

Analysis Report on Kultra Mega Stores Inventory

(SQL Project link - [kms.sql](#))

Below are the insights and findings from the analysis:

1. The product category with the highest sales is Technology with the total sales of 5966969.82199999
2. The top 3 regions in terms of sales are:

	Region	TotalSales
►	West	3519628.4574999986
	Ontario	2980039.5094999988
	Prarie	2744113.4514999986

The bottom 3 regions in terms of sales are:

	Region	TotalSales
►	Nunavut	105404.5935
	Northwest Territories	759824.3275
	Yukon	969683.7009999993

3. The total sales of appliances in Ontario

	Ontario_Appliances_Sales
►	202346.84000000003

4. The bottom 10 revenue generating customers are seen below:

	CustomerSegment	ProductCategory	ProductSubCategory	TotalProfit
►	Home Office	Furniture	Tables	-43292.37999999998
	Corporate	Furniture	Tables	-31636.769999999997
	Consumer	Furniture	Tables	-23406.360000000008
	Home Office	Furniture	Bookcases	-16610.95
	Small Business	Furniture	Tables	-15132.670000000002
	Corporate	Furniture	Bookcases	-9442.689999999999
	Small Business	Furniture	Bookcases	-7612.429999999985
	Home Office	Office Supplies	Scissors, Rulers and Trimmers	-2792.25
	Corporate	Office Supplies	Scissors, Rulers and Trimmers	-2694.7
	Small Business	Office Supplies	Scissors, Rulers and Trimmers	-729.7

KMS management are advised to market other product categories and sub-categories to the Customers.

Secondly, prices for tables, bookcases, scissors, rulers and trimmers should be reviewed as no profit is made from them, rather the company losses selling those products.

5. KMS incurred the most shipping cost using the Delivery Truck

	ShipMode	TotalShippingCost
▶	Delivery Truck	51144.53999999998

6. The Most Valuable Customers and the products/services they purchase are:

	CustomerName	CustomerSegment	ProductCategory	ProductSubCategory	TotalSales
▶	Emily Phan	Consumer	Technology	Office Machines	103652.49
	Raymond Book	Consumer	Technology	Copiers and Fax	51954.520000000004
	Dennis Kane	Small Business	Technology	Copiers and Fax	49836.399999999994

7. The Small Business Customer that had the highest Sales is Dennis Kane

	CustomerName	CustomerSegment	TotalSales
▶	Dennis Kane	Small Business	74298.54049999999

8. The Corporate Customer that placed the most number of orders with 2009 to 2012 is:

	CustomerName	CustomerSegment	TotalOrders
▶	Roy Skaria	Corporate	633

9. The Most profitable Consumer Customer is:

	CustomerName	CustomerSegment	TotalProfit
▶	Emily Phan	Consumer	34005.44

10. The Customer/Segment that returned items:

11. The company does not spend shipping costs based on Order Priority.

From analysis, The company spent more shipping cost on Delivery Truck which is the slowest mode, regardless of the Order priority.

	OrderPriority	ShipMode	TotalShippingCost
▶	Critical	Delivery Truck	10456.970000000008
	Critical	Regular Air	8220.519999999996
	Critical	Express Air	1647.6300000000003

	OrderPriority	ShipMode	TotalShippingCost
▶	High	Delivery Truck	11000.03
	High	Regular Air	9551.619999999944
	High	Express Air	1290.1000000000013

	OrderPriority	ShipMode	TotalShippingCost
▶	Medium	Delivery Truck	9461.619999999997
	Medium	Regular Air	8981.299999999954
	Medium	Express Air	1590.829999999995