**KMS Sales and Customer Analysis Report**

**The SQL Queries**

/\*------------------------

USE DSA;

--1. Which product category had the highest sales?--

SELECT TOP 1 product\_category,SUM(sales) AS total\_sales

FROM dbo.kmssqlcasestudy

GROUP BY product\_category

ORDER BY total\_sales DESC;

--2. What are the Top 3 and Bottom 3 regions in terms of sales?--

--Top 3

SELECT TOP 3 region, SUM(sales) AS total\_sales

FROM dbo.kmssqlcasestudy

GROUP BY region

ORDER BY total\_sales DESC

--Bottom 3

SELECT TOP 3 region, SUM(sales) AS total\_sales

FROM dbo.kmssqlcasestudy

GROUP BY region

ORDER BY total\_sales ASC;

--3. What were the total sales of appliances in Ontario?--

SELECT SUM(sales) AS total\_sales

FROM dbo.kmssqlcasestudy

WHERE product\_subcategory = 'Appliances' AND province = 'Ontario';

--5. KMS incurred the most shipping cost using which shipping method?

SELECT ship\_mode, SUM(shipping\_cost) AS total\_shipping\_cost

FROM dbo.kmssqlcasestudy

GROUP BY ship\_mode

ORDER BY total\_shipping\_cost DESC;

--6. Who are the most valuable customers, and what products or services do they typically purchase?

WITH CustomerSales AS(

SELECT customer\_name, SUM(sales) AS total\_sales

FROM dbo.kmssqlcasestudy

GROUP BY customer\_name),

TopCustomer AS (

SELECT TOP 10 \*

FROM CustomerSales

ORDER BY total\_sales DESC)

SELECT K.customer\_name, product\_category, SuM(sales) AS category\_sales

FROM dbo.kmssqlcasestudy K

JOIN

TopCustomer t

ON K.customer\_name= t.customer\_name

GROUP BY K.customer\_name, product\_category

ORDER BY K.customer\_name, category\_sales DESC;

--7. Which small business customer had the highest sales?

SELECT TOP 1 customer\_name, SUM(sales) AS total\_sales

FROM dbo.kmssqlcasestudy

WHERE customer\_segment= 'Small Business'

GROUP BY customer\_name

ORDER BY total\_sales DESC

--8. Which Corporate Customer placed the most number of orders in 2009 – 2012?

SELECT TOP 1 customer\_name, COUNT(order\_quantity) AS order\_count

FROM dbo.kmssqlcasestudy

WHERE customer\_segment= 'Corporate' AND YEAR(order\_date) BETWEEN 2009 AND 2012

GROUP BY customer\_name

ORDER BY order\_count DESC

--9. Which consumer customer was the most profitable one?

SELECT TOP 1 customer\_name, SUM(profit) AS total\_profit

FROM dbo.kmssqlcasestudy

WHERE customer\_segment= 'Consumer'

GROUP BY customer\_name

ORDER BY total\_profit DESC

--10. Which customer returned items, and what segment do they belong to? (Negative Profit)

SELECT DISTINCT customer\_name, customer\_segment

FROM dbo.kmssqlcasestudy

WHERE profit < 0

--11. If the delivery truck is the most economical but the slowest shipping method and Express Air is the fastest but the most expensive one,do you think the company appropriately spent shipping costs based on the Order Priority? Explain your answer--

SELECT order\_priority, ship\_mode,

AVG(shipping\_cost) AS avg\_shipping\_cost,

COUNT(order\_id) AS total\_orders

FROM dbo.kmssqlcasestudy

GROUP BY order\_priority, ship\_mode;

------------------------\*/

product\_category total\_sales

-------------------------------------------------- ----------------------

Technology 5984248.5

(1 row affected)

region total\_sales

-------------------------------------------------- ----------------------

West 3597549.41

Ontario 3063212.6

Prarie 2837304.6

(3 rows affected)

region total\_sales

-------------------------------------------------- ----------------------

Nunavut 116376.47

Northwest Territories 800847.35

Yukon 975867.39

(3 rows affected)

total\_sales

----------------------

202346.84

(1 row affected)

ship\_mode total\_shipping\_cost

-------------------------------------------------- ----------------------

Delivery Truck 51971.9399999998

Regular Air 48008.1899999997

Express Air 7850.90999999997

(3 rows affected)

customer\_name product\_category category\_sales

-------------------------------------------------- -------------------------------------------------- ----------------------

Alejandro Grove Office Supplies 51696.02

Alejandro Grove Furniture 31865.91

Darren Budd Furniture 43367.21

Darren Budd Technology 38210.14

Deborah Brumfield Technology 76795.8

Deborah Brumfield Furniture 12809.62

Deborah Brumfield Office Supplies 7827.72

Emily Phan Technology 110481.96

Emily Phan Furniture 4011.65

Emily Phan Office Supplies 2630.82

Grant Carroll Office Supplies 50837.27

Grant Carroll Furniture 29826.85

Grant Carroll Technology 7752.88

John Lucas Furniture 44090.34

John Lucas Office Supplies 25818.99

John Lucas Technology 9786.86

Julia Barnett Furniture 46359.63

Julia Barnett Office Supplies 16925.45

Julia Barnett Technology 16759.38

Liz MacKendrick Technology 33457.21

Liz MacKendrick Office Supplies 22346.1

Liz MacKendrick Furniture 20503.12

Roy Skaria Furniture 50177.24

Roy Skaria Technology 30349.4

Roy Skaria Office Supplies 12015.52

Sylvia Foulston Furniture 48173.38

Sylvia Foulston Technology 29669.04

Sylvia Foulston Office Supplies 11033.34

(28 rows affected)

customer\_name total\_sales

-------------------------------------------------- ----------------------

Dennis Kane 75967.59

(1 row affected)

customer\_name order\_count

-------------------------------------------------- -----------

Adam Hart 27

(1 row affected)

customer\_name total\_profit

-------------------------------------------------- ----------------------

Emily Phan 34005.44

(1 row affected)

customer\_name customer\_segment

-------------------------------------------------- --------------------------------------------------

Aaron Bergman Corporate

Aaron Hawkins Home Office

Aaron Smayling Small Business

Adam Bellavance Small Business

Adam Hart Corporate

Adam Shillingsburg Corporate

Adrian Barton Small Business

Adrian Hane Corporate

Adrian Shami Consumer

Aimee Bixby Home Office

Alan Barnes Corporate

Alan Dominguez Corporate

Alan Haines Consumer

Alan Haines Home Office

Alan Hwang Corporate

Alan Hwang Small Business

Alan Schoenberger Corporate

Alan Shonely Small Business

Alejandro Ballentine Small Business

Alejandro Grove Consumer

Alejandro Grove Corporate

Aleksandra Gannaway Corporate

Aleksandra Gannaway Home Office

Alex Avila Corporate

Alex Avila Home Office

Alex Grayson Consumer

Alex Russell Home Office

Alice McCarthy Corporate

Allen Armold Home Office

Allen Golden Consumer

Allen Rosenblatt Small Business

Alyssa Crouse Corporate

Alyssa Crouse Home Office

Alyssa Tate Small Business

Amy Cox Corporate

Amy Cox Home Office

Amy Cox Small Business

Amy Hunt Consumer

Amy Hunt Home Office

Amy Hunt Small Business

Andrew Allen Corporate

Andrew Gjertsen Consumer

Andrew Roberts Home Office

Andrew Roberts Small Business

Andy Reiter Corporate

Andy Yotov Corporate

Anemone Ratner Small Business

Angele Hood Consumer

Ann Blume Corporate

Ann Blume Small Business

Ann Chong Corporate

Ann Steele Corporate

Anna Andreadi Small Business

Anna Chung Home Office

Anna Gayman Corporate

Anna Haberlin Corporate

Anne McFarland Consumer

Anne Pryor Consumer

Anne Pryor Corporate

Anne Pryor Home Office

Annie Cyprus Home Office

Annie Thurman Consumer

Annie Thurman Home Office

Anthony Garverick Small Business

Anthony Jacobs Home Office

Anthony Johnson Small Business

Anthony O'Donnell Consumer

Anthony O'Donnell Corporate

Anthony Rawles Small Business

Anthony Witt Corporate

Arianne Irving Corporate

Art Ferguson Corporate

Art Foster Home Office

Art Miller Corporate

Arthur Gainer Consumer

Arthur Gainer Corporate

Arthur Prichep Home Office

Arthur Prichep Small Business

Arthur Wiediger Corporate

Ashley Jarboe Home Office

Ashley Jarboe Small Business

Astrea Jones Corporate

Barbara Fisher Small Business

Barry Blumstein Small Business

Barry Franz Corporate

Barry French Consumer

Barry Gonzalez Consumer

Barry Gonzalez Small Business

Barry Pond Consumer

Barry Weirich Corporate

Bart Folk Corporate

Bart Watters Corporate

Becky Castell Consumer

Becky Martin Home Office

Becky Pak Corporate

Ben Ferrer Corporate

Ben Peterman Corporate

Ben Wallace Home Office

Benjamin Farhat Home Office

Benjamin Patterson Corporate

Benjamin Venier Small Business

Berenike Kampe Corporate

Beth Fritzler Small Business

Beth Paige Consumer

Beth Thompson Corporate

Bill Donatelli Corporate

Bill Donatelli Small Business

Bill Eplett Corporate

Bill Overfelt Corporate

Bill Shonely Small Business

Bill Stewart Corporate

Bill Tyler Consumer

Bobby Elias Small Business

Bobby Odegard Corporate

Bobby Trafton Corporate

Bobby Trafton Small Business

Brad Eason Small Business

Brad Norvell Corporate

Brad Thomas Corporate

Brad Thomas Home Office

Bradley Drucker Small Business

Bradley Nguyen Consumer

Bradley Nguyen Corporate

Bradley Talbott Corporate

Bradley Talbott Small Business

Brenda Bowman Home Office

Brenda Bowman Small Business

Brendan Dodson Corporate

Brendan Murry Corporate

Brendan Sweed Consumer

Brian Dahlen Small Business

Brian DeCherney Corporate

Brian Derr Small Business

Brian Moss Corporate

Brian Stugart Consumer

Brian Stugart Corporate

Brooke Gillingham Small Business

Brosina Hoffman Consumer

Bruce Degenhardt Home Office

Bruce Money Corporate

Bruce Stewart Corporate

Bryan Davis Corporate

Bryan Mills Corporate

Bryan Mills Small Business

Bryan Spruell Home Office

Candace McMahon Corporate

Cari MacIntyre Corporate

Cari Sayre Corporate

Cari Sayre Home Office

Cari Schnelling Home Office

Cari Schnelling Small Business

Carl Jackson Corporate

Carl Jackson Home Office

Carl Ludwig Corporate

Carl Weiss Consumer

Carlos Daly Corporate

Carlos Daly Home Office

Carlos Meador Consumer

Carlos Meador Corporate

Carlos Soltero Consumer

Carlos Soltero Small Business

Carol Adams Corporate

Carol Darley Home Office

Carol Darley Small Business

Carol Triggs Corporate

Carol Triggs Home Office

Caroline Jumper Corporate

Cassandra Brandow Home Office

Catherine Glotzbach Home Office

Cathy Armstrong Consumer

Cathy Hwang Home Office

Cathy Prescott Corporate

Chad Cunningham Small Business

Chad McGuire Small Business

Chad Sievert Corporate

Charles Crestani Consumer

Charles McCrossin Corporate

Charles Sheldon Corporate

Charlotte Melton Home Office

Chloris Kastensmidt Consumer

Chris Cortes Consumer

Chris McAfee Consumer

Chris Selesnick Home Office

Christina Anderson Corporate

Christina DeMoss Home Office

Christina Vanderzanden Small Business

Christine Abelman Corporate

Christine Phan Small Business

Christine Sundaresam Small Business

Christopher Conant Consumer

Christopher Conant Home Office

Christopher Martinez Home Office

Christopher Martinez Small Business

Christopher Schild Corporate

Christy Brittain Consumer

Chuck Clark Corporate

Chuck Magee Corporate

Chuck Sachs Consumer

Cindy Chapman Consumer

Cindy Chapman Corporate

Cindy Schnelling Corporate

Cindy Stewart Consumer

Cindy Stewart Corporate

Claire Good Home Office

Claudia Miner Small Business

Clay Cheatham Small Business

Clay Ludtke Consumer

Clay Rozendal Corporate

Clytie Kelty Small Business

Corey Catlett Home Office

Corey Lock Home Office

Corey Roper Small Business

Corinna Mitchell Corporate

Craig Carroll Corporate

Craig Leslie Consumer

Craig Molinari Small Business

Craig Yedwab Consumer

Craig Yedwab Corporate

Cyma Kinney Small Business

Cynthia Arntzen Home Office

Cynthia Arntzen Small Business

Cynthia Delaney Corporate

Cynthia Voltz Corporate

Cyra Reiten Consumer

Damala Kotsonis Corporate

Dan Campbell Corporate

Dan Campbell Small Business

Dan Lawera Corporate

Dan Reichenbach Corporate

Dana Kaydos Corporate

Daniel Byrd Home Office

Daniel Lacy Small Business

Daniel Raglin Corporate

Dario Medina Small Business

Darren Budd Consumer

Darren Budd Corporate

Darren Budd Home Office

Darren Koutras Consumer

Darren Powers Corporate

Darrin Martin Small Business

Darrin Sayre Consumer

Darrin Van Huff Home Office

Dave Brooks Corporate

Dave Hallsten Corporate

Dave Hallsten Home Office

Dave Kipp Consumer

Dave Kipp Corporate

Dave Poirier Small Business

David Bremer Corporate

David Flashing Consumer

David Flashing Home Office

David Kendrick Home Office

David Philippe Consumer

David Smith Small Business

David Wiener Consumer

Dean Braden Corporate

Dean Katz Home Office

Dean Percer Consumer

Dean Percer Home Office

Deanra Eno Corporate

Deborah Brumfield Small Business

Debra Catini Small Business

Deirdre Greer Home Office

Delfina Latchford Small Business

Denise Leinenbach Home Office

Denise Monton Home Office

Dennis Bolton Consumer

Dennis Bolton Small Business

Dennis Kane Small Business

Dennis Pardue Corporate

Dennis Pardue Small Business

Denny Blanton Home Office

Denny Joy Corporate

Denny Ordway Small Business

Dianna Arnett Home Office

Dianna Vittorini Corporate

Dianna Wilson Small Business

Dionis Lloyd Small Business

Don Jones Corporate

Don Miller Home Office

Don Weiss Corporate

Dorothy Badders Home Office

Dorothy Wardle Corporate

Dorris Love Corporate

Dorris Love Home Office

Doug Bickford Corporate

Doug Bickford Small Business

Doug Jacobs Home Office

Doug O'Connell Small Business

Duane Benoit Home Office

Duane Huffman Consumer

Duane Huffman Small Business

Duane Noonan Corporate

Ed Braxton Consumer

Ed Braxton Home Office

Ed Jacobs Small Business

Ed Ludwig Consumer

Edward Becker Corporate

Edward Becker Home Office

Edward Hooks Consumer

Edward Nazzal Home Office

Edward Nazzal Small Business

Eileen Kiefer Consumer

Eleni McCrary Corporate

Eleni McCrary Home Office

Elizabeth Moffitt Consumer

Ellis Ballard Corporate

Elpida Rittenbach Consumer

Emily Burns Home Office

Emily Ducich Consumer

Emily Grady Home Office

Emily Phan Consumer

Eric Barreto Consumer

Eric Barreto Small Business

Eric Hoffmann Small Business

Eric Murdock Home Office

Erica Bern Corporate

Erica Bern Small Business

Erica Hackney Small Business

Erica Hernandez Small Business

Erica Smith Small Business

Erin Ashbrook Consumer

Erin Creighton Corporate

Erin Mull Corporate

Erin Mull Small Business

Erin Smith Home Office

Eudokia Martin Home Office

Eugene Barchas Corporate

Eugene Barchas Home Office

Eugene Hildebrand Home Office

Eugene Moren Home Office

Eva Jacobs Home Office

Evan Bailliet Corporate

Evan Henry Corporate

Evan Minnotte Corporate

Filia McAdams Small Business

Frank Atkinson Corporate

Frank Carlisle Small Business

Frank Gastineau Small Business

Frank Hawley Home Office

Frank Merwin Consumer

Frank Merwin Corporate

Frank Olsen Small Business

Frank Price Corporate

Fred Chung Corporate

Fred Harton Home Office

Fred Hopkins Home Office

Fred McMath Small Business

Fred Wasserman Home Office

Gary Hansen Consumer

Gary Hwang Home Office

Gary McGarr Home Office

Gary Mitchum Consumer

Gary Zandusky Home Office

Gene Hale Consumer

Gene McClure Consumer

Gene McClure Home Office

George Ashbrook Consumer

George Ashbrook Small Business

George Bell Corporate

George Zrebassa Home Office

Georgia Rosenberg Consumer

Giulietta Baptist Home Office

Giulietta Dortch Consumer

Giulietta Dortch Corporate

Giulietta Dortch Small Business

Giulietta Weimer Corporate

Giulietta Weimer Home Office

Grace Kelly Consumer

Grant Carroll Corporate

Grant Carroll Small Business

Grant Donatelli Consumer

Grant Thornton Corporate

Greg Guthrie Corporate

Greg Guthrie Small Business

Greg Hansen Home Office

Greg Matthias Home Office

Greg Matthias Small Business

Greg Tran Home Office

Guy Armstrong Corporate

Guy Phonely Corporate

Guy Thornton Corporate

Hallie Redmond Home Office

Hallie Redmond Small Business

Harold Dahlen Consumer

Harold Dahlen Corporate

Harold Engle Consumer

Harold Engle Home Office

Harold Pawlan Small Business

Harold Ryan Home Office

Harry Greene Corporate

Harry Marie Consumer

Heather Jas Corporate

Heather Kirkland Home Office

Helen Abelman Home Office

Helen Andreada Corporate

Helen Wasserman Corporate

Helen Wasserman Home Office

Henia Zydlo Home Office

Henry Goldwyn Small Business

Henry MacAllister Small Business

Herbert Flentye Small Business

Hilary Holden Corporate

Hunter Glantz Corporate

Hunter Lopez Consumer

Ionia McGrath Home Office

Ionia McGrath Small Business

Irene Maddox Consumer

Ivan Gibson Corporate

Ivan Liston Consumer

Jack Garza Corporate

Jack Lebron Corporate

Jack O'Briant Consumer

Jack O'Briant Home Office

Jack O'Briant Small Business

James Galang Consumer

James Lanier Corporate

Jamie Frazer Small Business

Jamie Kunitz Corporate

Jane Waco Corporate

Janet Lee Consumer

Janet Martin Corporate

Janet Molinari Corporate

Jas O'Carroll Corporate

Jas O'Carroll Home Office

Jason Fortune Corporate

Jason Gross Small Business

Jason Klamczynski Home Office

Jason Klamczynski Small Business

Jasper Cacioppo Home Office

Jay Fine Consumer

Jay Kimmel Small Business

Jenna Caffey Consumer

Jennifer Braxton Small Business

Jennifer Ferguson Corporate

Jennifer Ferguson Home Office

Jennifer Halladay Home Office

Jennifer Jackson Home Office

Jennifer Patt Home Office

Jeremy Ellison Small Business

Jeremy Farry Small Business

Jeremy Lonsdale Corporate

Jeremy Pistek Corporate

Jessica Myrick Small Business

Jesus Ocampo Small Business

Jill Fjeld Home Office

Jill Matthias Consumer

Jill Stevenson Consumer

Jim Epp Small Business

Jim Karlsson Small Business

Jim Kriz Consumer

Jim Mitchum Consumer

Jim Radford Corporate

Jim Sink Corporate

Jocasta Rupert Consumer

Joe Elijah Home Office

Joe Kamberova Small Business

Joel Eaton Home Office

Joel Jenkins Corporate

John Castell Consumer

John Castell Small Business

John Dryer Corporate

John Grady Corporate

John Huston Consumer

John Lee Corporate

John Lucas Corporate

John Lucas Small Business

John Murray Small Business

John Stevenson Small Business

Jonathan Doherty Corporate

Jonathan Howell Consumer

Joni Blumstein Consumer

Joni Blumstein Home Office

Joni Sundaresam Home Office

Joni Wasserman Consumer

Joseph Airdo Consumer

Joseph Holt Home Office

Joy Bell Home Office

Joy Daniels Corporate

Joy Smith Consumer

Joy Smith Corporate

Julia Barnett Corporate

Julia Barnett Home Office

Julia Dunbar Consumer

Julia West Consumer

Julia West Corporate

Julia West Home Office

Julia West Small Business

Juliana Krohn Corporate

Juliana Krohn Small Business

Julie Creighton Corporate

Julie Kriz Corporate

Julie Prescott Home Office

Justin Deggeller Corporate

Justin Ellison Home Office

Justin Hirsh Consumer

Justin Knight Corporate

Justin MacKendrick Corporate

Karen Bern Corporate

Karen Carlisle Corporate

Karen Carlisle Home Office

Karen Daniels Consumer

Karen Ferguson Corporate

Karen Ferguson Home Office

Karen Seio Consumer

Karl Brown Corporate

Karl Brown Home Office

Katharine Harms Consumer

Katherine Ducich Corporate

Katherine Hughes Consumer

Katherine Murray Home Office

Katherine Nockton Corporate

Katherine Nockton Home Office

Katrina Bavinger Home Office

Katrina Edelman Corporate

Katrina Willman Consumer

Kean Nguyen Corporate

Kean Nguyen Small Business

Kean Takahito Home Office

Kean Thornton Corporate

Keith Dawkins Home Office

Keith Herrera Corporate

Keith Herrera Small Business

Kelly Andreada Home Office

Kelly Collister Consumer

Kelly Lampkin Home Office

Kelly Williams Corporate

Ken Black Consumer

Ken Brennan Consumer

Ken Dana Corporate

Ken Dana Small Business

Ken Heidel Corporate

Ken Lonsdale Consumer

Khloe Miller Consumer

Khloe Miller Corporate

Khloe Miller Home Office

Kimberly Carter Home Office

Kimberly Carter Small Business

Kristen Hastings Corporate

Kristen Hastings Small Business

Kristina Nunn Consumer

Larry Blacks Consumer

Larry Hughes Home Office

Larry Tron Home Office

Laura Armstrong Corporate

Laura Armstrong Small Business

Laurel Beltran Consumer

Laurel Elliston Corporate

Laurel Elliston Home Office

Laurel Workman Home Office

Lauren Leatherbury Corporate

Lauren Leatherbury Home Office

Lela Donovan Corporate

Lena Cacioppo Home Office

Lena Creighton Corporate

Lena Creighton Home Office

Lena Hernandez Home Office

Lena Radford Small Business

Linda Cazamias Corporate

Linda Southworth Consumer

Lindsay Castell Corporate

Lindsay Castell Small Business

Lindsay Shagiari Home Office

Lindsay Williams Corporate

Lisa DeCherney Corporate

Lisa Hazard Home Office

Lisa Ryan Home Office

Liz Carlisle Corporate

Liz MacKendrick Corporate

Liz Pelletier Corporate

Liz Pelletier Home Office

Liz Price Consumer

Liz Price Corporate

Liz Thompson Corporate

Liz Willingham Corporate

Liz Willingham Home Office

Logan Currie Small Business

Logan Haushalter Corporate

Lori Olson Consumer

Luke Foster Corporate

Luke Schmidt Home Office

Luke Weiss Corporate

Lycoris Saunders Corporate

Lycoris Saunders Home Office

Lynn Smith Corporate

Magdelene Morse Home Office

Marc Crier Consumer

Marc Crier Corporate

Marc Harrigan Home Office

Maria Bertelson Corporate

Maria Bertelson Home Office

Maria Zettner Corporate

Maribeth Dona Home Office

Maribeth Schnelling Corporate

Maribeth Yedwab Home Office

Marina Lichtenstein Corporate

Maris LaWare Home Office

Mark Cousins Corporate

Mark Cousins Home Office

Mark Haberlin Small Business

Mark Hamilton Home Office

Mark Packer Small Business

Mark Van Huff Home Office

Mary Zewe Corporate

MaryBeth Skach Home Office

Mathew Reese Small Business

Matt Abelman Consumer

Matt Abelman Home Office

Matt Abelman Small Business

Matt Collins Consumer

Matt Collister Home Office

Matt Connell Corporate

Matt Hagelstein Home Office

Matthew Clasen Consumer

Matthew Grinstein Small Business

Maureen Fritzler Corporate

Maureen Gastineau Consumer

Maurice Satty Corporate

Max Engle Corporate

Max Jones Home Office

Max Ludwig Corporate

Maxwell Schwartz Corporate

Maya Herman Corporate

Meg O'Connel Corporate

Meg O'Connel Small Business

Meg Tillman Small Business

Melanie Page Corporate

Michael Chen Consumer

Michael Dominguez Home Office

Michael Grace Corporate

Michael Granlund Corporate

Michael Granlund Home Office

Michael Kennedy Corporate

Michael Moore Corporate

Michael Nguyen Small Business

Michael Oakman Small Business

Michael Paige Small Business

Michael Stewart Small Business

Michelle Arnett Home Office

Michelle Ellison Consumer

Michelle Ellison Home Office

Michelle Ellison Small Business

Michelle Huthwaite Home Office

Michelle Lonsdale Corporate

Michelle Lonsdale Home Office

Michelle Moray Corporate

Michelle Tran Consumer

Michelle Tran Corporate

Michelle Tran Home Office

Mick Brown Consumer

Mick Crebagga Corporate

Mick Crebagga Home Office

Mick Hernandez Home Office

Mike Caudle Corporate

Mike Gockenbach Consumer

Mike Kennedy Corporate

Mike Kennedy Small Business

Mike Pelletier Corporate

Mike Vittorini Small Business

Mitch Gastineau Corporate

Mitch Gastineau Small Business

Mitch Webber Corporate

Mitch Willingham Corporate

Monica Federle Corporate

Muhammed Lee Consumer

Muhammed Lee Corporate

Muhammed MacIntyre Small Business

Muhammed Yedwab Consumer

Nancy Lomonaco Home Office

Naresj Patel Corporate

Naresj Patel Small Business

Nat Carroll Home Office

Nat Gilpin Consumer

Natalie Webber Consumer

Natalie Webber Corporate

Nathan Cano Consumer

Nathan Gelder Home Office

Nathan Mautz Corporate

Nathan Mautz Home Office

Neil Ducich Home Office

Neil French Consumer

Neil French Corporate

Neil Knudson Corporate

Neil Knudson Home Office

Neola Schneider Home Office

Neoma Murray Small Business

Nick Crebassa Corporate

Nick Radford Corporate

Nick Zandusky Small Business

Nicole Brennan Consumer

Nicole Brennan Home Office

Nicole Fjeld Small Business

Nicole Hansen Corporate

Nicole Hansen Small Business

Noah Childs Home Office

Noel Staavos Home Office

Nona Balk Corporate

Nora Paige Consumer

Nora Paige Small Business

Nora Pelletier Corporate

Nora Pelletier Home Office

Nora Price Home Office

Nora Price Small Business

Odella Nelson Small Business

Olvera Toch Home Office

Pamela Stobb Consumer

Parhena Norris Home Office

Patrick Bzostek Consumer

Patrick Gardner Consumer

Patrick Jones Home Office

Patrick O'Brill Home Office

Patrick O'Donnell Home Office

Patrick Ryan Corporate

Paul Gonzalez Corporate

Paul Knutson Corporate

Paul Lucas Corporate

Paul MacIntyre Corporate

Paul Prost Corporate

Paul Stevenson Corporate

Paul Van Hugh Consumer

Pauline Chand Corporate

Pauline Chand Small Business

Pauline Johnson Corporate

Pauline Webber Consumer

Penelope Sewall Home Office

Pete Armstrong Consumer

Pete Kriz Corporate

Pete Takahito Corporate

Peter Buhler Consumer

Peter Fuller Consumer

Peter Fuller Corporate

Peter McVee Small Business

Philip Brown Corporate

Philip Brown Home Office

Philip Fox Home Office

Philisse Overcash Small Business

Phillina Ober Small Business

Phillip Breyer Corporate

Phillip Flathmann Small Business

Pierre Wener Home Office

Quincy Jones Corporate

Quincy Jones Home Office

Quincy Jones Small Business

Rachel Payne Consumer

Ralph Arnett Consumer

Ralph Kennedy Corporate

Ralph Knight Consumer

Randy Bradley Corporate

Randy Bradley Small Business

Randy Ferguson Corporate

Randy Ferguson Home Office

Raymond Book Consumer

Raymond Fair Small Business

Resi Polking Small Business

Ricardo Block Corporate

Ricardo Emerson Corporate

Richard Bierner Small Business

Richard Eichhorn Consumer

Rick Bensley Consumer

Rick Duston Corporate

Rick Hansen Corporate

Rick Hansen Home Office

Rick Huthwaite Corporate

Rick Wilson Consumer

Rick Wilson Corporate

Ritsa Hightower Corporate

Rob Beeghly Consumer

Rob Dowd Corporate

Rob Haberlin Consumer

Rob Haberlin Corporate

Rob Lucas Small Business

Rob Williams Home Office

Robert Barroso Small Business

Robert Dilbeck Corporate

Robert Marley Corporate

Robert Waldorf Home Office

Roger Barcio Corporate

Roger Demir Consumer

Roland Black Small Business

Roland Fjeld Corporate

Roland Murray Home Office

Rose O'Brian Home Office

Ross Baird Corporate

Ross DeVincentis Corporate

Roy Collins Corporate

Roy French Consumer

Roy Phan Consumer

Roy Phan Corporate

Roy Skaria Corporate

Ruben Ausman Corporate

Ruben Dartt Corporate

Russell Applegate Home Office

Russell Applegate Small Business

Russell D'Ascenzo Consumer

Ryan Akin Consumer

Ryan Crowe Small Business

Sally Hughsby Consumer

Sally Knutson Consumer

Sally Knutson Corporate

Sally Knutson Home Office

Sally Knutson Small Business

Sally Matthias Corporate

Sally Matthias Home Office

Sam Craven Home Office

Sam Zeldin Small Business

Sandra Flanagan Corporate

Sandra Flanagan Home Office

Sandra Glassco Home Office

Sanjit Chand Home Office

Sanjit Engle Home Office

Sanjit Jacobs Consumer

Saphhira Shifley Consumer

Saphhira Shifley Corporate

Sara Luxemburg Corporate

Sara Luxemburg Small Business

Sarah Bern Corporate

Sarah Brown Consumer

Sarah Foster Corporate

Sarah Jordon Consumer

Scot Coram Corporate

Scot Wooten Corporate

Scott Cohen Consumer

Scott Williamson Small Business

Sean Braxton Small Business

Sean Christensen Home Office

Sean Miller Small Business

Sean O'Donnell Corporate

Sean Wendt Corporate

Seth Vernon Home Office

Shahid Collister Home Office

Shahid Hopkins Small Business

Shahid Shariari Consumer

Shahid Shariari Corporate

Sharelle Roach Home Office

Shaun Chance Corporate

Shaun Weien Home Office

Sheri Gordon Corporate

Shirley Daniels Corporate

Shirley Jackson Corporate

Shirley Schmidt Corporate

Shui Tom Consumer

Sibella Parks Small Business

Skye Norling Home Office

Sonia Cooley Corporate

Sonia Sunley Corporate

Sonia Sunley Small Business

Speros Goranitis Corporate

Stefania Perrino Corporate

Stefanie Holloman Small Business

Stephanie Phelps Consumer

Stephanie Ulpright Consumer

Steve Carroll Consumer

Steve Chapman Corporate

Steve Nguyen Consumer

Steve Nguyen Small Business

Steven Cartwright Home Office

Steven Roelle Small Business

Steven Ward Consumer

Stewart Carmichael Corporate

Stewart Visinsky Corporate

Stuart Calhoun Consumer

Stuart Van Consumer

Sue Ann Reed Consumer

Sung Chung Home Office

Sung Pak Small Business

Sung Shariari Corporate

Susan Gilcrest Home Office

Susan MacKendrick Corporate

Susan Pistek Home Office

Susan Vittorini Corporate

Susan Vittorini Home Office

Suzanne McNair Corporate

Suzanne McNair Small Business

Sylvia Foulston Consumer

Sylvia Foulston Corporate

Sylvia Foulston Home Office

Tamara Chand Consumer

Tamara Dahlen Corporate

Tamara Manning Corporate

Tamara Willingham Corporate

Tamara Willingham Home Office

Tanja Norvell Consumer

Tanja Norvell Corporate

Ted Butterfield Corporate

Ted Trevino Corporate

Thais Sissman Corporate

Thais Sissman Small Business

Thea Hendricks Home Office

Thea Hudgings Consumer

Theone Pippenger Corporate

Theresa Coyne Home Office

Theresa Swint Consumer

Theresa Swint Home Office

Theresa Swint Small Business

Thomas Boland Corporate

Thomas Brumley Consumer

Thomas Seio Home Office

Thomas Thornton Consumer

Tiffany House Corporate

Tim Brockman Consumer

Tim Taslimi Corporate

Toby Braunhardt Corporate

Toby Carlisle Home Office

Toby Grace Home Office

Toby Knight Consumer

Toby Knight Corporate

Toby Swindell Small Business

Todd Boyes Consumer

Todd Boyes Small Business

Todd Sumrall Consumer

Tom Ashbrook Home Office

Tom Boeckenhauer Corporate

Tom Prescott Small Business

Tom Stivers Corporate

Tom Stivers Small Business

Tom Zandusky Home Office

Tonja Turnell Consumer

Tony Chapman Consumer

Tony Molinari Corporate

Tony Sayre Home Office

Tony Sayre Small Business

Tracy Blumstein Home Office

Tracy Collins Consumer

Tracy Collins Corporate

Tracy Hopkins Small Business

Tracy Poddar Corporate

Tracy Zic Consumer

Troy Blackwell Home Office

Troy Staebel Small Business

Trudy Bell Consumer

Trudy Brown Small Business

Trudy Schmidt Small Business

Valerie Dominguez Corporate

Valerie Mitchum Home Office

Valerie Takahito Consumer

Vicky Freymann Home Office

Victor Price Consumer

Victoria Brennan Small Business

Victoria Pisteka Corporate

Victoria Wilson Home Office

Vivek Gonzalez Consumer

Vivek Grady Corporate

Vivek Grady Home Office

Vivek Sundaresam Home Office

Vivian Mathis Consumer

Vivian Mathis Home Office

William Brown Corporate

William Brown Home Office

Xylona Price Corporate

Yana Sorensen Corporate

Yoseph Carroll Consumer

(951 rows affected)

order\_priority ship\_mode avg\_shipping\_cost total\_orders

-------------------------------------------------- -------------------------------------------------- ---------------------- ------------

Critical Regular Air 7.27691525423725 1180

Low Express Air 8.16647368421053 190

Critical Express Air 8.7105 200

High Delivery Truck 45.1890322580645 248

Not Specified Delivery Truck 43.6651627906977 215

Medium Express Air 8.12731343283582 201

Medium Regular Air 7.68875102040813 1225

Low Regular Air 8.01845312499998 1280

High Express Air 6.85627358490567 212

Critical Delivery Truck 47.2974561403509 228

High Regular Air 7.64909021406724 1308

Not Specified Regular Air 7.62261550509002 1277

Low Delivery Truck 44.52644 250

Medium Delivery Truck 46.154243902439 205

Not Specified Express Air 8.167 180

(15 rows affected)

Completion time: 2025-07-04T11:23:01.2592493+01:00

**KMS Case Study Analysis Report**

**Summary**

This report analyses sales data to identify key trends, top-performing categories and regions, customer behaviours, and shipping cost efficiency. The findings reveal that Technology is the highest-selling product category, with Western Canada emerging as the top sales region. The analysis also highlights opportunities to optimize shipping methods based on order priority and identifies high-value customer segments.

**Key Findings**

**1. Product Category Performance**

Technology dominates sales: The Technology category generated ₦5,984,248.50 in sales, making it the highest-performing product category.

**2. Regional Sales Distribution**

Top 3 regions:

* West (₦3,597,549.41)
* Ontario (₦3,063,212.60)
* Prarie (₦2,837,304.60)

Bottom 3 regions:

* Nunavut (₦116,376.47)
* Northwest Territories (₦800,847.35)
* Yukon (₦975,867.39)

**3. The total sales of appliances in Ontario**

Generated ₦202,346.84 in total sales.

**4. Advise the management of KMS on what to do to increase the revenue from the bottom 10 customers.**

Observations: From the visible data:

* Order priority is mostly Low or Medium
* Sales values are very small (as low as ₦2–₦9)
* Customers are scattered across different customer segments (Consumer, Small Business, Corporate)
* Most are buying office supplies like pens, envelopes, labels — possibly low-margin, low-value items.

Recommendations

1. Segment & Understand Customer Intent

* Group by customer segment.
* Identify if they’re new, testing the platform, or lapsing.

2. Upsell with Bundles

* Offer combos (e.g., pens + files + envelopes).
* Use bulk discounts or free shipping incentives.

3. Personalized Outreach

4. Loyalty Program

* Introduce a points system to reward repeat small orders.
* Encourage frequency and increase customer lifetime value.

5. Evaluate Purchase Friction

* Investigate high shipping costs or checkout issues.
* Get feedback via survey or direct follow-up.

**5. Shipping Cost by Method**

| ***Shipping Mode*** | ***Total Shipping Cost (₦)*** |
| --- | --- |
| Delivery Truck | 51,971.94 |
| Regular Air | 48,008.19 |
| Express Air | 7,850.91 |

***Insight:*** Delivery Truck costs are unexpectedly high — this contradicts its “economical” reputation. Audit transportation contracts.

**6. Top 10 Most Valuable Customers and Their Preferences**

These customers spend the most and favour categories like:

* Technology - Deborah Brumfield, Emily Phan
* Furniture - Darren Budd, John Lucas
* Office Supplies - Grant Carroll, Alejandro Grove

*Recommendation:* Create loyalty campaigns or cross-sell similar high-value items.

**7. Small Business standout**: Dennis Kane was the top small business customer with $75,967.59 in sales.

**8. Corporate customer activity**: Adam Hart placed the most orders (27) among corporate customers between 2009-2012.

**9. Consumer profitability**: Emily Phan was the most profitable consumer customer with $34,005.44 in total profit.

**10. Number of customers that returned items and their segment**

951 customers returned items (negative profit), spanning all customer segments (Corporate, Home Office, Small Business, Consumer).

**11.**

Restate the Premise

* Delivery Truck - Most economical, but slowest
* Express Air - Fastest, but most expensive
* We expect:
  + Critical/High Priority orders - Use Express Air
  + Low/Not Specified Priority - Use Delivery Truck (or cheaper options)
* Some **Critical/High** orders are using Express or Regular Air (good).  
  But **many are using Delivery Truck**, which is **slow** and actually **very expensive here** (₦45–₦47).

**Insight:** Delivery Truck is not economical in this dataset — it's actually the **most expensive**, which contradicts the assumption. Its cost seems **inflated**, and it was still used for **Critical orders** — not ideal.

* Low priority orders also used Express Air and Delivery Truck.

Insight: Low priority orders should not use Express or costly Delivery Truck. This shows mismatch between shipping cost and urgency.

*Conclusion*

No, the company did not appropriately align shipping costs with Order Priority.

Why?

* Delivery Truck, assumed to be cheapest, is actually the most expensive (₦43–₦47 avg).
* It was still used for Critical, High, Medium, and Low priority orders, making it wasteful.
* Express Air, though fast, was used by Low and Not Specified priorities — another mismatch.
* Regular Air, which has the most balanced cost (~₦7.6–₦8), was used most frequently and appropriately.

*Recommendation*

1. Audit Delivery Truck contracts — costs are unusually high.
2. Restrict Express Air to Critical and High priority orders only.
3. Promote Regular Air as a default for Medium and Low priority.
4. Build business rules around shipping selection based on order\_priority.

**Recommendations**

1. Inventory Allocation: Increase stock and marketing focus on Technology products which demonstrate strongest sales performance.

2. Regional Strategy:

* Expand operations in Western Canada which shows strongest sales
* Develop targeted campaigns for underperforming territories (Nunavut, NWT, Yukon)

3. Shipping Optimization:

* Align shipping methods with order priority (consider using Express Air more for Critical orders)
* Evaluate cost-benefit of current Delivery Truck usage for High priority orders

4. Customer Retention:

* Develop loyalty programs for high-value customers (Emily Phan, Darren Budd, etc.)
* Analyse reasons for returns from the 951 customers with negative profits

5. Segment Focus:

* Enhance Small Business offerings (Dennis Kane as potential case study)
* Review Corporate customer ordering patterns (Adam Hart's 27 orders as benchmark)

**APPENDIX**





