



# Quarterly Business Report 2018

NEW WHEELS

## Business Overview

Total Revenue

**82.6 M**

Total Orders

**1000**

Total Customers

**994**

Avg Rating

**3.14**

Last Qtr Revenue

**15.2 M**

Last Qtr Orders

**199**

Avg Days to Ship

**98**

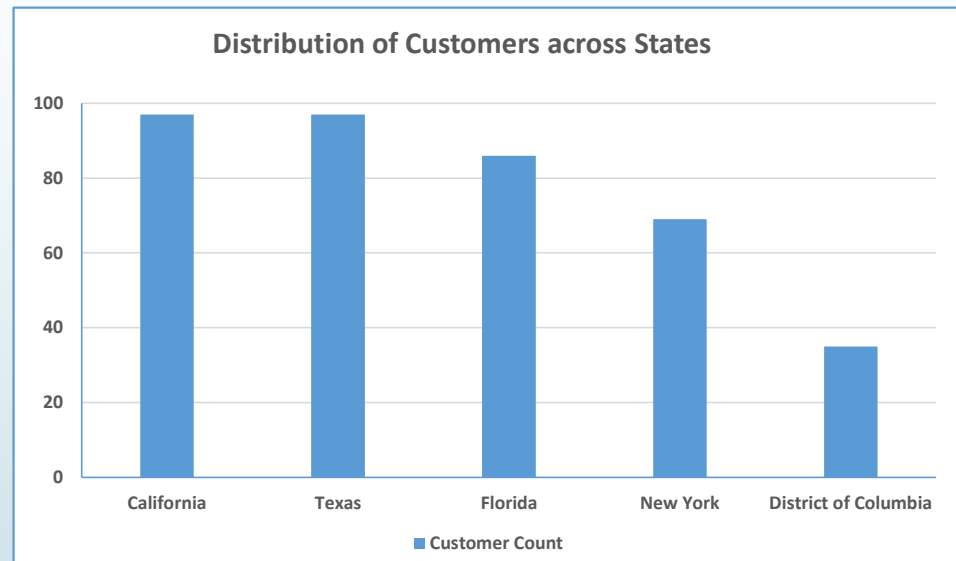
% Good Feedback

**44%**



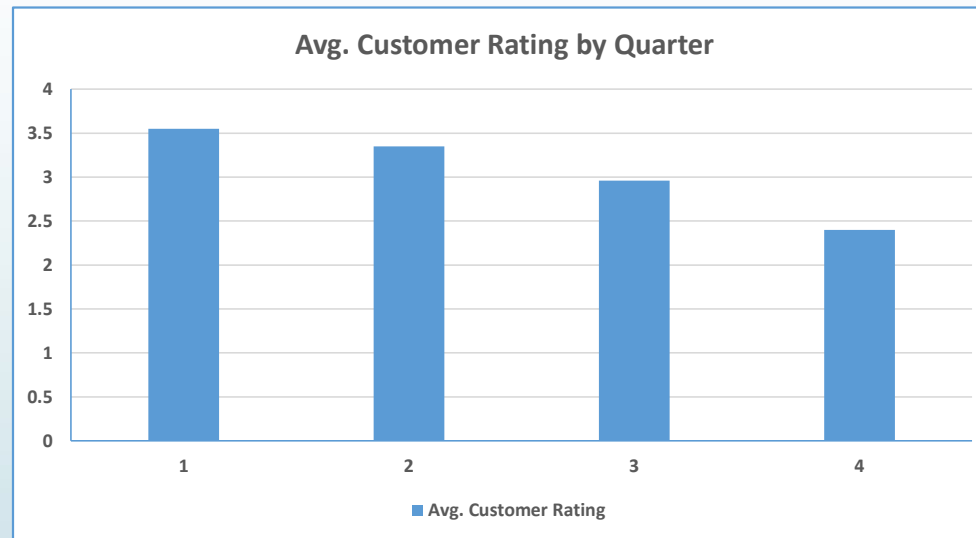
# Customer Metrics

# Distribution of Customers across States



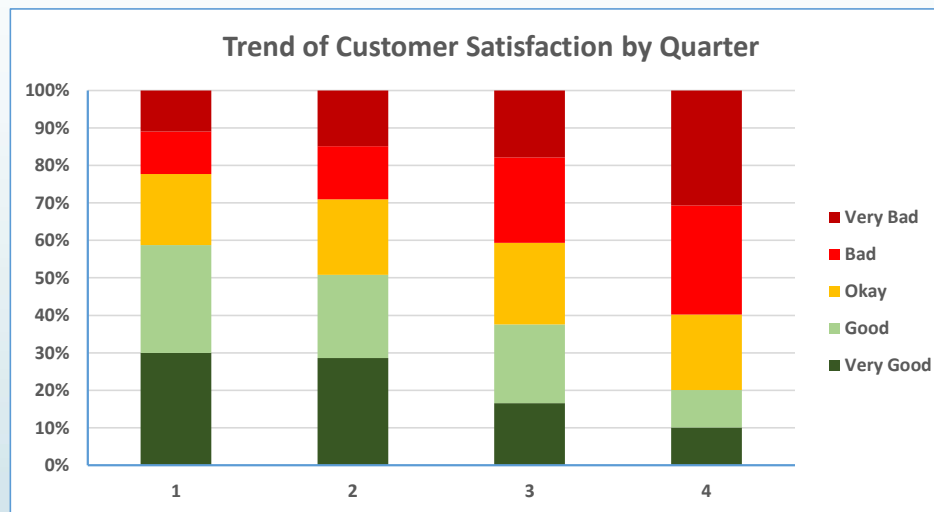
- California, Texas, Florida and New York had the largest number of customers as they are the largest states by population in the US
- Number of customers dropped by half when moving from New York in the 4<sup>th</sup> place to the District of Columbia in the 5<sup>th</sup> place

# Average Customer Ratings by Quarter



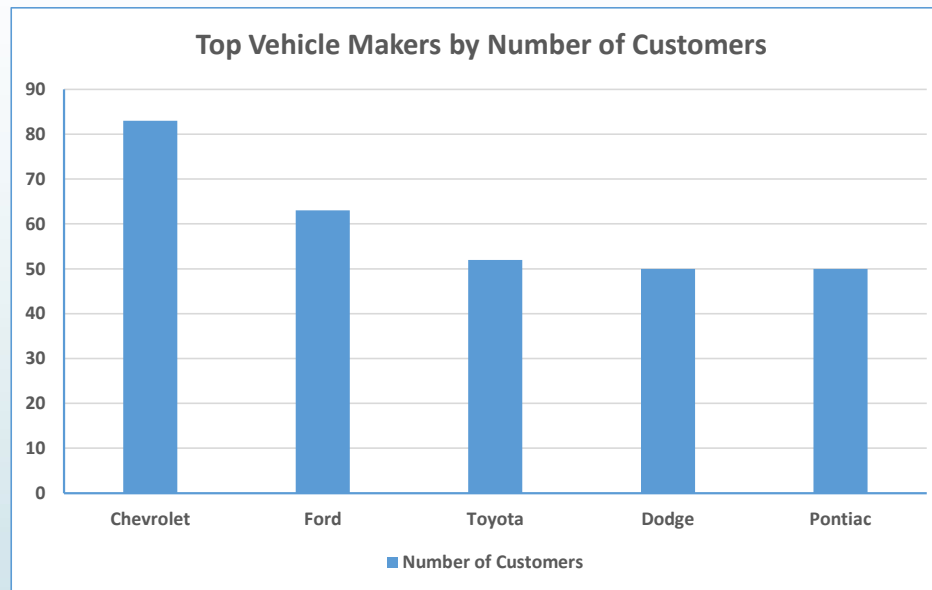
- Average customer rating decreased steadily from quarter to quarter
- Average customer rating dropped significantly from 3.6 in Q1 to 2.4 in Q4

# Trend of Customer Satisfaction



- The percentage of “happy” customers decreased steadily from quarter to quarter
- The percentage of “unhappy” customers increased steadily from quarter to quarter

## Top vehicle makers preferred by customers



- The most preferred vehicle maker, Chevrolet, had 83 customers
- Of the top 5 vehicle makers preferred by customers, all except one (Toyota) were American.

# Most preferred vehicle Make in each State

State	Preferred Vehicle Maker	State	Preferred Vehicle Maker	State	Preferred Vehicle Maker	State	Preferred Vehicle Maker	State	Preferred Vehicle Maker
Alabama	Dodge	Idaho	Dodge	Kentucky	Acura	Nevada	Pontiac	Utah	Buick
Alaska	Chevrolet	Illinois	Chevrolet		Audi	New Hampshire	Chrysler		Chevrolet
Arizona	Cadillac		Ford		Mercedes-Benz		Lexus		Dodge
	Pontiac		GMC		Mercury		Lincoln		Isuzu
Arkansas	Chevrolet	Indiana	Mazda		Nissan	New Jersey	Hyundai		Lincoln
	GMC	Iowa	Chevrolet		Pontiac		Mercedes-Benz		Maybach
	Mitsubishi		Chrysler		Ram	New Mexico	Dodge		Oldsmobile
	Pontiac		Dodge		Volvo	New York	Pontiac		Pontiac
	Suzuki		Ford	Louisiana	BMW		Toyota		Subaru
	Volkswagen		Hyundai		Ford	North Carolina	Volvo		Volkswagen
California	Audi		Isuzu		Kia	North Dakota	Ford	Vermont	Mazda
	Chevrolet		Jeep		Nissan		Hyundai	Virginia	Ford
	Dodge		Mazda		Pontiac	Ohio	Chevrolet	Washington	Chevrolet
	Ford		Pontiac	Maine	Mercedes-Benz	Oklahoma	Ferrari	West Virginia	Mercedes-Benz
	Nissan		Porsche	Maryland	Ford		Mazda	Wisconsin	Acura
Colorado	Chevrolet		Subaru	Massachusetts	Chevrolet		Toyota		Cadillac
Connecticut	Chevrolet	Kansas	Buick		Dodge	Oregon	Toyota		Chevrolet
	Maserati		Dodge	Michigan	Ford	Pennsylvania	Toyota		Dodge
	Mercury		Ford	Minnesota	GMC	South Carolina	Acura		Honda
	Volvo		GMC	Mississippi	Dodge		BMW		Mazda
Delaware	Mitsubishi		Honda		Toyota		Buick		Nissan
District of Columbia	Chevrolet		Lexus	Missouri	Chevrolet		Dodge		Pontiac
Florida	Toyota		Maserati	Montana	Chevrolet		Isuzu	Wyoming	Buick
Georgia	Toyota		Mazda		Dodge		Jaguar		
Hawaii	Cadillac		Mercedes-Benz		Mitsubishi		Kia		
	Ford		Nissan	Nebraska	Cadillac		Mazda		
	GMC		Saab		Chevrolet		Mitsubishi		
	Nissan		Suzuki		Mercedes-Benz	Tennessee	Mazda		
	Pontiac		Volkswagen		Nissan	Texas	Chevrolet		
	Toyota				Pontiac				
					Toyota				
					Volkswagen				

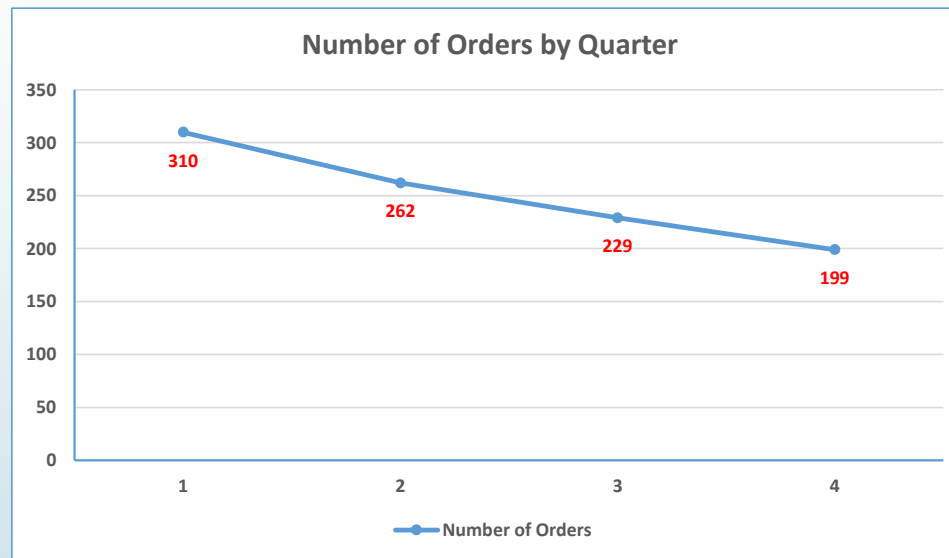
- Majority of the states had multiple “most preferred” vehicle makers





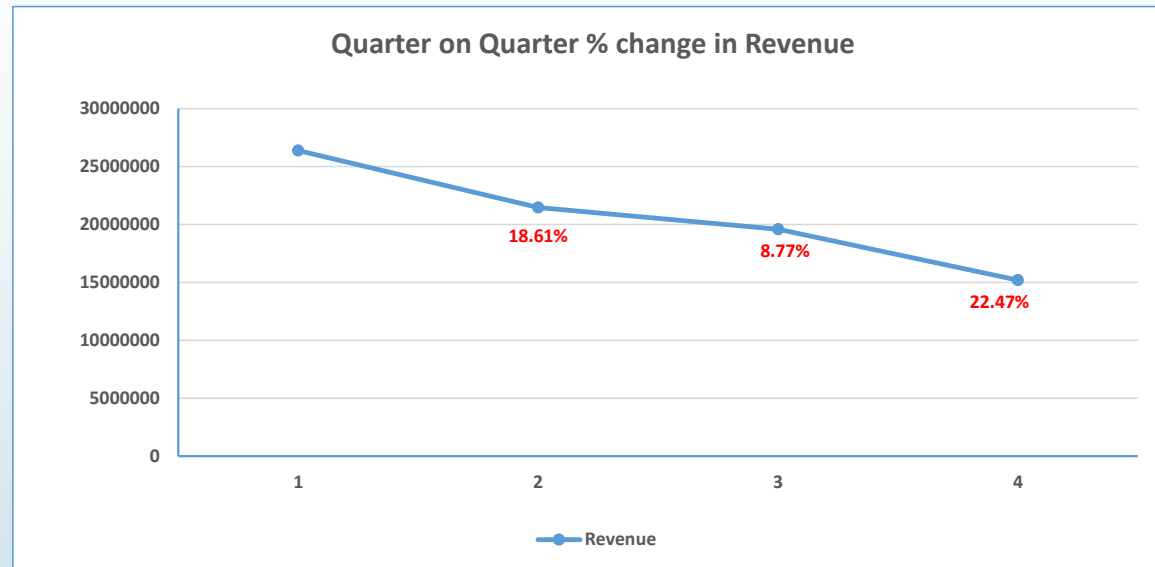
# Revenue Metrics

## Trend of purchases by Quarter



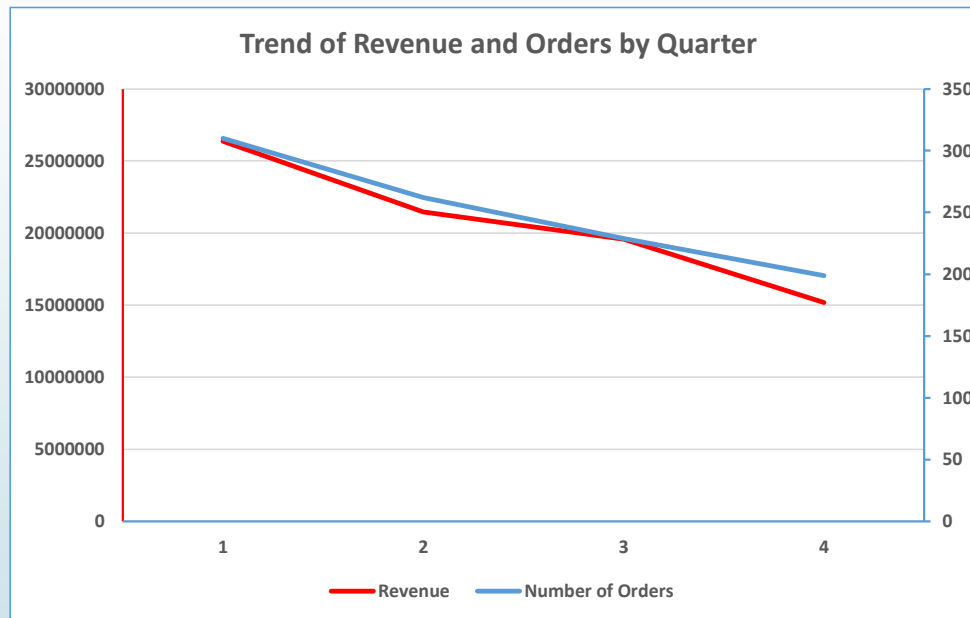
- Number of purchases dropped steadily from quarter to quarter
- Number of purchases fell from 310 in Q1 to 199 in Q4

## Quarter on Quarter % change in Revenue



- The revenue dropped significantly every quarter to quarter
- The revenue fell from \$26.4 M in Q1 to \$15.2 M in Q4

## Trend of Revenue and Orders by Quarter



- As the number of orders decreased steadily, the revenue also fell every quarter to quarter



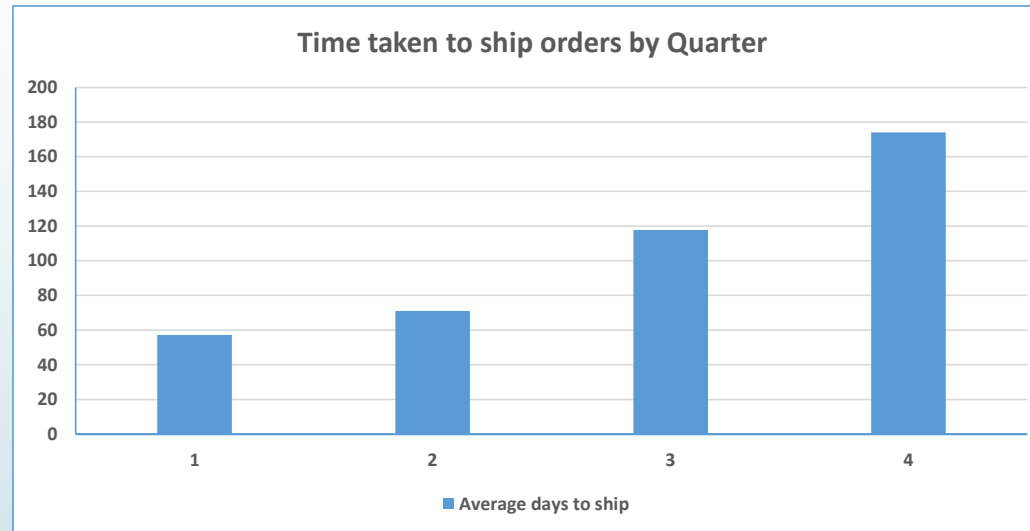
# Shipping Metrics

## Average discount offered by Credit Card type



- Laser credit card type offered the highest average discount at \$557
- There is no significant difference between the average discount offered by the other credit card types

## Time taken to ship orders by Quarter



- The average time taken to ship orders increased steadily every quarter to quarter
- Average time taken to ship nearly tripled, from 57 days in Q1 to 174 days in Q4



# Insights and Recommendations





## Insights and Recommendations

- The steady drop in customer satisfaction has had an adverse impact on the sales and revenue quarter over quarter
- The time taken to ship orders has increased significantly quarter over quarter contributing to poor customer satisfaction
- Focusing on strategies to improve shipping time is pivotal to improving sales and revenue