**MECE Breakdown for Northwind Traders**

**Product Analysis AAnalysisAnalysis-**

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| **Product design** | **cost** | **Product performance** |
| The key to successful product design is understanding the end-user customer, the person for whom the product is being created. | Analyze the cost of a product, and how much it will cost to manufacture at scale. | Measure the product performance by identifying whether the customers are getting delighted or losing interest in the product or services offered. |

**Sales Trends**

**Analysis** -

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| **Purchasing behavior** | **Analyze customer feedback** | **sales operations metrics** |
| Analyze the customers behavior towards the product or services. | Gathering customer feedback is one of the best ways for Getting a better understanding of progress of product sale. | Studying sales operations metrics such as average time taken for lead to respond, length of the sales cycle and average cost per lead. |

**Employee Analysis Analysis** -

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| **Client relation** | **Leadership** | **Work Consistency** |
| Determine the client and stakeholder relation with the employees | Leadership helps to manage projects and teams effectively, always ensuring that tasks remain on schedule and under budget. | These reviews examine an employee's work ethic and productivity and provide firm goals for professional development |

**Customer Analysis**

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| **Customer Behavior** | **Sales performance** | **Customer Demographic** |
| Analyze the customer behavior, if they are satisfied with the product/services. | Analyze the sales performance by comparing sales figures, over time, and analyzing the mix of products or services sold. | Analyze the customer data by looking at the location, category, age and income of the customers. |