**Kultra Mega Stores Inventory**

This case study involves SQL analysis of customer orders and shipping data for Kultra Mega Stores from 2009 to 2012.

**Key Insights**

* **Delivery Truck**, despite being considered the most economical, incurred the **highest overall shipping costs** — possibly due to volume or inefficiencies in delivery routes.
* **Express Air**, though typically
* The **Technology** category recorded the **highest total sales**, indicating a strong demand for tech products across regions.
* The **Corporate customer segment** accounted for the **highest share of total sales**, showing that large organizations are KMS’s most valuable clientele.
* **Small Business customers** had the **lowest sales**, highlighting an opportunity to improve B2B engagement in that segment.
* In contrast, **Office Supplies** had the **lowest sales**, suggesting either oversupply or a lack of demand.
* The **top 10 customers generated a major share of revenue** — retention strategies like loyalty programs or exclusive deals could increase revenue further.
* **Most returns came from Consumer segment** customers — this signals a need for better communication, product pages, or post-sales support.

**Analyst Recommendations**

1. Boost Sales in Underperforming Categories

* Promote **Office Supplies** by bundling them with popular Technology products.
* Run clearance promotions or discounts to encourage more purchases.
* Re-evaluate stock levels to avoid oversupply in slow-moving categories.

2. Engage the Small Business Segment

* Launch **targeted B2B campaigns** with loyalty programs or volume-based discounts.
* Survey small business clients to better understand why their engagement is low.
* Offer tailored product packages or support for their specific needs.

3. Review Shipping Logistics

* **Delivery Truck** is incurring the highest cost — investigate inefficiencies or overuse.
* Consider optimizing delivery routes or scheduling to reduce fuel/logistics costs.
* Use **Express Air** more selectively for urgent, high-value orders to keep costs down.

4. Focus on Corporate Clients

* Offer **volume-based deals**, dedicated account reps, or exclusive perks.
* These customers are high-value and should be retained and nurtured.

5. Use Data to Drive Strategy

* Build a **dashboard** to track monthly trends: top customers, category sales, shipping spend.
* Use these insights to adjust campaigns, inventory, and operations in real-time.

**QUESTIONS**

**4.** The Management can increase revenue from the bottom 10 customers by offering personalized discounts, introducing loyalty programs, analysing their product interest and needs.

**11.** **No, the company did not always spend shipping costs appropriately based on the order priority.**

From the data, **Delivery Truck** incurred the **highest total shipping cost**, even though it’s supposed to be the most economical method.  
This suggests it was **overused**, even for orders that might not have required slow delivery, leading to higher cumulative costs due to volume or inefficiencies.

On the other hand, **Express Air**, despite being the most expensive **per shipment**, had the **lowest overall shipping cost**, which indicates it was underutilized — and possibly even used for low-priority orders in some cases.

Ideally, the company should: Use **Express Air only for High and Critical priority** orders. Use **Delivery Truck only for Low and Medium priority** orders.