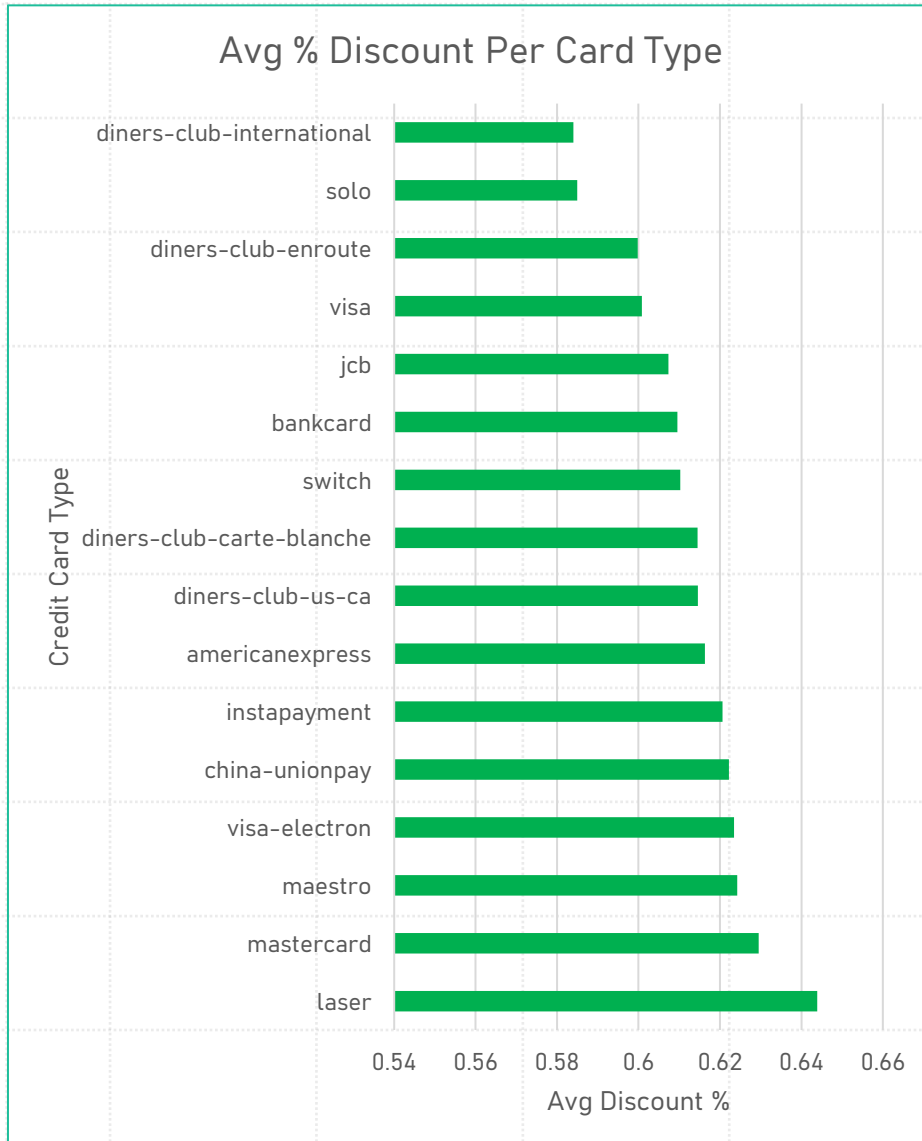


# Shipping Metrics



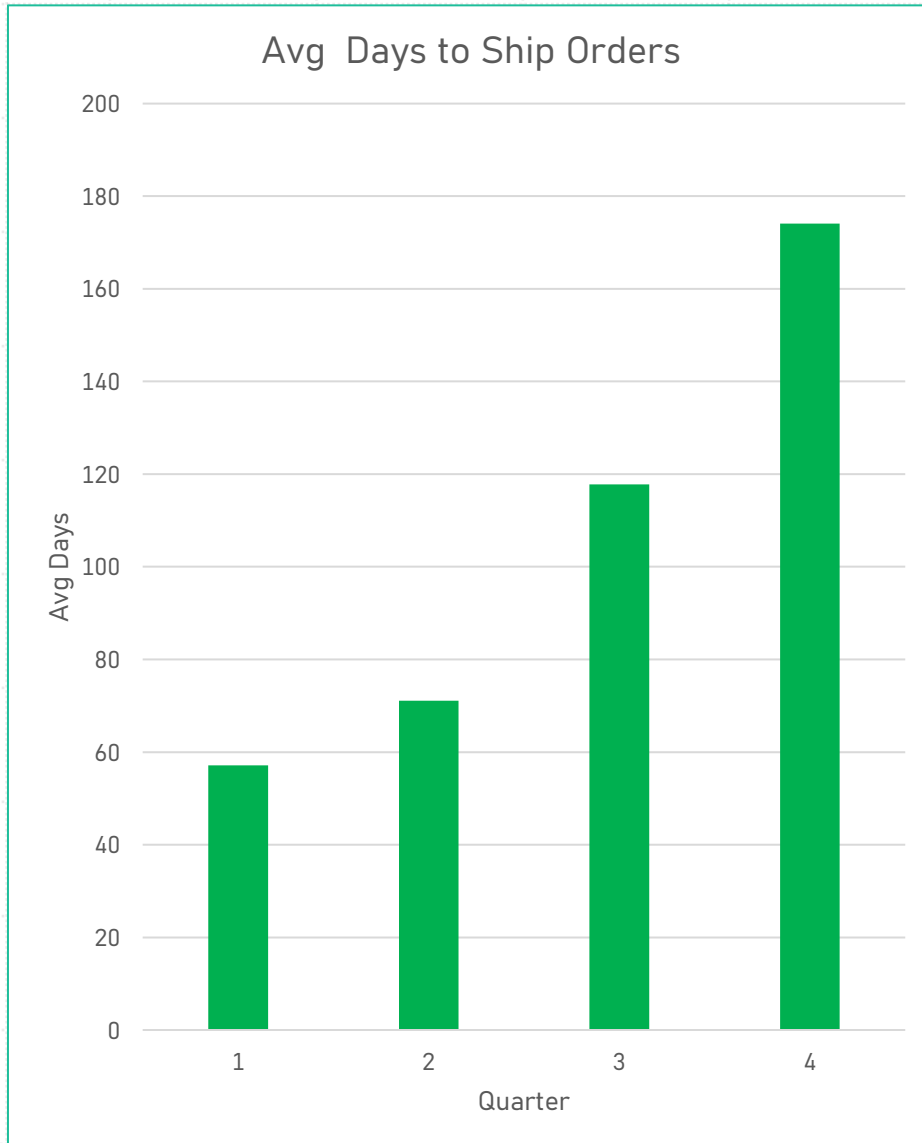
# Average Discount Offered by Credit Card Type

- **Observations/Findings:**
- **Top 5 Credit Card Type Discounts:**
- **1.** Laser
- **2.** Mastercard
- **3.** Maestro
- **4.** Visa-Electron
- **5.** China-Unionpay



# Time Taken to Ship Orders by Quarter

- **Observations/Findings:**
- **Q1:** Average shipping time was 57 days.
- **Sharp Increases:** Shipping times jumped to 71 days in **Q2**, nearly doubling **Q1**.
- **Overall increase:** This represents a **tripling** of shipping times from **Q1** to **Q4** (174 days vs 57 days).





# Insights and Recommendations

To better understand the reasons behind the decline, gather additional data and investigate root cause:

- **Analyze customer feedback:** Look for recurring themes or complaints that might indicate specific areas needing improvement.
- **Conduct surveys:** Survey your customers directly to understand their satisfaction levels and gather their feedback.
- **Monitor social media:** See what customers are saying about your brand on social media platforms.
- **Communicate with Customers:** Be transparent about delays and offer faster shipping options.

- **Market conditions:** Has there been a downturn in the overall market that's impacting your industry?
- **Product/Service Issues:** Were there any quality issues or negative customer feedback that affected sales?
- **Competition:** Have new competitors emerged, or have existing competitors gained market share?
- **Marketing/Sales Strategies:** Were there any changes in marketing or sales strategies that might have negatively impacted revenue?