### 📄 Kultra Mega Stores – Case Study 2 Documentation Summary

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#### Role: Business Intelligence Analyst

#### Period: 2009 – 2012

### 🔍 Summary of Findings

#### **Q1: Which Product Category Had the Highest Sales?**

* **Technology**: ₦5,984,248.50
* Furniture: ₦5,178,590.51
* Office Supplies: ₦3,752,762.10

**Recommendation:** Focus more marketing and inventory efforts on Technology products. Consider bundling low-selling categories with top-performing ones to boost their performance.

#### **Q2: What Are the Top 3 and Bottom 3 Regions by Sales?**

* **Top 3**: Central, West, Ontario
* **Bottom 3**: Northwest Territories, Nunavut, Yukon

**Recommendation:** Expand promotions or personalized outreach in low-performing regions. Consider investigating local competition and market limitations.

#### **Q3: What Were the Total Sales of Appliances in Ontario?**

* **₦149,445.40**

**Recommendation:** Identify top-performing appliance SKUs and amplify their reach. Collaborate with local Ontario vendors or influencers to increase brand visibility.

#### **Q4: Revenue Growth Strategy for Bottom 10 Customers**

* Customers: Jeremy Farry, Natalie DeCherney, Nicole Fjeld, etc.

**Recommendation:** 1. Offer loyalty incentives or discounts to encourage repeat purchases. 2. Personalize product recommendations. 3. Conduct a customer satisfaction survey to understand their needs better.

#### **Q5: Shipping Cost by Method**

* **Highest Shipping Cost Method**: Delivery Truck → ₦51,971.94

**Recommendation:** - Optimize delivery truck usage to routes with higher volume. - Reevaluate the shipping model for smaller orders that may not require truck delivery.

#### **Q6: Most Valuable Customers and Their Preferences**

* **Top Customers**: Emily Phan, Deborah Brumfield, Alejandro Grove

**Products Purchased:** Technology, Furniture, Office Supplies

**Recommendation:** - Establish a loyalty tier for top spenders. - Offer early access to new products or premium support services.

#### **Q7: Small Business Customer with the Highest Sales**

* **Winner**: Emily Phan
* **Total Sales**: ₦117,124.43

**Recommendation:** Use this customer as a success case to model future acquisition strategies. Understand what worked and replicate.

#### **Q8: Corporate Customer with the Most Orders**

* **Winner**: Darren Budd
* **Orders**: 57

**Recommendation:** Offer Darren a dedicated account manager. Identify what products/services made them loyal and promote that line further.

#### **Q9: Most Profitable Consumer Customer**

* **Winner**: Linda Collister
* **Profit Generated**: ₦2,578.83

**Recommendation:** Engage through exclusive promotions and collect testimonials or referrals.

#### **Q10: Customers Who Returned Items & Segment**

* **Customers**: Javier Gonzalez (Small Business), other unknowns

**Recommendation:** Analyze return reasons and reduce common pain points (e.g., unclear product descriptions or delayed delivery).

#### **Q11: Was Shipping Method Appropriately Matched with Order Priority?**

**Finding:** - Low-priority orders used expensive Express Air - High-priority orders often used slow Delivery Truck

**Recommendation:** - Realign shipping methods with order priorities. - Define clear shipping policy rules in the order management system. - Introduce approval workflows for overriding default shipping options.

### ✅ Conclusion

This analysis highlights opportunities for growth through customer segmentation, logistics optimization, and data-driven promotional strategies. With clearer alignment between customer value and operational cost (shipping), KMS can improve profitability and customer satisfaction across regions.

*End of Summary Document*