

RKY Mega Stores (2009 - 2012)

Key Performance Indicators (KPI) Analysis Report

CASE SCENARIO I

Ship Mode  

Delivery Truck

Express Air

Regular Air

Customer Segment  

Consumer

Corporate

Home Office

Small Business

Product Category  

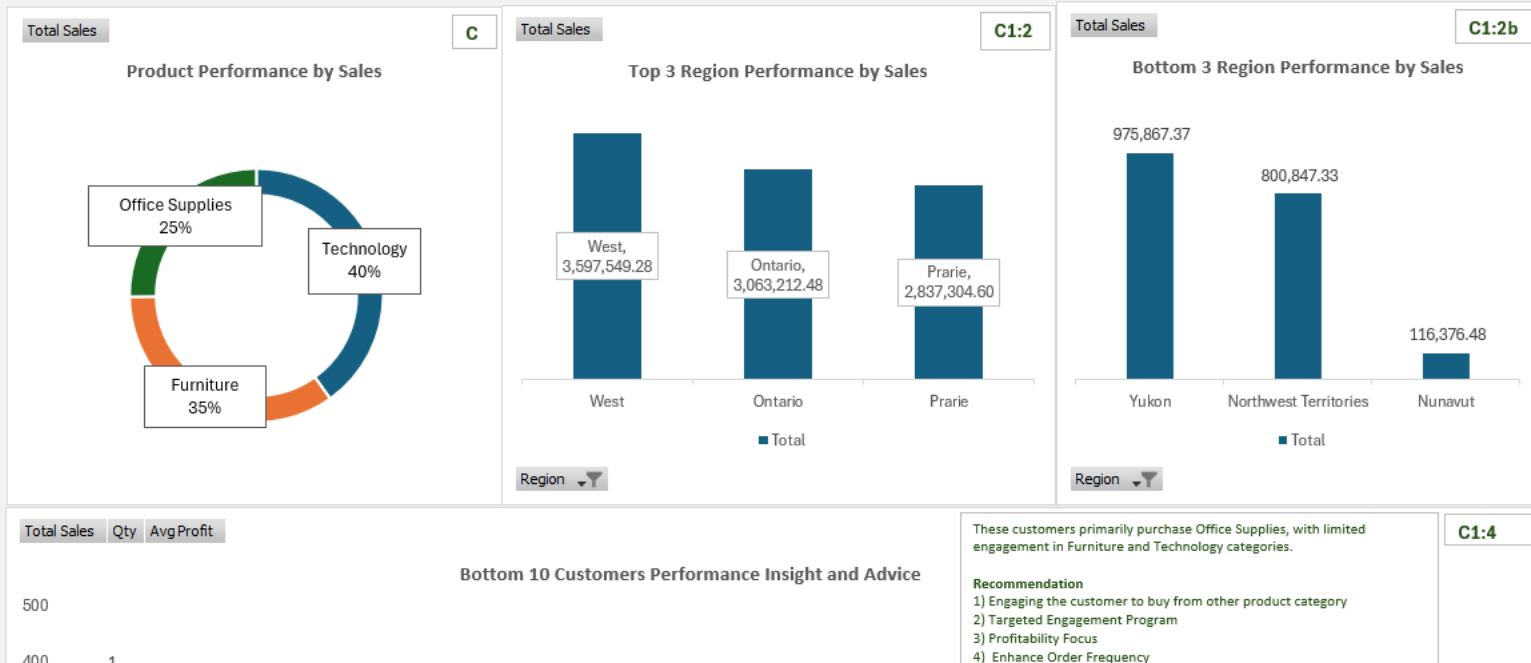
Furniture

Office Supplies

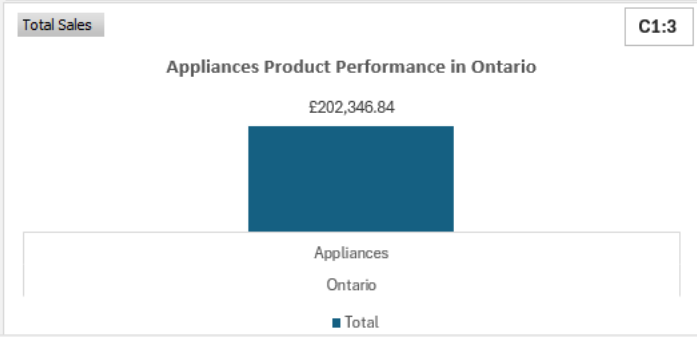
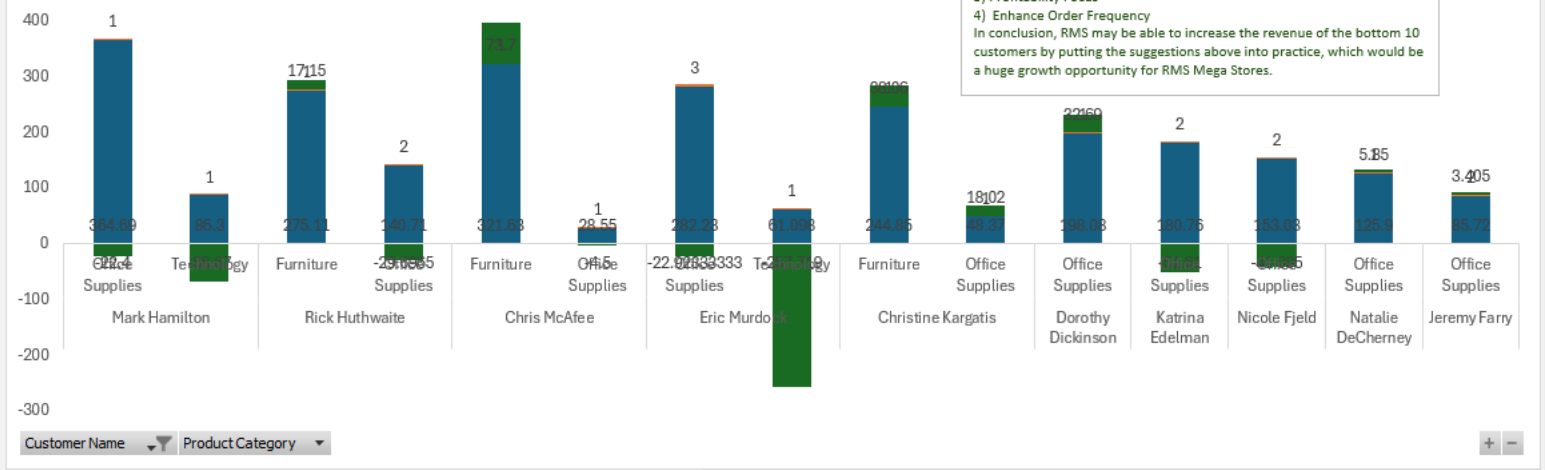
Technology

Province  

Alberta



- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland
- Northwest Territories
- Nova Scotia
- Nunavut



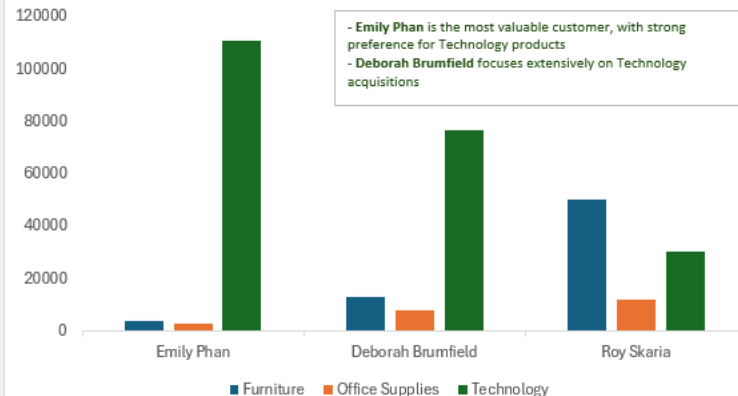
Province  Product Sub-Category 

+ -

Ship Mode 

Top 3 Most Valuable Customer Performance by product they purchased

C1: 6



Case Scenario II

Total Shipping Cost No of Shipping

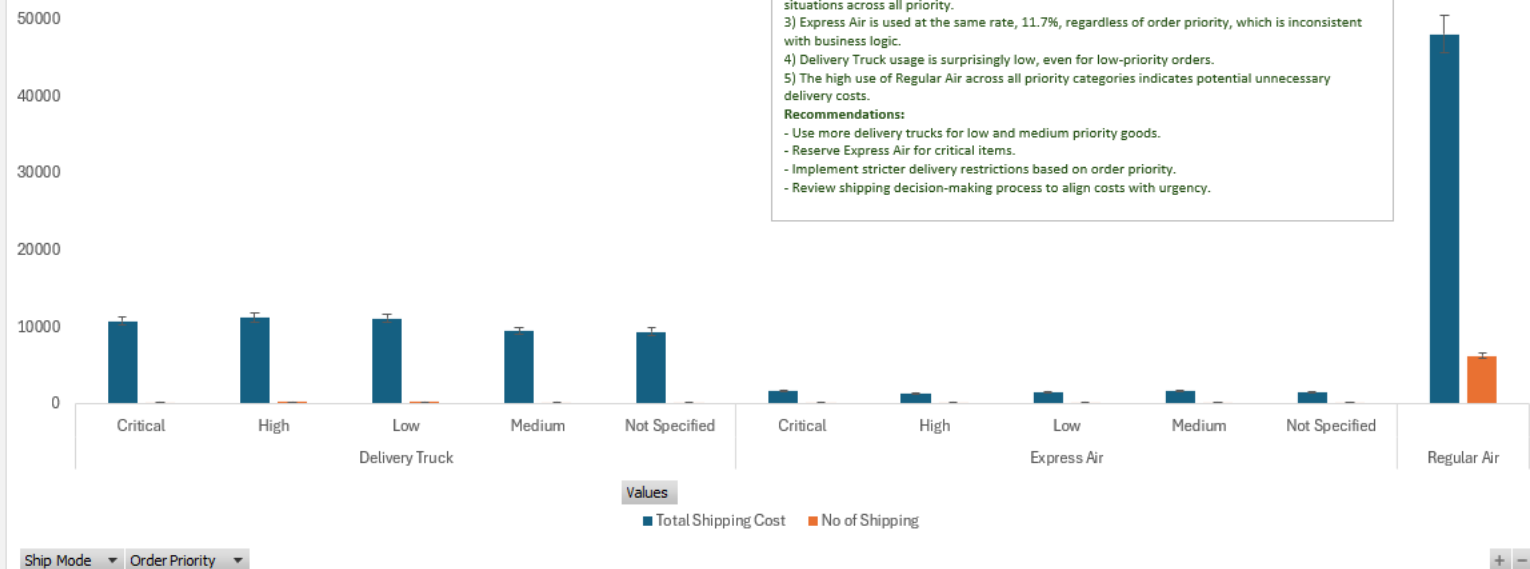
C2: 7

Shipping Performance Insights & Recommendations

60000

Observations:

- 1) Regular Air is used for the vast majority of orders (74.7%), including non-critical ones.
- 2) Delivery Truck, although being the most cost-effective alternative, is used in only 13.6% of orders.



situations across all priority.

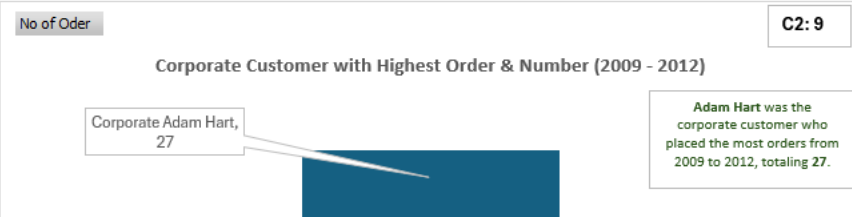
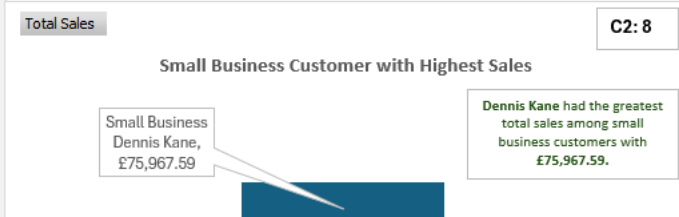
3) Express Air is used at the same rate, 11.7%, regardless of order priority, which is inconsistent with business logic.

4) Delivery Truck usage is surprisingly low, even for low-priority orders.

5) The high use of Regular Air across all priority categories indicates potential unnecessary delivery costs.

Recommendations:

- Use more delivery trucks for low and medium priority goods.
- Reserve Express Air for critical items.
- Implement stricter delivery restrictions based on order priority.
- Review shipping decision-making process to align costs with urgency.



Dennis Kane
Small Business

Customer Segment ▼

Customer Name ▼

+ -

Total Profit

C2: 10

Consumer Customer with Highest Profit

Corporate,
520511.5253

Emily Phan was the most
profitable consumer
customer, generating a total
profit of £34,005.45.

Home Office,
311031.3131

Small Business,
291244.0644

Adam Hart
Corporate

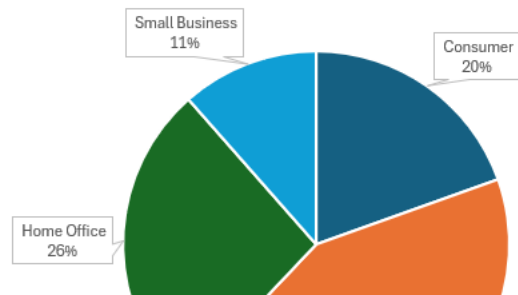
Customer Segment ▼

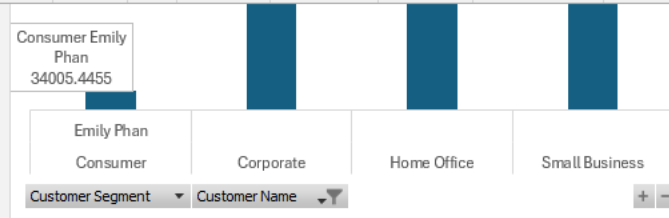
Customer Name ▼

+ -

Customer with Returned Product by Segment in %

C2: 11





Case Scenario I - PIVOT TABLES

Case Scenario I - PIVOT TABLE

Case 1: Product with highest Sales

Prod Cat	Total Sales
Technology	5,984,248.18
Furniture	5,178,590.54
Office Supplies	3,752,762.10

Case 2: Top 3 Region by Sales

Region	Total Sales
West	3,597,549.28
Ontario	3,063,212.48
Prarie	2,837,304.60

Bottom 3 by Sales

Region	Total Sales
Yukon	975,867.37
Northwest Territories	800,847.33
Nunavut	116,376.48

Case 3: Total Sales in Ontario

Case 4: Advice to RMS Manager for bottom

Customer	Total Sal	Qty	Avg Profit
Mark Hamilton	450.99	2	-45.535
Office Supplies	364.69	1	-22.4
Technology	86.3	1	-68.67
Rick Huthwaite	415.82	3	-14.081
Furniture	275.11	1	17.15
Office Supplies	140.71	2	-29.6965
Chris McAfee	350.18	2	34.6
Furniture	321.63	1	73.7
Office Supplies	28.55	1	-4.5
Eric Murdock	343.328	4	-81.62225
Office Supplies	282.23	3	-22.9233333
Technology	61.098	1	-257.719
Christine Karg	293.22	2	28.04
Furniture	244.85	1	38.06

These customers primarily purchase Office Supplies, with limited engagement in Furniture and Technology categories.

Recommendation

- Engaging the customer to buy from other product category
 - Since office supplies account for the majority of transactions, RMS should provide bundles that introduce these customers to furniture and technology.
 - Product trials and demos for greater-value categories (furnitures & technology) should be done for the customers.

2) Targeted Engagement Program

- Set up a personalized outreach program for these customers.
- Assign dedicated account managers to these customers to understand their specific requirements.
- Launch a "win-back" campaign featuring unique initial incentives to encourage more sales against the average sales of 2.1 orders.

3) Profitability Focus

- The average profit for the bottom ten customers is negative (£-22.60), indicating that they are purchasing substantially discounted goods.
- Focus on selling higher-margin products and modifying the discount tactics.

4) Enhance Order Frequency

- Introduce an early bird discount loyalty program for the customers.

Province	Total Sales	Office Supplies	48.37	1	18.02	Introduce an early bird discount loyalty program for the customers. - Create automated reminders for reorders. - Provide incentives for large purchases.			
Ontario	202346.84	Dorothy Dickin	198.08	1	32.69				
Appliances	£202,346.84	Office Supplies	198.08	1	32.69				
Case 5: Shipping Mode with Highest Cost		Katrina Edelma	180.76	2	-51.61	Case 6: Most Valuable Customer			
Shipping Mode	Total Shipping Cost	Office Supplies	180.76	2	-51.61	Total Sales	Product	- Emily Phan is the most valuable customer, with strong preference for Technology products - Deborah Brumfield focuses extensively on Technology acquisitions - Roy Skaria express a great	
Delivery Truck	51,971.94	Nicole Fjeld	153.03	2	-41.095	Customer	Furniture		
Regular Air	48,008.19	Office Supplies	153.03	2	-41.095	Emily Phan	4011.65		
Express Air	7,850.91	Natalie DeCher	125.9	1	5.85	Deborah Bruml	12809.62		
Grand Total	107,831.04	Office Supplies	125.9	1	5.85	Roy Skaria	50177.24		
		Jeremy Farry	85.72	2	3.405				
		Office Supplies	85.72	2	3.405				
		Grand Total	#####	##	-£22.60				

Case Scenario II - PIVOT TABLES

Case 7: Shipping Mode, Cost and Priority Analysis			
Shipping Mode	Total Shipping	No of Shipp	% of Shipping
Delivery Truck	51971.94	1146	13.6
Critical	10783.82	228	
High	11206.88	248	
Low	11131.61	250	
Medium	9461.62	205	
Not Specified	9388.01	215	
Express Air	7850.91	983	11.7
Critical	1742.1	200	
High	1453.53	212	
Low	1551.63	190	
Medium	1633.59	201	

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Case 11: Customer with returned items and segments		
Segment	Returned	
Consumer	17	
Corporate	37	
Home Office	23	
Small Business	10	
Count of Customer N Status		
Segment	NotReturne	Returned
Consumer	1632	17
Corporate	3039	37
Home Office	2009	23
Small Business	1632	10

Not Specified	1470.06	180	
⊕ Regular Air	48008.19	6270	74.7
Grand Total	107,831.04	8,399.00	

Case 8: Who is the Small Business Customer with Highest Sales?

Customer Segment ↓ ↑ Total Sales

⊖ Small Business £75,967.59

Dennis Kane £75,967.59

Case 9: Who is the Corporate Customer with highest order & number?

Customer Segment ↓ ↑ No of Oder

⊖ Corporate 27

Adam Hart 27

Case 10: Who is Consumer customer with most profitable one?

Customer Segment ↓ ↑ Total Profit

⊖ Consumer 34005.4455

Emily Phan £34,005.45

⊕ Corporate 520511.5253

⊕ Home Office 311031.3131

⊕ Small Business 291244.0644

Dennis Kane had the greatest total sales among small business customers with £75,967.59.

Adam Hart was the corporate customer who placed the most orders from 2009 to 2012, totaling 27.

Emily Phan was the most profitable consumer customer, generating a total profit of £34,005.45.