The goal is to empower retail stakeholders with actionable insights, enabling them to identify top-selling products, customer preferences, and target demographics.

So the MECE of the,

**Top-Selling Products**

1. Types of products
2. Different segments
3. Daily use products or long time use products
4. Who are the top competitors
5. Price range
6. Marketing
7. Quality

**Customer Preferences**

1. Target Audience
2. Male/Female
3. Globel or local

**Target Demographics**

1. Global or local
2. Any particular age group products
3. Any particular type of products
4. Availability of the products
5. Affordability