**Northwind Traders – Sales Data Analytics - MECE Analysis**

**1. Customer Analysis**

* **Customer Segmentation** → Segment by region, age, or purchase behavior
* **Top Customers** → Identify high value, repeat customers
* **Customer Lifetime Value (CLV)** → Estimate long-term contribution

**2. Order Trends**

* **Sales Over Time** → Monthly/Quarterly/Yearly order trends
* **Order Frequency** → Average number of orders per customer
* **Seasonality** → Identify peak & off-peak order periods

**3. Employee Data**

* **Sales by Employee** → Revenue contribution by employee
* **Order Fulfillment** → Average processing and delivery time per employee
* **Performance KPIs** → Orders handled, revenue generated, efficiency

**4. Product Insights**

* **Top Products** → Most sold & most profitable products
* **Category Analysis** → Revenue by category (Beverages, Dairy, etc.)
* **Product Profitability** → Margins & contribution to revenue

**5. Supplier Overview**

* **Top Suppliers** → Based on order volume and revenue contribution
* **Cost Analysis** → Supplier pricing and margins impact
* **Geographical Spread** → Supplier location insights

**Northwind Traders – Sales Data Analytics - MECE Analysis**

**Customer Analysis**

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| --- | --- | --- |
| Customer Segmentation | Top Customers | Customer Lifetime Value |
| Segment by region, age, or purchase behavior | **Identify high value, repeat customers** | **Estimate long-term contribution** |
| Sales Over Time | **Order Frequency** | **Seasonality** |
| Monthly / Quarterly / Yearly order trends | **Average number of orders per customer** | **Identify peak & off-peak order periods** |
| Sales by Employee | **Order Fulfillment** | **Performance KPIs** |
| Revenue contribution by employee | **Average processing and delivery time per employee** | **Orders handled, revenue generated, efficiency** |
| Top Products | **Category Analysis** | **Product Profitability** |
| Most sold & most profitable products | **Revenue by category** | **Margins & contribution to revenue** |
| Top Suppliers | **Cost Analysis** | **Geographical Spread** |
| Based on order volume and revenue contribution | **Supplier pricing and margins impact** | **Supplier location insights** |

**Order Trends**

**Product Insights**

**Supplier Overview**

**Employee Data**