

Data Analysis Report for Kultra Mega Stores (KMS)

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ABOUT THE COMPANY

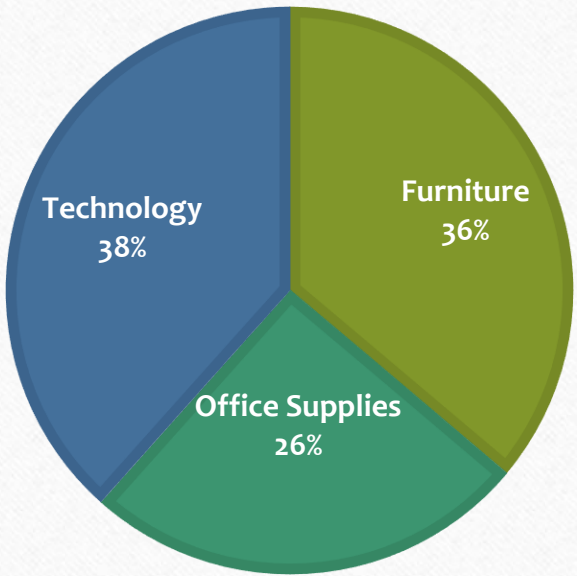
Kultra Mega Stores (KMS) specializes in office supplies and furniture. The company's customers ranges from individual consumers and small businesses (retail) to corporate organizations (wholesale). I was contracted as a Business Intelligence Analyst to help KMS analyze and present insights from the case scenarios.

CASE SCENARIO

- **Case 1** Which product category had the highest sales?
 - **Case 2** What are the Top 10 and Bottom 10 Regions with regards to sales?
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- **Case 3** What was the total sales of appliances in Ontario?
 - **Case 4** Advise the management what to do to increase the revenue from customers.
 - **Case 5** KMS incurred the most shipping cost using which shipping method?
 - **Case 6** Who are the most valuable customers and what do they purchase?
 - **Case 7** Which of the delivery method is the most economical based on the Order Priority?
 - **Case 8** Which small business customer had the highest sales?
 - **Case 9** Which Corporate Customer placed the most number of orders in 2009 – 2012?
 - **Case 10** Which consumer customer was the most profitable one?

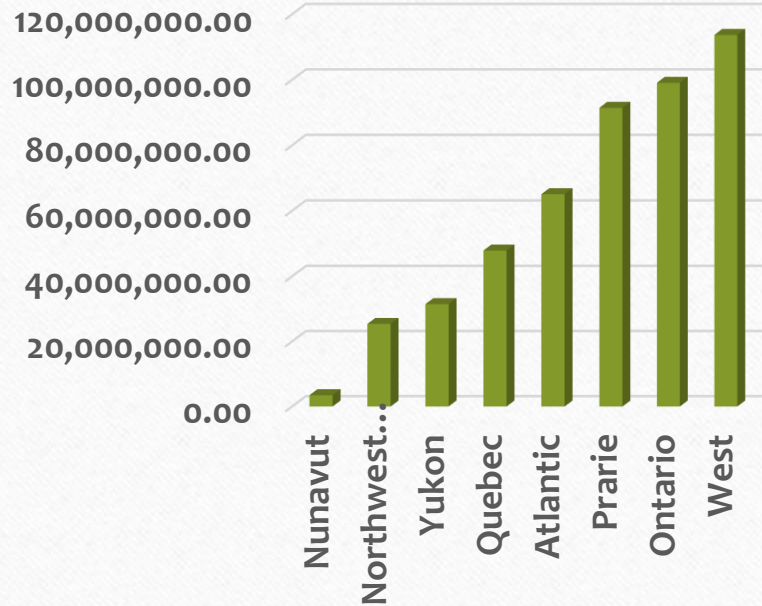
PRODUCT WITH THE HIGHEST SALES

■ Furniture ■ Office Supplies ■ Technology

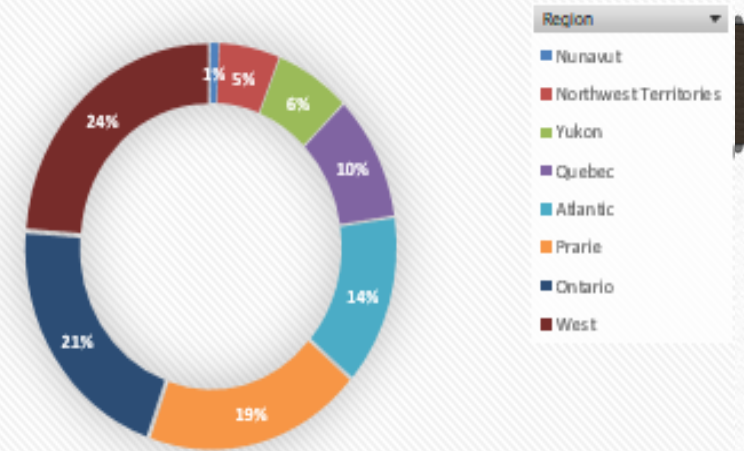


Products	Sum of Total Sales
Furniture	172,616,485.63
Office Supplies	121,505,006.96
Technology	183,466,757.77
Grand Total	477,588,250.37

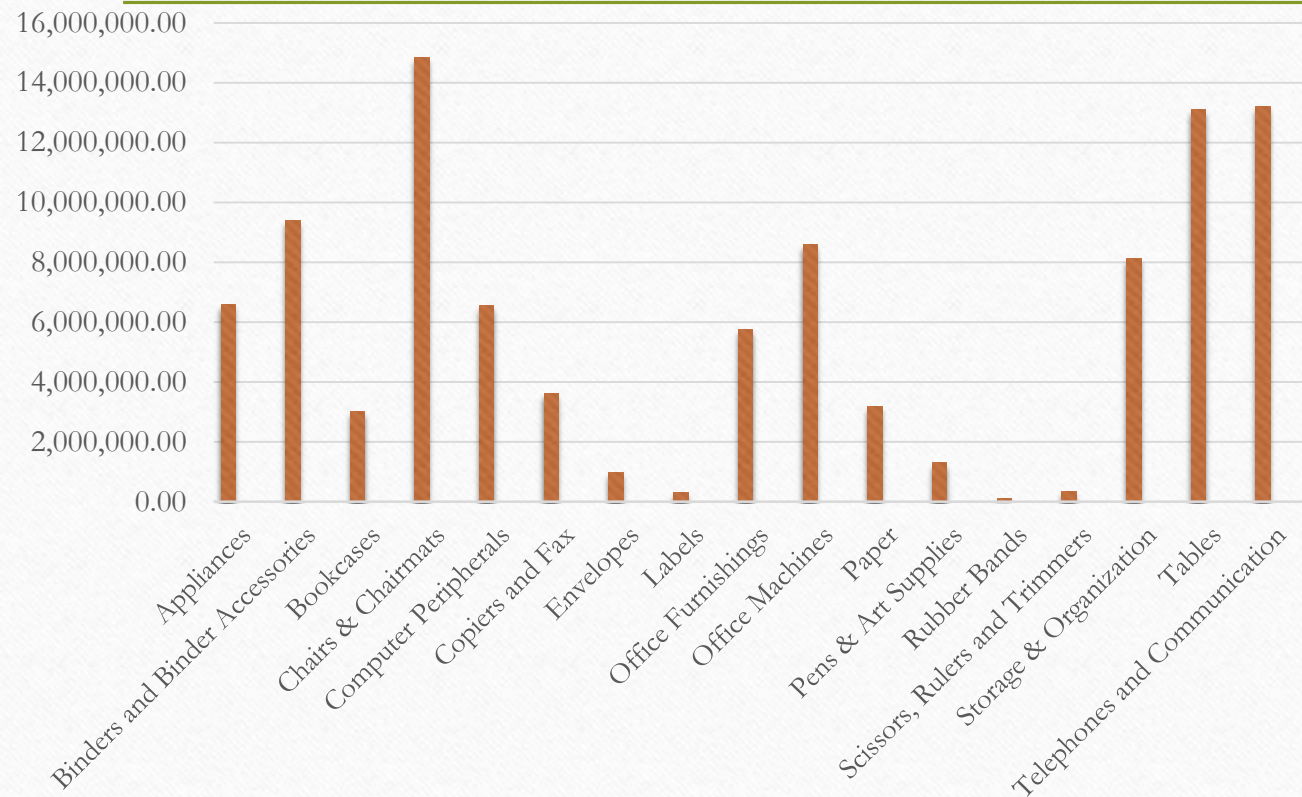
TOP REGIONS WITH REGARDS TO SALES



Regions	Sum of Total Sales
Nunavut	3,476,254.14
Northwest Territories	25,396,475.45
Yukon	31,475,692.88
Quebec	47,867,938.78
Atlantic	65,096,148.85
Prarie	91,462,326.36
Ontario	99,095,309.52
West	113,718,104.39
Grand Total	477,588,250.37



TOTAL SALES IN ONTARIO

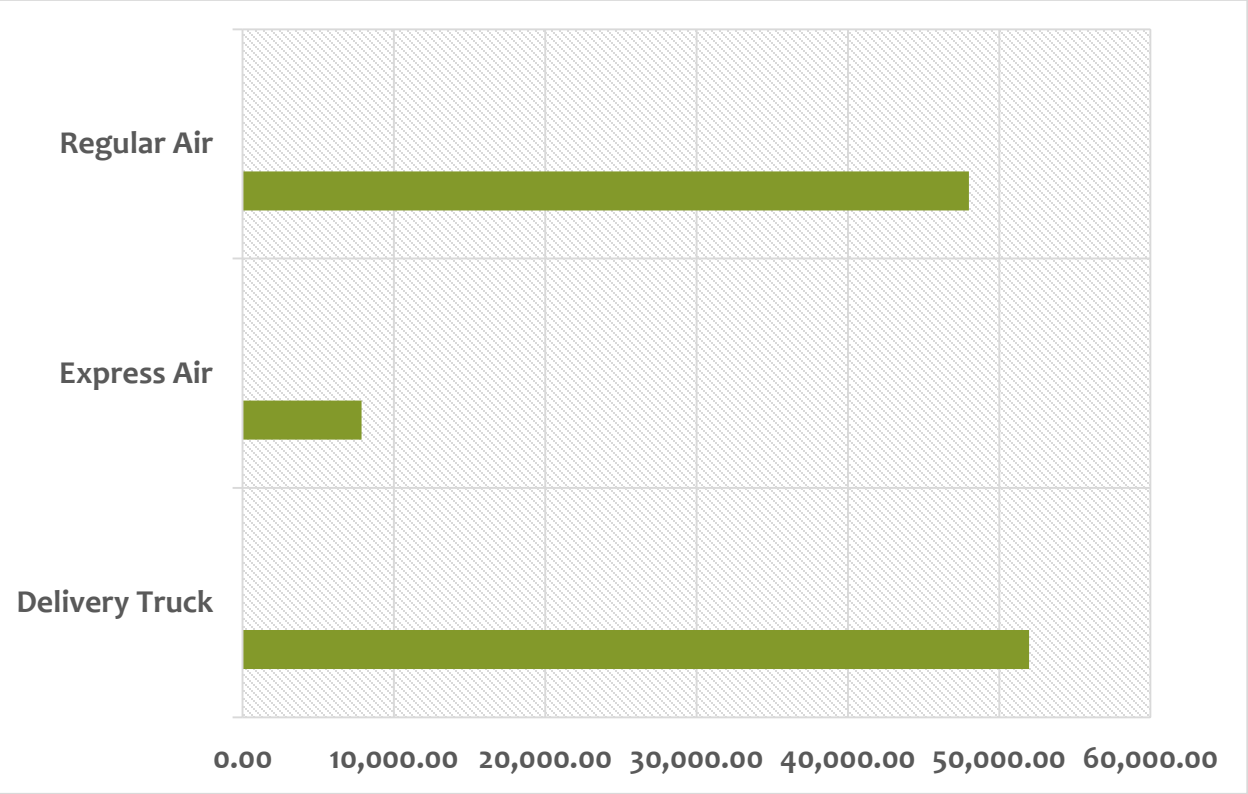


Appliances	6,586,288.02
Binders and Binder Accessories	9,389,068.46
Bookcases	3,010,332.81
Chairs & Chairmats	14,843,923.13
Computer Peripherals	6,571,237.90
Copiers and Fax	3,611,879.01
Envelopes	982,917.48
Labels	305,501.69
Office Furnishings	5,766,918.72
Office Machines	8,609,010.54
Paper	3,187,176.74
Pens & Art Supplies	1,300,375.45
Rubber Bands	124,954.53
Scissors, Rulers and Trimmers	354,755.99
Storage & Organization	8,113,919.85
Tables	13,124,549.74
Telephones and Communication	13,212,499.46
Grand Total	99,095,309.52

ADVICE ON WHAT TO DO TO INCREASE THE REVENUE FROM THE BOTTOM CUSTOMERS

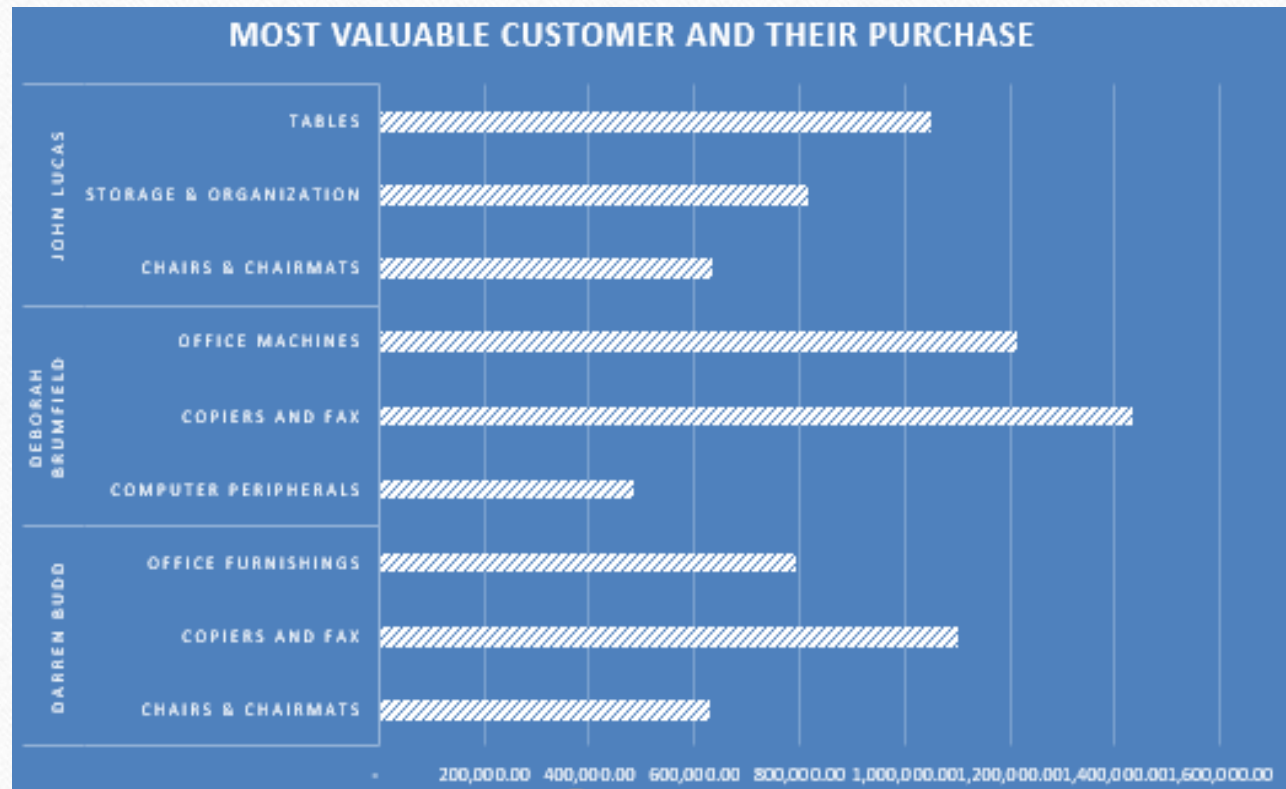
The best way to increase the revenue from the bottom customers is to use techniques like creating a sense of urgency and obligation in your customers, that makes customers more likely to purchase your products and services. Demonstrate the value of what you are selling and show the customer that you know your field well.

KMS INCURRED THE MOST SHIPPING COST USING WHICH SHIPPING METHOD?



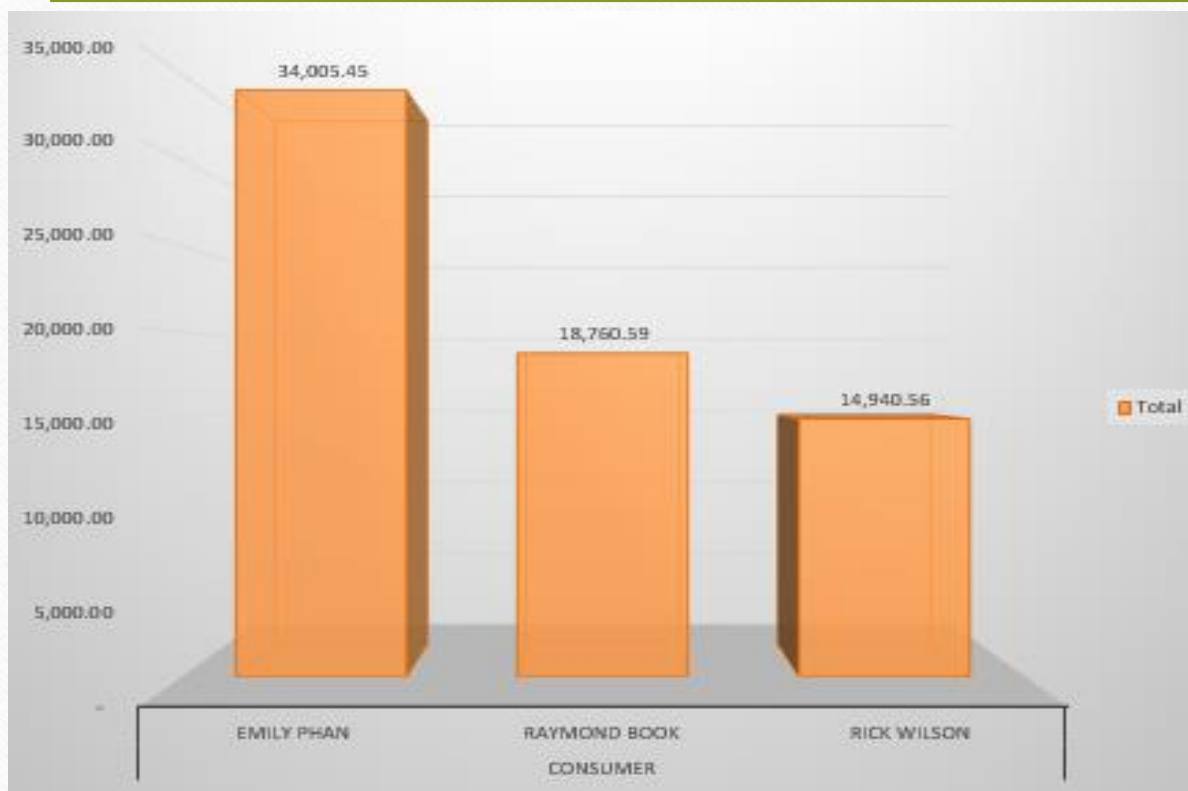
Row Labels	Sum of Shipping Cost
Delivery Truck	51,971.94
Express Air	7,850.91
Regular Air	48,008.19
Grand Total	107,831.04

MOST VALUABLE CUSTOMER AND THEIR PURCHASE



Darren Budd	2,524,893.81
Chairs & Chairmats	630,092.77
Copiers and Fax	1,101,677.46
Office Furnishings	793,123.58
Deborah Brumfield	3,134,567.86
Computer Peripherals	486,365.86
Copiers and Fax	1,433,226.00
Office Machines	1,214,976.00
John Lucas	2,499,359.99
Chairs & Chairmats	632,194.20
Storage & Organization	817,664.64
Tables	1,049,501.15

MOST PROFITABLE CONSUMER CUSTOMER

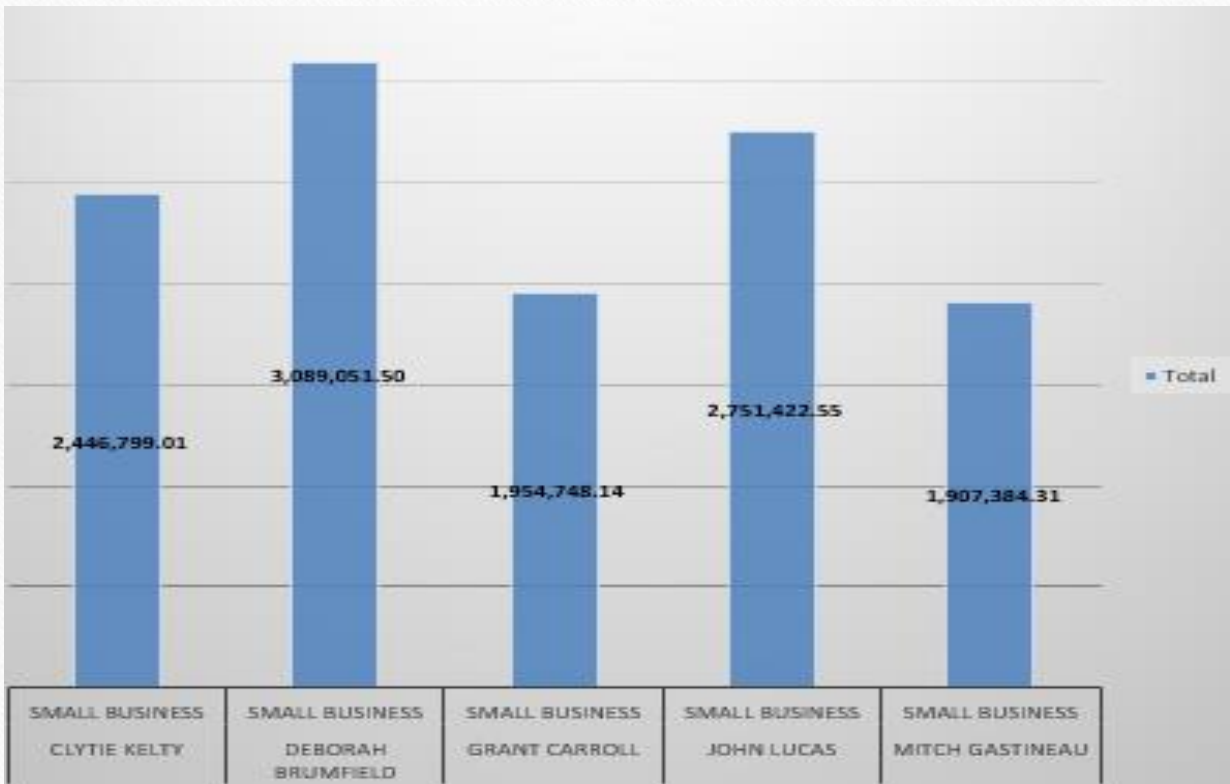


Emily Phan	34,005.45
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Raymond Book	18,760.59
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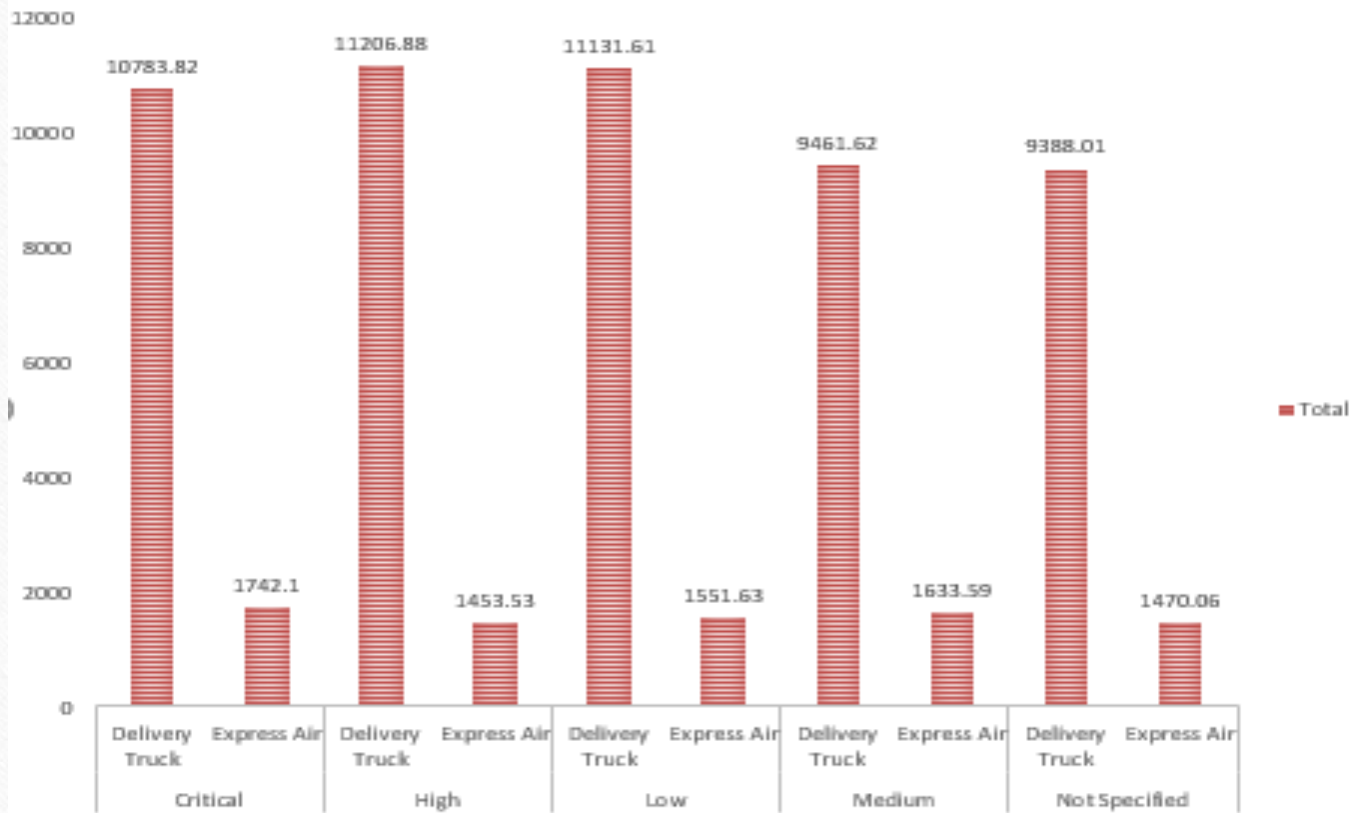
Rick Wilson	14,940.56
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SMALL BUSINESS CUSTOMERS WITH THE HIGHEST SALES



Clytie Kelty	2,446,799.01
Small Business	2,446,799.01
Deborah Brumfield	3,089,051.50
Small Business	3,089,051.50
Grant Carroll	1,954,748.14
Small Business	1,954,748.14
John Lucas	2,751,422.55
Small Business	2,751,422.55
Mitch Gastineau	1,907,384.31
Small Business	1,907,384.31

SHIPPING METHOD BETWEEN DELIVERY TRUCK AND EXPRESS AIR BASED ON ORDER PRIORITY



Critical	12525.92
Delivery Truck	10783.82
Express Air	1742.1
High	12660.41
Delivery Truck	11206.88
Express Air	1453.53
Low	12683.24
Delivery Truck	11131.61
Express Air	1551.63
Medium	11095.21
Delivery Truck	9461.62
Express Air	1633.59
Not Specified	10858.07
Delivery Truck	9388.01
Express Air	1470.06

SHIPPING METHOD BETWEEN DELIVERY TRUCK AND EXPRESS AIR BASED ON ORDER PRIORITY



2009

Corporate	940
Liz Price	274
Sean O'Donnell	330
Sylvia Foulston	336

2010

Corporate	960
Bill Donatelli	302
John Lee	386
Liz MacKendrick	272

2011

Corporate	978
Aleksandra Gannaway	247
James Lanier	242
Jas O'Carroll	242
Ralph Kennedy	247

2012

Corporate	1008
Alan Hwang	303
Nick Crebassa	318
Roy Skaria	387

KEY FINDINGS

- Under Product Category, (Technology) has the highest sales and the Region with highest sales is (West).
- The lowest sales (Product Sub Category) in Ontario is Rubber Bands and the highest sales came from Telephones and Communication devices.
- In shipment method, the company spent more in Delivery Trucks to deliver their products and spent less in Express Air.
- Erica, John and Nathan are the most valuable customers in total purchase and cooperate customers with most orders from 2009-2012 are Alan, Nick and Roy.

RECOMMENDATION AND CONCLUSIONS

- The company should make the Region (Nunavut) as main priority and target market since the region came up with the lowest total sales for the period 2009-2012.