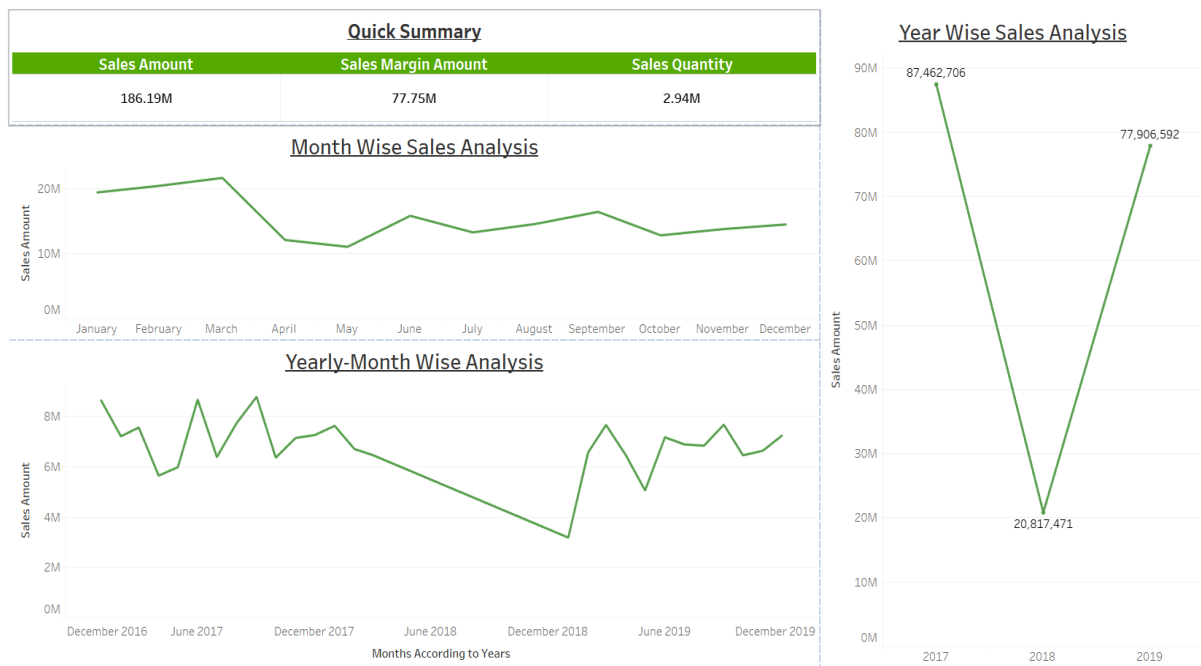Analysing Amazon Sales Data

Wireframe Documentation
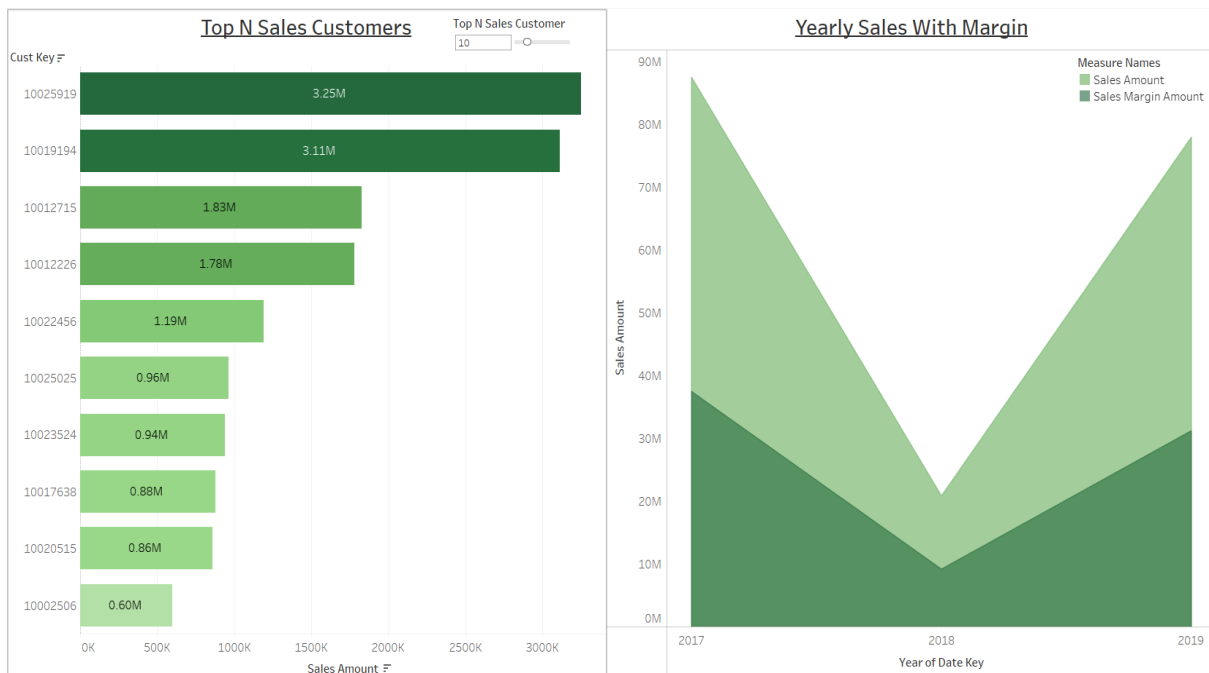
Homepage

According to the analysis in Tableau I have made some reports, dashboards and a story.

➢ Dashboard of Sales Amount of Amazon data according to months, yearly, yearly-month along with Quick Summary.

Quick Summary

Sales Amount	Sales Margin Amount	Sales Quantity
186.19M	77.75M	2.94M

Month Wise Sales Analysis

Yearly-Month Wise Analysis

Year Wise Sales Analysis
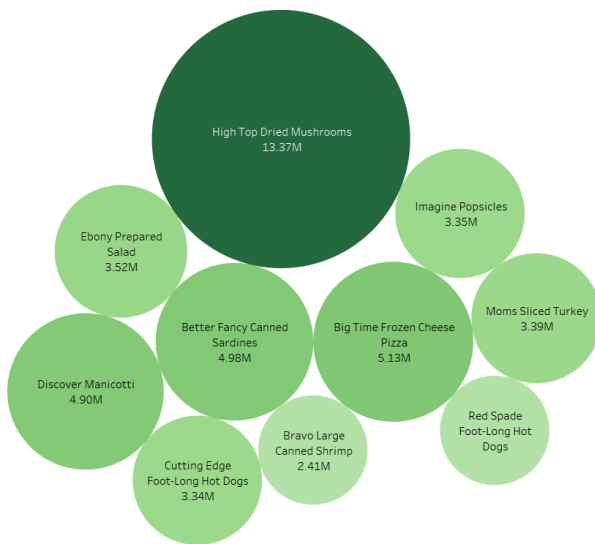
87,462,706

77,906,592

20,817,471

➢   Top N Customer who purchased the most (N can be any number which can be adjust by the analyst) and yearly sales with Margin of the sales.
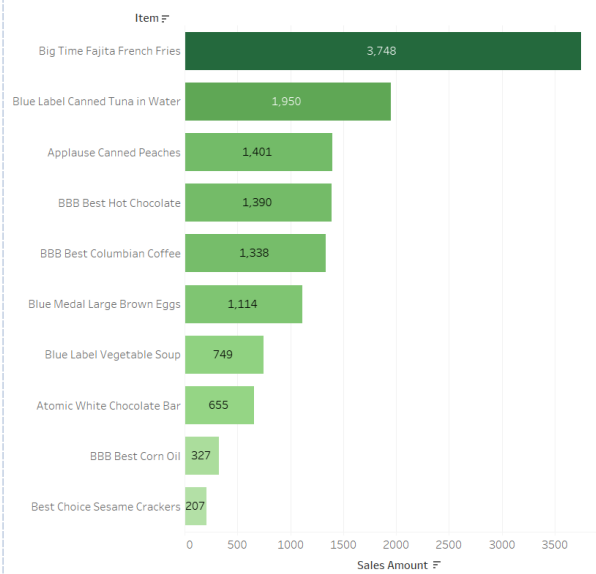
➢ Top 10 Sales Items and Least 10 Sales Items
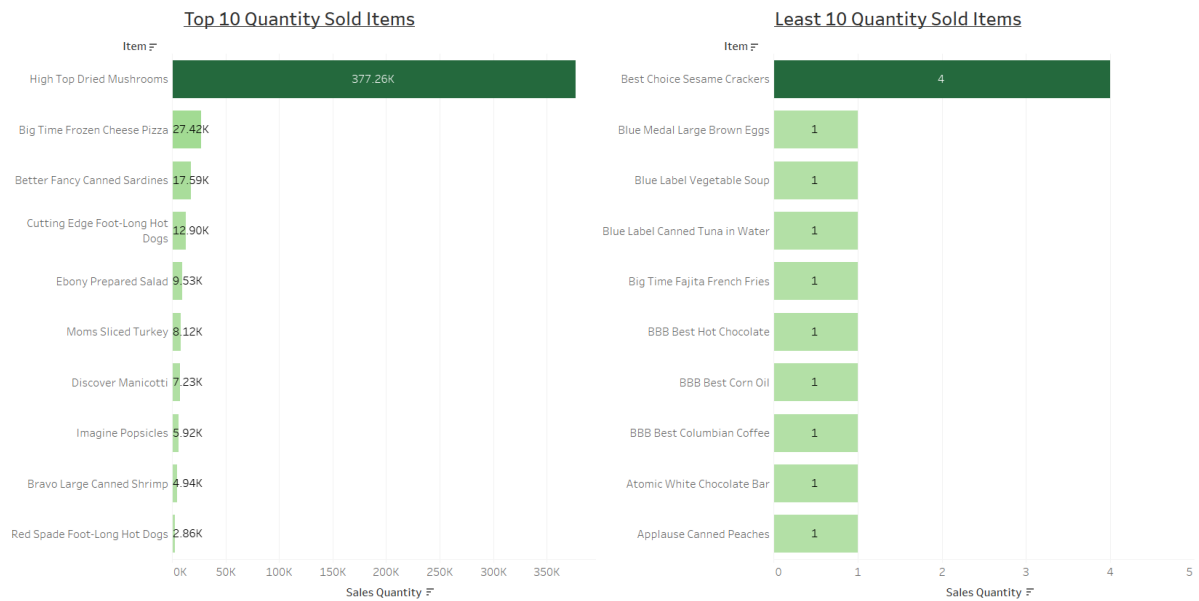
Top 10 Sales Items

Least 10 Sales Items

➢ Top 10 Items sold the most and Below 10 Items sold the least.

Top 10 Quantity Sold Items

Item	Sales Quantity
High Top Dried Mushrooms	377.26K
Big Time Frozen Cheese Pizza	27.42K
Better Fancy Canned Sardines	17.59K
Cutting Edge Foot-Long Hot Dogs	12.90K
Ebony Prepared Salad	9.53K
Moms Sliced Turkey	8.12K
Discover Manicotti	7.23K
Imagine Popsicles	5.92K
Bravo Large Canned Shrimp	4.94K
Red Spade Foot-Long Hot Dogs	2.86K

Least 10 Quantity Sold Items

Item	Sales Quantity
Best Choice Sesame Crackers	4
Blue Medal Large Brown Eggs	1
Blue Label Vegetable Soup	1
Blue Label Canned Tuna in Water	1
Big Time Fajita French Fries	1
BBB Best Hot Chocolate	1
BBB Best Corn Oil	1
BBB Best Columbian Coffee	1
Atomic White Chocolate Bar	1
Applause Canned Peaches	1

➤ Relation matrix for analysing the relationship among 6 variables.