**CUSTOMER SALES ANALYSIS FOR KULTRA MEGA STORES (KMS)**

**ABUJA DIVISION**

**PRESENTED BY**

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**ON**

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**INTRODUCTION**

This report presents key insights and findings of Kultra Mega Stores Abuja division company’s sales, customer behavior, shipping performance and profitability using transactional order data. The goal is to uncover patterns that impact revenue, customer value and shipping methods while providing actionable insight for the business improvement.

**OBJECTIVES**

The objectives of this analysis are to:

* Identify top product category.
* Know the top and bottom regions in terms of sales.
* Understand purchasing patterns by customer segment.
* Recommend strategies to improve revenue from low performing customers.
* Evaluate the effectiveness of shipping method selection against order priority.
* Provide actionable insights to support data-driven decision making by the management.

**QUESTIONS AND ANSWERS**

Case Scenario I

1. Which product category had the highest sales?

Technology was the category with highest, generating 5,984,248.50

1. What are the top 3 and bottom 3 regions in terms of sales?

The top 3 regions were West with total sales of 3,597,549.41, Ontario with total sales of 3,063,212.60 and Prarie with a total sales of 2,837,304.60

The bottom 3 regions were Nunavut with total sales of 116,376.47, Northwest Territories with total sales of 800,847.35 and Yukon with total sales of 975,867.39

1. What were the total sales of appliances in Ontario?

The total sales of appliances in Ontario was 202,346.84

1. Advise the management of KMS on what to do to increase the revenue from the bottom 10 customers

To increase the revenue from low performing customers, I would advise the management to encourage these customers to change the product category they purchase from office supplies to either technology or furniture.

1. KMS incurred the most shipping cost using which shipping method?

KMS incurred the most shipping cost using Delivery Truck with a total of 51,971.94 shipping cost.

Case Scenario II

1. Who are the most valuable customers, and what products or services do they typically purchase?

The top 3 most valuable customers and the products or services are:

Mitch Gastineau (Office Star - Contemporary Task Swivel chair with 2-way adjustable arms, Plum) 70.20

Lena Creighton (Eldon® 500 Class™ Desk Accessories) 43.68

Damala Kotsonis (Accessory29) 41.50

1. Which small business customer has the highest sales?

The small business customer with the highest sales was Dennis Kane with a total sales of 75,967.59

1. Which corporate customer placed the most number of orders in 2009 – 2012?

Adam Hart was the corporate customer with the most number of order in 2019 – 2012 with total of 27 orders.

1. Which consumer customer was the most profitable one?

The most profitable consumer customer was Emily Phan and made a profit of 34,005.44

. 10. Which customer returned items and what segment do they belong to?

Out of the total orders, 384 customers returned item from all the different customer segments.

Top 5 customers by customer segment and number of return:

Darren Budd (Consumer) 10

Erin Creighton (Corporate) 10

Olvera Toch (Home Office) 8

Erica Smith (Small Business) 7

Brad Thomas (Home Office) 7

11. If the delivery truck is the most economical but the slowest method and Express Air is the fastest but the most expensive one, do you think the company appropriately spent shipping cost based on the order priority? Explain your answer

According to my analysis Express Air was fairly used for high and critical priority orders but also significantly used for low priority and not specified orders. However delivery truck was also used across all priorities which could negatively affect urgent deliveries.

So I think the company needs optimization in shipping method in order to appropriately spend shipping cost.

**Conclusion**

The analysis provided valuable insights into customer’s behavior, sales performance and operation efficiency within the KMS dataset.

Final Recommendation

KMS Abuja division should:

* Focus on high margin products and customers
* Re-arrange the bottom 10 customers by encouraging purchase from other segments.
* Optimize shipping based on urgency to reduce shipping cost
* Monitor returns by segments to identify quality or service issues
* Continue to build a data driven culture.