**MECE Breakdown**

**Customer Analysis –**

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| **Customer Location** | **Sales performance** | **Customer behavior** |
| Analyze the customer data by demographic categories like age, gender, household income, education level, marital status, Ethnicity. | Analyze the sales performance by looking at sales figures over time, comparing sales figures to targets or quotas, and analyzing the mix of products or services sold. | Analyze the customer behavior, if their requirement is been changed or they want same product. |

**Product Analysis -**

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| --- | --- | --- |
| **Cost** | **Features** | **Customer Experience** |
| Identify the cost of a product, and how much it will cost to manufacture at scale. | Analyze how the features of products will function | Understand what the [customer experience](https://www.qualtrics.com/experience-management/customer/customer-experience/) will be and how easy the product will be use compared to competitors product. |

**Employee Analysis –**

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| **Employee performance** | **Quality of work** | **Teamwork** |
| Review the performance of employee by regulated assessment mechanism in which managers and other key stakeholders evaluate an employee's work performance. | evaluate the team members' performance and help them to improve their quality of work. | Leads the team and assigns proper duties to teammates. |

**Supplier Analysis -**

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| **Delivery Time** | **Customer Services** | **Quality of product/services** |
| Analyze the delivery time of the product or services, whether it delivering on right time or not to the customer | Evaluate the customer services employee’s performance by identifying if they are communicative, persuasive, polite, patient, conscientious, and loyal. | Evaluate the quality of product or services for increasing the sales growth. |

**Lead Conversation rate -**

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| --- | --- | --- |
| **Social Media** | **Events** | **Cold call** |
| Evaluate the lead data from social media | Identify if the events are effective for generating customer lead. | Analyze the data of customers by categorizing them into active and inactive customers |