**MECE Breakdown**

| **Sales Analysis** | **Revenue trends** | **Product-level performance** | **Geographical sales** | **Shipping/channel analysis** |
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| Identify peak sales seasons | Determine top-selling & underperforming products | Find high-revenue regions | Evaluate cost-effective shippers |

| **Customer Segmentation** | **Customer demographics**  **(region, country)** | **Customer value analysis**  **(high, medium, low)** | **Order behavior (frequency, size)** |
| --- | --- | --- | --- |
| Identify peak sales seasons | Determine top-selling & underperforming products | Find high-revenue regions |

| **Inventory & Product Trends** | **Stock management (levels, reorder needs)** | **Demand forecasting** | **Discontinued products impact** |
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| Optimize inventory holding | Predict products needing higher stock | Plan replacements for discontinued items |

| **Employee Performance** | **Sales by employee** | **Efficiency metrics (order handling time)** | **Team comparisons** |
| --- | --- | --- | --- |
| Recognize top performers | Spot training needs | Align incentives with measurable performance |