

[Q1] What is the distribution of customers across states?

	state	customer_count
0	California	97
1	Texas	97
2	Florida	86
3	New York	69
4	District of Columbia	35
5	Colorado	33
6	Ohio	33
7	Alabama	29
8	Washington	28
9	Arizona	26
10	Illinois	25
11	Pennsylvania	25
12	Virginia	24
13	Tennessee	23
14	Missouri	23
15	Connecticut	22
16	Indiana	21
17	Louisiana	20
18	North Carolina	20
19	Georgia	18
20	Minnesota	17
21	Nevada	17
22	Michigan	17
23	Oklahoma	16
24	Massachusetts	14
25	Maryland	14
26	Kansas	13
27	Iowa	11
28	Utah	10
29	West Virginia	10
30	Alaska	10
31	New Jersey	9
32	South Carolina	9
33	Wisconsin	8
34	Kentucky	8
35	Nebraska	7
36	Idaho	7
37	Oregon	7
38	Arkansas	6
39	Hawaii	6
40	Delaware	6
41	New Mexico	5
42	New Hampshire	3
43	Montana	3
44	North Dakota	2
45	Mississippi	2
46	Maine	1
47	Wyoming	1
48	Vermont	1

[Q2] What is the average rating in each quarter?

	quarter_number	average_rating
0	1	3.6663
1	2	3.4840
2	3	3.0807
3	4	2.5131

[Q3] Are customers getting more dissatisfied over time?

	quarter_number	customer_feedback	feedback_count	total_count	feedback_percentage
0	1	Bad	35	310	11.29032
1	1	Good	89	310	28.70968
2	1	Okay	59	310	19.03226
3	1	Very Bad	34	310	10.96774
4	1	Very Good	93	310	30.00000
5	2	Bad	37	262	14.12214
6	2	Good	58	262	22.13740
7	2	Okay	53	262	20.22901
8	2	Very Bad	39	262	14.88550
9	2	Very Good	75	262	28.62595
10	3	Bad	52	229	22.70742
11	3	Good	48	229	20.96070
12	3	Okay	50	229	21.83406
13	3	Very Bad	41	229	17.90393
14	3	Very Good	38	229	16.59389
15	4	Bad	58	199	29.14573
16	4	Good	20	199	10.05025
17	4	Okay	40	199	20.10050
18	4	Very Bad	61	199	30.65327
19	4	Very Good	20	199	10.05025

[Q4] Which are the top 5 vehicle makers preferred by the customer?

	vehicle_maker	customer_count
0	Chevrolet	83
1	Ford	63
2	Toyota	52
3	Dodge	50
4	Pontiac	50

[Q5] What is the most preferred vehicle make in each state?

	state	vehicle_maker
0	Alabama	Dodge
1	Alaska	Chevrolet
2	Arizona	Cadillac
3	Arizona	Pontiac
4	Arkansas	Chevrolet
5	Arkansas	GMC
6	Arkansas	Mitsubishi
7	Arkansas	Pontiac
8	Arkansas	Suzuki

9	Arkansas	Volkswagen
10	California	Audi
11	California	Chevrolet
12	California	Dodge
13	California	Ford
14	California	Nissan
15	Colorado	Chevrolet
16	Connecticut	Chevrolet
17	Connecticut	Maserati
18	Connecticut	Mercury
19	Connecticut	Volvo
20	Delaware	Mitsubishi
21	District of Columbia	Chevrolet
22	Florida	Toyota
23	Georgia	Toyota
24	Hawaii	Cadillac
25	Hawaii	Ford
26	Hawaii	GMC
27	Hawaii	Nissan
28	Hawaii	Pontiac
29	Hawaii	Toyota
30	Idaho	Dodge
31	Illinois	Chevrolet
32	Illinois	GMC
33	Illinois	Ford
34	Indiana	Mazda
35	Iowa	Chevrolet
36	Iowa	Chrysler
37	Iowa	Dodge
38	Iowa	Ford
39	Iowa	Hyundai
40	Iowa	Isuzu
41	Iowa	Jeep
42	Iowa	Mazda
43	Iowa	Pontiac
44	Iowa	Porsche
45	Iowa	Subaru
46	Kansas	Buick
47	Kansas	Dodge
48	Kansas	Ford
49	Kansas	GMC
50	Kansas	Honda
51	Kansas	Lexus
52	Kansas	Maserati
53	Kansas	Mazda
54	Kansas	Mercedes-Benz
55	Kansas	Nissan
56	Kansas	Saab
57	Kansas	Suzuki
58	Kansas	Volkswagen

59	Kentucky	Acura
60	Kentucky	Audi
61	Kentucky	Mercedes-Benz
62	Kentucky	Mercury
63	Kentucky	Nissan
64	Kentucky	Pontiac
65	Kentucky	Ram
66	Kentucky	Volvo
67	Louisiana	Nissan
68	Louisiana	BMW
69	Louisiana	Ford
70	Louisiana	Pontiac
71	Louisiana	Kia
72	Maine	Mercedes-Benz
73	Maryland	Ford
74	Massachusetts	Dodge
75	Massachusetts	Chevrolet
76	Michigan	Ford
77	Minnesota	GMC
78	Mississippi	Dodge
79	Mississippi	Toyota
80	Missouri	Chevrolet
81	Montana	Chevrolet
82	Montana	Dodge
83	Montana	Mitsubishi
84	Nebraska	Cadillac
85	Nebraska	Chevrolet
86	Nebraska	Mercedes-Benz
87	Nebraska	Nissan
88	Nebraska	Pontiac
89	Nebraska	Toyota
90	Nebraska	Volkswagen
91	Nevada	Pontiac
92	New Hampshire	Chrysler
93	New Hampshire	Lexus
94	New Hampshire	Lincoln
95	New Jersey	Hyundai
96	New Jersey	Mercedes-Benz
97	New Mexico	Dodge
98	New York	Toyota
99	New York	Pontiac
100	North Carolina	Volvo
101	North Dakota	Ford
102	North Dakota	Hyundai
103	Ohio	Chevrolet
104	Oklahoma	Ferrari
105	Oklahoma	Mazda
106	Oklahoma	Toyota
107	Oregon	Toyota
108	Pennsylvania	Toyota
109	South Carolina	Acura

110	South Carolina	BMW
111	South Carolina	Buick
112	South Carolina	Dodge
113	South Carolina	Isuzu
114	South Carolina	Jaguar
115	South Carolina	Kia
116	South Carolina	Mazda
117	South Carolina	Mitsubishi
118	Tennessee	Mazda
119	Texas	Chevrolet
120	Utah	Buick
121	Utah	Chevrolet
122	Utah	Dodge
123	Utah	Isuzu
124	Utah	Lincoln
125	Utah	Maybach
126	Utah	Oldsmobile
127	Utah	Pontiac
128	Utah	Subaru
129	Utah	Volkswagen
130	Vermont	Mazda
131	Virginia	Ford
132	Washington	Chevrolet
133	West Virginia	Mercedes-Benz
134	Wisconsin	Acura
135	Wisconsin	Cadillac
136	Wisconsin	Chevrolet
137	Wisconsin	Dodge
138	Wisconsin	Honda
139	Wisconsin	Mazda
140	Wisconsin	Nissan
141	Wisconsin	Pontiac
142	Wyoming	Buick

[Q6] What is the trend of number of orders by quarters?

quarter_number	order_count
0	310
1	262
2	229
3	199

[Q7] What is the quarter over quarter % change in revenue?

quarter_number	current_quarter_revenue	previous_quarter_revenue	qoq_percentage_change
0	26519199.19	NaN	NaN
1	21595874.35	26519199.19	-18.565134
2	19719917.59	21595874.35	-8.686644
3	15280009.98	19719917.59	-22.514839

[Q8] What is the trend of revenue and orders by quarters?

	quarter_number	total_revenue	total_orders
0	1	26519199.19	310
1	2	21595874.35	262
2	3	19719917.59	229
3	4	15280009.98	199

[Q9] What is the average discount offered for different types of credit cards?

	credit_card_type	average_discount
0	jcb	0.607382
1	visa-electron	0.623469
2	switch	0.610233
3	diners-club-carte-blanche	0.614490
4	laser	0.643846
5	china-unionpay	0.622174
6	diners-club-enroute	0.599792
7	americanexpress	0.616327
8	mastercard	0.629500
9	visa	0.600833
10	bankcard	0.609545
11	solo	0.585000
12	maestro	0.624219
13	diners-club-us-ca	0.614615
14	instapayment	0.620625
15	diners-club-international	0.584000

[Q10] What is the average time taken to ship the placed orders for each quarters?

	quarter_number	average_shipping_time
0	1	57.1677
1	2	71.1107
2	3	117.7555
3	4	174.0955