

Project Instructions

For each selected case study, you will carry out a comprehensive Exploratory Data Analysis (EDA) using the appropriate analytical tools and techniques relevant to the context of each dataset.

Case Study 2: Kultra Mega Stores Inventory

1. Company Overview

Kultra Mega Stores (KMS), headquartered in Lagos, specializes in office supplies and furniture. Its customer base includes individual consumers, small businesses (retail), and large corporate clients (wholesale) across Lagos, Nigeria. You have been engaged as a Business Intelligence Analyst to support the Abuja division of KMS. The Business Manager has shared an Excel file containing order data from 2009 to 2012 and has requested that you analyze the data and present your key insights and findings.

Apply your SQL skills from the DSA Data Analysis class and solve both case scenarios as shared in the document.

Case Scenario I

1. Which product category had the highest sales?
2. What are the Top 3 and Bottom 3 regions in terms of sales?
3. What were the total sales of appliances in Ontario?
4. Advise the management of KMS on what to do to increase the revenue from the bottom 10 customers
5. KMS incurred the most shipping cost using which shipping method?

Case Scenario II

6. Who are the most valuable customers, and what products or services do they typically purchase?
7. Which small business customer had the highest sales?
8. Which Corporate Customer placed the most number of orders in 2009 – 2012?
9. Which consumer customer was the most profitable one?
10. Which customer returned items, and what segment do they belong to?
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