E-Commerce Dashboard

Wireframe Documentation

PREPARED FOR:

iNeuron

PREPARED BY:

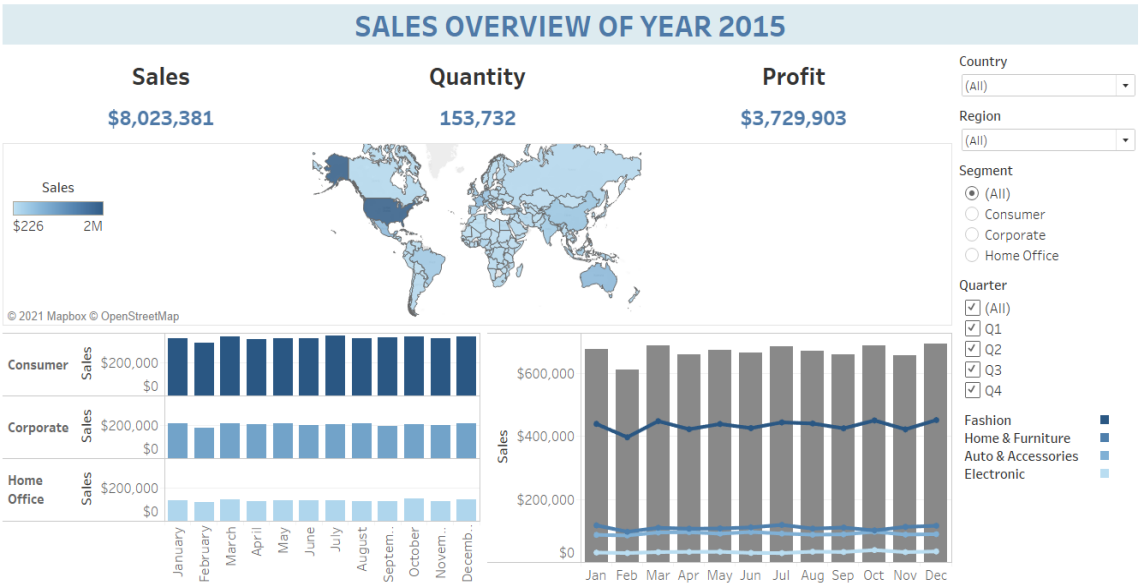
Aarsh Sapra

Rachit Agarwal

Homepage

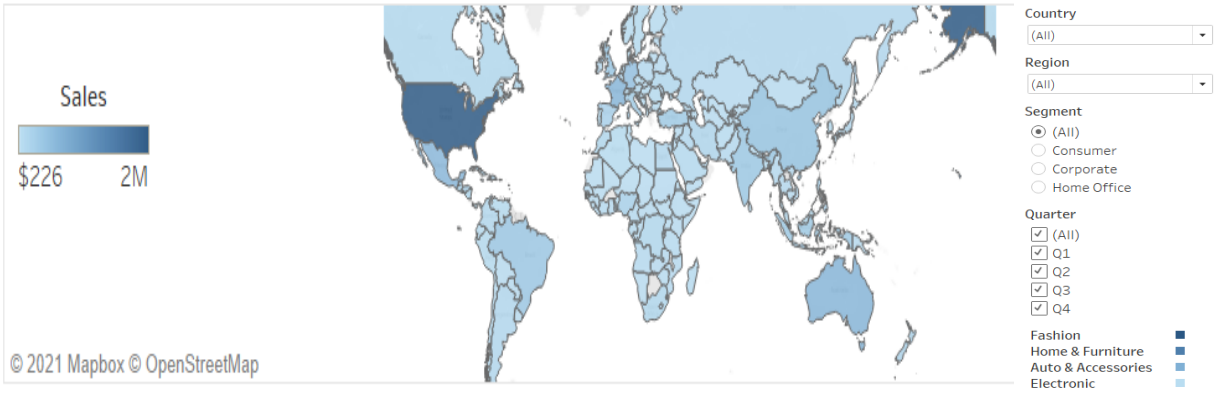
As per the given problem statement, we have divided our analysis into three dashboards:-

1) Sales Overview

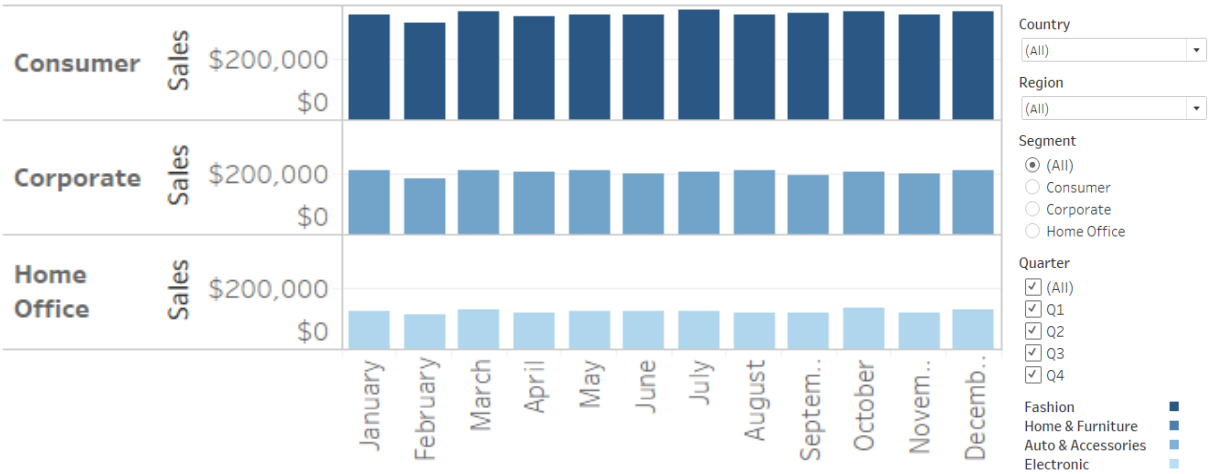


- Through this dashboard key insights related to sales have been highlighted at the top, namely, total sales, total quantity sold and total profit earned in the year 2015.

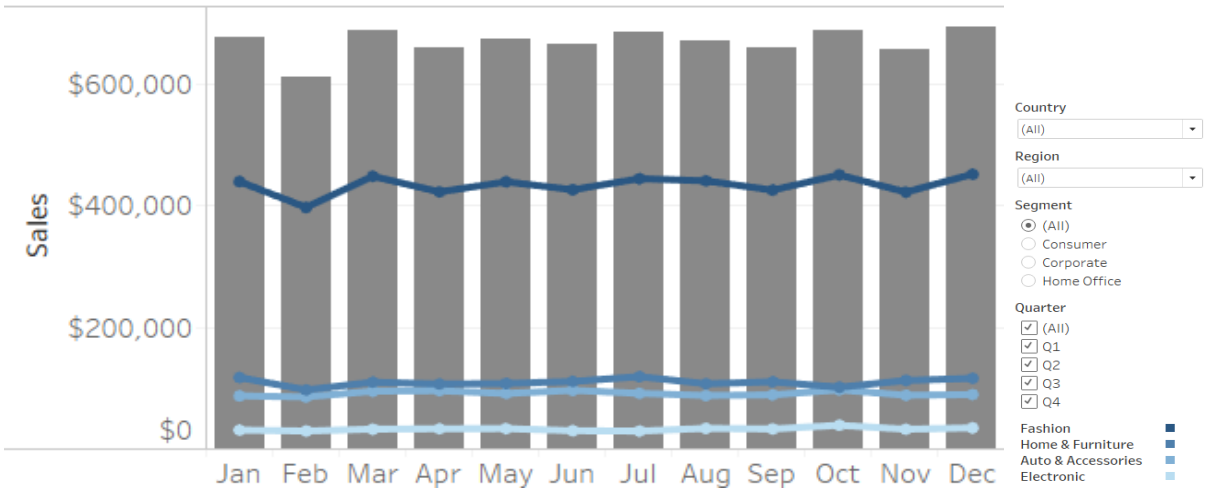
We have also tried to highlight other major sales related analysis through this dashboard:



- Sales in different regions & countries

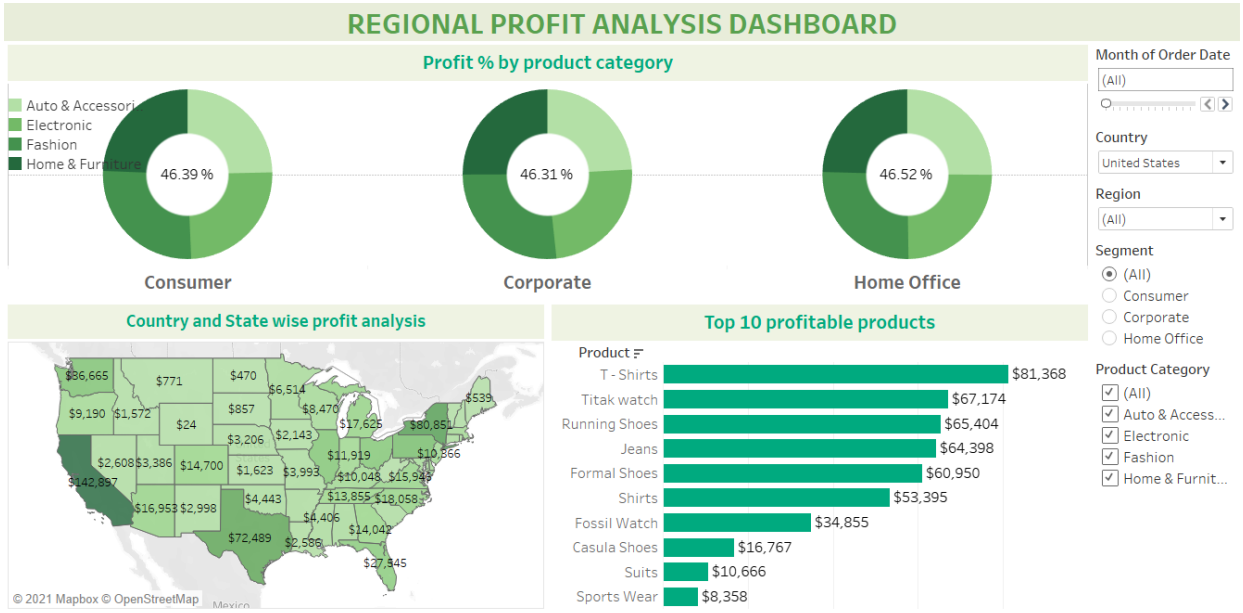


- Quarterly sales of different product categories sorted by segments

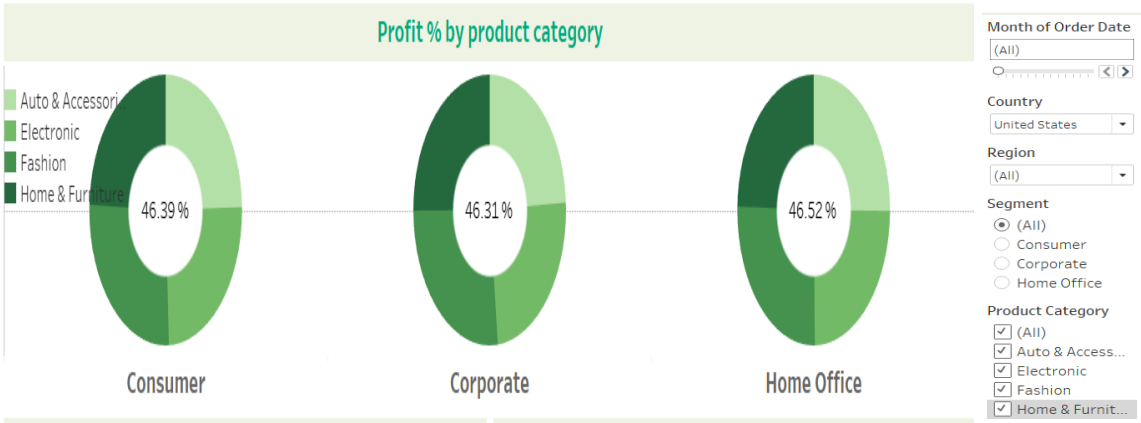


- Trend in sales of different product categories in different quarters/months

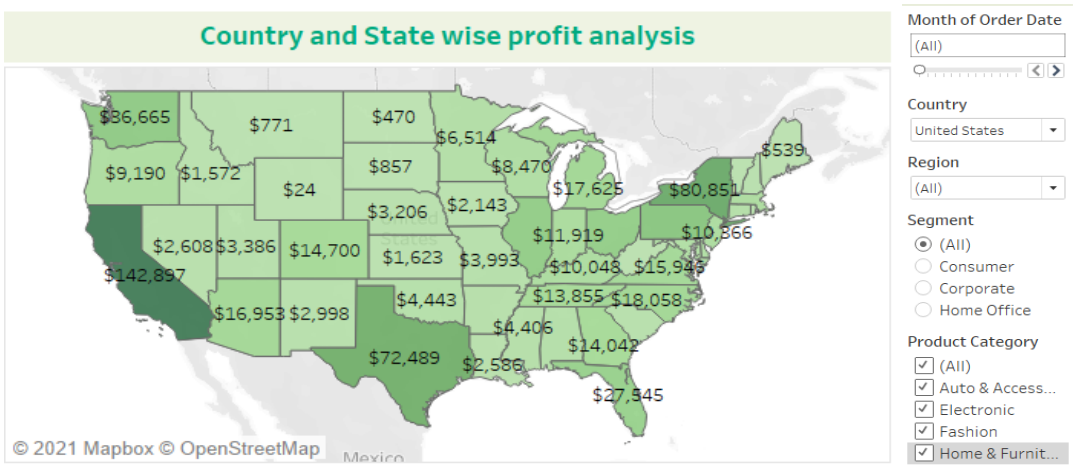
2) Profit Analysis



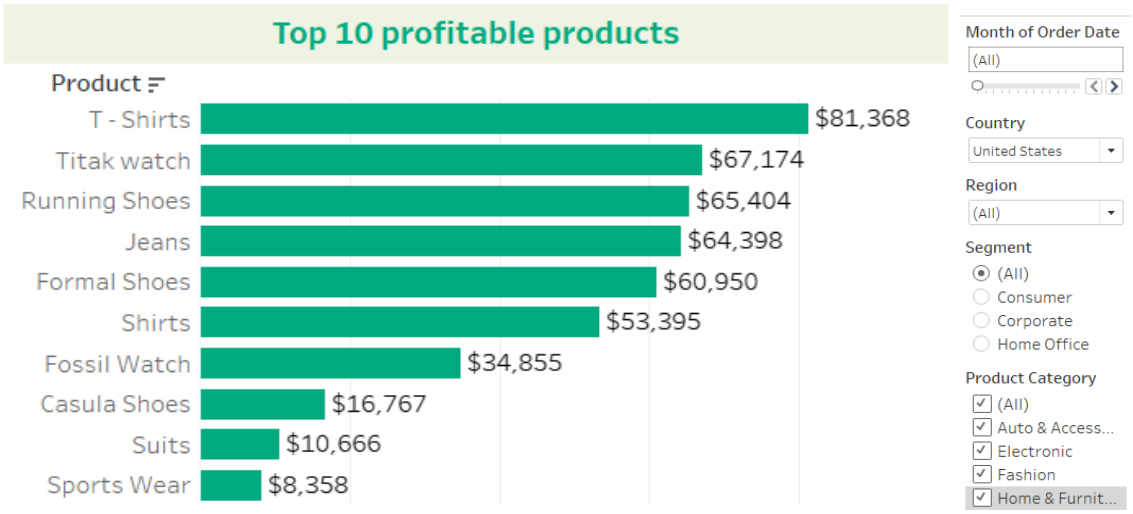
- Here is the second dashboard, interpret the following:-



- Profit Percentage of different product categories sorted by segments

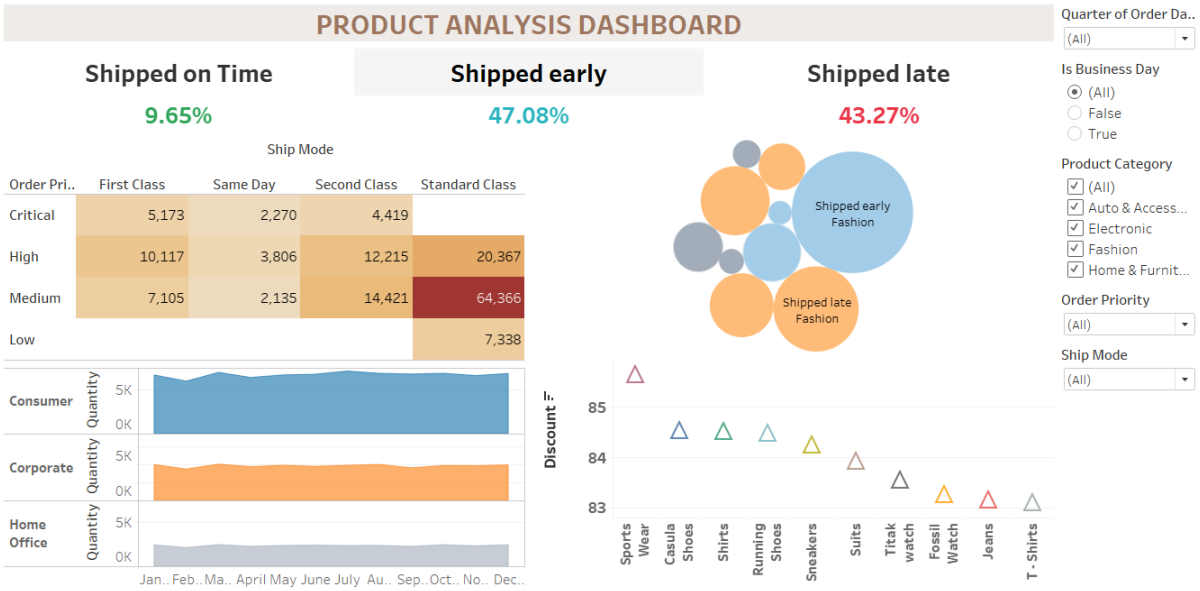


- Region, country and state based profit analysis filtered by months,segments and product categories

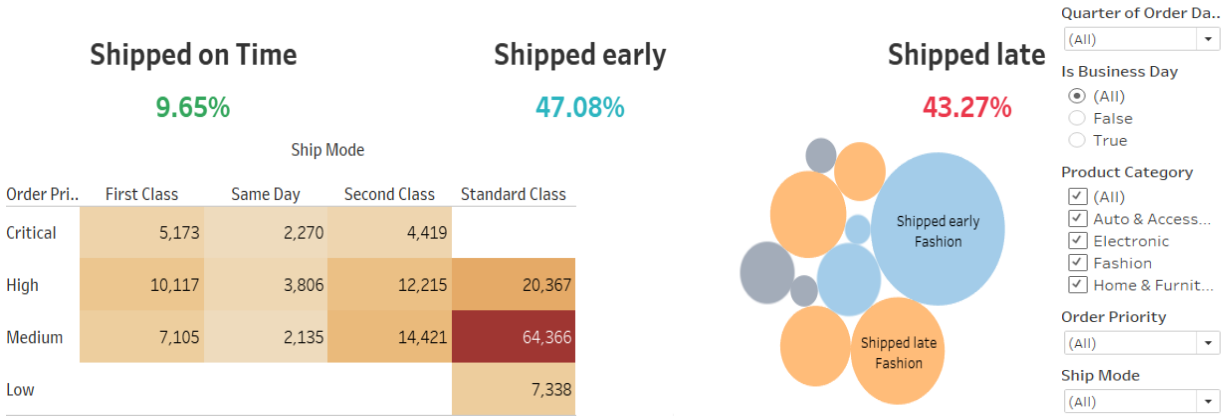


- This visualization shows top ten most profitable products from the listed forty-two products

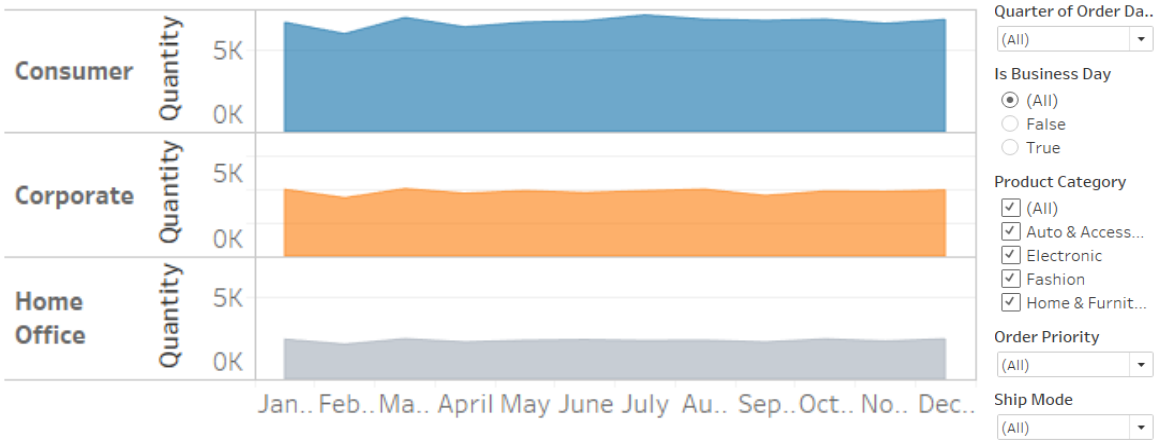
3) Product Analysis



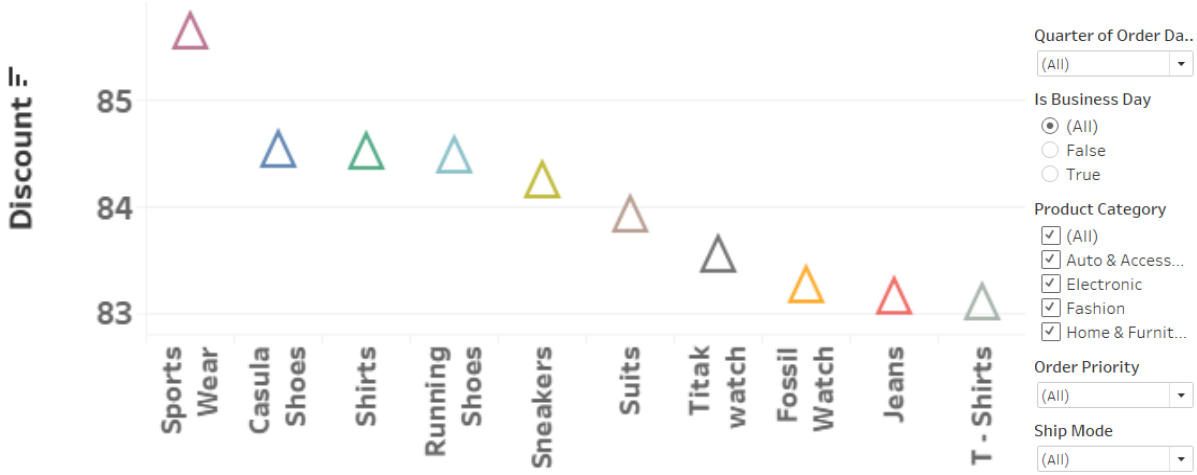
- This is the third dashboard, with the following visualizations:-



- Shipping mode insights are displayed at the top of the dashboard.
- Highlight tables display the quantity data corresponding with shipping mode and order priority.
- Packed bubbles show the quantity of data shipped through various shipping modes with respect to product categories.



- The area chart displays quarterly quantities of products in various segments displayed with a boolean filter for weekday & weekend analysis.



- The above visualization displays top ten most discounted products