**MECE Breakdown for Northwind Traders Power BI Report**

**1. Sales Analysis**

• **Metrics**

• Total Sales by Country, and City.

• Monthly and Yearly Sales Trends.

• Revenue Contribution by Product Categories.

• **Insights**

• Identify high-performing regions and products.

• Seasonal trends and growth patterns.

• **Data Tables Involved**

• Orders.

• Order Details.

• Products.

• Categories.

**2. Customer Segmentation**

• **Metrics**

• Sales Distribution by Customer Region.

• Top Customers by Revenue and Order Volume.

• **Insights**

• Segment customers for targeted marketing strategies.

• Understand customer concentration geographically.

• **Data Tables Involved**

• Customers.

• Orders.

• Order Details.

**3. Inventory Trends**

• **Metrics**

• Stock Levels by Product.

• Products Near Reorder Level.

• Inventory Turnover Rate.s

• **Insights**

• Ensure optimal stock levels and avoid overstock/stockout situations.

• Identify slow-moving and fast-moving products.

• **Data Tables Involved**

• Products.

• Categories.

**4. Employee Performance**

• **Metrics**

• Orders Handled per Employee.

• Revenue Generated per Employee.

• Average Order Value by Employee.

• **Insights**

• Recognize top-performing employees.

• Optimize workforce allocation.

• **Data Tables Involved**

• Employees.

• Orders.

• Order Details.

**5. Shipping and Logistics**

• **Metrics**

• Delivery Times by Shipper.

• Freight Costs by Region and Shipper.

• On-Time vs. Delayed Shipments.

• **Insights**

• Evaluate shipping efficiency and reliability.

• Optimize shipping routes and methods.

• **Data Tables Involved**

• Shippers.

• Orders.

**6. Product Insights**

• **Metrics**

• Revenue by Product.

• Discount Impact on Sales Volume.

• Discontinued Products Analysis.

• **Insights**

• Determine product profitability and discount strategies.

• Plan product portfolio adjustments.

• **Data Tables Involved**

• Products.

• Order Details.

• Categories.