**Kultra Mega Stores (KMS) Analysis Report: Order Data (2009-2012)**

Company Overview:

Kultra Mega Stores (KMS), headquartered in Lagos, Nigeria, specializes in office supplies and furniture. The company serves three primary customer segments: Consumers, Small Businesses, and Corporate Clients across various regions in Nigeria.

Objectives

- Identify top-performing products and regions.

- Evaluate customer profitability and behavior.

- Analyze shipping cost effectiveness.

- Advise KMS management on revenue growth strategies.

Data Sources

- KMSQuery.sql: Contains order data with details such as product, sales, profit, customer, and shipping.

- Order\_Status.csv: Provides information on returned orders.

Case Scenario I: Sales & Shipping Performance

1. Highest Selling Product Category

- Finding: The Technology category had the highest sales revenue at $5,984,248.30.

- This category was driven by high-priced items such as phones, machines, and computers.

2. Regional Sales Analysis

- Top 3 Regions:

1. West: $3,597,549.33

2. Ontario: $3,063,212.55

3. Prairie: $2,837,304.59

- Bottom 3 Regions:

1. Nunavut: $116,376.47

2. Northwest Territories: $800,847.34

3. Yukon: $975,867.39

Observation: Top regions are densely populated urban markets with a strong business presence, while the bottom regions are sparsely populated and underperforming.

3. Total Sales of Appliances in Ontario

- Finding: Total sales of appliances in Ontario amounted to $202,346.84.

4. Recommendations for Increasing Revenue from Bottom 10 Customers

To increase revenue from the bottom 10 customers, KMS management should consider the following strategies:

- Provide targeted discounts or cashback for repeat purchases.

- Offer product bundles or kits to increase average order size.

- Implement free delivery for orders above a certain threshold.

- Send personalized emails promoting previously browsed products.

- Conduct calls or surveys to better understand customer needs and improve satisfaction.

5. Shipping Method Cost Analysis

- Finding: The shipping method with the highest total cost was Delivery Truck, totaling $51,971.94.

- Although the Delivery Truck was the most economical option per delivery, its high volume of orders made it the most expensive overall.

Case Scenario II: Customer Insights

6. Most Valuable Customers

- Finding: The most valuable customers typically purchased high-margin technology and office equipment.

7. Highest Sales Small Business Customer

- Finding: The small business customer with the highest sales was Dennis Kane, with total sales of $75,967.59.

8. Corporate Customer with Most Orders (2009–2012)

- Finding: The corporate customer that placed the most orders during this period was Adam Hart, with a total of 27 orders.

9. Most Profitable Consumer Customer

- Finding: The most profitable consumer customer was Emily Phan, contributing $34,005.44 in profitability.

10. Shipping Cost Alignment with Order Priority

- Observation:

- High-priority orders (Critical, High) predominantly used Express Air, the most expensive option.

- Low-priority orders mostly used the Delivery Truck, the slowest and cheapest method.

- Conclusion: Yes, KMS aligned its shipping costs appropriately with order priority, optimizing shipping speeds for high-value or urgent orders while minimizing costs for low-priority shipments.

Strategic Recommendations

1. Strengthen Loyalty Programs: Enhance programs for top and mid-tier customers.

2. Target Low-Sales Regions: Implement regional campaigns in Yukon and Nunavut to stimulate demand.

3. Reduce Return Rates: Improve product descriptions and quality assurance measures.

4. Optimize Shipping: Analyze average shipping cost vs. urgency per product category for better budget management.

5. Encourage Repeat Purchases: Utilize bundle offerings and upselling strategies to enhance overall sales and customer retention.

Tools & Technologies Used

- SQL Server: For querying and aggregating data from the database.

- Excel: For pivot analysis and filtering of data sets.

- GitHub: For project documentation and version control.