Wireframe Documentation Amazon Food Sales Data Analysis

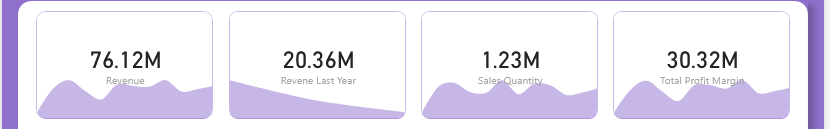
# Contents

1. [Key Insights 3](#_bookmark0)
   1. [Cards 3](#_bookmark1)
   2. [Monthly Sales Trend 3](#_bookmark2)
   3. [Revenue by Country 4](#_bookmark3)
2. [Sales Analysis 4](#_bookmark4)
   1. [Revenue vs Sales Quantity can be drilled through year , month and quarter 5](#_bookmark5)
   2. [Data Table of countries based on Revenue, YOY sales, Revenue Contribution, Profit contribution 5](#_bookmark6)
3. [Customer Analysis 6](#_bookmark7)
   1. The revenue, sales quantity, Last purchase date of selected customer ……………………………6
   2. [Revenue categorize by region 6](#_bookmark8)
   3. [Data table for customer based on revenue contribution , profit contribution 7](#_bookmark9)
   4. [Top products tooltip for selected customers 7](#_bookmark10)
4. [Product Analysis 8](#_bookmark11)
   1. [Top 20 Product slicers w.r.t revenue 9](#_bookmark12)
   2. [Detail Cards of Sales Quantity, YOY Sales Growth%, Profit Margin 9](#_bookmark13)
   3. [Detailed Overall sales using waterfall chart for selected date 10](#_bookmark14)

# Key Insights

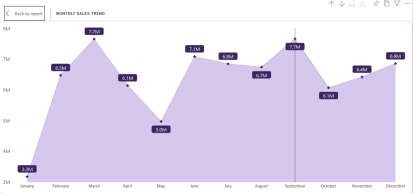
* 1. Cards

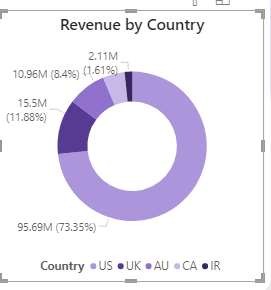
The card slicers that shows Revenue, Revenue Last Year, Total Sales Quantity, Total Profit Margin



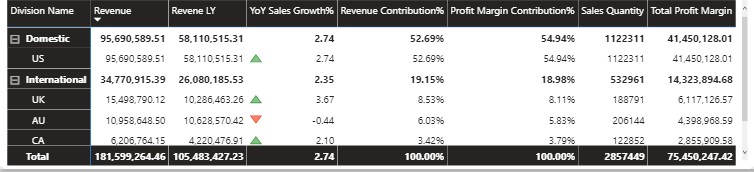
* 1. Monthly Sales Trend

The area chart for monthly, yearly and quarterly sales

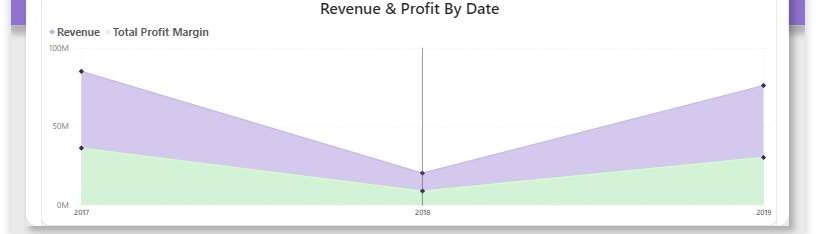
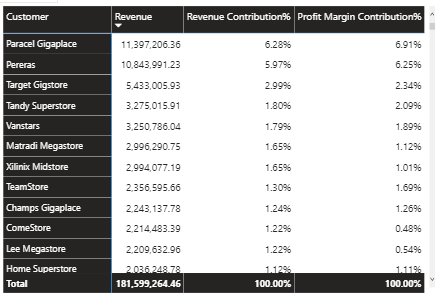


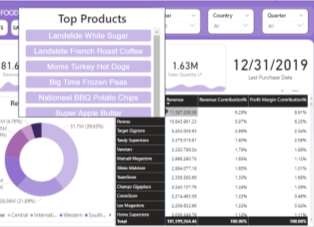
* 1. Revenue by Country

# Sales Analysis

* 1. Monthly Sales for 2017 , 2018, 2019
  2. Data Table of countries based on Revenue, YOY sales, Revenue Contribution, Profit contribution

# Customer Analysis

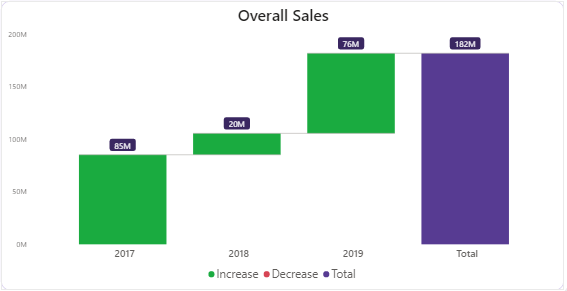
* 1. Revenue and Profit categorize by region
  2. Data table for customer based on revenue contribution , profit contribution.
  3. Top products tooltip for selected customers



# Product Analysis

* 1. Top 20 Product slicers w.r.t revenue
  2. Detail Cards of Sales Quantity, YOY Sales Growth%, Profit Margin



* 1. Detailed Overall sales using waterfall chart for selected date