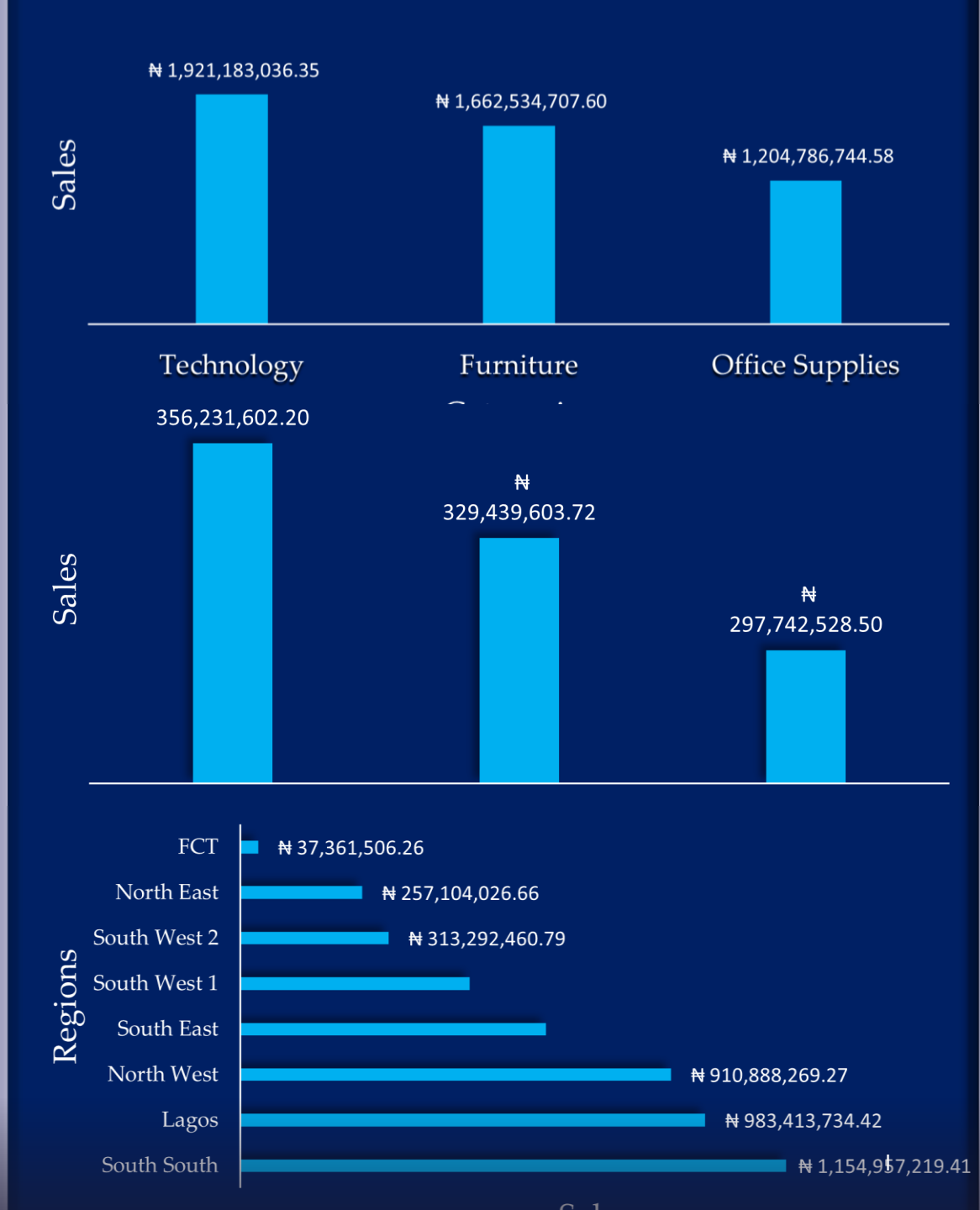


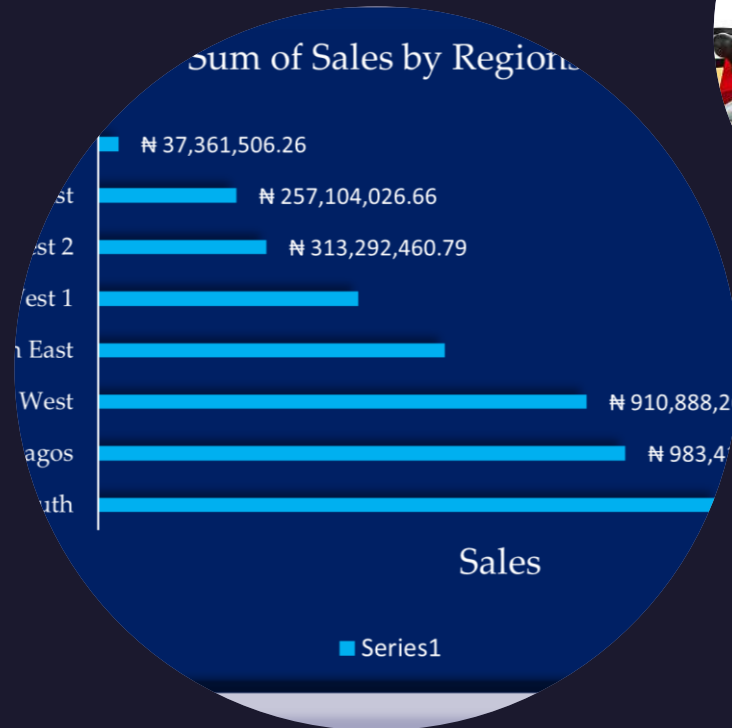
# KULTRA MEGA STORE REPORT

Benson Edah



# Outline

- ✓ Introduction
- ✓ Brief
- ✓ Case Scenario Analysis
- ✓ Summary
- ✓ Recommendations





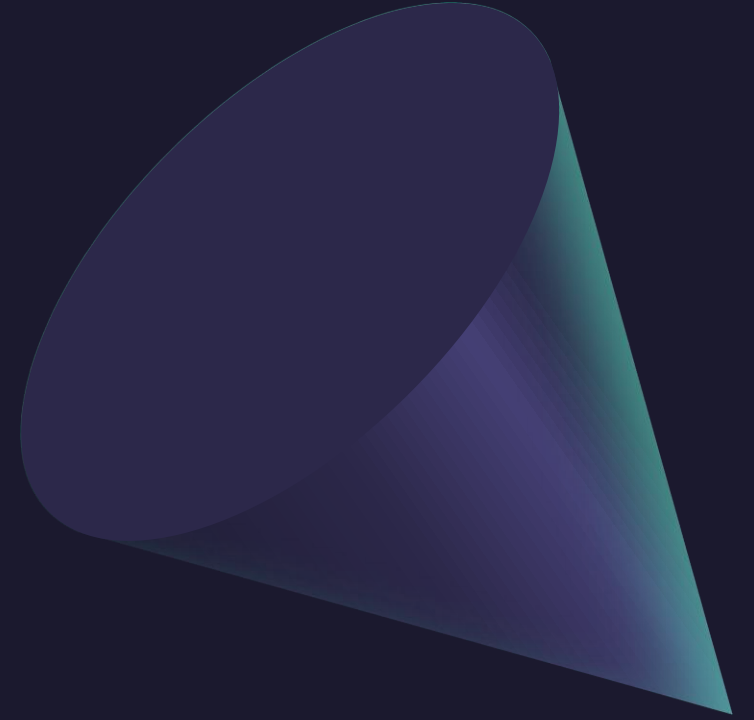
# Introduction

- Headquartered in LAGOS, Kultra Mega Stores (KMS) specializes in technology, office supplies and furniture. The company's customers range from individual consumers and small businesses (retail) to corporate organizations (wholesale) located in the LAGOS, Nigeria.

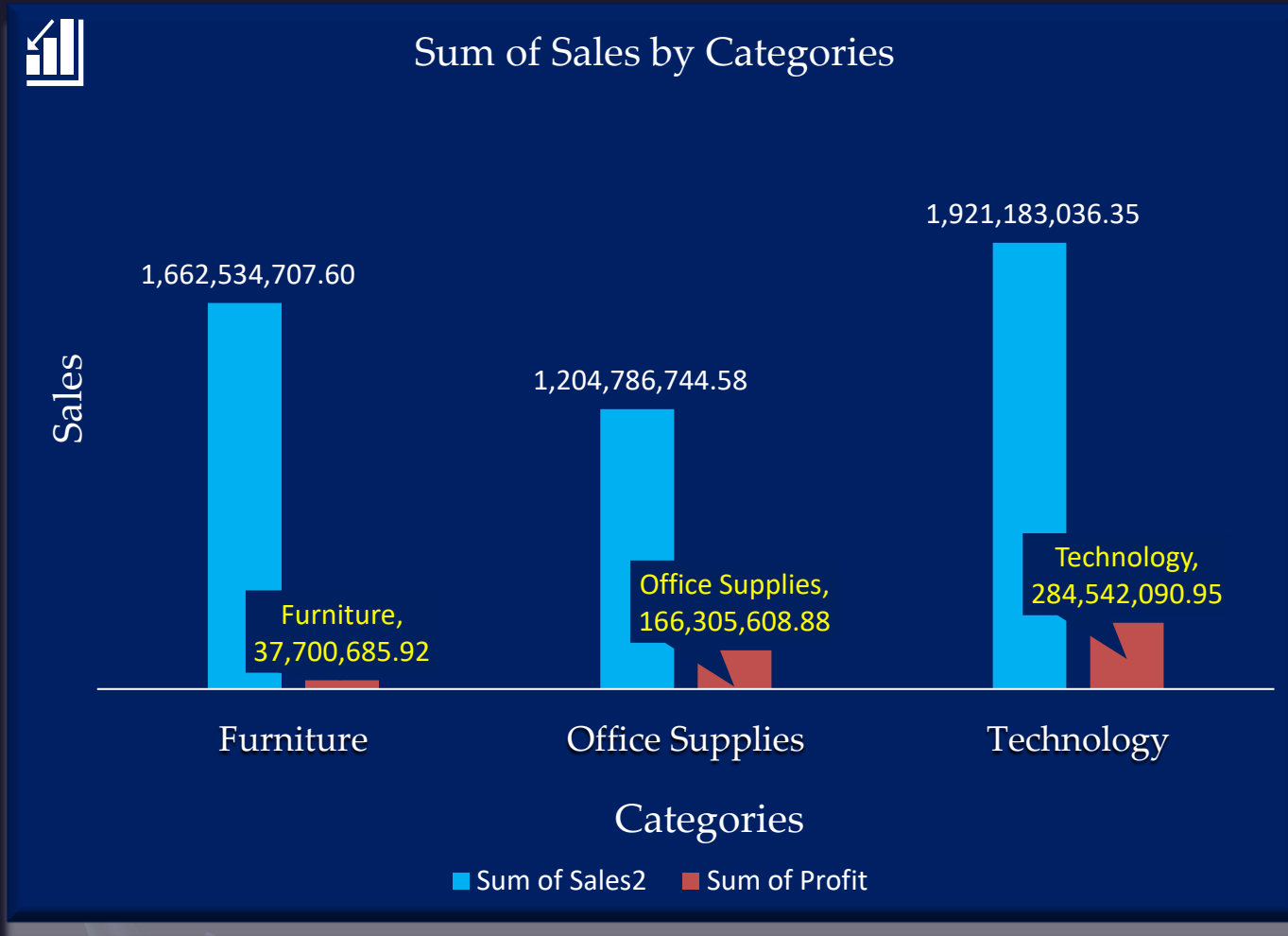


# The Brief

- I am contracted as a Data Analyst to help the Abuja division of KMS.
- The Business Manager has given me a Microsoft Excel file containing Order data from 2009-2012 and he would like me to analyze and present my insights from the analysis.

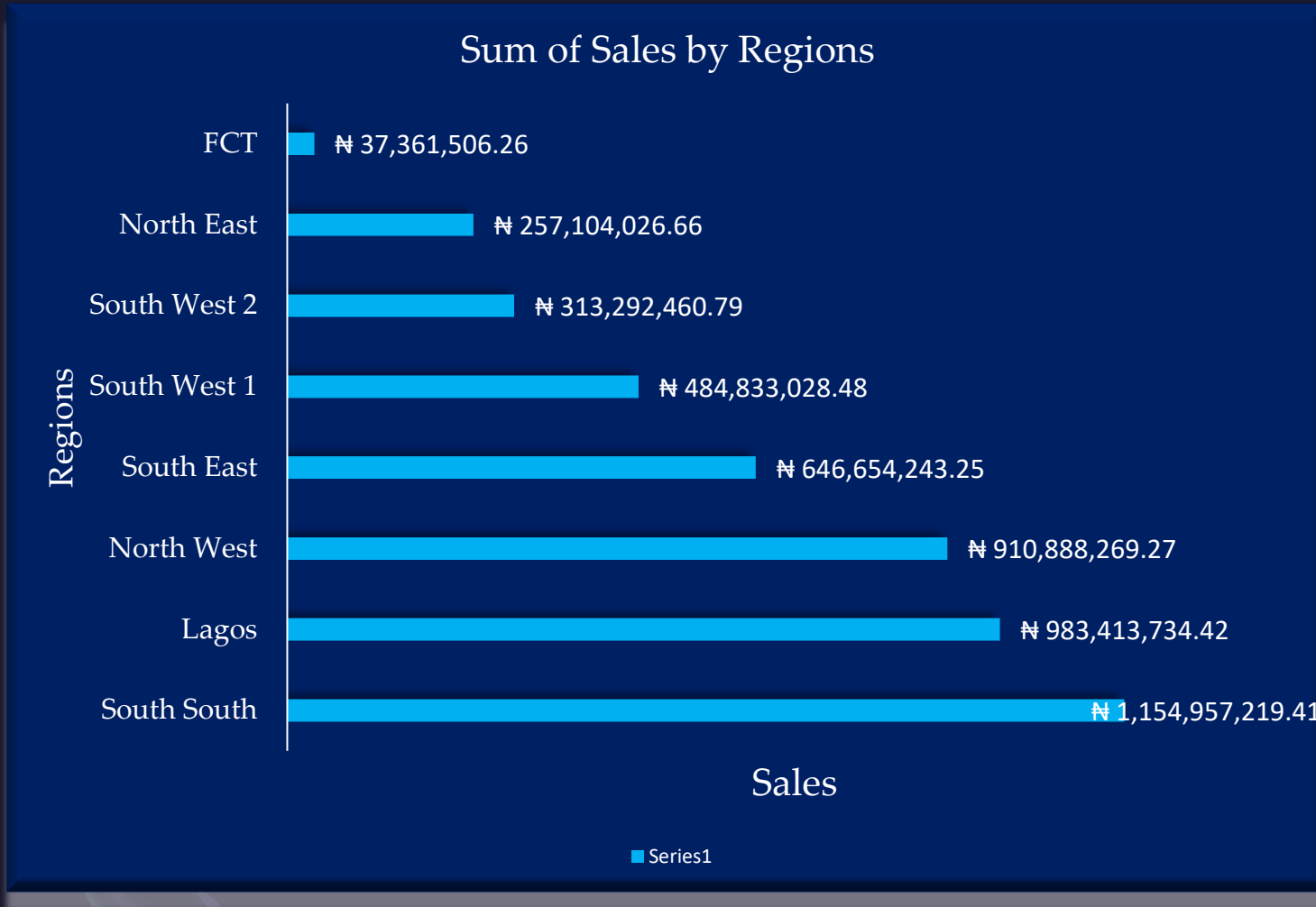


# Product Category with the Highest Sales



- The product category with the highest sales from the chart is Technology grossing over 1.9B naira in sales.
- This is closely followed by Furniture with sales slightly over 1.6B naira and lastly Office Supplies with just about 1.2B naira.
- Technological products made huge sales of 1.9B naira with a total profit of 284.5M naira.
- The Furniture category enjoyed high revenue turnover of over 1.6B naira but with the lowest profit of 37.7M naira.
- The Office Supplies category made sales of 1.2B naira but with a massive profit of 166M naira over the same trade period between 2009 – 2012.

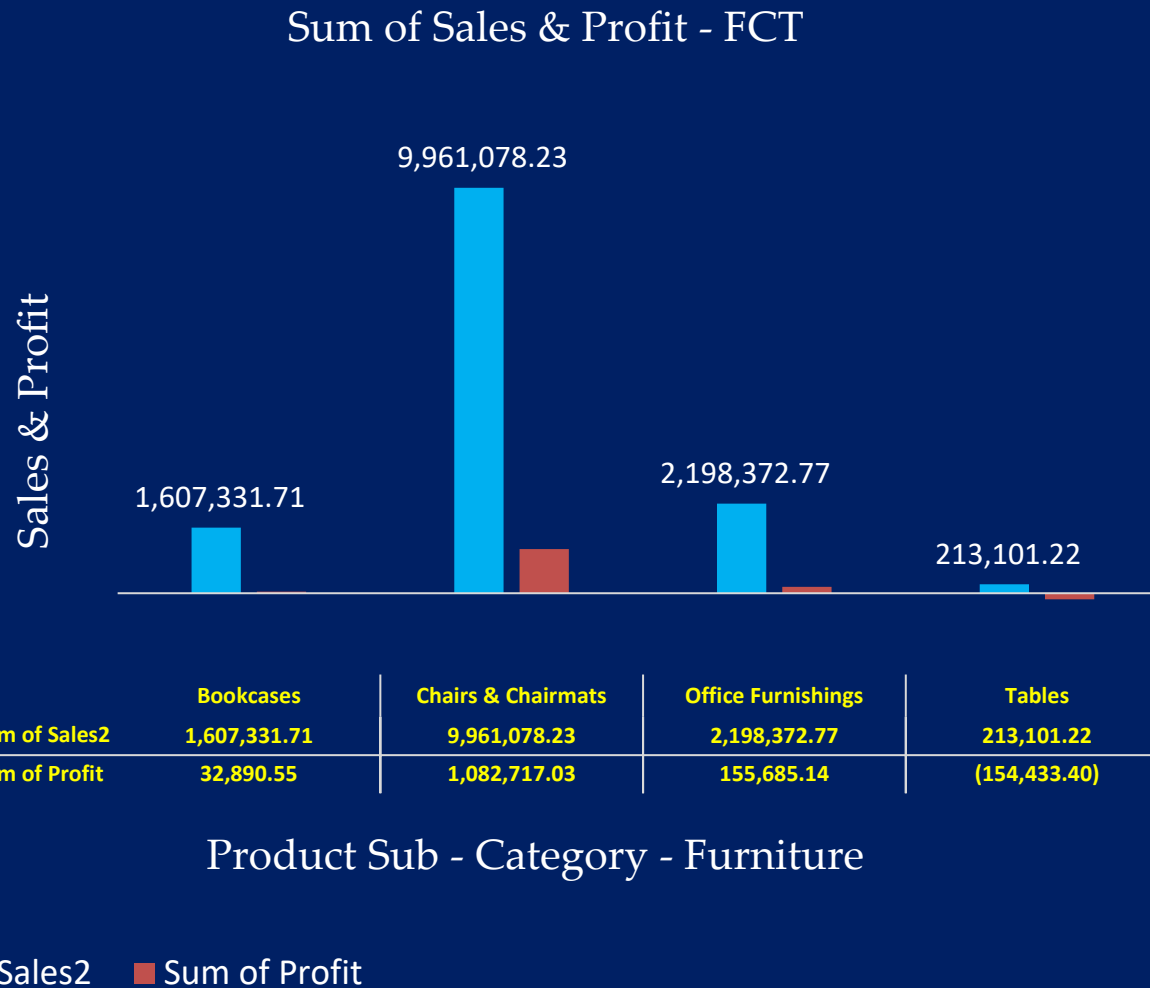
# Sum of Sales by Regions



- The top three regions with regards to sales are South-South, Lagos and North West.
- The bottom three regions are FCT, North East and South West 2.
- From the data given, FCT as a region only covers Abuja metropolis and its gross sales was 37M naira.
- Comparing the sales on state by state basis, Abuja sales its second to the lowest with 37M and came slightly higher over Enugu (South East region) with the lowest sales record of 33M.



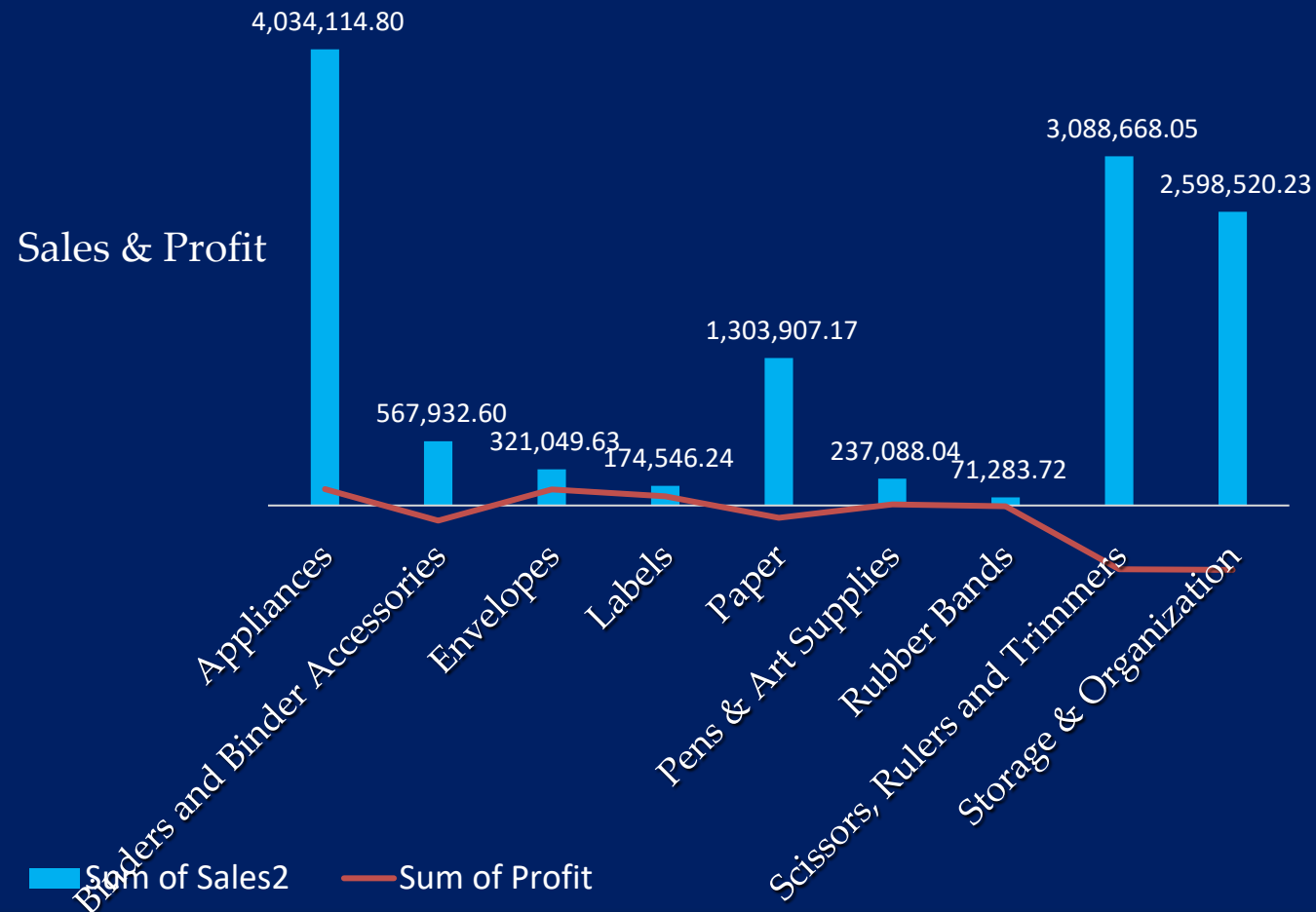
# Sum of Sales & Profit - Furniture (FCT)



- This chart shows the Furniture sub-category which has Bookcases, Chairs & Chairmats, Office Furnishings and Tables.
- The Chairs & Chairmats was the highest selling sub-category for the KMS FCT branch with a gross revenue of 9.9M naira and a total profit of 1.082M naira.
- The Office Furnishings did sales of 2.1M naira with a total profit of 155K naira.
- Bookcases did sales of 1.6M naira with a profit of 32K naira while Tables in the same sub – category made sales of 213K naira with a loss of 154K naira.

# Sum of Sales & Profit – Office Supplies (FCT)

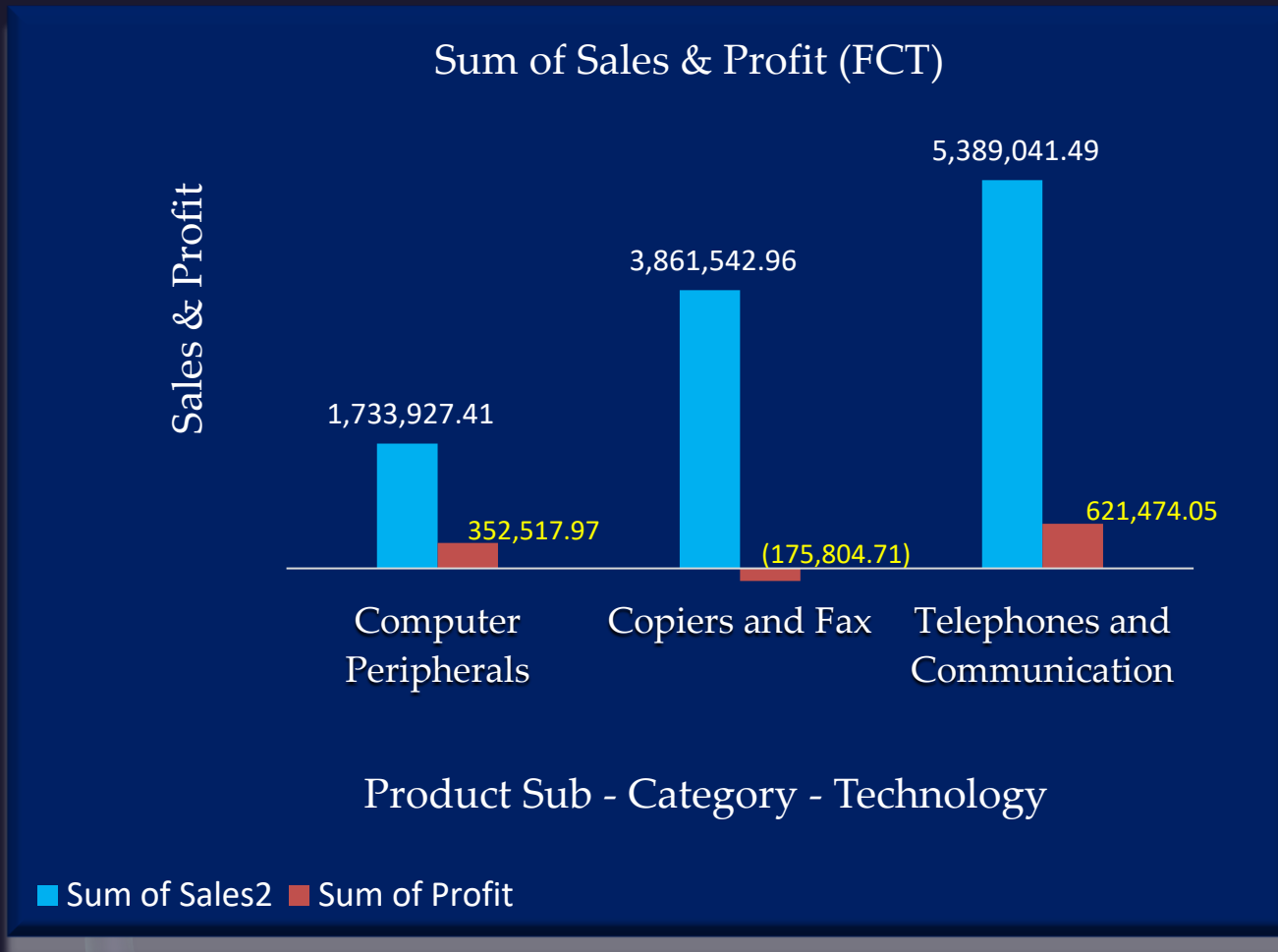
Sum of Sales & Profit - Office Supplies(FCT)



- The Office Supplies sub-category is the worst performing sub-category for the FCT branch in terms of profit making.
- Storage & Organisation, Scissors, Rulers and Trimmers posted the worst losses in this category.
- Storage & Organisation posted sales of 2.5M with the highest loss of 569K naira. This was followed by Scissors, Rulers & Trimmers with sales of 1M naira and a total loss of 564K naira.
- Binders & Binder Accessories posted sales of 567.9K naira with a loss of 134K naira.
- Appliances, Envelopes and Labels posted very meagre profit margins of 144k, 143K, and 81k respectively.

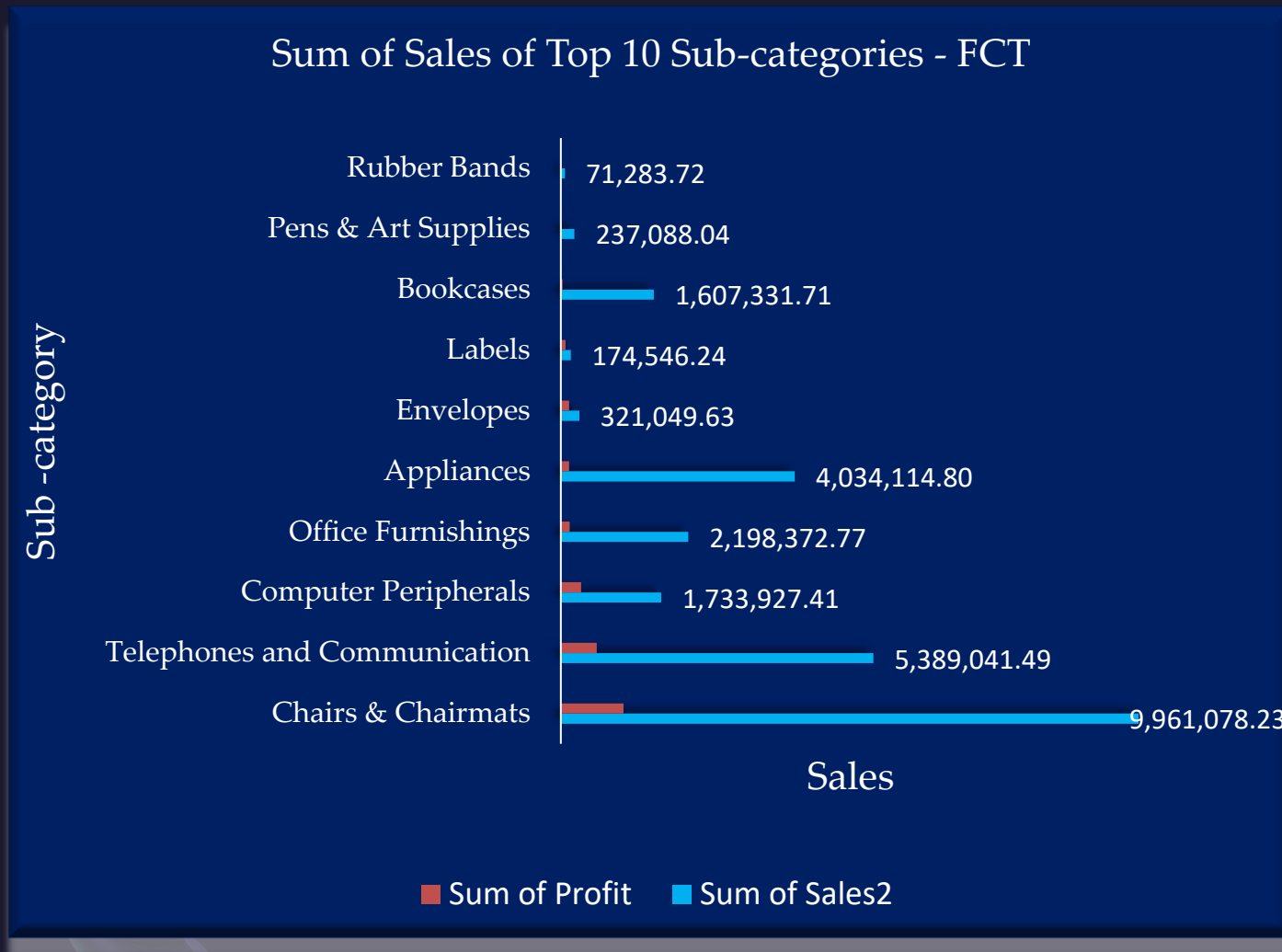


# Sum of Sales & Profit – Technology (FCT)



- In this sub-category, Telephones & Communication led the pack with total sales of 5.3M with total profit of 621K naira.
- Copiers & Fax made the second highest revenue of 3.8M in the category but with a loss of 175K naira.
- Computer Peripherals made sales of 1.7M and posted a profit of 352K.
- The Technology category posted a total sales of 10.9M naira as against Furniture that posted a total sale of 13.9M naira.
- The Furniture category posted a total profit of 1.2M naira as against Technology that posted a total profit of 974K naira.
- The most profitable category for the FCT branch is the Furniture category and followed by Technology.

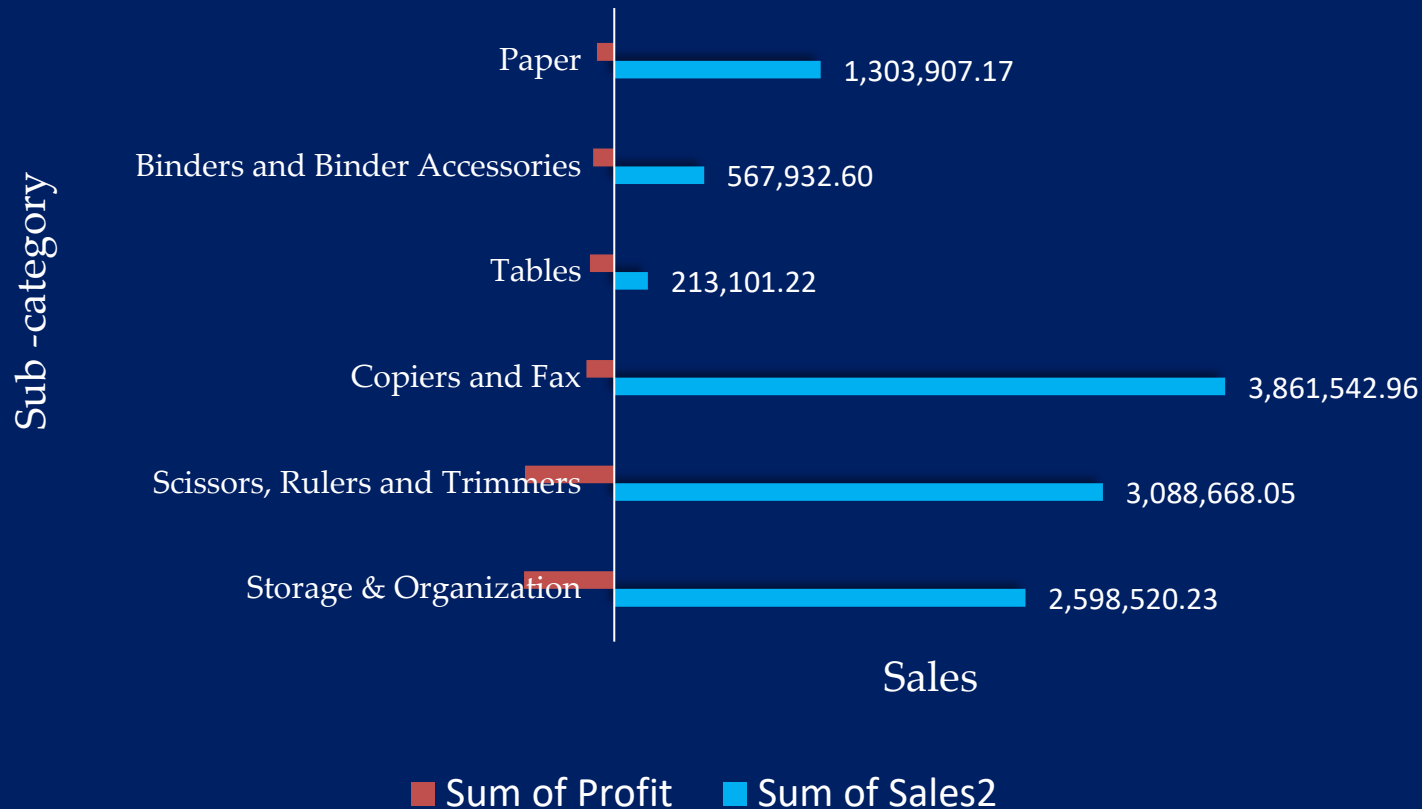
# Sum of Sales of Top 10 – Sub-Categories (FCT)



- The FCT branch only sells products belonging to 16 of the 17 sub-categories from the data given.
- This chart shows the top 10 sub-categories by profit generated in the KMS FCT branch.
- We can see that it is Chairs & Chairmats in the Furniture category that is leading the pack with sales of 9.9M naira in revenue.
- This is followed by the Telephones & Communication and Computer Peripheral from the Technology category with sales of 5.3M and 1.7M respectively.
- The Sub- Category that FCT branch is not selling is the Office Machines (Technology Category) which posted a total sales of 696M naira which is 14.5% of the total revenue.
- The same category had a total profit of 98.7M which is 20% of the gross profit generated across all regions.

# Sum of Sales of Bottom 6 Sub-Categories (FCT)

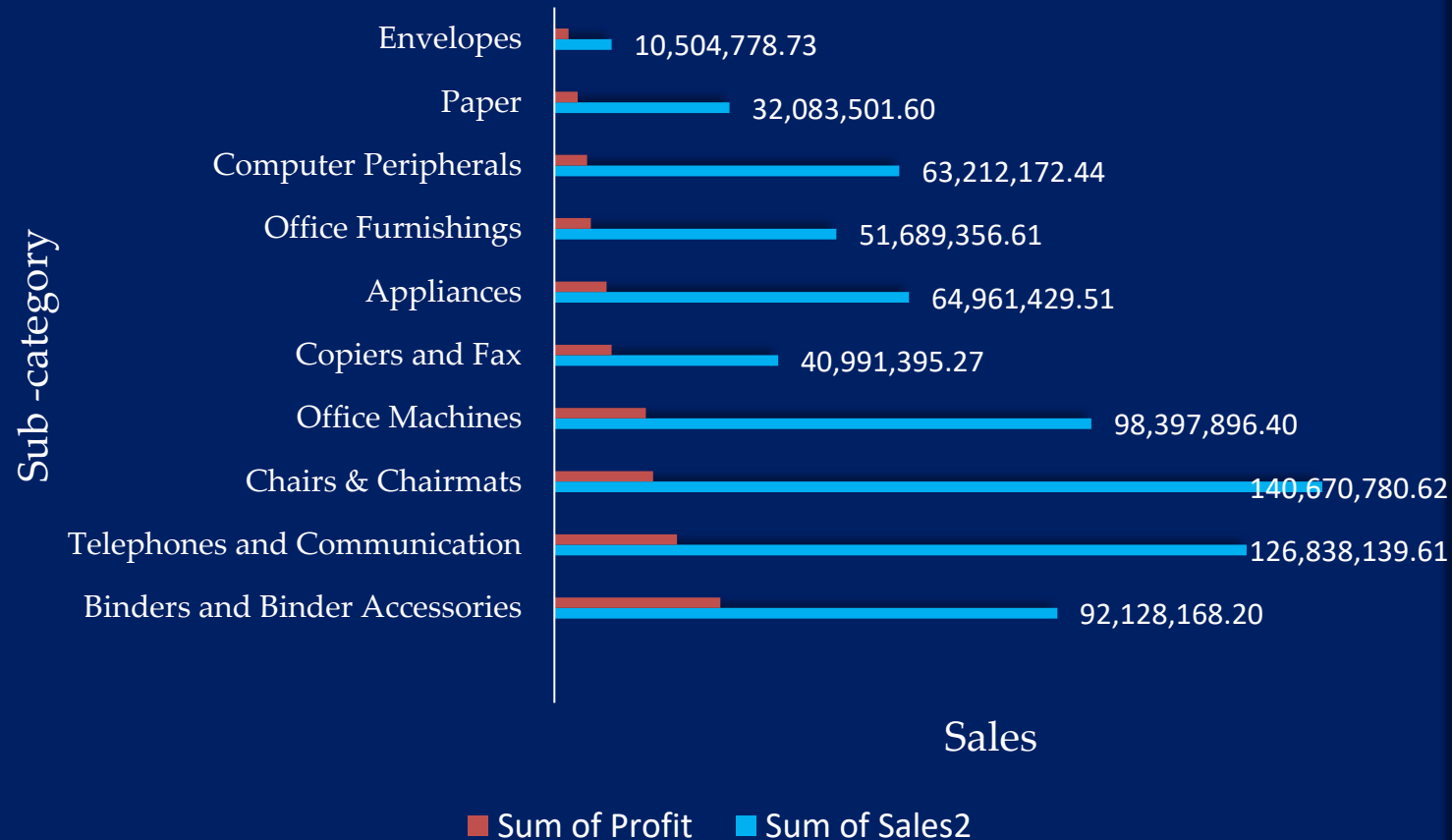
Sum of Sales of Bottom 6 Sub-categories - FCT



- All these products mostly from the Office Supplies category posted losses.
- We have Tables from the Furniture category and Copiers and Fax from the Technology category.
- The sub-category with most losses came from the Storage & Organisation and Scissors, Rulers and Trimmers as stated in the previous slide.
- The Office Supplies yielded most of the losses for the FCT branch.

# Sum of Sales of Top 10 Sub-Categories in Lagos

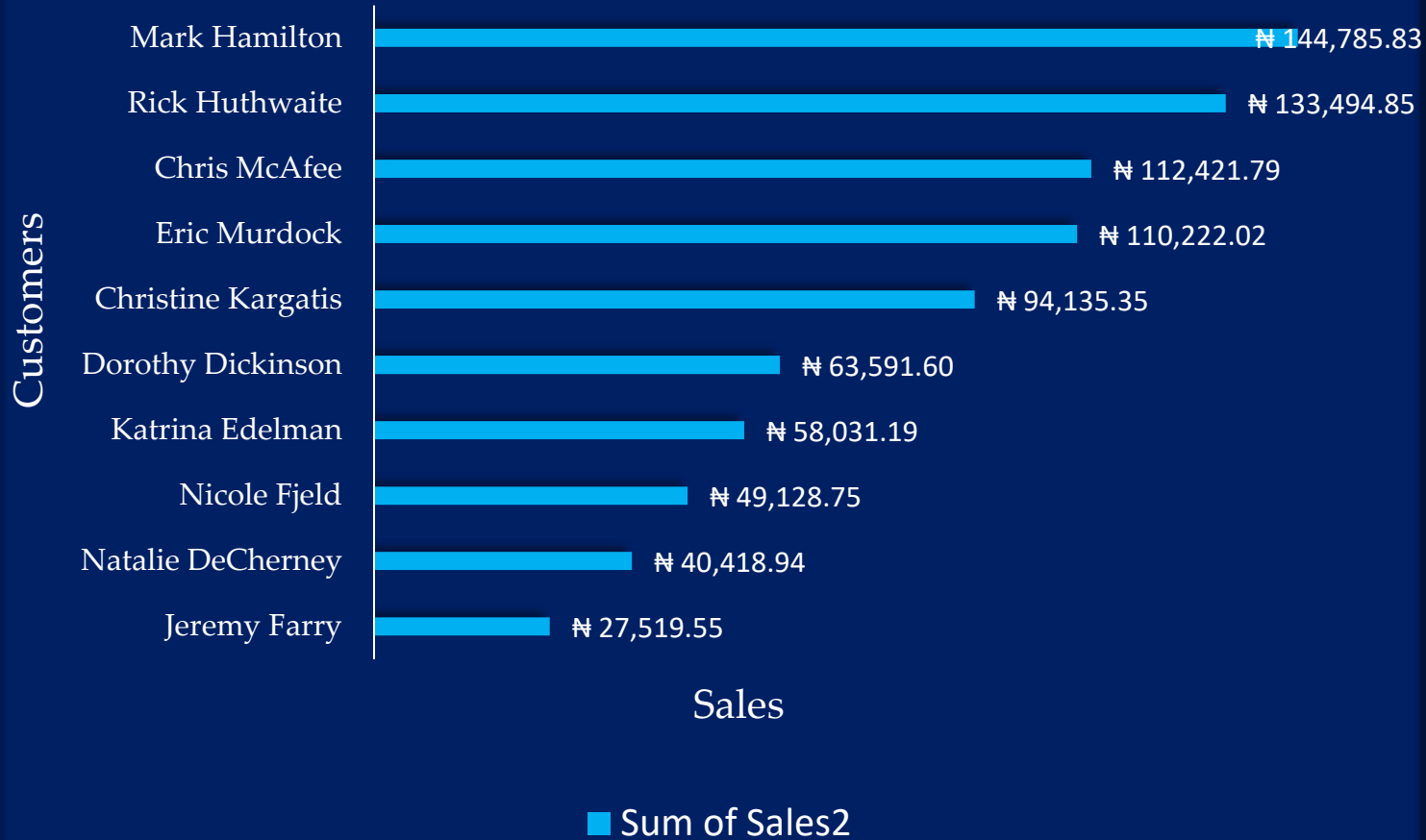
Sum of Sales of To 10 Sub-categories - Lagos



- The total sales made in Lagos is 983.4M naira with a gross profit of 111.358M.
- There are 17 product sub-categories sold by Lagos and the chart shows the top 10 sub-categories ranked according to profit generated.
- The top three sub-categories with the highest profits are Binders & Binder Accessories, Telephones & Communications and Chairs & Chairmats.
- The bottom three are Envelopes, Paper and Computer Peripherals.
- The total sales of Appliances is 64.9M naira with a profit of 9.5M naira and its ranked 6<sup>th</sup> on the chart.

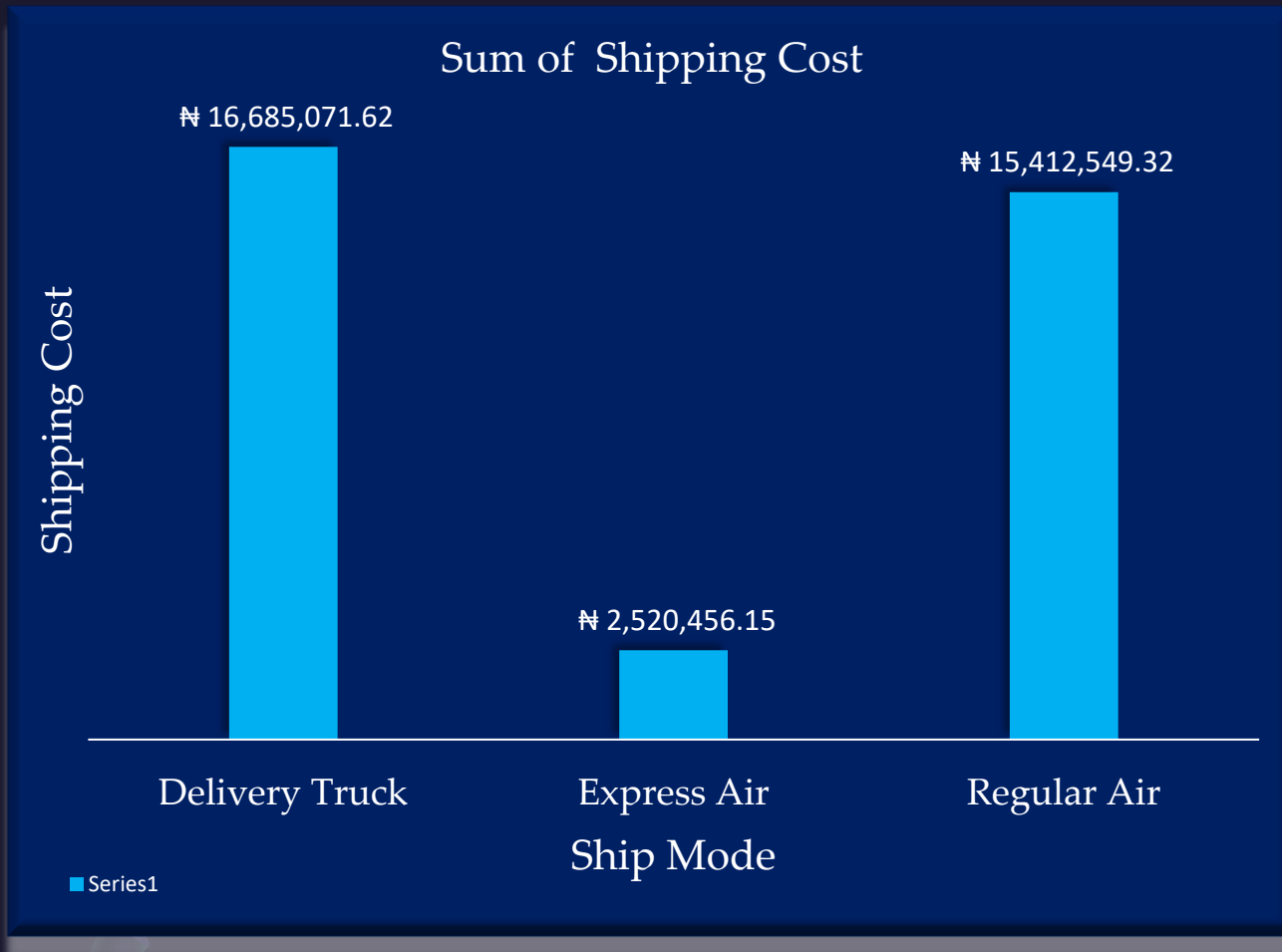
# Sum of Sales of Bottom 10 Customers

Sum of Sales - Bottom 10 Customers



- This chart shows the bottom 10 customers according to sales.
- Jeremy Farry had the lowest purchase with 27K naira worth of goods while Mark Hamilton had a purchase of 144K.
- To increase revenue from these bottom 10 customers, KMS should consider increasing discount on price of goods.
- KMS can also reduce its shipping cost to encourage purchase of products.

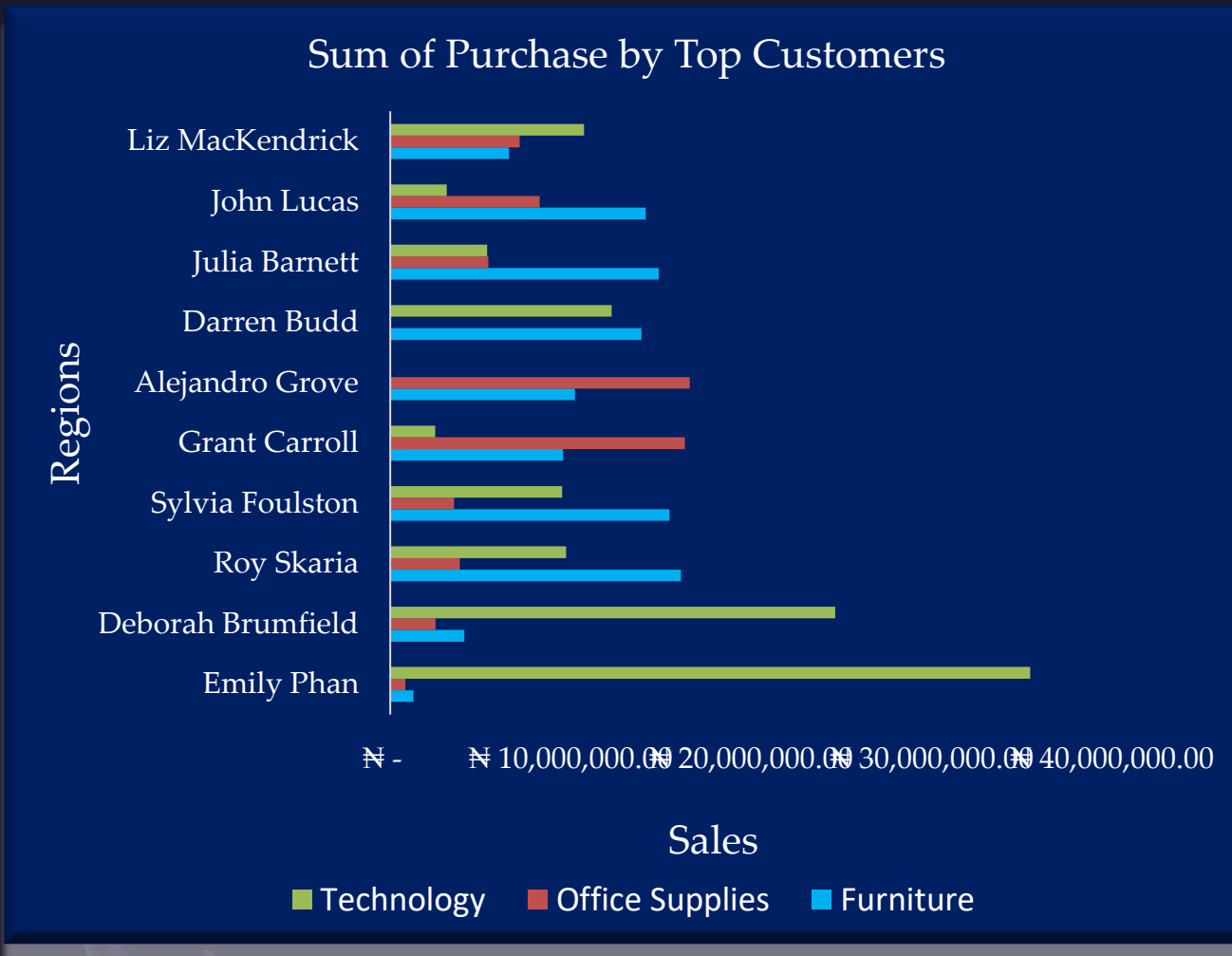
# Sum of Shipping Cost



- This chart shows the sum of shipping cost across the various Ship mode by KMS and these are Delivery Truck, Express Air and Regular Air.
- From the chart we could see that Delivery Truck had the highest shipping cost of 16.6M naira.
- This was followed by Regular Air with 15.4M and lastly Express Air with cost of 2.5M.



# Sum of Purchase of Top 10 Customers



- The top 10 customers as seen in the chart are buying mostly Technology and Furniture products.

# Order Priority Vs Order Quantity



- This chart compares the Order Priority to Order Quantity to justify the shipping cost spent on the various Shipping mode.
- Delivery Truck shipped a total of 28.7K items with 75% (21,536) of the items being furniture at a cost of 16.6M naira.
- Regular Air shipped 160.6K items (Mostly Office Supplies & Technology) at a shipping cost of 15.4M naira over the same period of time(2009-2012).
- Express Air shipped total items of slightly above 25k with a shipping cost of 2.5M naira.
- The Order of Priority had little or no impact on the shipping cost as Regular Air shipped more items even at a lower cost than Truck Delivery.
- The Truck Delivery incurred more cost because of the nature of goods/products which it is used to transport in this case furniture items which are bulky in nature.

# Summary

- FCT generated a total revenue of 37M naira which is 0.78% of the total 4.7B naira revenue posted across all regions.
- The FCT branch had only one returned customer out of the 573 customers that returned their products.
- KMS FCT branch trades only 16 of the 17 Sub-Categories provided in the data.
- FCT did not sell Office machines within the period of 2009-2012.
- The Office machines sub-category posted sales of 696M naira which is 14.5% of the total revenue.
- The Office machines also posted a gross profit of 98.7M naira which is 20% of the gross profit (N488,548,385.74) generated across all regions. This is a big chunk of profit left on the table.
- The highest revenue and profit came from the Chairs & Chairmats sub-category with revenue of 565M naira and profit of 1.082M naira.
- In the Technology category Telephones & Communication led the pack with total sales of 5.3M with total profit of 621K naira.
- Computer Peripherals made sales of 1.7M and posted a profit of 352K. Copiers and Fax made loss in this category.
- The worst performing sub-category is the Office Supplies.

# Recommendations

- FCT should increase revenue by selling the Office machines sub-category at the branch. This sub-category was a major earner for other states like Benin and Portharcourt.
- FCT to focus more on the sub-categories like the Furniture, Technology etc that are yielding better profit margins for the store.
- Embark on a sales customer promo to increase revenue. The promo could be in the form of free delivery or discounted price on products.



# Thank You

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