

# Wire-frame Documentation

## Analyzing Amazon sales data

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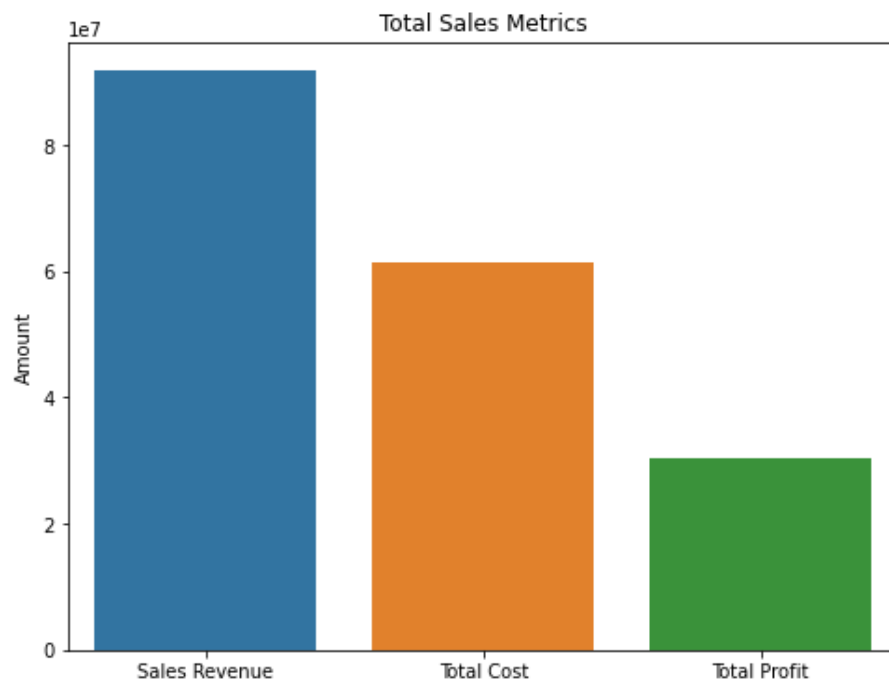
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## 1. Introduction:

The Sales Dashboard is designed to provide an overview of the sales metrics for a company. This wire-frame outlines the layout and structure of the dashboard, which includes six charts that depict the sales revenue, cost, and profit, sales by region and sales channel, sales trends over time, top-selling products and regions, and customer demographics and behavior. Each chart is labeled with appropriate titles and axes, and a legend is added where necessary.

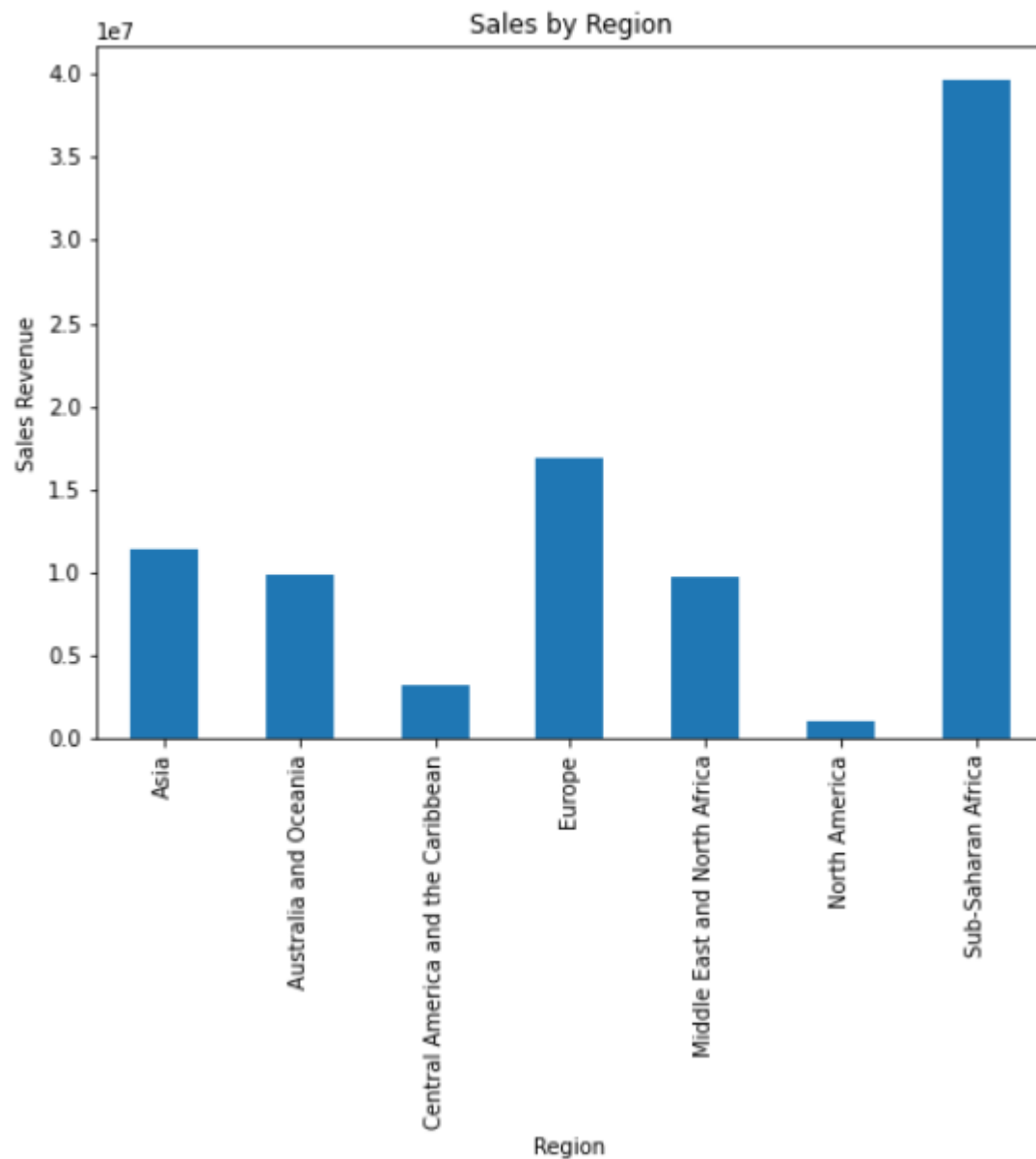
### Section 1: Bar chart for sales revenue, cost, and profit

This chart shows the total sales revenue, cost, and profit for the company. The chart will have three bars representing the sales revenue, cost, and profit, with the amounts displayed on the y-axis and the categories on the x-axis. The title of the chart will be "Total Sales Metrics."



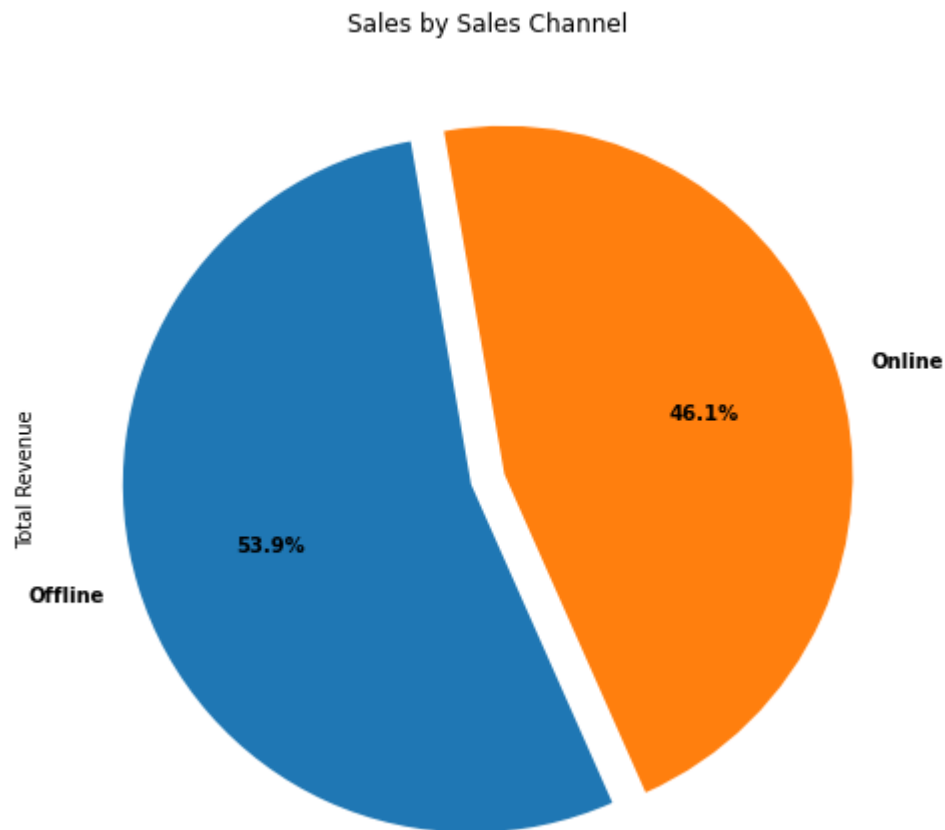
## Section 2: Stacked bar chart for sales by region

This chart shows the sales revenue by region, with each region represented by a different color in a stacked bar chart. The chart will have the total sales revenue displayed on the y-axis and the regions on the x-axis. The title of the chart will be "Sales by Region."



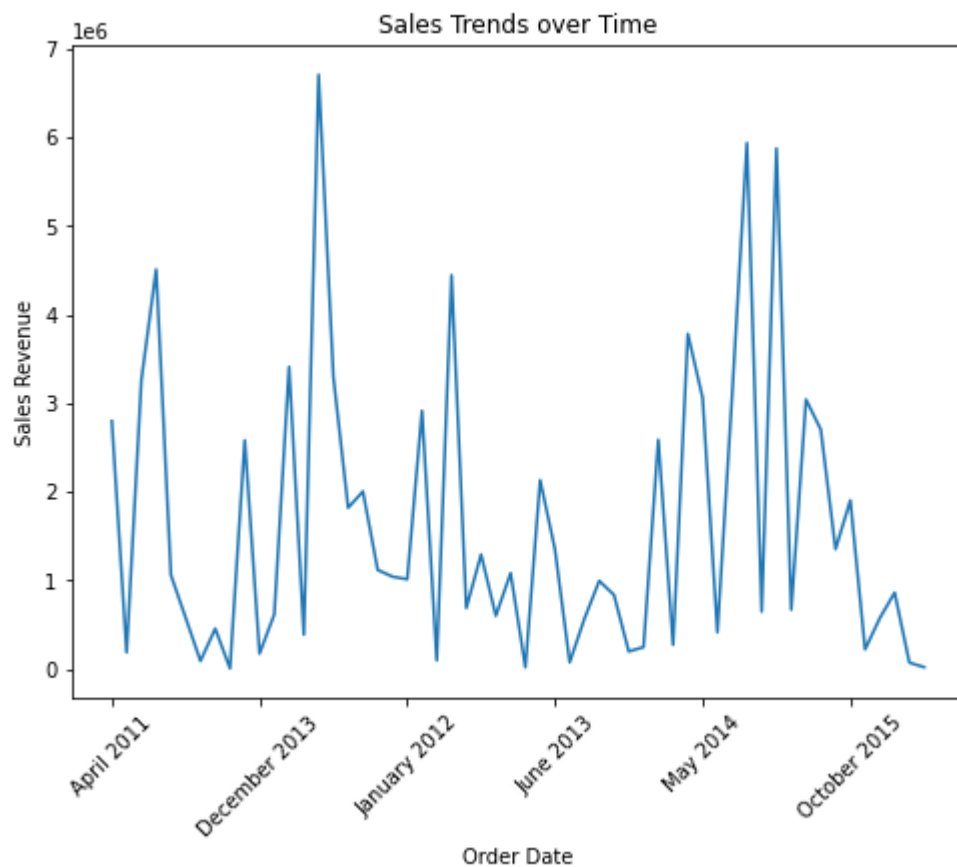
### Section 3: Pie chart for sales by sales channel

This chart shows the percentage of sales revenue by sales channel in a pie chart. Each sales channel will be represented by a different slice of the pie chart, with the percentage and sales revenue amount displayed in each slice. The title of the chart will be "Sales by Sales Channel."



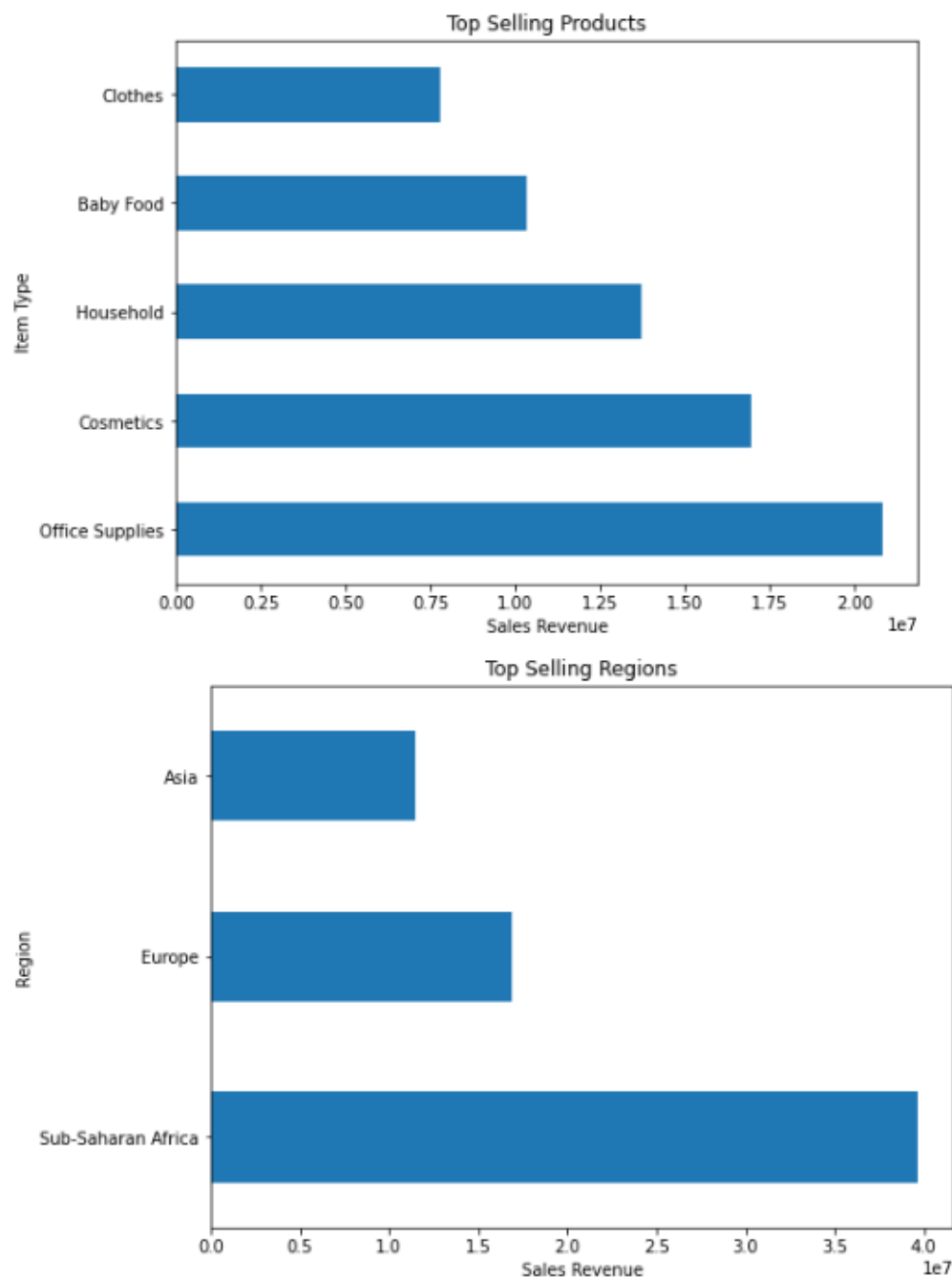
## Section 4: Line chart for sales trends over time

This chart shows the sales revenue trends over time, with each month represented on the x-axis and the total sales revenue on the y-axis. The title of the chart will be "Sales Trends over Time."



## Section 5: Horizontal bar chart for top-selling products and regions

This chart shows the top-selling products and regions by sales revenue in a horizontal bar chart. The chart will have the products/regions displayed on the y-axis and the sales revenue on the x-axis. The title of the chart will be "Top Selling Products/Regions."



## Section 6: Bubble chart for customer demographics and behavior

This chart shows the customer demographics and behavior in a bubble chart. Each bubble will represent a different region and country, with the size of the bubble representing the number of orders and the color representing the region. The x-axis will represent the total sales revenue, and the y-axis will represent the units sold. The title of the chart will be "Customer Demographics and Behavior."





## Conclusion:

The Sales Dashboard wireframe outlines the structure and layout of the dashboard, which includes six charts that provide a comprehensive overview of the company's sales metrics. Each chart is labeled with appropriate titles and axes, and a legend is added where necessary. The dashboard is designed to be visually appealing and easy to read, providing users with the information they need to make informed business decisions.