

# Wireframe Document

## **BUDGET SALES ANALYSIS**

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## Document Version Control

Date Issued	Version	Description	Author
09-03-2024	1.0	Insights	Dhanshri Manusmare
13-03-2024	1.1	Final Revision	Dhanshri Manusmare

# Contents

# Page No

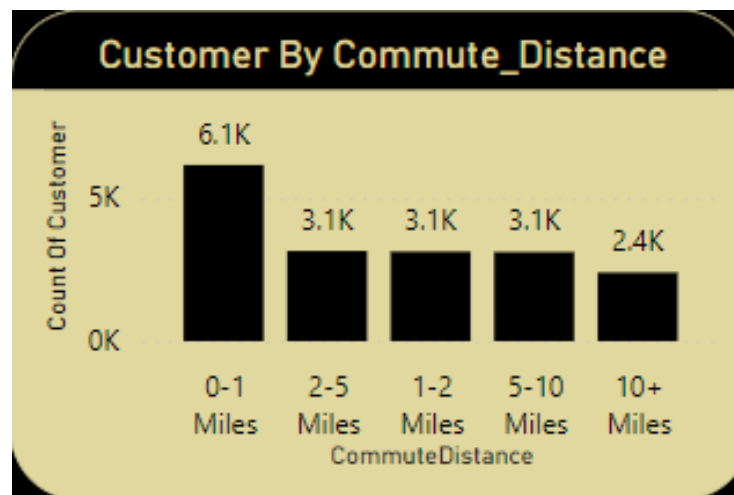
<b>Document Version Control.....</b>	<b>2</b>
<b>1. Customer Analysis.....</b>	<b>4</b>
• Customer By Commute_Distance	
• Customer By Country	
• Customer By YearlyIncome	
• Customer By Marital_Status	
• Customer & Avg YearlyIncome By Occupation	
• Customer & Avg YearlyIncome By Age_Group	
<b>2. Sales Analysis.....</b>	<b>7</b>
• Sales By Country	
• Sales & Avg YearlyIncome By Age Group	
• Sales By ProductLine	
• Sales By Sub Category	
• Sales By Year,Quarter,Month	
<b>3. Product Analysis.....</b>	<b>10</b>
• Top 5 Products By Order Quantity	
• Top 5 Products By Order Profit	
• Bottom 5 Products By Order Profit	
• Top 5 Products By Order Sales Amount	
• Monthly Details By Category & Sub Category	
<b>4. Variance Analysis.....</b>	<b>13</b>
• Variance to target comparison by category	
• Actual sales and target sales matrix	
<b>5. Profit Analysis.....</b>	<b>14</b>
• Revenue contribution by country	
• Profit contribution by country	
• Profit % by country	
• Revenue Details By Customers	

As per the problem statement, i have divided the analysis into five sections as mentioned below: -

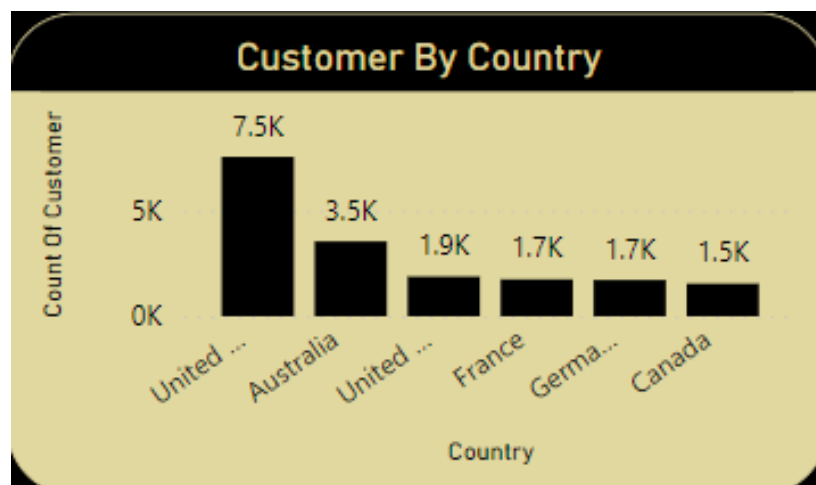
1. Customer Analysis
2. Sales Analysis
3. Product Analysis
4. Variance Analysis
5. Profit Analysis

## 1.Customer Analysis

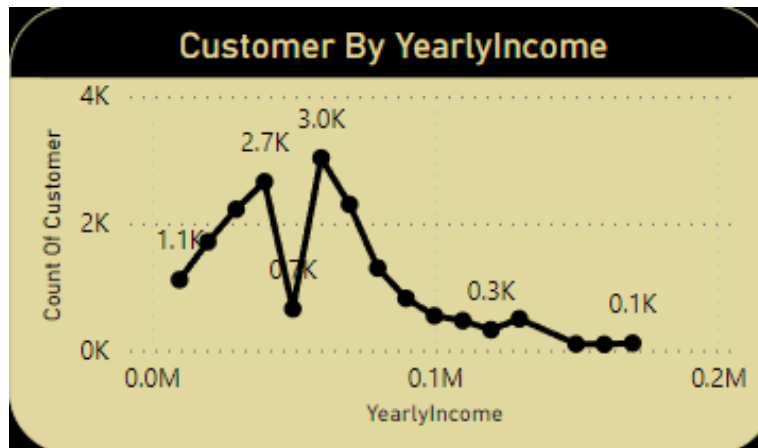
- Customer By Commute Distance



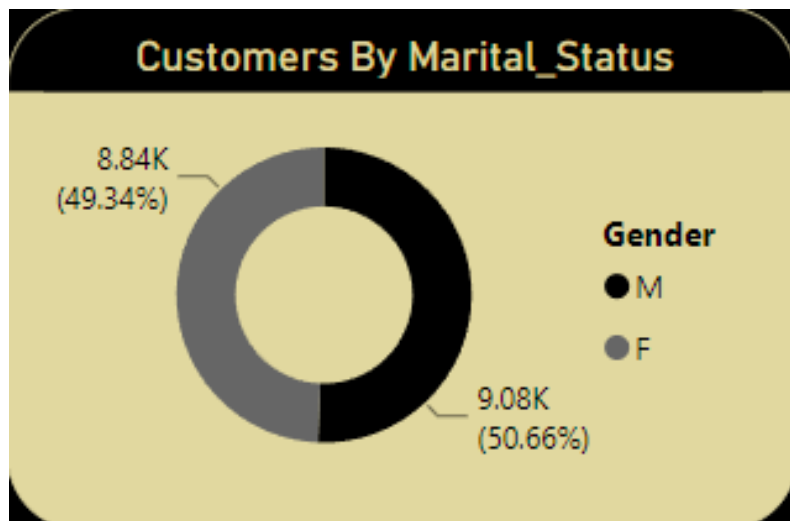
- Customer By Country



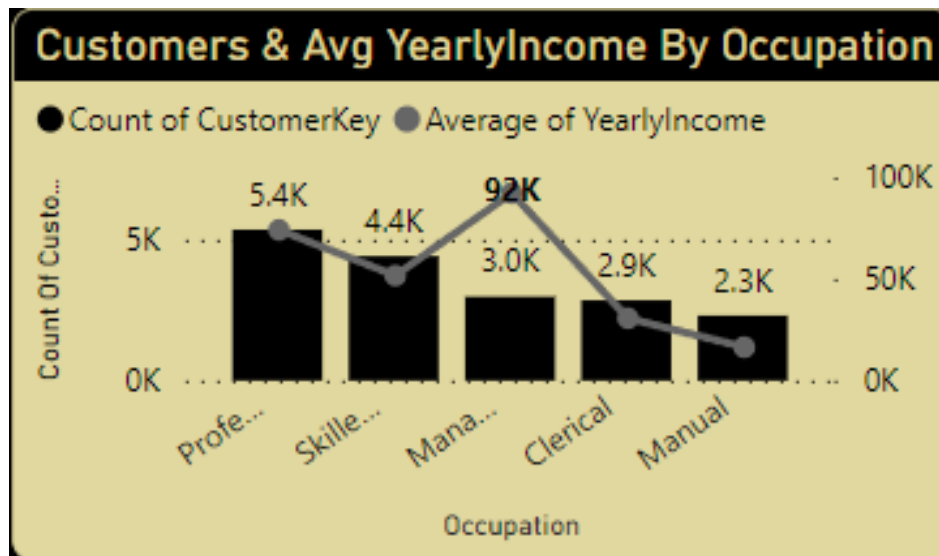
- Customer By YearlyIncome



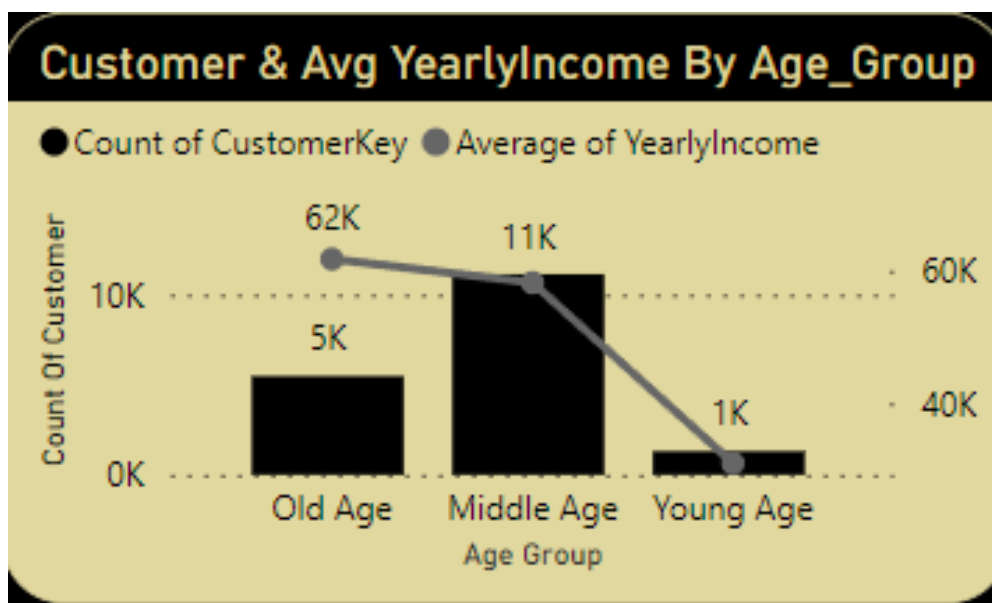
- Customer By Marital\_Status



- Customer & Avg YearlyIncome By Occupation

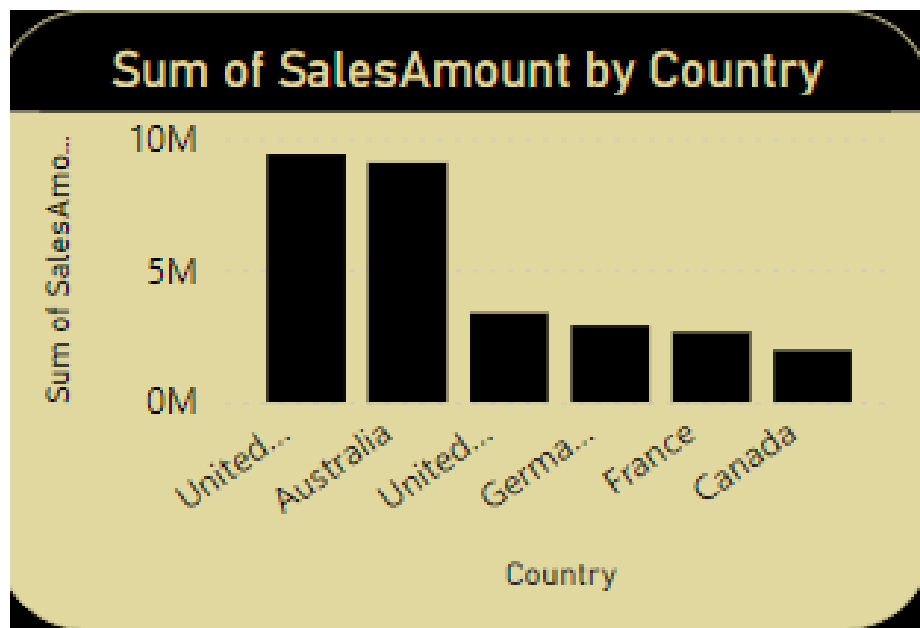


- Customer & Avg YearlyIncome By Age\_Group

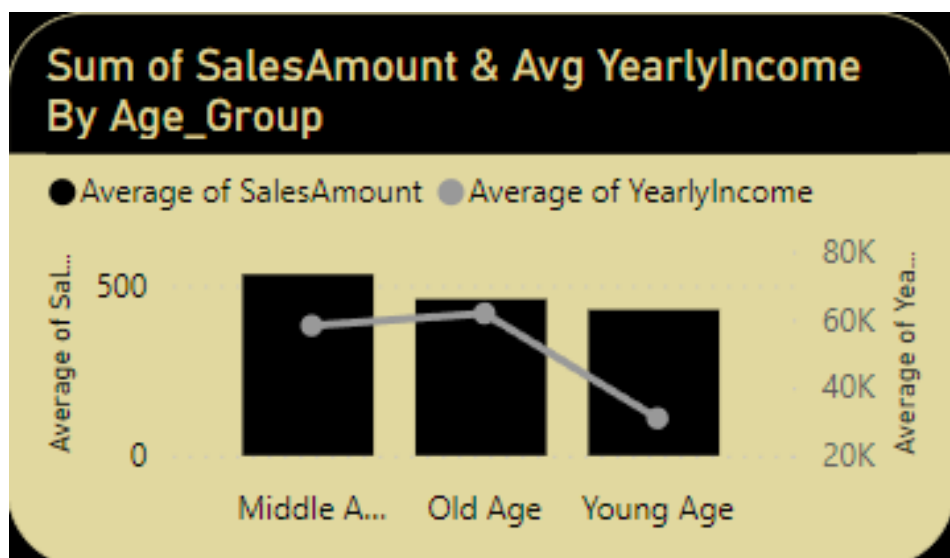


## 2.Sales Analysis

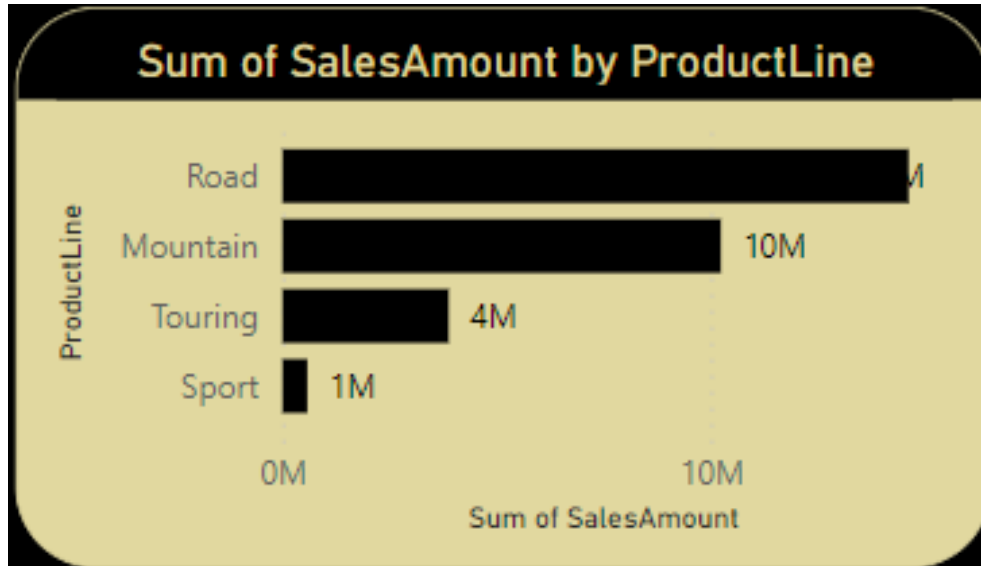
- Sales By Country



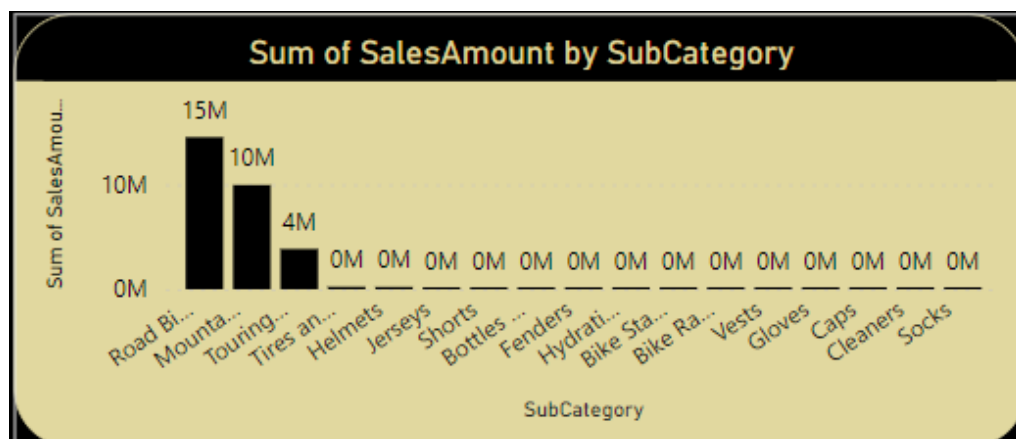
- Sales & Avg YearlyIncome By Age Group



- Sales By ProductLine

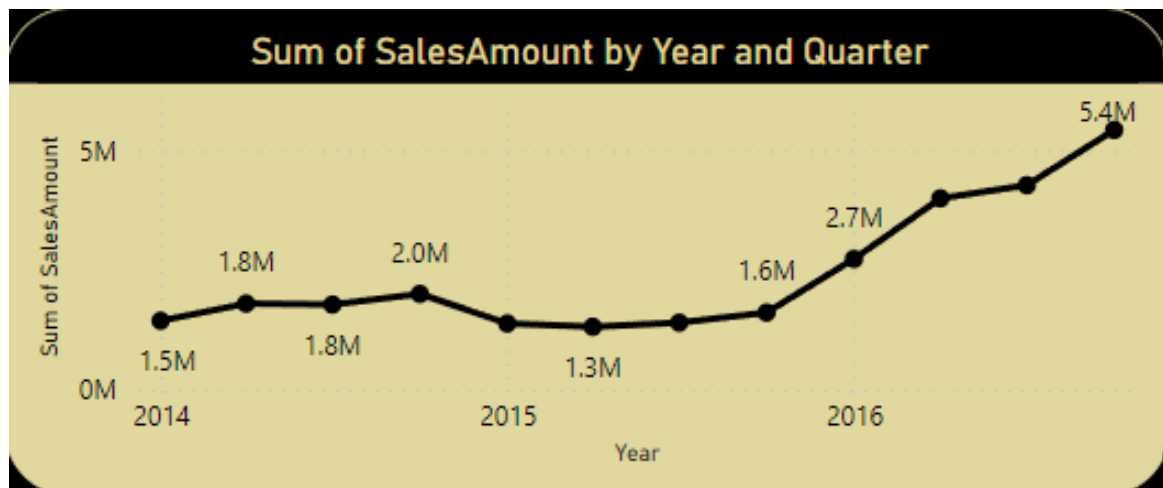


- Sales By Sub Category



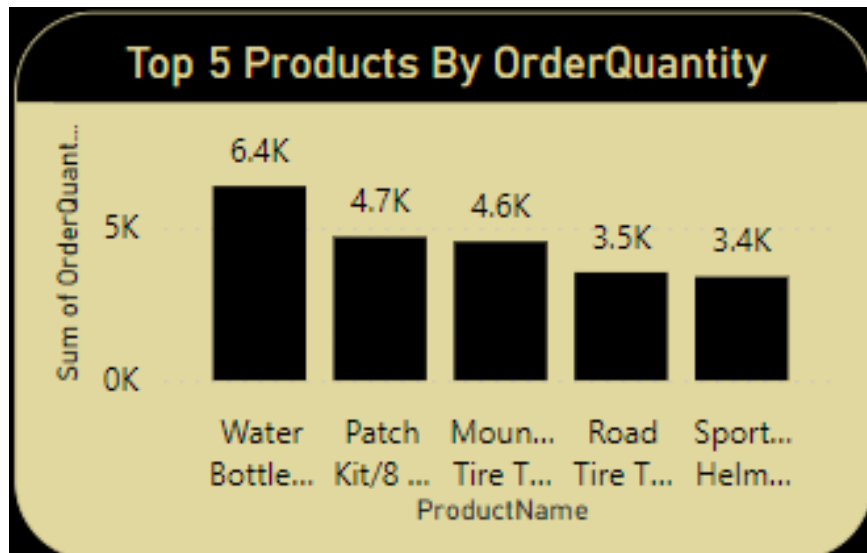


- Sales By Year,Quarter,Month

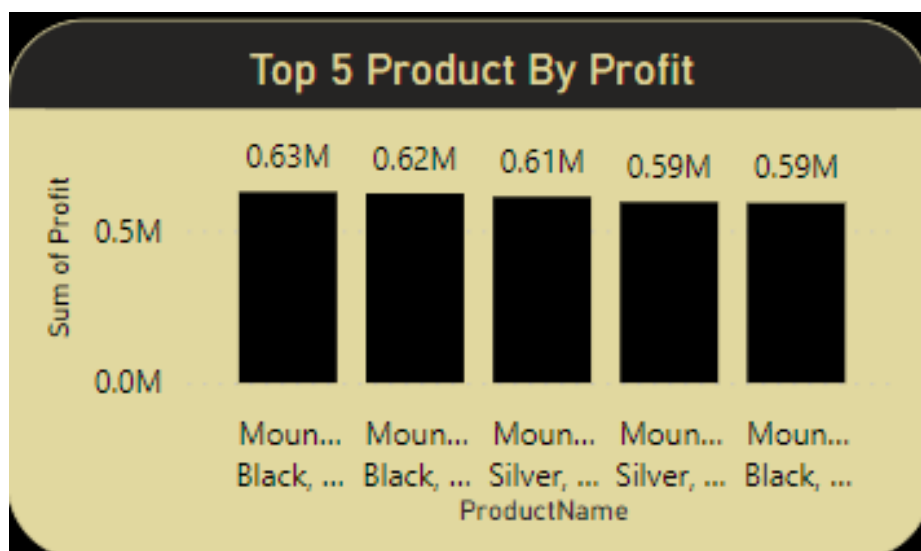


### 3.Product Analysis

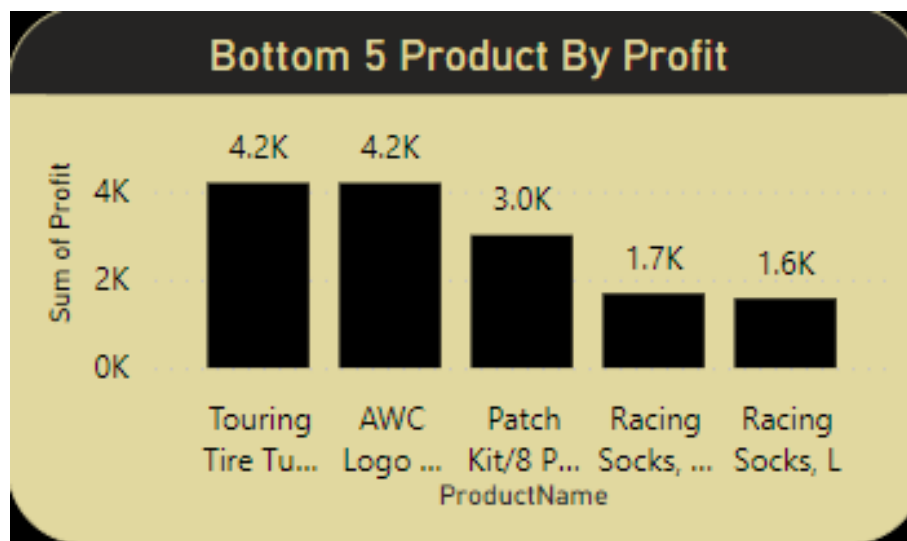
- Top 5 Products By Order Quantity



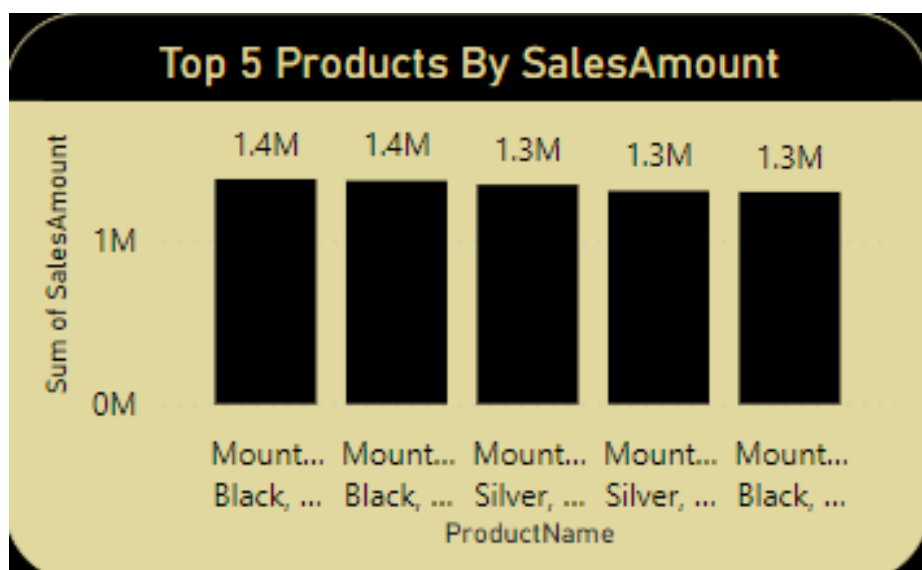
- Top 5 Products By Profit



- Bottom 5 Products By Profit



- Top 5 Products By Order Sales Amount

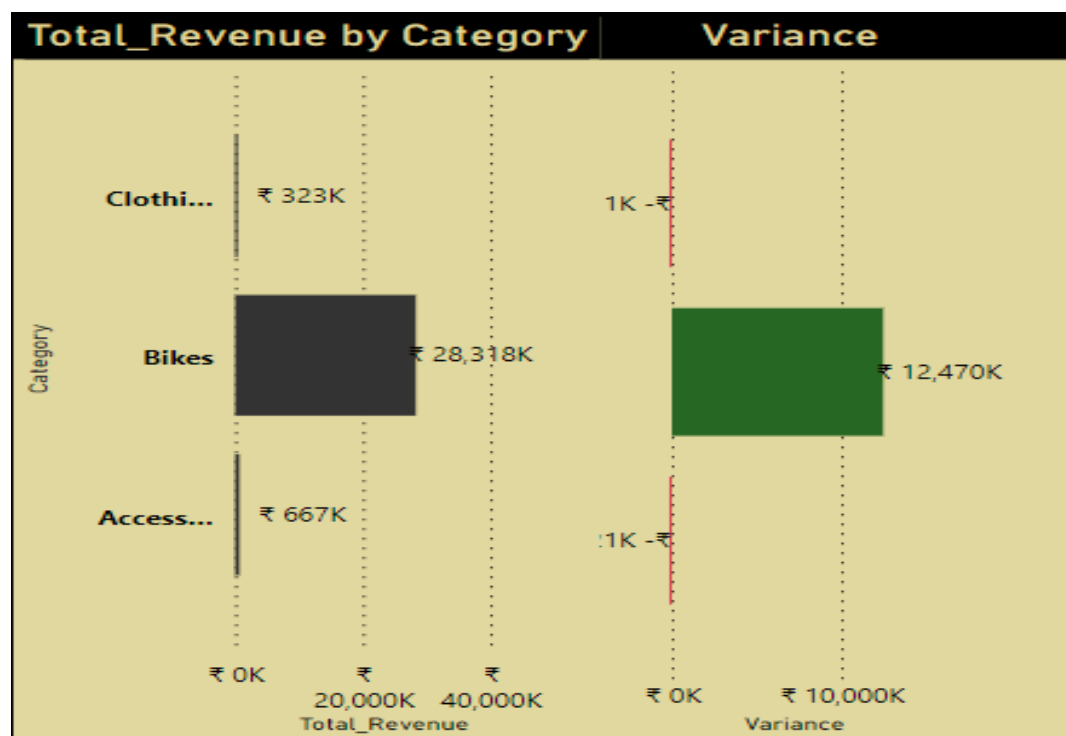


- Monthly Details By Category & Sub Category

Monthly Details By Category & Sub-Category							
Category	January	February	March	April	May	June	July
Accessories	15606	55939	56051	58659	58946	70579	6068
Bikes	1986714	1970246	1896999	2083058	2155496	3205836	247353
Mountain-100 Black, 38	10935	10935	3645	7290	14580	29160	729
Mountain-100 Black, 42	3645	18225	3645	10935	10935	18225	2551
Total	2009349	2051418	1981308	2169743	2242036	3309716	256579

## 4.Variance Analysis

- Variance to target comparison by category

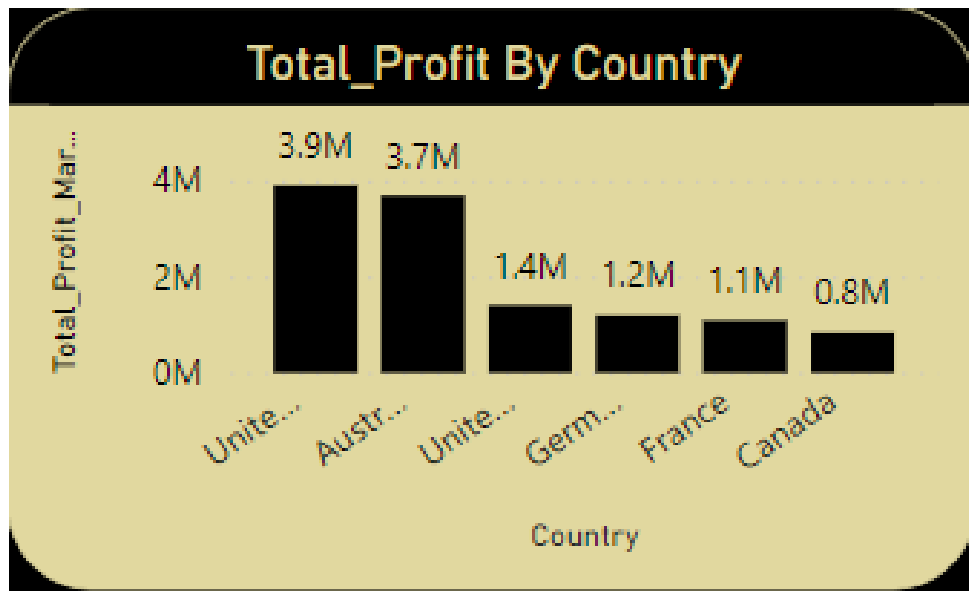


- Actual sales and target sales matrix

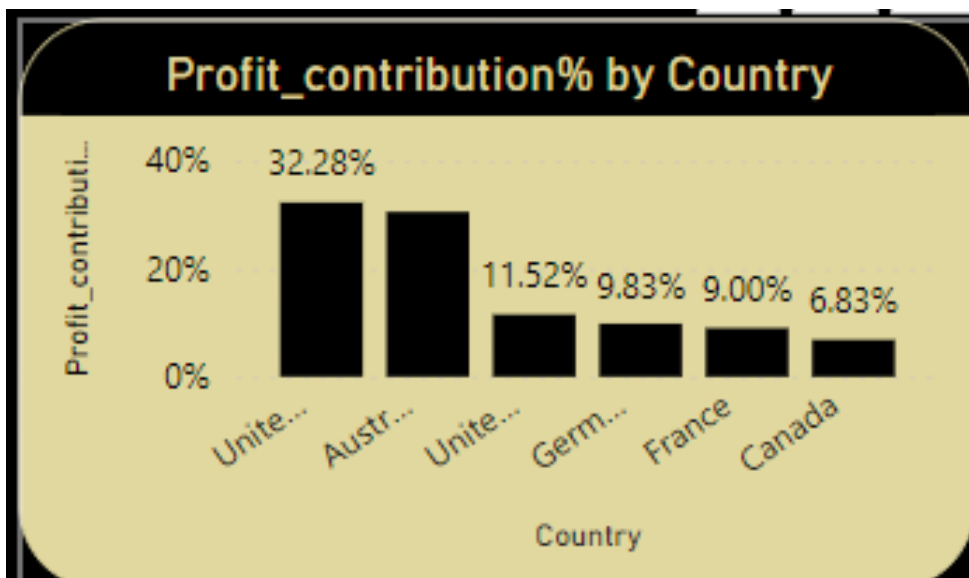
Details By Category & Sub-Category				
Category	Total_Revenue	Target_sales	Variance	Variance %
<input checked="" type="checkbox"/> Accessories	₹ 6,67,015.32	₹ 6,87,607	20,592 - ₹	-3.0%
Bike Racks	₹ 36,960	₹ 36,861	₹ 99	0.3%
Bike Stands	₹ 37,842	₹ 38,757	915 - ₹	-2.4%
Bottles and Cages	₹ 55,030.81	₹ 57,369	2,338 - ₹	-4.1%
Cleaners	₹ 6,868.8	₹ 6,465	₹ 404	6.2%
Fenders	₹ 44,267.72	₹ 43,670	₹ 598	1.4%
Helmets	₹ 2,15,923.29	₹ 2,21,905	5,982 - ₹	-2.7%
Hydration Packs	₹ 38,822.94	₹ 39,803	980 - ₹	-2.5%
Tires and Tubes	₹ 2,31,299.76	₹ 2,42,777	11,477 - ₹	-4.7%
<input checked="" type="checkbox"/> Bikes	₹ 2,83,18,144.6507	₹ 1,58,48,226	₹ 1,24,69,919	78.7%
Mountain Bikes	₹ 99,52,759.5644	₹ 65,34,364	₹ 34,18,396	52.3%
Road Bikes	₹ 1,45,20,584.0363	₹ 52,57,897	₹ 92,62,687	176.2%
Touring Bikes	₹ 38,44,801.05	₹ 40,55,965	2,11,164 - ₹	-5.2%
<b>Total</b>	₹ 2,93,07,836.5907	₹ 1,68,69,574	₹ 1,24,38,263	73.7%

## 5.Profit Analysis

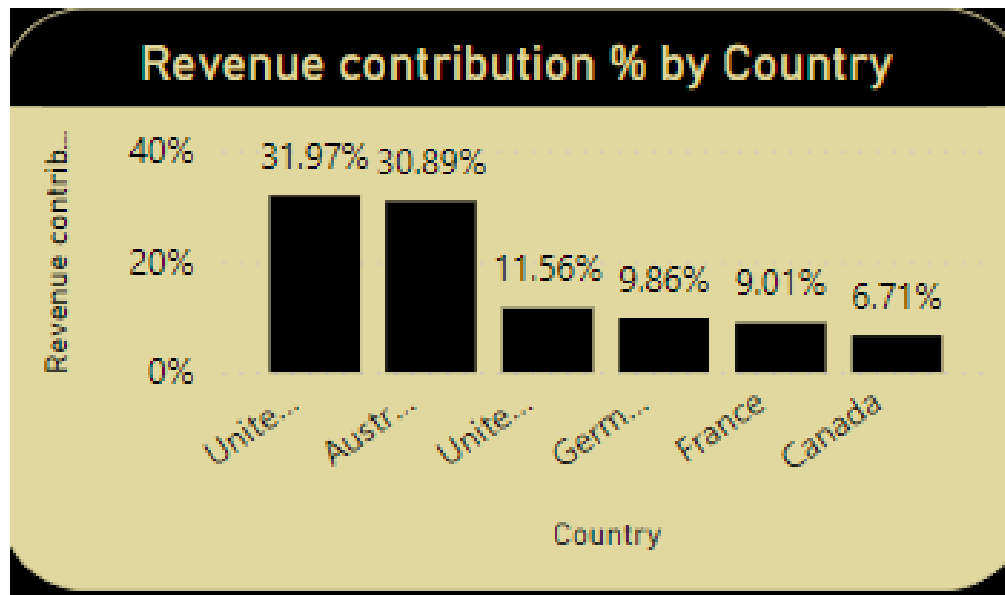
- Revenue contribution by country



- Profit contribution by country



- Profit % by country



- Revenue Details By Customers

Revenue Details By Customers						
FullName	Total_orders	Total_Revenue	Revenue contribution %	Total_Profit_Margin	Profit_Margin%	Profit_contribution%
Adams, Aaron	4	₹ 117.96	0.00%	52	44.08%	0.00%
Adams, Adam	2	₹ 141.98	0.00%	89	62.68%	0.00%
Adams, Alex	2	₹ 1,735.98	0.01%	640	36.87%	0.01%
Adams, Alexandra	1	₹ 3,578.27	0.01%	1407	39.32%	0.01%
Adams, Alex	2	₹ 1,692.17	0.01%	657	41.00%	0.01%
<b>Total</b>	<b>91321</b>	<b>₹ 2,93,07,836.5907</b>	<b>100.00%</b>	<b>12046971</b>	<b>41.10%</b>	<b>100.00%</b>