**Wireframe for Financial Analytics Dashboards**

Overview

The wireframe represents the layout and structure of the two dashboards: Sales Dashboard and Customer Dashboard. It outlines the placement of key components, visualizations, and navigational elements without focusing on visual design details. The goal is to provide a clear blueprint of how users will interact with the dashboards and access relevant information.

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### 1. Sales Dashboard Wireframe

Header

- Title: Sales Performance Dashboard

- Year Selector: Dropdown to choose current and previous years for analysis.

- Navigation Menu: Links to switch between dashboards (Sales, Customer).

Main Body

A. KPI Overview Section

- Three Big-Ass Numbers (BANs) displayed horizontally:

- Total Sales (Current Year vs. Previous Year)

- Total Profit (Current Year vs. Previous Year)

- Total Quantity Sold (Current Year vs. Previous Year)

- Visual indicators (arrows or color coding) to show trends (increase/decrease).

B. Sales Trends Section

- Line Chart:

- X-axis: Months (Jan - Dec)

- Y-axis: Sales Amount

- Two lines representing current year and previous year sales trends.

- Highlighted months to indicate peaks and troughs in sales performance.

C. Product Subcategory Comparison Section

- Bar Chart:

- X-axis: Product Subcategories

- Y-axis: Sales Amount

- Color coding to differentiate between current year and previous year performance.

D. Weekly Trends for Sales & Profit Section

- Sparkline or Line Chart:

- X-axis: Weeks

- Y-axis: Sales and Profit Amount

- Average line indicating overall average sales and profit.

- Color coding to indicate above and below-average weeks.

Footer

- Data source information

- Date of last data refresh

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### 2. Customer Dashboard Wireframe

Header

- Title: Customer Insights Dashboard

- Year Selector: Dropdown to choose current and previous years for analysis.

- Navigation Menu: Links to switch between dashboards (Sales, Customer).

Main Body

A. KPI Overview Section

- Three Big-Ass Numbers (BANs) displayed horizontally:

- Total Number of Customers (Current Year vs. Previous Year)

- Total Sales per Customer (Current Year vs. Previous Year)

- Total Number of Orders (Current Year vs. Previous Year)

- Visual indicators (arrows or color coding) to show trends (increase/decrease).

B. Customer Trends Section

- Line Chart:

- X-axis: Months (Jan - Dec)

- Y-axis: Total Sales or Customer Count

- Two lines representing current year and previous year trends.

- Highlighted months to indicate highest and lowest engagement.

C. Customer Distribution by Number of Orders Section

- Heatmap or Bar Chart:

- X-axis: Number of Orders (Grouped into ranges, e.g., 1-5, 6-10, etc.)

- Y-axis: Number of Customers

- Color coding to indicate customer distribution and engagement.

D. Top 10 Customers by Profit Section

- Table with the following columns:

- Rank

- Customer Name

- Number of Orders

- Current Sales

- Current Profit

- Last Order Date

- Sorting options available for each column.

Footer

- Data source information

- Date of last data refresh

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Interaction Elements

Filters: Include dropdowns for filtering data by:

- Product Category

- Product Subcategory

- Geographic Region (Region, State, City)

Drill-Down Functionality: Users can click on specific elements (e.g., bars in charts) to view more detailed data related to that segment.

Tooltip Functionality: Hovering over visual elements displays additional data (e.g., exact sales figures, customer details).

Conclusion

The wireframe outlines the functional layout of the Sales and Customer Dashboards, focusing on user experience and data accessibility. Each section is designed to provide stakeholders with clear insights into sales performance and customer behavior, allowing for informed decision-making. The use of interactive elements and filters enhances the usability of the dashboards, ensuring a comprehensive analytical tool for stakeholders.