

ANSWERS TO THE CASE STUDY QUESTIONS

1. Which product Category has the highest sales?

Technology with total sales of \$5984248.50

2. What are the top 3 and bottom 3 regions in terms of sale?

Top 3

- West
- Ontario
- Prairie

Bottom 3

- Nunavut
- Northwest Territories
- Yukon

3. What were the total sales of appliances in Ontario

\$202346.84

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?

Delivery Truck with total shipping cost of \$51971.94

6. Who are the most valuable customers and what products do they typically purchased?

Top 10 valuable customers based on total sales are;

- Emily Phan,
- Deborah Brumfield
- Roy Skaria
- Sylvia Foulston
- Grant Carroll
- Alejandro Grove
- Darren Budd
- Julia Barnett
- John Lucas
- Liz MacKendrick

They typically purchased product from all categories

7. Which small business customer had the highest sales?

Dennis Kane with total sales of \$75967.59

8. Which corporate business customer placed the highest number of orders in 2009-2012?

Roy Skaria with 773 total orders

9. Which consumer customer was the most profitable one?

Emily Phan with \$34005.44 total profit

11. Did shipping method match the Order Priority?

NO. All the 3 shipping methods were used irrespective of the order priority. The delivery mode for most of the orders was regular air as it had the lowest shipping cost.