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

Company Overview

Kultra Mega Stores (KMS) is a retail company headquartered in Lagos, Nigeria, specializing in office supplies and furniture. It caters to three primary customer segments: Consumers, Small Businesses, and Corporate Clients across various regions.

**Objectives of Analysis**

- Identify top-performing products and regions.

- Evaluate customer profitability and behavior.

- Analyze the effectiveness of the shipping strategy.

- Provide recommendations for revenue growth strategies.

**Data Sources**

- KMSQuery.sql: Order data encompassing product, sales, profit, customer, and shipping details.

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

**Case Scenario I: Sales & Shipping Performance**

1. Which product category had the highest sales?

- Finding: The Technology category exhibited the highest sales revenue across all categories, highlighting that high-priced items such as phones, machines, and computers drove this performance.

2. Top 3 and Bottom 3 regions in terms of sales:

- Top 3 Regions: Dense urban markets boosting business interactions.

- Bottom 3 Regions: Sparsely populated areas with limited market presence.

3. Total Sales of Appliances in Ontario:

- Finding: [Selected SQL aggregation results here, e.g., Total Appliances Sales in Ontario: $X amount]

4. Recommendations to Increase Revenue from Bottom 10 Customers:

- Implement targeted discounts or cashback offers to encourage repeat purchases.

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

- Offer free shipping for orders above a specified threshold.

- Utilize personalized email campaigns for promoting previously viewed items.

- Conduct surveys or calls to gather insights on customer needs and improve satisfaction.

5. Shipping Method with Highest Cost:

- Finding: The Delivery Truck incurred the highest total shipping cost, despite being the most economical per delivery, due to the high volume of orders.

**Case Scenario II: Customer Insights**

6. Most Valuable Customers and Their Purchases:

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

7. Small Business Customer with Highest Sales:

- Finding: [Insert highest sales small business customer details]

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

- Finding: [Insert corporate customer with the highest order count]

9. Most Profitable Consumer Customer:

- Finding: [Insert details of the most profitable customer]

10. Alignment of Shipping Cost with Order Priority

- Observation: The shipping costs were appropriately aligned with order priorities:

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

- Low-priority orders were mostly delivered by Delivery Truck (the cheapest and slowest).

- Conclusion: KMS optimized shipping speeds for urgent orders while minimizing costs for less urgent shipments.

**Strategic Recommendations**

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

2. Target Low-Sales Regions: Develop regional campaigns specifically for low-performing areas (e.g., Yukon, Nunavut) to stimulate demand.

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

4. Optimize Shipping: Analyze average shipping costs versus urgency for each product category to streamline expense management.

5. Encourage Repeat Purchases: Utilize bundle offers and upselling strategies to enhance order size and frequency.

**Tools & Technologies Used**

- SQL Server: For querying and aggregating order data.

- Excel: For pivot analysis and data filtering.

- GitHub: For project documentation and version control.