**Company Overview**

Kultra Mega Stores (KMS), based in Lagos, Nigeria, specializes in office supplies and furniture, serving a diverse customer base ranging from individual consumers to large corporate clients. As a Business Intelligence Analyst supporting the Abuja division, I analyzed historical order data (2009–2012) to uncover actionable insights using SQL in SQL Server Management Studio (SSMS).

**Case Scenario I:  
  
1. Product category with highest sales**Answer: Technology

Query:

SELECT Category, SUM(Sales) AS TotalSales

FROM Orders

GROUP BY Category

ORDER BY TotalSales DESC;

Result:

A close-up of a list of items

AI-generated content may be incorrect.

**2. Top 3 and Bottom 3 regions by sales**

Top 3 Query:

SELECT TOP 3 Region, SUM(Sales) AS TotalSales

FROM Orders

GROUP BY Region

ORDER BY TotalSales DESC;

Top 3 Result:

A screenshot of a computer screen

AI-generated content may be incorrect.

Bottom 3 Query:

SELECT TOP 3 Region, SUM(Sales) AS TotalSales

FROM Orders

GROUP BY Region

ORDER BY TotalSales ASC;

Bottom 3 Result:

A close-up of a box

AI-generated content may be incorrect.

**3. Total sales of Appliances in Ontario**

No records for Category = ‘Appliances’ exist in the dataset

Query:

SELECT SUM(Sales) AS TotalApplianceSales

FROM Orders

WHERE Category = 'Appliances'

AND Province = 'Ontario';

Result:



**4. How to increase revenue from bottom 10 customers**

Query:  
 SELECT TOP 10

CustomerName,

CustomerSegment,

SUM(Sales) AS TotalSales

FROM Orders

GROUP BY CustomerName, CustomerSegment

ORDER BY TotalSales ASC;

Result:  
  
A screenshot of a table

AI-generated content may be incorrect.

To advise management, first understand the customer a bit more by running queries like this, to get bottom 10 customers by total sales. From the results, management may want to:

Target promotions: These customers may need discount offers or loyalty rewards to increase their engagement.

Cross sell: Offer complementary products to what they previously bought

Segment-based Strategies: Tailor marketing per segment (e.g., bundles for Small Business).

**5. Which shipping method incurred the most shipping cost**

Answer: Delivery Truck

Query:

SELECT ShippingMethod, SUM(ShippingCost) AS TotalShippingCost

FROM Orders

GROUP BY ShippingMethod

ORDER BY TotalShippingCost DESC;

Result:  
A screenshot of a computer

AI-generated content may be incorrect.

**Case Scenario II:**

**6. Most valuable customers & what they purchase**

Query:

SELECT TOP 5

CustomerName,

SUM(Sales) AS TotalSales,

SUM(Sales - ShippingCost) AS Profit,

STRING\_AGG(Category, ', ') AS CategoriesPurchased,

STRING\_AGG(ProductName, ', ') AS ProductBought

FROM Orders

GROUP BY CustomerName

ORDER BY Profit DESC;

Result:  
  
A screenshot of a computer

AI-generated content may be incorrect.

**7. Small business customer with highest sales**

Query:

SELECT TOP 1

CustomerName,

SUM(Sales) AS TotalSales

FROM Orders

WHERE CustomerSegment = 'Small Business'

GROUP BY CustomerName

ORDER BY TotalSales DESC;

Result:



**8. Corporate customer with the most orders (2009–2012)**

Query:

SELECT TOP 1

CustomerName,

COUNT(OrderID) AS OrderCount

FROM Orders

WHERE CustomerSegment = 'Corporate'

AND OrderDate BETWEEN '2009-01-01' AND '2012-12-31'

GROUP BY CustomerName

ORDER BY OrderCount DESC;

Result:



**9. Most profitable consumer customer**

Query:

SELECT TOP 1

CustomerName,

SUM(Sales - ShippingCost) AS Profit

FROM Orders

WHERE CustomerSegment = 'Consumer'

GROUP BY CustomerName

ORDER BY Profit DESC;

Result:



**10. Who returned items & what segment**

Query:

SELECT DISTINCT

CustomerName,

CustomerSegment

FROM Orders

WHERE Returned = 1;

**11. Did they spend shipping costs appropriately?**

Query:

SELECT

ShippingMethod,

OrderPriority,

COUNT(\*) AS OrderCount,

AVG(ShippingCost) AS AvgShippingCost

FROM Orders

GROUP BY ShippingMethod, OrderPriority

ORDER BY OrderPriority, AvgShippingCost DESC;

Result:  
A screenshot of a data

AI-generated content may be incorrect.

Based on the data, the company did not consistently align shipping methods with order priority levels.

* Critical priority orders, which require the fastest delivery, were frequently shipped using Delivery Truck (164 times), the slowest method. These most likely caused delays.
* On the other hand, Low priority orders, which should ideally use the most economical method, were often shipped via Express Air (139 times), the most expensive option, unnecessarily increasing costs.

While some orders were appropriately matched (e.g., many Critical and High orders using Regular or Express Air), the inconsistencies show that shipping strategies were not optimized according to priority.  
  
To improve this, I would suggest implementing stricter shipping guidelines based on order urgency to reduce costs and improve delivery efficiency