Kultra Mega Stores Inventory Insight

Create Database KultraMegaStores;

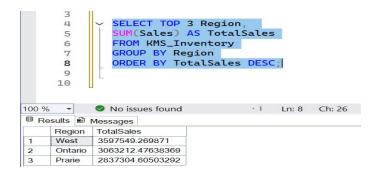


Case Scenario I

1. Product Category with Highest Sales



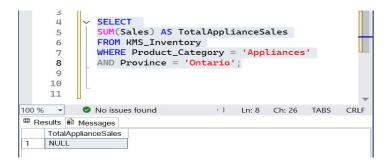
2i. Top 3 Sales Regions



2ii. Bottom 3 Sales Regions

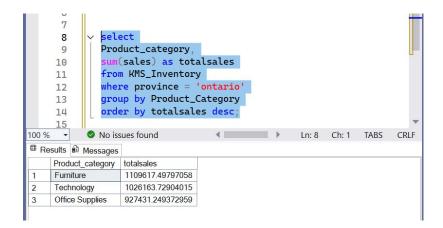


3. Total Sales of Appliances in Ontario?

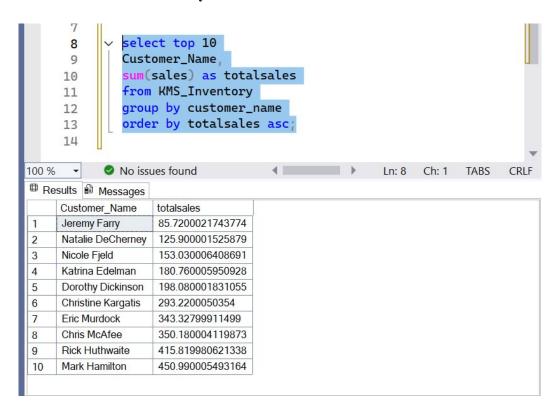


The dataset contains three main product categories: Furniture, Technology and Office Supplies the 'Appliances' category does not exist in the dataset. Therefore, total sales for 'Appliances' in Ontario could not be found. However, the query for actual sales by products categories in Ontario is giving below.

Actual sales by product category in Ontario



4. Bottom 10 customers by sales



ADVICE

Analysis of the bottom 10 customers (based on total sales) revealed significantly low purchase volumes across all segments. These customers contributed the least revenue during the 2009–2012 period.

Possible reasons for low sales may include:

- Lack of engagement or follow-up from sales/marketing
- Mismatched products to customer needs
- Price sensitivity or stronger competitors
- Limited product awareness or poor customer experience

Recommendation:

To improve revenue from these bottom-tier customers, KMS should consider the following:

1. Customer Segmentation & Targeted Campaigns:

- Identify what segment (e.g., Consumer, Small Business) each customer belongs to and tailor promotions or bundles specifically for their use case.
- Use email marketing or loyalty programs to reactivate low-spending customers.

2. Personalized Offers & Discounts:

- Offer incentives such as free shipping, discounts on repeat purchases, or trial offers on new products.
- Consider one-time bundles for low-risk up-sell opportunities.

3. Customer Feedback Loop:

- Reach out to these customers to understand why their engagement is low.
- Use short surveys or personal sales calls to uncover gaps in service, product needs, or pricing issues.

4. Sales Rep Follow-ups:

• Assign account managers or sales reps to follow up with these customers and offer personalized solutions or services.

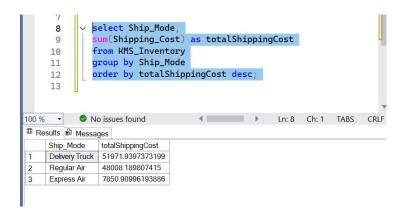
5. Cross-Sell & Up-sell Strategy:

• Recommend additional products related to previous purchases to increase basket size.

Potential Impact:**

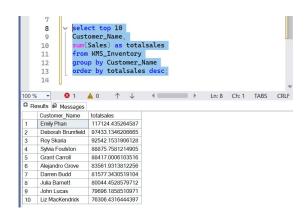
Improving even a small percentage of revenue from these 10 customers could lead to higher customer lifetime value (CLV), better retention, and increased word-of-mouth referrals in key markets like Abuja.

5. Shipping method with the highest cost is **Express Air**

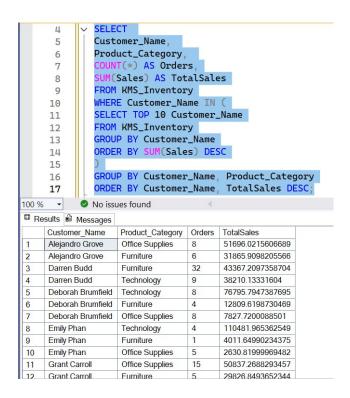


Case Scenario II

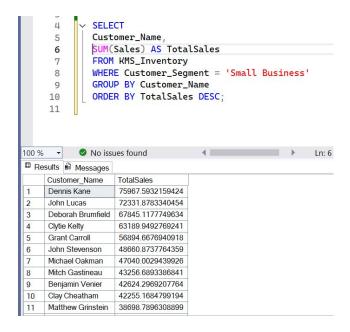
6. Top 10 most valuable Customers



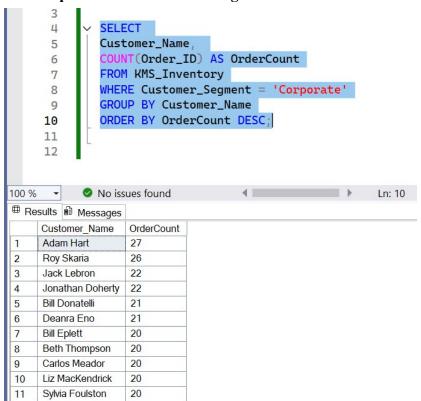
Products Purchased by These Customers



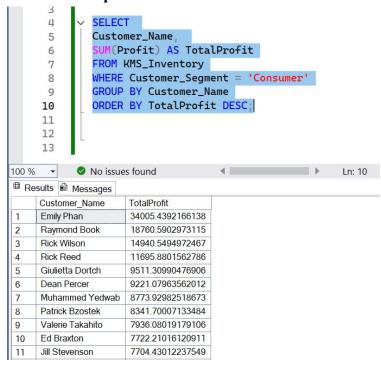
7. Small Business Customer with Highest Sales is Dennis Kane



8. Corporate Customer with Highest Placed of Order From (2009–2012) is Adam Hart



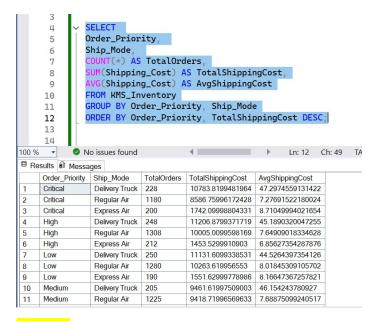
9. The most profitable consumer customer



10. Which customer returned items, and what segment do they belong to?

The dataset contains no explicit column for item returns, so this question cannot be answered unless additional return tracking data is available.

11. Was Shipping Cost Appropriately Spent Based on Order Priority?



Insight:

The analysis of shipping cost distribution across different Order Priority levels and Ship Modes reveals the following:

Express Air, the fastest and most expensive method, was used across all priority levels, including low-priority orders.

Similarly, Delivery Truck, the cheapest and slowest method, was also used for high-priority orders such as "Critical".

There appears to be no consistent strategy for aligning shipping method with order urgency.

Problem Identified:

- The use of Express Air for Low or Not Specified priority orders led to unnecessary high shipping costs.
- Critical orders were not always prioritized with faster shipping methods, potentially risking customer dissatisfaction.

Recommendation:

KMS should adopt a shipping cost optimization policy such as:

- Align Shipping Mode with Order Priority
- Use Express Air only for High and Critical orders.
- Use Delivery Truck for Low or Not Specified orders.
- Automate Shipping Logic
- Build business rules into the order system to enforce proper shipping method selection based on priority.
- Monitor Shipping Costs Regularly
- Set KPIs to monitor mismatch rates between order priority and shipping mode.
- Train Order Fulfilment Teams
- Educate staff to follow shipping policies and flag inconsistencies.

Expected Benefit:

• Aligning shipping methods with order priority will reduce unnecessary costs, improve delivery satisfaction for high-priority customers, and streamline operational efficiency.