

KMS CUSTOMER TRANSACTION REPORT 2009-2012

Total Profits  
\$ 1,521,768

Total Sales  
\$ 14,915,601

Units Sold  
214777

Total Customers  
795

Years

2... 2... 2... 2...

Ship Mode

Delive... Express... Regul...

Product Sub...

Appliances

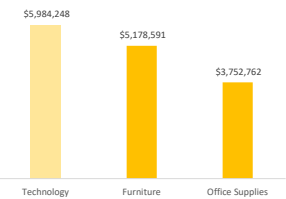
INSIGHTS

1. Technology is the product category with the highest sales.
2. West Region has the highest sales.
3. Roy Skaria is a top customer in the corporate customer segment category.
4. Emily Phan is the most profitable consumer.
5. Most sales come from corporate customers who are ordering technology products
6. Dennis Kane is a top customer in the small business customer segment category
7. The most expensive shipping cost is by Delivery Truck shipping mode.
8. The least sales come from Jeremy Ferry
9. in the last 4 years 2012 recorded the highest order quantity from Roy Skaria and John Lee.

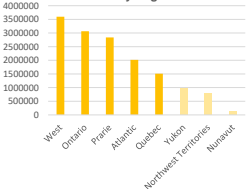
RECOMMENDATIONS

1. The organisation should work on reducing the price for delivery truck shipping mode
2. Encourage more customers to take express air ship mode which is more cost effective
3. Discontinue discount promotion to increase profits
4. Introduce customer loyalty points for returning customers
5. Introduce customer referral programs
6. create campaign promotions that targets

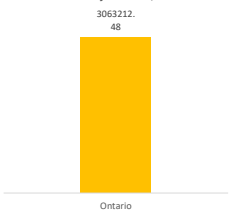
Sales by Top Category



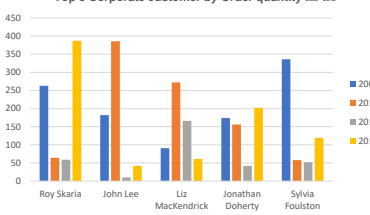
Sales by Region



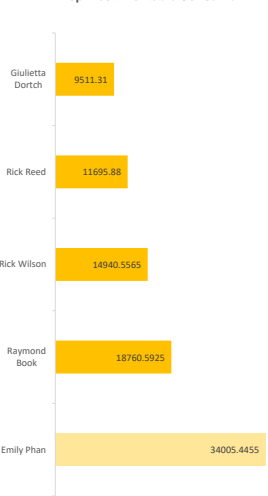
Total sales by Province, Ontario



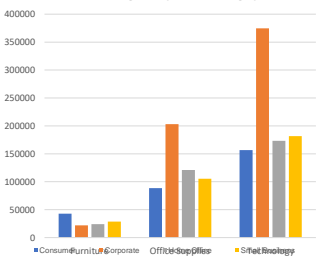
Top 5 Corporate customer by Order quantity 2009 - 2012



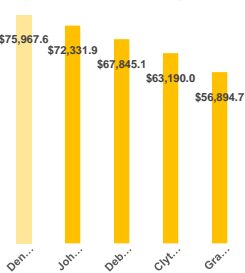
Top Most Profitable Consumer



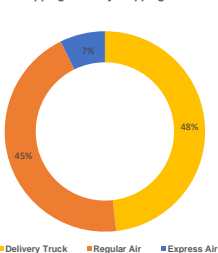
Customer Segment by Product Category



Top 5 Small business Customers by sales



Shipping mode by Shipping Cost



Bottom 10 customers by sales

