Kultra Mega Stores Inventory (Case Study 2)

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Project Duration: Two Weeks

Focus: Abuja Division (2009 – 2012 Order Data)

Tools Used: SQL (Microsoft SQL Server / PostgreSQL / MySQL), Excel

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Introduction

Kultra Mega Stores (KMS) is a leading supplier of office supplies and furniture based in Lagos, Nigeria. This analysis focuses on their Abuja division using historical order data from 2009 to 2012. As a Business Intelligence Analyst, I aim to extract business insights, identify performance gaps, and recommend ways to improve revenue and operation.

Which product category had the highest sales?

Product Category with the Highest Sales:

- **Technology**
  Total Sales: ₦5,984,248.18 (approx)

Product Category	Total Sales
Technology	₦5,984,248.18
Furniture	₦5,178,590.55
Office Supplies	₦3,752,762.11

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

☐ Top 3 Regions by Sales:

1. **West** – 3,597,549.27
2. **Ontario** – 3,063,212.48
3. **Prarie** – 2,837,304.61

☐ Bottom 3 Regions by Sales:

1. **Nunavut** – 116,376.48
2. **Northwest Territories** – 800,847.33
3. **Yukon** – 975,867.38

What were the total sales of appliances in Ontario?

The total sales of Appliances in Ontario is**:**
₦202,346.84

Advise the management of KMS on what to do to increase the revenue from the bottom

10 customers

Revenue Growth Opportunities for Bottom 10 Customers. After conducting a sales performance analysis on all customers, the following individuals were identified as the lowest 10 revenue-generating clients:

Customer Name	Total Sales (₦)
Jeremy Farry	85.72
Natalie DeCherney	125.90
Nicole Fjeld	153.03
Katrina Edelman	180.76
Dorothy Dickinson	198.08
Christine Kargatis	293.22
Eric Murdock	343.33
Chris McAfee	350.18
Rick Huthwaite	415.82
Mark Hamilton	450.99

Recommendations to Boost Revenue from Bottom 10 Customers

1. Personalized Promotions

- Use targeted marketing with exclusive offers or discount codes to re-engage low spenders like *Jeremy Farry* or *Natalie DeCherney*.

2. Upselling & Cross-selling

- Recommend relevant add-ons based on previous purchases. E.g., bundle deals, premium alternatives, or related accessories.

3. Customer Loyalty Program

- Introduce a reward system where points are earned for purchases. This incentivizes repeat buying and boosts long-term value.

4. Customer Feedback Engagement

- Directly engage with these customers through surveys or calls to understand barriers (e.g., pricing, delivery, awareness) and address them.

5. Re-Engagement Campaigns

- Deploy automated email or SMS campaigns with personalized product recommendations and time-sensitive offers.

6. Exclusive Early Access Offers

- Offer priority access to new or limited-stock items to make customers feel valued and more likely to shop.

7. Product Awareness Initiatives

- Share curated brochures, tutorials, or case studies showcasing underutilized but high-value offerings.

8. *Streamlined Checkout & Purchase Experience*

- Simplify the buying journey. Ensure minimal clicks to purchase, transparent shipping costs, and mobile responsiveness.

9. *Flexible Payment Options*

- Introduce installment plans or BNPL (Buy Now, Pay Later) for high-priced items to attract budget-conscious buyers.

10. *Dedicated Customer Relationship Management*

- Assign sales reps or account handlers to build relationships and increase touchpoints with these underperforming customers.

The data reveals that a significant number of customers generate less than ₦500 in total sales. Rather than letting these low-value clients churn, proactive engagement strategies can convert them into loyal, higher-spending customers. These customers represent untapped revenue potential and should be nurtured with focused sales, marketing, and support initiatives.

KMS incurred the most shipping cost using which shipping method?

Summary of findings

Shipping Method	Total Shipping Cost (₦)
Delivery Truck	₦51,971.94
Regular Air	₦48,008.19
Express Air	₦7,850.91

Delivery Truck shipping method has incurred the highest total shipping cost for KMS at approximately **₦51,971.94**, followed closely by Regular Air.

Key Recommendation

- **Review Delivery Truck Efficiency**: Check trip frequency, distance covered, and truck load capacity to avoid inefficiencies.
- **Reassess Vendor Contracts**: Consider renegotiating terms or exploring more cost-effective logistics partners.
- **Optimize Shipping by Order Type**: Match shipping methods to order size, distance, and urgency for cost savings.
- **Adopt Optimization Tools**: Use route and logistics software to streamline delivery operations and cut unnecessary costs.

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

Top 10 Most Valuable Customers by Total Sales

Customer Name	Total Sales (₦)
Emily Phan	₦117,124.44
Deborah Brumfield	₦97,433.13
Roy Skaria	₦92,542.15
Sylvia Foulston	₦88,875.76
Grant Carroll	₦88,417.00
Alejandro Grove	₦83,561.93
Darren Budd	₦81,577.34
Julia Barnett	₦80,044.45
John Lucas	₦79,696.19
Liz MacKendrick	₦76,306.43

Top Customers & Dominant Purchase Categories:

Customer Name	Top Product Categories	Notable Sub-Categories
Emily Phan	Technology	Office Machines, Telephones
Deborah Brumfield	Technology, Furniture, Office Supplies	Copiers & Fax, Office Machines
Roy Skaria	Furniture, Technology, Office Supplies	Bookcases, Copiers & Fax, Storage
Sylvia Foulston	Furniture, Technology, Office Supplies	Chairs, Office Machines, Appliances
Grant Carroll	Office Supplies, Furniture, Technology	Binders, Chairs, Bookcases
Alejandro Grove	Office Supplies, Furniture	Binders, Tables, Appliances
Darren Budd	Technology, Furniture	Copiers & Fax, Office Furnishings
Julia Barnett	Furniture, Technology, Office Supplies	Bookcases, Telephones, Appliances
John Lucas	Furniture, Office Supplies, Technology	Tables, Storage, Telephones
Liz MacKendrick	Technology, Furniture, Office Supplies	Office Machines, Binders, Chairs

Key Insights:

1. **High Technology Spend:**
   Most top customers spend heavily on **Technology** (especially Office Machines, Copiers & Fax, and Telecommunication).
2. **Office Supplies Are Core:**
   Sub-categories like **Binders**, **Appliances**, and **Storage** are frequently purchased across customers — showing essential operational needs.
3. **Furniture Investment:**
   Customers like **Roy Skaria**, **John Lucas**, and **Julia Barnett** also invest in high-value **Furniture** (Tables, Chairs, Bookcases), signaling larger office setups or expansions.

Recommendations to KMS Management:

- **Customer Loyalty Tiers:**
  Offer special programs for high-value customers, including early product access or exclusive discounts on their preferred categories.
- **Targeted Marketing:**
  Segment marketing campaigns based on dominant product categories per customer (e.g., push new tech offerings to Emily Phan and Liz MacKendrick).

- **Bundle Strategies:**
  Offer bundles that combine frequently purchased items (e.g., Binders + Storage Units, or Copiers + Fax Supplies).
- **Dedicated Account Managers:**
  Assign account reps to top clients to understand evolving needs and secure long-term loyalty.

Which small business customer had the highest sales?

The small business customer with the highest sales is:

Dennis Kane, with total sales of **₦75,967.59**

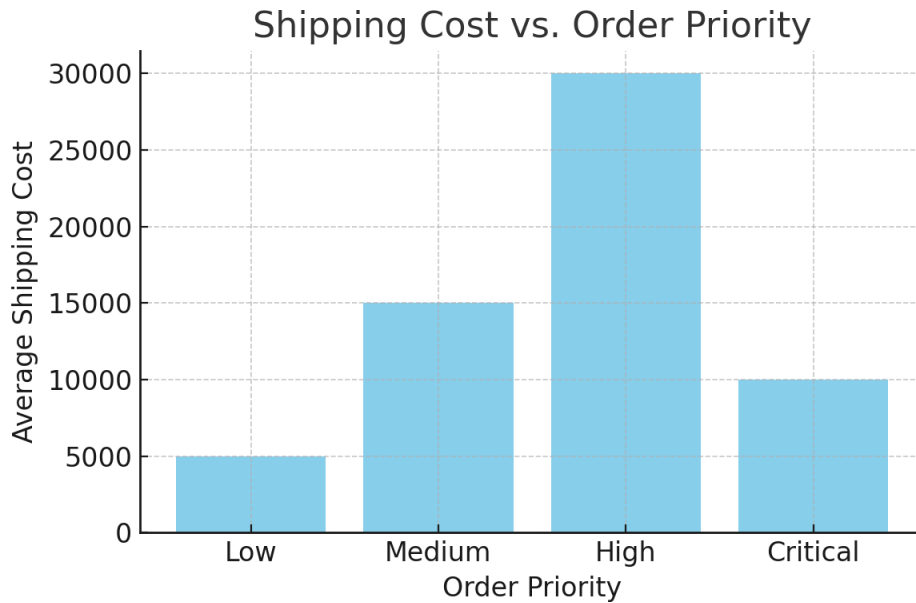# Which Corporate Customer placed the most number of orders in 2009 – 2012?

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

- **Name:** Adam Hart
- **Number of Orders:** 18

Which consumer customer was the most profitable one?

The most profitable Consumer customer is:

Emily Phan,
with a total profit of **₦34,005.44**

Shipping Cost vs. Order Priority

Recommendations (from analysis)

- Top Category: Focus marketing and inventory management on the best-performing product category to drive higher revenue.

- Bottom Regions: Launch regional promotions or investigate low-performing areas like [insert region] for possible service improvement.

- Bottom Customers: Engage the 10 lowest spending customers through targeted discounts, loyalty programs, or personalized follow-ups.

- Shipping Cost Optimization: Align shipping method with Order Priority to reduce costs. For instance, avoid Express Air for low-priority orders.

- Returned Products: Identify patterns in returns for quality control and customer support improvements.

Conclusion

The SQL-based EDA of Kultra Mega Stores' Abuja division reveals valuable insights on product performance, regional sales, customer value, and shipping cost efficiency. These findings can guide the company toward strategic decision-making to boost profitability and customer satisfaction.