Wireframe Documentation
Amazon Food Sales Data Analysis

iNeuron

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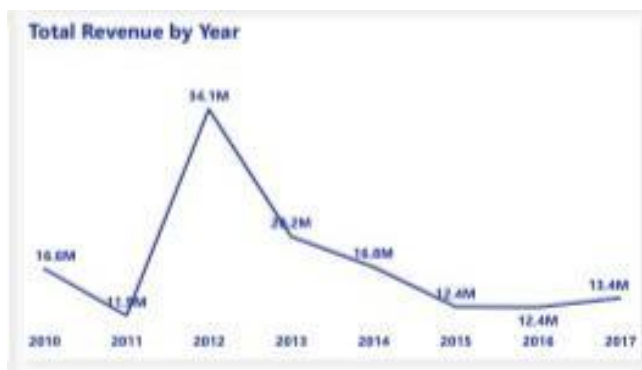
1. Key Insights

1.1 Cards

The card slicers that shows Revenue, Revenue Last Year, Total Sales Quantity, Total Profit Margin

1.2 Yearly Sales Trend

The area chart for, yearly and quarterly sales

1.3 Revenue by Country

Top 5 Profit by item Type

2. Sales Analysis

2.1 Monthly Sales for 2017 , 2018, 2019

Monthly Sales

75,450,247.42
Total Profit

45,127,943.03
Total Profit LY

Year ◆2017 ◆2018 ◆2019

2.2 Data Table of countries based on Revenue, YOY sales, Revenue Contribution, Profit contribution

Division Name	Revenue	Revene LY	YoY Sales Growth%	Revenue Contribution%	Profit Margin Contribution%	Sales Quantity	Total Profit Margin
⊟ Domestic	95,690,589.51	58,110,515.31	2.74	52.69%	54.94%	1122311	41,450,128.01
US	95,690,589.51	58,110,515.31 ▲	2.74	52.69%	54.94%	1122311	41,450,128.01
⊟ International	34,770,915.39	26,080,185.53	2.35	19.15%	18.98%	532961	14,323,894.68
UK	15,498,790.12	10,286,463.26 ▲	3.67	8.53%	8.11%	188791	6,117,126.57
AU	10,958,648.50	10,628,570.42 ▼	-0.44	6.03%	5.83%	206144	4,398,968.59
CA	6,206,764.15	4,220,476.91 ▲	2.10	3.42%	3.79%	122852	2,855,909.58
Total	**181,599,264.46**	**105,483,427.23**	**2.74**	**100.00%**	**100.00%**	**2857449**	**75,450,247.42**

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3.2 Data table for customer based on revenue contribution , profit contribution.

Customer	Revenue	Revenue Contribution%	Profit Margin Contribution%
Paracel Gigaplace	11,397,206.36	6.28%	6.91%
Pereras	10,843,991.23	5.97%	6.25%
Target Gigstore	5,433,005.93	2.99%	2.34%
Tandy Superstore	3,275,015.91	1.80%	2.09%
Vanstars	3,250,786.04	1.79%	1.89%
Matradi Megastore	2,996,290.75	1.65%	1.12%
Xilinix Midstore	2,994,077.19	1.65%	1.01%
TeamStore	2,356,595.66	1.30%	1.69%
Champs Gigaplace	2,243,137.78	1.24%	1.26%
ComeStore	2,214,483.39	1.22%	0.48%
Lee Megastore	2,209,632.96	1.22%	0.54%
Home Superstore	2,036,248.78	1.12%	1.11%
Total	181,599,264.46	100.00%	100.00%

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