

NORTH WIND TRADERS DATASET

MECE BREAKDOWN

Customer Analysis

Demographic Segmentation

Evaluate the Customers Age, Gender and Location based on geographic factor such as region, city, country.

Purchase Pattern

How often customer make purchase, Analyze the total value of purchase made by each customer.

Behavioral Segmentation

Customers based on their purchasing behavior such as product preferences, buying habits and shopping patterns.

Employee Analysis

Professional Details

Track Employee ID, Title, First Name, Last Name, Hiring date, Manager and Department of Employee.

Performance Analysis

Analysis revenue generated by employee through sales. Feedback from customers regarding employee.

Work History

Details of Employee pervious work experience including company names, position held, record of any promotions.

Order Analysis

Order Details

Track Order date, Shipping date, Shipping details, Shipping cost associated with the order.

Order Trends

Track order volume, frequency and values over time. Seasonal changes in order volume and product demand.

Order Status

Track status of order (eg. Processing, Shipped, Delivered). Time taken to deliver the order from order date.

Product Analysis

Product Details

Product category (eg. Cloths, food, furniture, etc), Product name, product price, discount on product.

Profitable Product

Track profit generated by each product to understand whether to refill the stock or not.

Product Performance

Analyze the total sales revenue generated by the product. Identify the best-selling product over time.

Supplier Analysis

Supplier Performance

Analyze the supplier delivery reliability and timeliness. Feedback and rating by customers. Financial stability.

Supplier Details

Supplier name, details of agreement including pricing, delivery schedules and mode of payment.

Work History

Track delivery records to understand the amount of time taken for delivery which will help to build trust.

Shipper Analysis

Shipping Details

Type of service offered by supplier (eg. standard, express). Geographic region or country covered by shipper.

Shipping Costs

Rates charged by shipper for different service and destinations or any additional chargers.

Shipping Performance

Check the on time delivery rate, delivery accuracy and customer feedback and ratings.