**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 cooperate 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.