SALES ANALYSIS MECE BREAKDOWN

chart

Northwind sales analysis (MECE)

SALES CHANNELS
- online
- Third-Party retailers

Market
- North America
- Europe
- Asia
- Latin America

CUSTOMER SEGMENTS
- Individual Customers
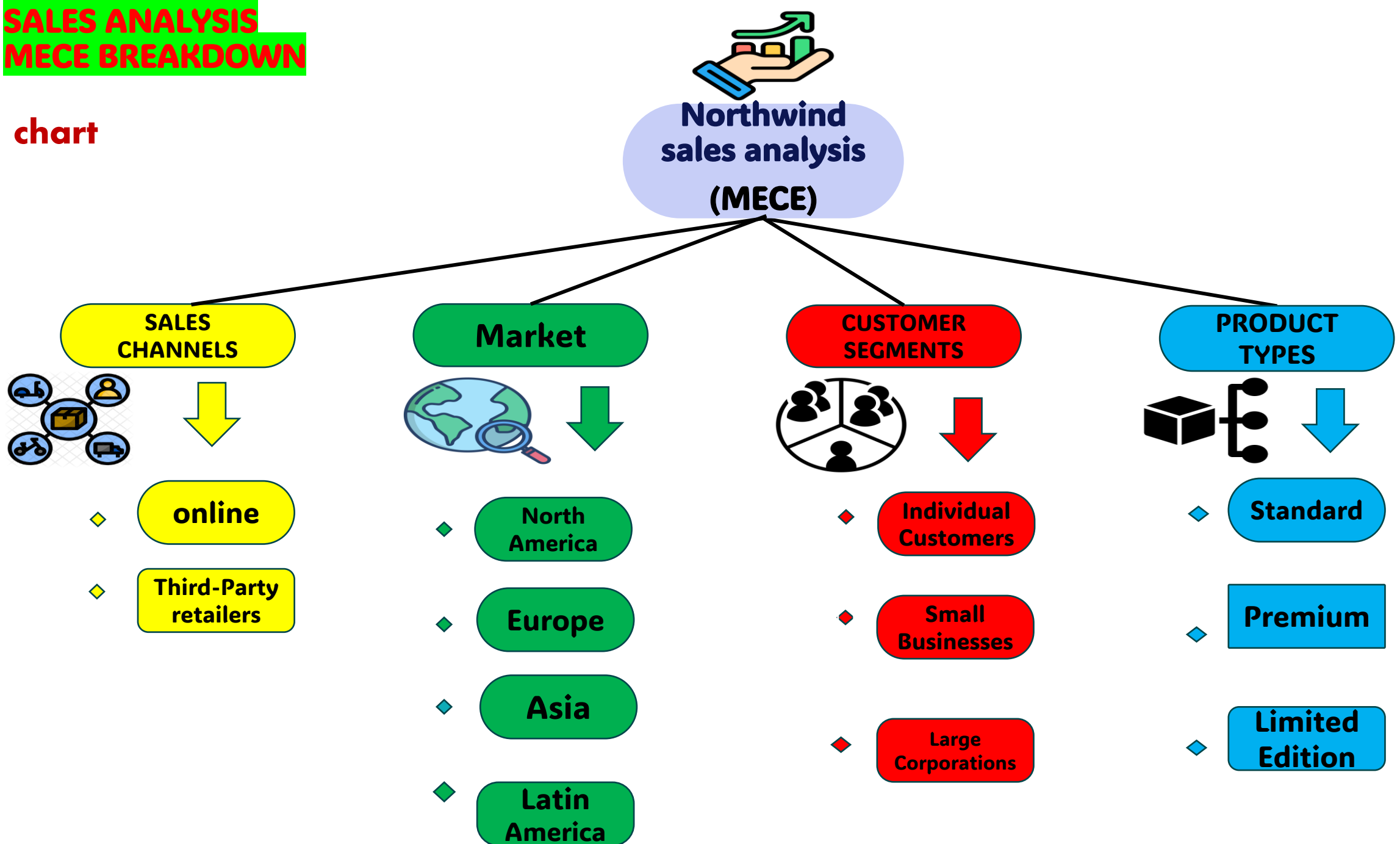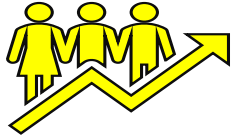- Small Businesses
- Large Corporations

PRODUCT TYPES
- Standard
- Premium
- Limited Edition

SALES CHANNELS

⇨ Analyze sales data across different channels (e.g., online, retail, wholesale).

⇨ Identify the most effective sales channels and their impact on overall sales.

⇨ Evaluate the performance of each channel and identify any opportunities for improvement.

Market

➡️ Sales performance for each product in North America, Asia, Latin America, and Europe.

➡️ Categorization of customers based on demographics, purchasing behavior, etc., in each region

➡️ Identify any recurring patterns in sales over seasons in each region

CUSTOMER SEGMENTS

➡️ Categorize customers based on demographics, purchasing behavior, etc.

➡️ Identify customer segments with the highest sales potential

➡️ Analyze customer data, including purchase history, demographics, and behavior.

PRODUCT TYPES

➡️ Analyze the sales performance of each product type (standard, premium, limited)

➡️ Evaluate the unique selling points and features of each product type

➡️ Optimize pricing strategies for each product type to maximize profitability.