Data Analysis Report: MECE Breakdown

# Customer Analysis

Insights:

* + High-Revenue Customers Identified: Anomaly detection flagged multiple high-revenue orders (~$1,427 avg per order).
  + Regional Price Sensitivity: France & Germany customers pay premium prices (avg $198.50 &

$100.28), while Brazil & Singapore are price-sensitive. Actionable Takeaways:

* + Implement tiered pricing & loyalty programs for high-value customers.
  + Tailor regional marketing: luxury promotions in high-price countries, discounts in price-sensitive regions.

# Employee Analysis

Insights:

* + High supplier density cities (London, Albuquerque) imply smoother procurement operations, reducing operational workload.
  + Sudden demand drops (June 1996) might indicate operational bottlenecks (possibly workforce or logistics-related).

Actionable Takeaways:

* + Assess if employee resource allocation caused order delays during low-demand months.
  + Train procurement teams to leverage high-supplier cities for efficiency.

# Order Analysis

Insights:

* + Monthly Order Patterns: Demand steadily grew from 1994 to 1996, peak >180 orders, followed by a sharp dip to 49 orders (June 1996).
  + High-Revenue Order Anomalies: SQL anomaly detection identified unusually high revenue orders,

indicating bulk purchases or high-value items. Actionable Takeaways:

* + Prepare for seasonal demand shifts stock accordingly.
  + Investigate high-revenue order sources for upsell & cross-sell opportunities.

# Sales Analysis

Insights:

* + Top Performing Markets: France, Germany, USA contribute significantly to sales due to high avg prices.
  + Product Category Distribution: Category 3 & 8 lead with 13 & 12 suppliers, while Category 6 & 7

underrepresented (6 & 5 suppliers). Actionable Takeaways:

* + Push high-margin products in premium markets (France, Germany).
  + Expand supplier network in low-supplier categories (6 & 7) to avoid missed sales.

# Supply Analysis

Insights:

* + Top Supplier Cities: London & Albuquerque (27 suppliers each) strong sourcing hubs.
  + Country-Wise Sourcing Efficiency: Low-price sourcing in Brazil ($4.50 avg) & Singapore ($26.48 avg); High-price sourcing in France ($198.50 avg).

Actionable Takeaways:

* + Optimize procurement from low-price regions to improve margins.
  + Negotiate competitive contracts in supplier-dense cities.