MECE Breakdown (Mutually Exclusive, Collectively Exhaustive)

Sales Analytics

The report is divided into four main areas:

**1. Customer Analysis**

* Distribution of customers by country, city, and region
* Contact titles and segmentation
* Order trends by customer location

**2. Sales & Order Performance**

* Trends in order volume and values
* Order frequency over time
* Shipping duration and order value distribution

**3. Employee Insights**

* Employee count by job title or region
* Employee tenure and reporting structure
* Contribution to order processing

**4. Product & Supply Chain**

* Sales volume by product and category
* Pricing distribution across products and suppliers
* Supplier distribution and product count per supplier