

MECE Breakdown for the Sales Analysis Problem

Customer Analysis

| Demographic Insights | Purchase Behaviour analysis | Customer Relationships |
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| Age, gender and Location insights. Identifying High Value customers. | Purchase frequency, average order value, key buying patterns. Identifying loyal customers. | Frequent Customers, Customer preferences by product. |

Employee Analysis

| Performance Analysis | Tenure and Experience | Employee Collaboration |
|---|---|--|
| Sales contribution by employee, Top performing employees and their key metrics. | Visualize employee tenure trends and their correlation with employee sales performance. | Identify collaboration patterns between employees across orders, segments. |

Product Analysis

| Category Performance | Profitability analysis | Product Order Relationships |
|---|--|---|
| Top performing product categories, product trends and seasonal demands. | Profit margin for each product and low profit items for strategic focus. | Frequently sold product combinations, product performance on customer segment |

NorthWind Traders Sales Analysis

Sales Analysis

| Inventory performance | Stock Distribution | Discount and pricing strategy |
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| Track fast and slow moving products. Products nearing reorder level. | Stock distribution across warehouses. Highlight potential stock shortage in critical regions. | Effectiveness of discount campaigns. Pricing strategy that maximizes revenue. |

Inventory Analysis

| Sales Trends | Top selling product and store | Payment Terms |
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| Sales patterns over time (day, month, year). Identifying peak sales periods. | Identifying best performance products, regions and sales channels. | Impact of different payment terms on sales. Identify delayed payments. |

Supplier & Shipper Analysis

| Supplier Performance | Shipper Analysis | Supplier Contribution |
|---|--|---|
| Evaluate supplier performance based on delivery timeline and product quality. | Track shipment delays and on time performance. Optimal shipping methods for different regions. | Identify suppliers that contribute most to the inventory value. |

Interactive Features

| Dynamic Filters & slicers | Drill Through Pages | KPI cards |
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| Enable filtering by product category, regions and date range. | Provide detailed insights when clicking on key metrics. | Display critical metrics like total sales, top products and customer insights. |

