**MECE Breakdown for Northwind Dataset**

# Sales & Revenue Analysis

* Order Value & Revenue: Total Sales, Profit Margin, Discounts, Sales by Product, Category, Supplier
* Customer Purchases: Average Order Value (AOV), Repeat vs One-time customers, Churn & retention indicators
* Seasonality & Trends: Monthly/Quarterly/Yearly sales trends, Peak vs off-season demand

# Customer Insights

* Segmentation: By Geography (Country, Region, City), By Spend (High, Medium, Low), By Frequency (Loyal vs Infrequent buyers)
* Behavior: Basket size (#items per order), Sensitivity to discounts, Churn risk (long inactive periods)

# Product & Category Analysis

* Performance: Best & worst-selling products, Category contribution to revenue, Profitability by product
* Inventory: Stock levels vs demand, Reorder frequency, Discontinued items impact

# Supplier & Shipper Analysis

* Supplier Performance: Products supplied vs sales contribution, Pricing comparisons across suppliers, Country-wise supplier concentration
* Shipper Performance: Delivery times (Order → ShipDate), Freight cost distribution, Shipper reliability (delays)

# Employee & Salesforce Analytics

* Employee Performance: Sales per employee, Orders handled per employee, Territory/region coverage
* HR Insights: Tenure distribution, Hierarchical reporting (org chart), Title-wise employee distribution

# Operational & Logistic Metrics

* Order Fulfillment: Average shipping duration, On-time vs delayed shipments
* Cost Analysis: Freight vs sales ratios, Regional shipping cost differences
* Process Optimization: Correlations between shipping method & delays, Discounts vs order size impact