E-COMM SALES ANALYSIS
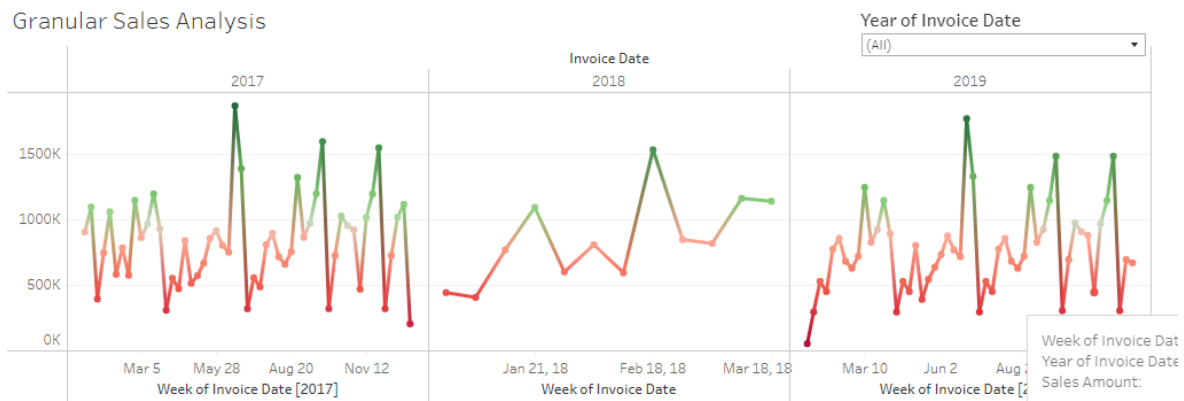
Wireframe Document

HOMEPAGE
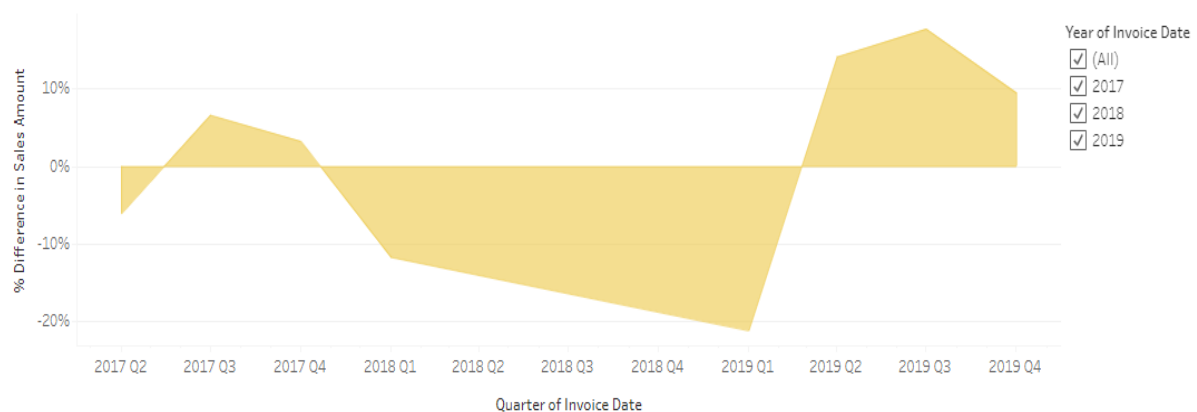
As per the requirement of the Case Study, the problem statement has been divided into 4 parts:

1. **Sales Level of Detail Analysis – Yearwise -> Monthwise -> Weekwise -> Daywise**
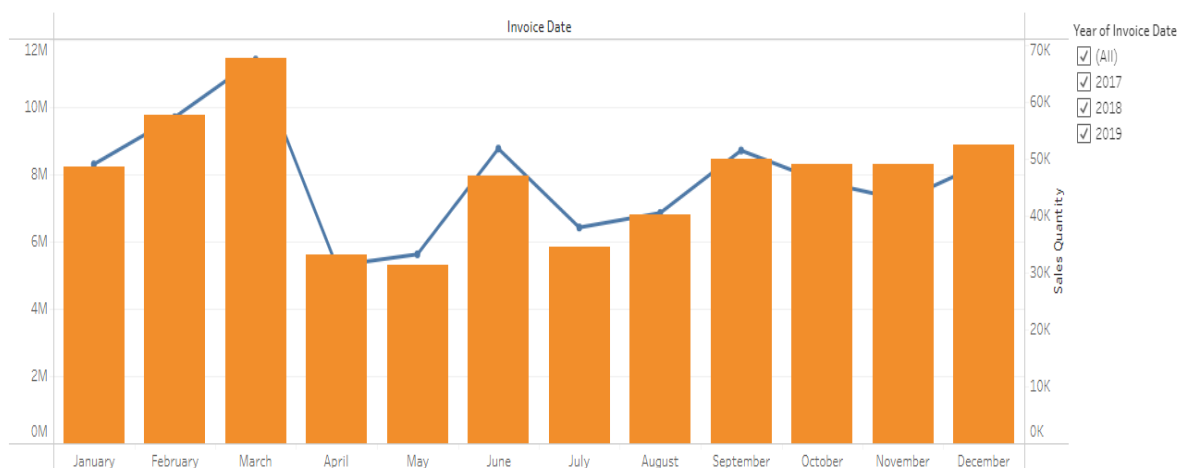
The below graph can be drilled down and up to include and exclude LODs

The below graph shows distribution of sales each Quarter in each Year:

The below graph shows distribution of sales each month:

2. Impact of Products on Sales

The below graph shows the products with maximum profit margin:

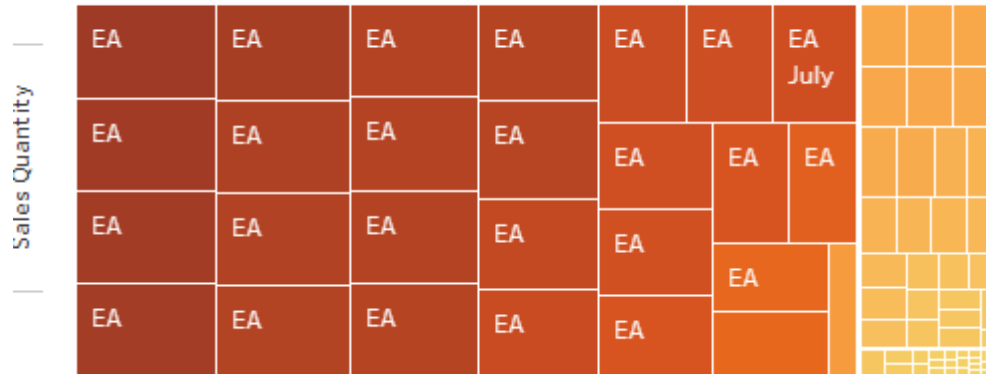The below graph shows the most sold products yearwise:

The below graph shows the least sold products each year/overall:

3. Areawise Sales Analysis

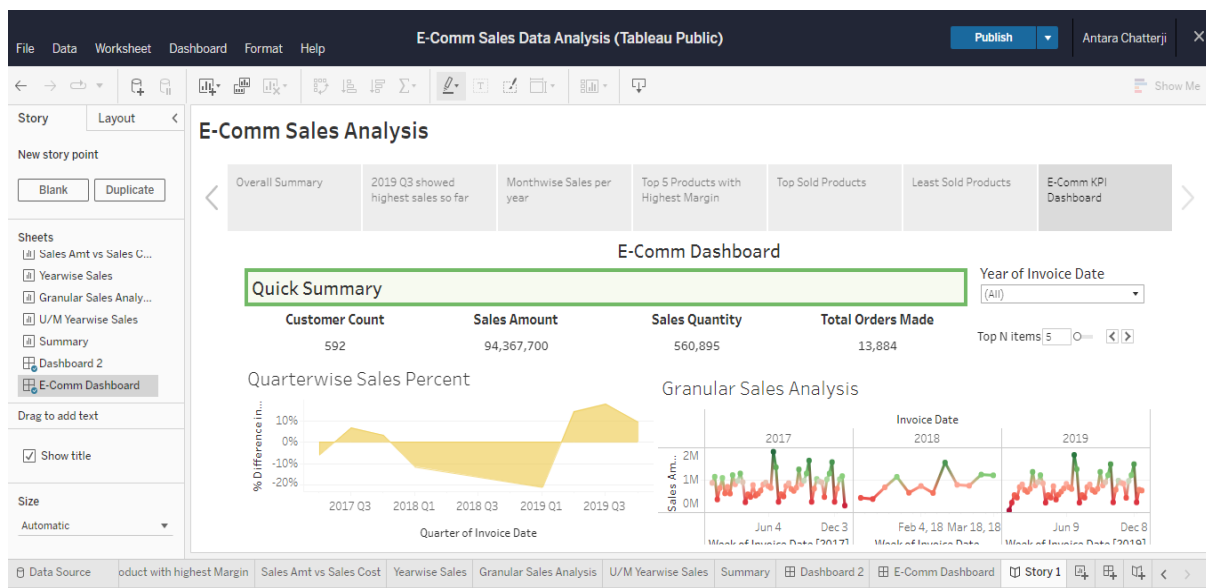The below graph shows the areawise distribution of Sales

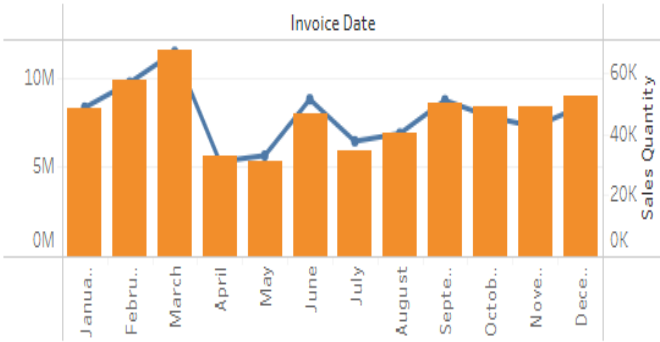### 4. Overall E-Commerce Dashboard

Part-1 of the overall Dashboard:

The dashboard also has a quick summary section, which is dynamic and changes with the data
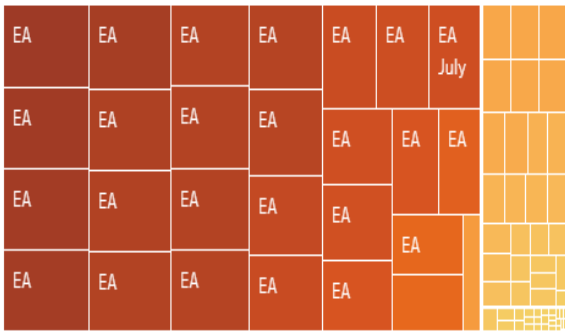
Part-2 of the overall Dashboard:

Sales Amount vs Quantities Sold

U/M Yearwise Sales

Part-3 of the overall Dashboard:

Product with highest Margin

Item	
Bravo Canned Tuna in Oil	19,832
Big Time Frozen Peas	16,831
Golden Frozen Corn	13,292
Ebony Shitake Mushrooms	9,269
Fabulous Berry Juice	6,600

Top 5 Performing Products

Item	
Moms Sliced Ham	27,790
Big Time Frozen Cheese Pi..	27,420
Walrus White Zinfandel W..	22,873
High Top Cauliflower	21,751
Golden Frozen Corn	19,623

Least Sold Product

Item	
Kiwi Lox	1
Best Corn Puffs	2
Carlson Chocolate Milk	2
Atomic Mints	3
Blue Label Fancy Canned	3