# Wireframe Documentation

# Amazon Food Sales Data Analysis

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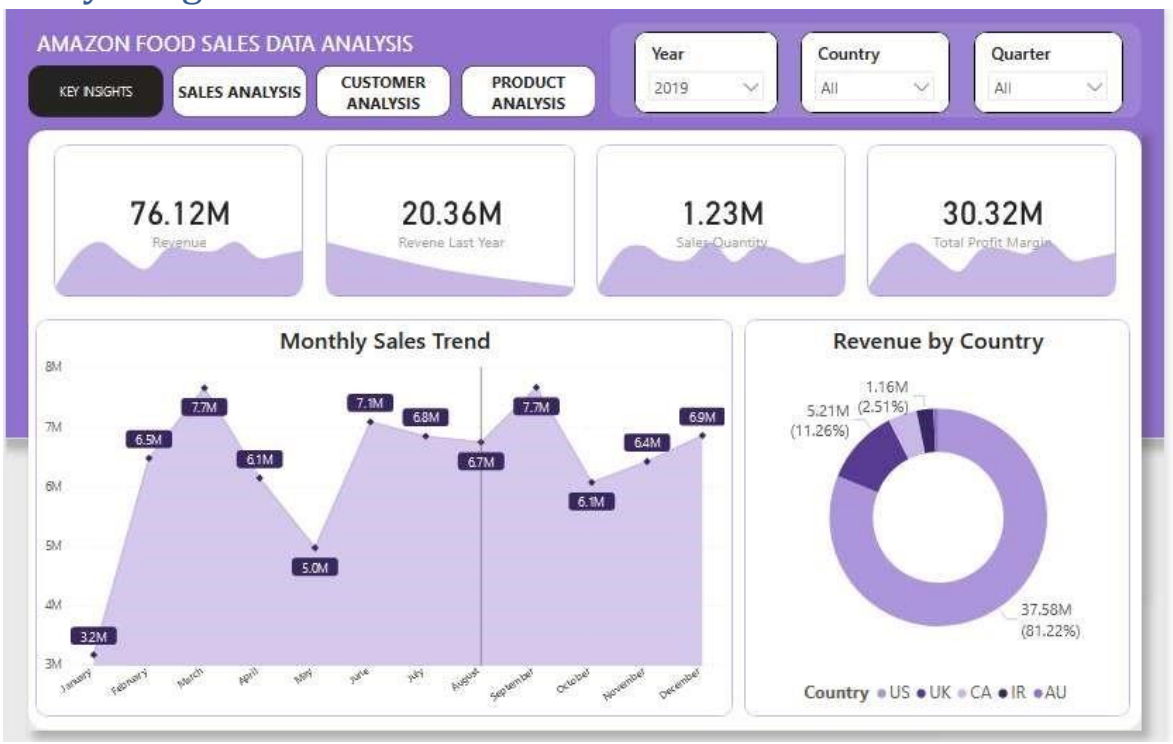
# 1. Key Insights

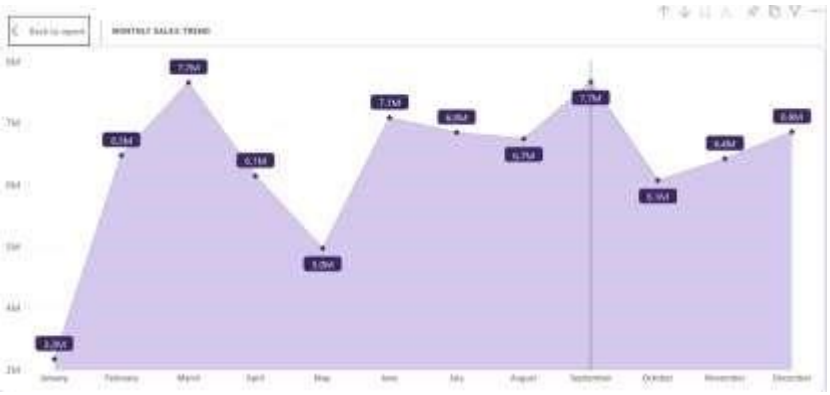



## 1.1 Cards

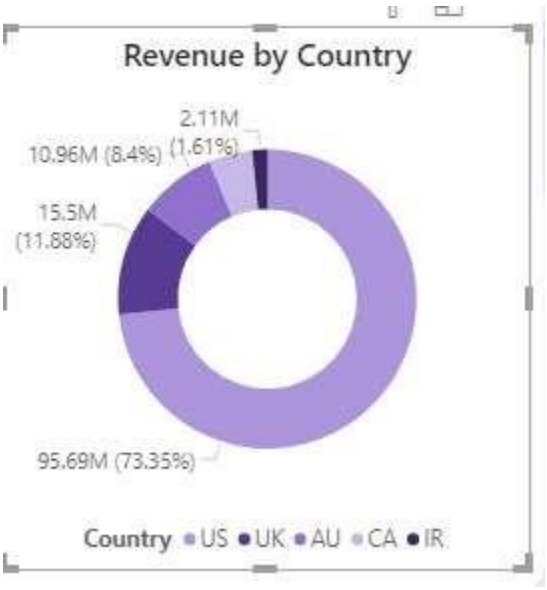
The card slicers that shows Revenue, Revenue Last Year, Total Sales Quantity, Total Profit Margin

## 1.2 Monthly Sales Trend

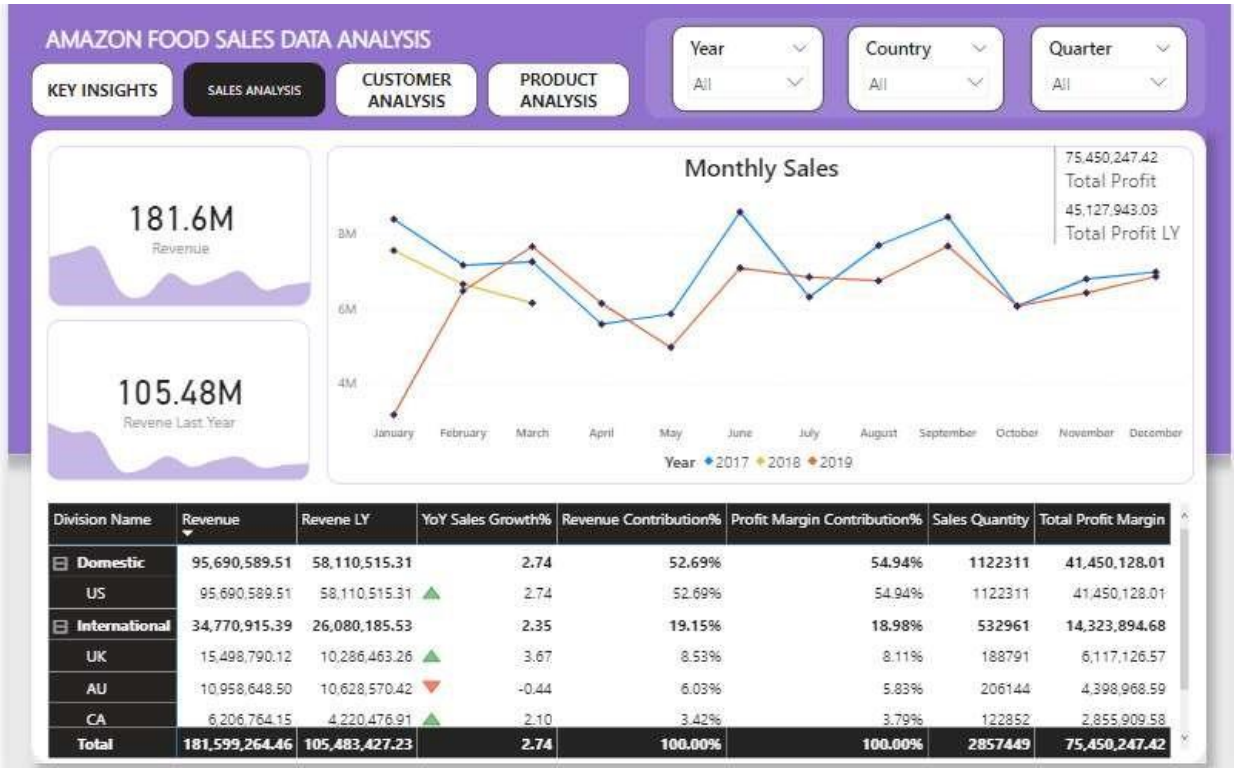
The area chart for monthly, yearly and quarterly sales



## 1.3 Revenue by Country




## 2. Sales Analysis




| 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** |

### 2.1 Monthly Sales for 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** |
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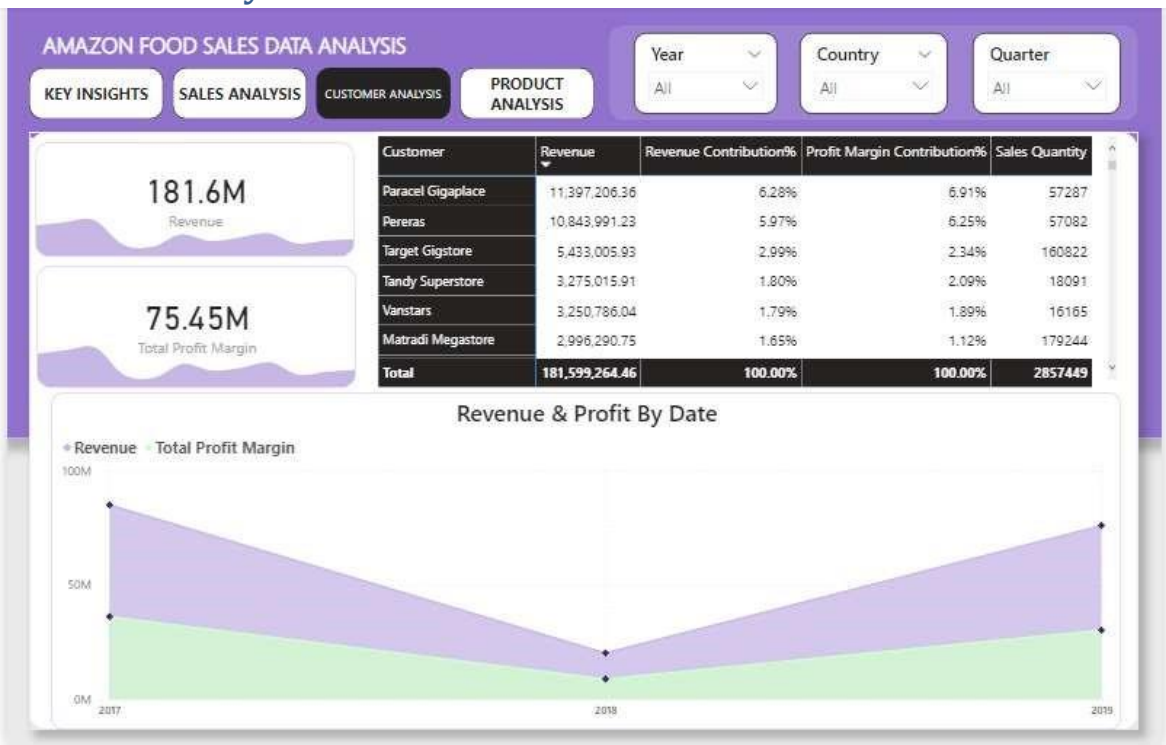
# 3.Customer Analysis

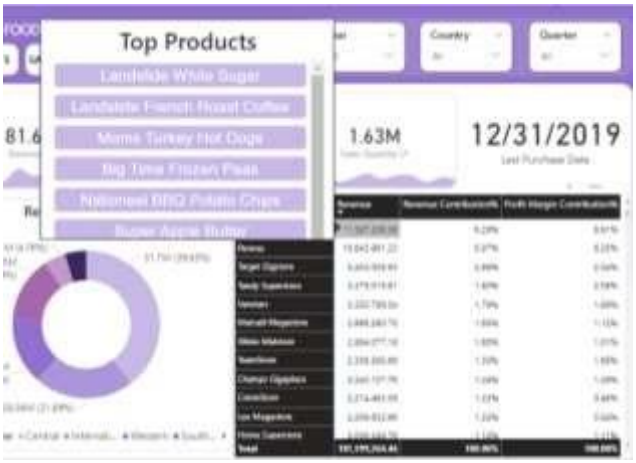


## 3.1 Revenue and Profit categorize by region

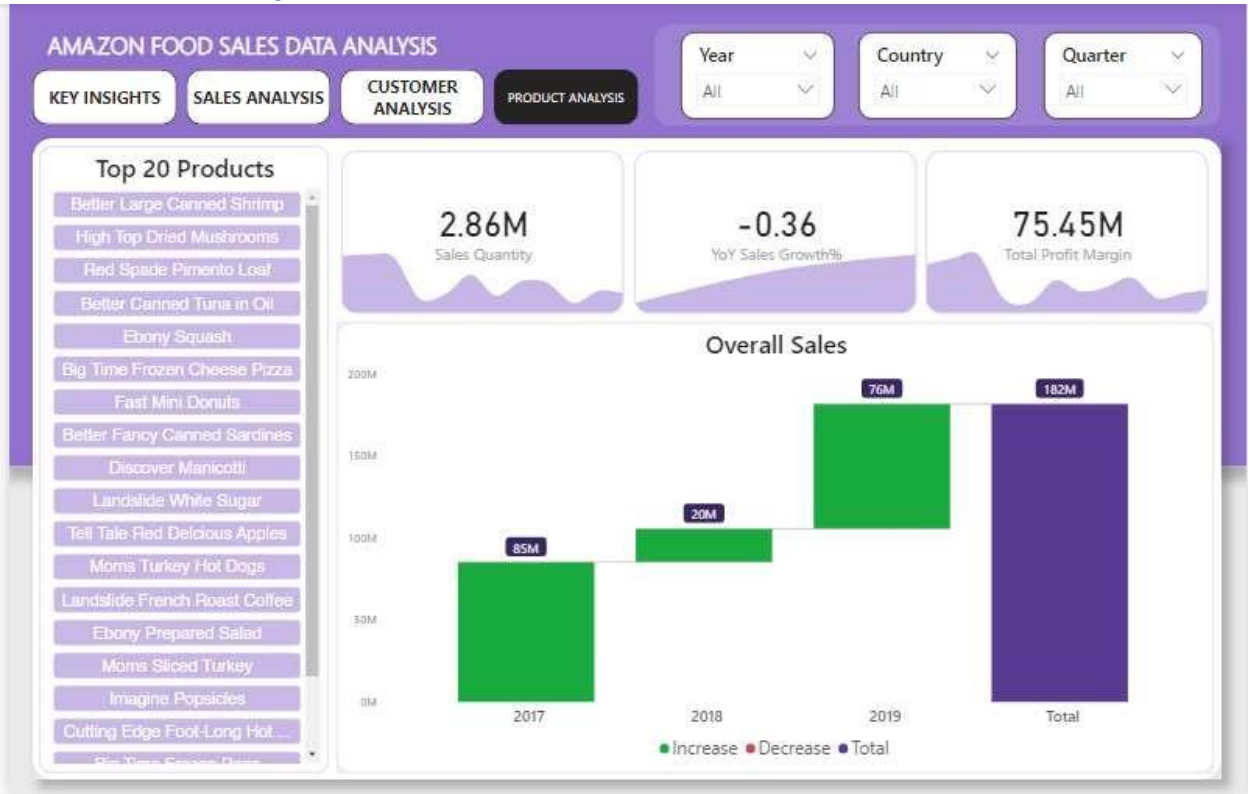
## 3.2 Data table for customer based on revenue contribution , profit contribution.

| 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%** |

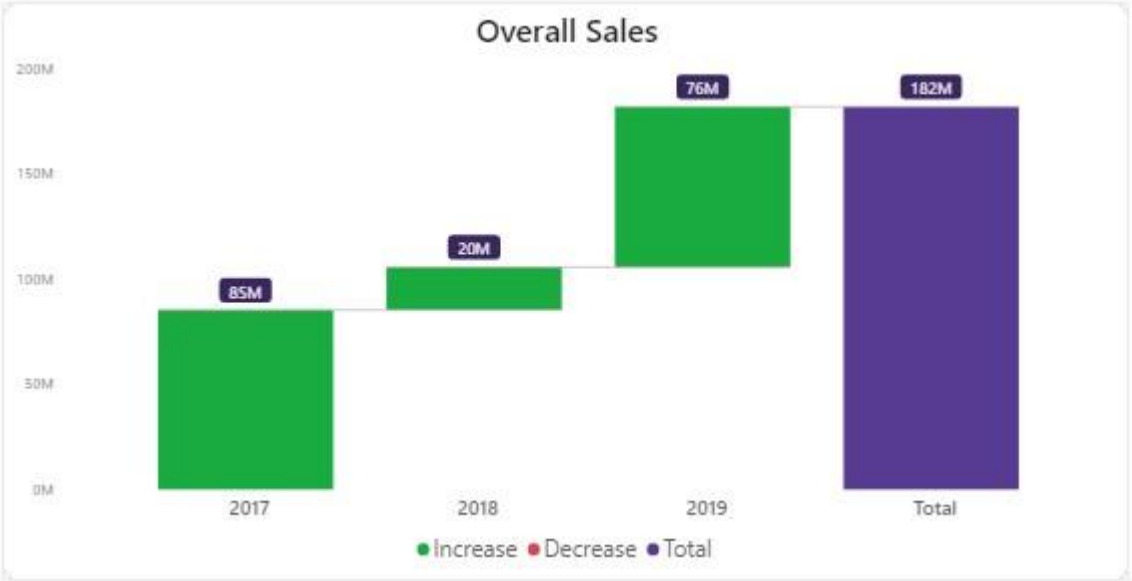
## 3.3 Top products tooltip for selected customers



# 4. Product Analysis




## 4.1 Top 20 Product slicers w.r.t revenue

## 4.2 Detail Cards of Sales Quantity, YOY Sales Growth%, Profit Margin

## 4.3 Detailed Overall sales using waterfall chart for selected date