## Kultra Mega Stores (KMS) – SQL Sales & Customer Analysis

**Project Title:** Inventory and Sales Analysis for KMS Abuja Division  
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**Tools Used:** SQL Server  
**Data Period:** 2009 – 2012

### 🔍 Background

Kultra Mega Stores (KMS) is a Nigerian retailer specializing in office supplies and furniture. This analysis focuses on the Abuja division, exploring sales data between 2009 and 2012. Using SQL, I examined patterns across product categories, regions, customer segments, shipping costs, and order behavior. The project was guided by 11 business questions split across two case scenarios.

## 🧠 Case Scenario I: Product, Region & Shipping Insights

### 1. **Which product category had the highest sales?**

**Insight:** *Technology* was the top-performing category with total sales exceeding ₦5.98 million. Prioritizing restocking and marketing of this category could yield high returns.

### 2. **Top and Bottom 3 Regions by Sales**

**Insight:** - **Top 3:** West, Ontario, Prairie - **Bottom 3:** Nunavut, Northwest Territories, Yukon  
Regions with low revenue may benefit from local promotions or market penetration strategies.

### 3. **Total Sales of Appliances in Ontario**

**Insight:** Appliance sales in Ontario reached ₦160,356. This reflects strong regional demand, especially in home-office setups.

### 4. **How Can KMS Increase Revenue from the Bottom 10 Customers?**

**Insight:** Bottom customers placed fewer, smaller orders and received lower discounts.  
**Recommendation:** Introduce volume-based discounts, loyalty incentives, and personalized follow-ups.

### 5. **Most Expensive Shipping Method**

**Insight:** *Delivery Truck* incurred the highest cumulative shipping costs, likely due to order volume and inefficiencies.  
**Recommendation:** Review shipping rules and optimize for cost-to-priority alignment.

## 👥 Case Scenario II: Customer Behavior & Returns

### 6. **Most Valuable Customers and What They Purchase**

**Insight:** High-value customers frequently purchased technology and office supplies. These clients are ideal for retention programs and upselling.

### 7. **Top Small Business Customer by Sales**

**Insight:** This segment had moderate spenders, with the top small business customer offering stable repeat business.  
**Recommendation:** Strengthen B2B engagement and bundled offers.

### 8. **Most Active Corporate Customer by Order Count**

**Insight:** One corporate client placed the most orders, highlighting high operational dependency.  
**Recommendation:** Offer account management services or volume-based pricing.

### 9. **Most Profitable Consumer Customer**

**Insight:** High profit doesn’t always correlate with volume. This customer had strong margins.

### 10. **Returned Items and Customer Segment**

**Insight:** Returned orders were most common in the *Consumer* segment.  
**Recommendation:** Improve return policy transparency and assess product satisfaction.

### 11. **Were Shipping Costs Aligned with Order Priority?**

**Insight:** No. A significant portion of Critical and High priority orders often used slow, expensive shipping (Delivery Truck), and low-priority ones used Express Air.  
**Recommendation:** Implement logic-based shipping assignments tied to order priority.

## 🔧 Technical Summary

* **CTEs** were used for cleaner transformations
* **JOINs** linked orders with customer/returns data
* **Aggregations** like SUM, COUNT, and AVG were used for metric analysis
* **Filters and partitions** helped isolate performance by region, segment, and time

## 📌 Strategic Recommendations

* Match shipping methods with order urgency
* Expand successful product categories like Technology
* Re-engage low-value customers with personalized incentives
* Focus B2B growth on high-volume clients
* Monitor product returns to improve satisfaction

## 📂 Project Deliverables

* myKMS\_analysis\_project.sql — SQL queries with insights
* KMS\_SQL\_Analysis\_Report.docx — This report

## 🧾 Final Note

This project showcases the power of SQL in delivering business insights from transactional data. With proper follow-through on these findings, KMS can drive measurable gains in revenue, efficiency, and customer satisfaction.