

# Northwind Traders Dataset: MECE Breakdown

## Sales Analysis

Sales Trends	Product Performance	Order Fulfillment Analysis
Track and visualize sales growth and patterns over time across different regions and periods.	Identify top-selling and underperforming products to understand demand and inventory needs.	Analyze shipping times, freight costs, and delivery efficiency to improve logistics.

## Customer Analysis

Customer Segmentation	Customer Lifetime Value	Customer Location Insights
Group customers based on demographics, purchasing behavior, and geography to tailor strategies.	Assess long-term value generated by customers to prioritize retention and loyalty efforts.	Evaluate geographic distribution of customers to identify high-value regions and market opportunities.

## Employee Analysis

Employee Sales Contribution	Hiring and Tenure Analysis	Employee Structure
Measure and compare employee performance based on sales revenue and order handling.	Explore the impact of employee experience (hire dates) on sales and customer service.	Visualize management hierarchies and team structures for operational clarity.

## Inventory & Supplier Analysis

Inventory Trends	Supplier Performance	Category-Level Insights
Monitor units in stock, reorder levels, and highlight potential stockout risks.	Assess supplier reliability based on delivery consistency and pricing advantages.	Analyze product categories to identify high-demand or declining segments.

## Shipping & Delivery Analysis

Shipping Performance	Cost Analysis	Delivery Timeliness
Compare shipping companies on speed, cost, and customer satisfaction.	Study charges across orders to control logistics spending.	Measure average delivery times and identify bottlenecks in the shipping process.