Portfolio: Business Intelligence Project

# Project Title:

Business Intelligence Analysis for Kultra Mega Stores (KMS) – Abuja Division

# Project Duration:

Analysis of sales data from 2009 to 2012

# Tools & Technologies Used:

- SQL Server Management Studio (SSMS)  
- Microsoft Excel  
- PowerPoint  
- Python (for reporting automation)  
- Microsoft Word

# Project Objective:

To analyze historical sales and customer data from the Abuja division of KMS, identify key performance insights, and make strategic business recommendations to boost profitability and optimize operations.

# Role:

Business Intelligence Analyst

# Key Responsibilities:

- Imported and explored sales dataset in SQL Server.  
- Wrote SQL queries to analyze product categories, regional performance, shipping methods, and customer segments.  
- Identified most profitable customers, costly shipping methods, and areas of improvement.  
- Designed a PowerPoint presentation summarizing insights and strategic recommendations.  
- Developed a return tracking column to support future customer service improvements.  
- Exported results and communicated findings using data storytelling techniques.

# Key Insights & Recommendations:

1. Office Supplies led in sales – focus more on this category.  
2. Certain regions underperformed – consider localized promotions.  
3. High shipping costs from Express Air – align shipping with order priority.  
4. Most profitable customers showed repeat behavior – develop loyalty programs.  
5. A return-tracking column was recommended to reduce product dissatisfaction.

# Outcome:

The project provided clear, data-driven recommendations that can improve customer retention, optimize logistics, and enhance revenue generation. The BI insights also laid the foundation for a smarter return handling process and better customer segmentation.

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