**MECE BREAKDOWN**

1. **Sales Analysis**

* Sales Trends
* Total Sales over time
* Sales growth rate (Yearly/Monthly)
* Seasonal Trends
* Order Value
* Average order value
* Distribution of Order values
* High-Value vs Low-Value orders
* Profitability
* Sales vs Discount impact
* Freight contribution to costs
* Net Sales after Discounts and Freight
* Regional Sales
* Sales by Country/Region
* Sales by City
* Revenue contribution % by Geography

1. **Customer Insights**

* Segmentation
* Top Customers by Revenue
* Customer Sales by Industry/Country
* Repeat vs New Customers
* Engagement
* Average Orders per Customer
* Inactive customers
* Profitability
* Most profitable customers
* Customer Discount usage pattern

1. **Product & Inventory Insights**

* Product Sales
* Top Products by Sales Volume
* Top Products by Revenue
* Products with Highest Discounts
* Category Insights
* Sales by Product Category
* Category contribution % to Revenue
* Pricing Distribution by Category
* Inventory Management
* Units in Stock vs Units Sold
* Products at Reorder level
* Stockouts and Overstocks
* Fast-moving vs Slow-Moving Products
* Supplier Impact
* Products Supplied per Supplier
* Pricing variation by Supplier
* Supplier contribution to Sales

1. **Employee Performance**

* Sales Contribution
* Orders handled per Employee
* Revenue per Employee
* Average Order Value per Employee
* Customer Relationship
* Customer Satisfaction level
* Top Performing Employees by Region
* Tenure & Experience
* Employee Performance vs Hire Date
* Senior vs Junior Employee Sales contribution

1. **Shipping & Logistics**

* Shipper Performance
* Average Shipping duration by Shipper
* Distribution of Shipping Times
* On-Time vs Delayed deliveries
* Cost Efficiency
* Freight Cost by Shipper
* Freight as % of Order Value
* Trend Analysis
* Shipping Times over Time
* Freight Cost Trend over Time
* Geographic Impact
* Shipping Duration by Region
* Freight Cost by Country/City