

MECE Breakdown for All 8 Files

1. Orders (Detailed Explanation Below)

- **By Time:** OrderDate, RequiredDate, ShippedDate → order trends, delays, seasonality.
- **By Logistics:** Freight cost, ShipVia (linked to Shippers).
- **By Status:** Orders completed vs. delayed/cancelled.
- **By Geography:** ShipCountry, ShipCity.
- **By Customer:** Link to Customers table for segmentation.
- **By Employee:** Who handled the order (link to Employees).

2. Order Details

- **By Order:** Total sales per order.
- **By Product:** Revenue, quantity sold.
- **By Discount:** Frequency and impact on revenue.
- **By Unit Economics:** Contribution per unit, margin erosion due to discounting.

3. Products

- **By Category:** Classification into Beverages, Dairy, etc.
- **By Supplier:** Which supplier provides what.
- **By Unit Price:** High-price vs. low-price products.
- **By Stock Levels:** Units in stock, units on order.

4. Categories

- **By CategoryID:** Unique classification (Beverages, Condiments, etc.).
- **By Revenue Contribution:** Which categories drive sales.
- **By Geographic Preference:** Which regions prefer which categories.
- **By Growth Opportunity:** Categories underpenetrated vs. overrepresented.

5. Customers

- **By Geography:** Country, City, Region.
- **By Segment:** Based on Contact Title (Owner, Sales Rep, Manager).
- **By Industry Type (Proxy):** Food retailers, wholesalers, restaurants.
- **By Order Behavior:** High-frequency vs. low-frequency customers.

6. Employees

- **By Hierarchy:** VP Sales → Managers → Representatives.
- **By Geography:** US vs. UK offices.
- **By Language Skills:** Match to customer geography.
- **By Role:** Sales vs. Support vs. Management.

7. Shippers

- **By Carrier:** UPS, FedEx, Speedy Express.
- **By Performance:** Average delivery time, delays.
- **By Cost:** Freight expenses by carrier.
- **By Geography:** Preferred carriers per region.

8. Suppliers

- **By Geography:** Supplier countries (USA, Japan, UK, etc.).
- **By Product Portfolio:** Which categories each supplier supports.
- **By Dependence:** Single-supplier risk vs. multi-supplier categories.
- **By Cost/Price:** High-price suppliers vs. low-price suppliers.