iNeuron

WIREFRAME DOCUMENTATION

BUDGET SALES ANALYSIS

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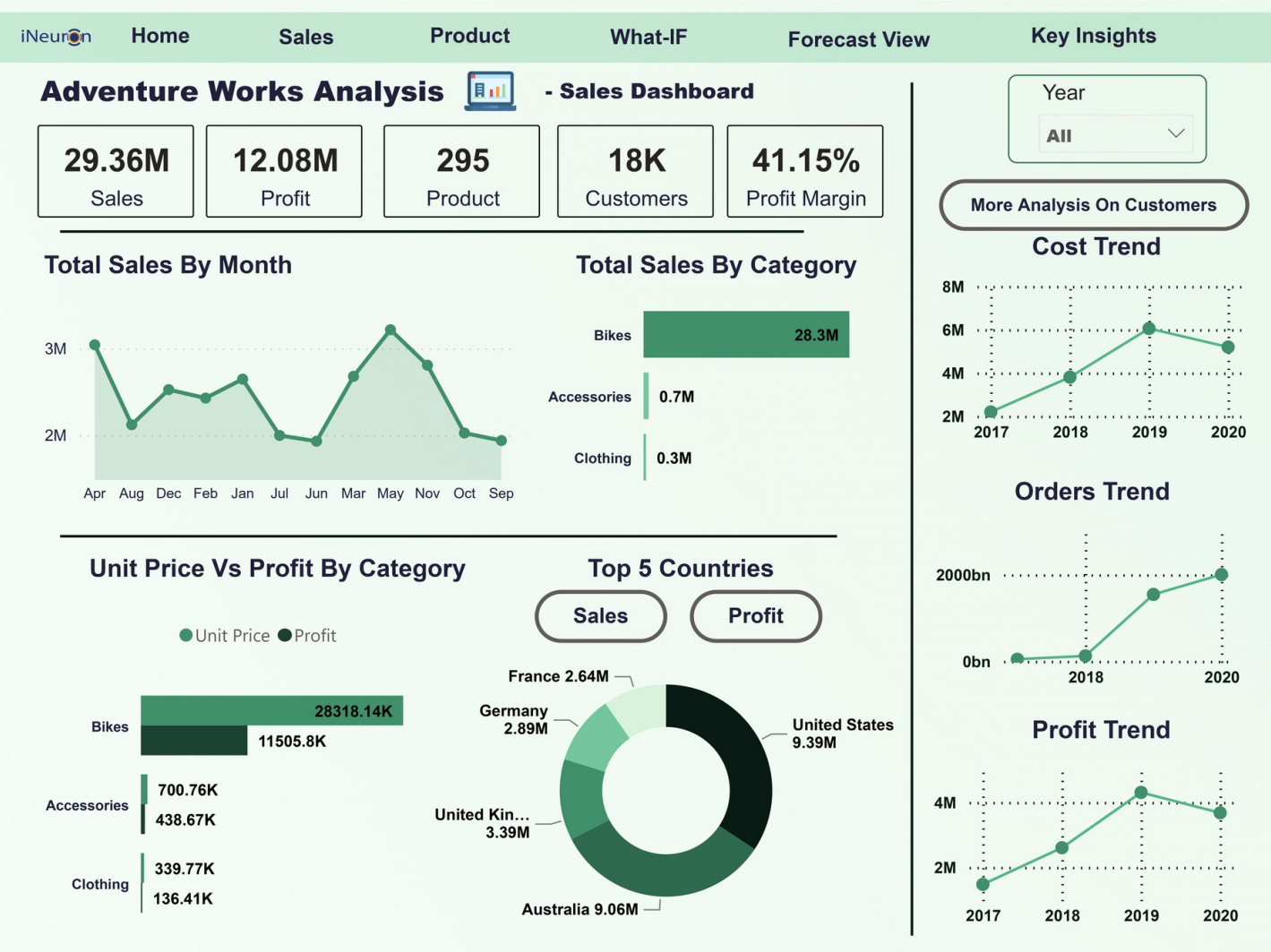
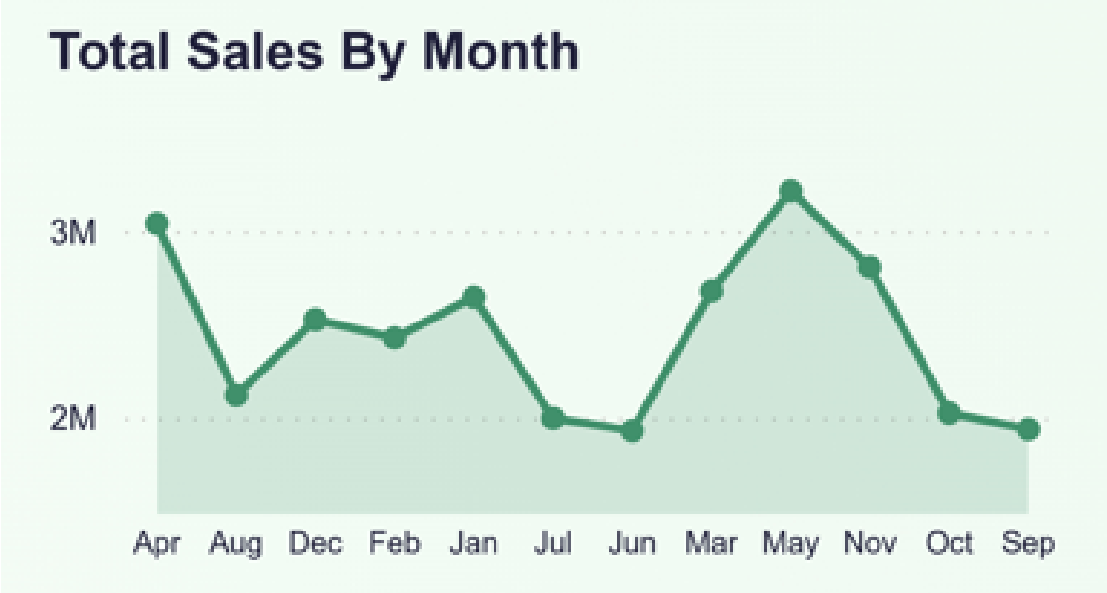
As per the problem statement, we have divided analysis into four sections: -

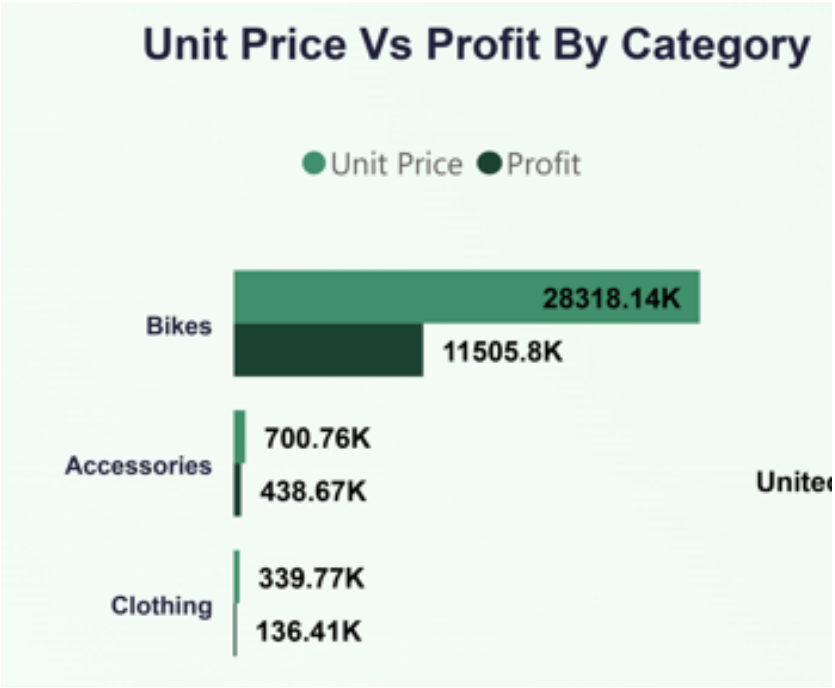
1. Sales Analysis :



In this section we designed our first dashboard and tried to interpret the followings: -

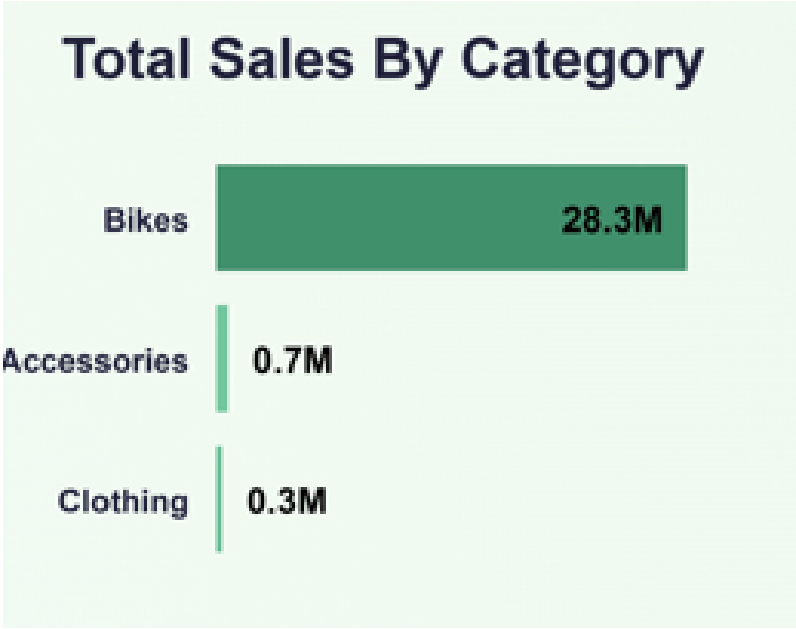
- Sales trend over the months





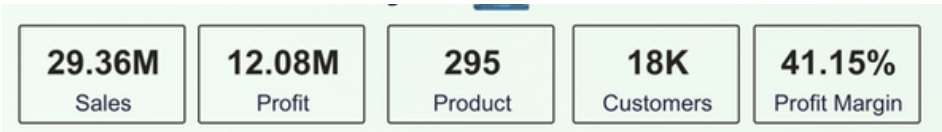
- Comparison of Average price and Average profit by Product Category

- Total Sales by Category

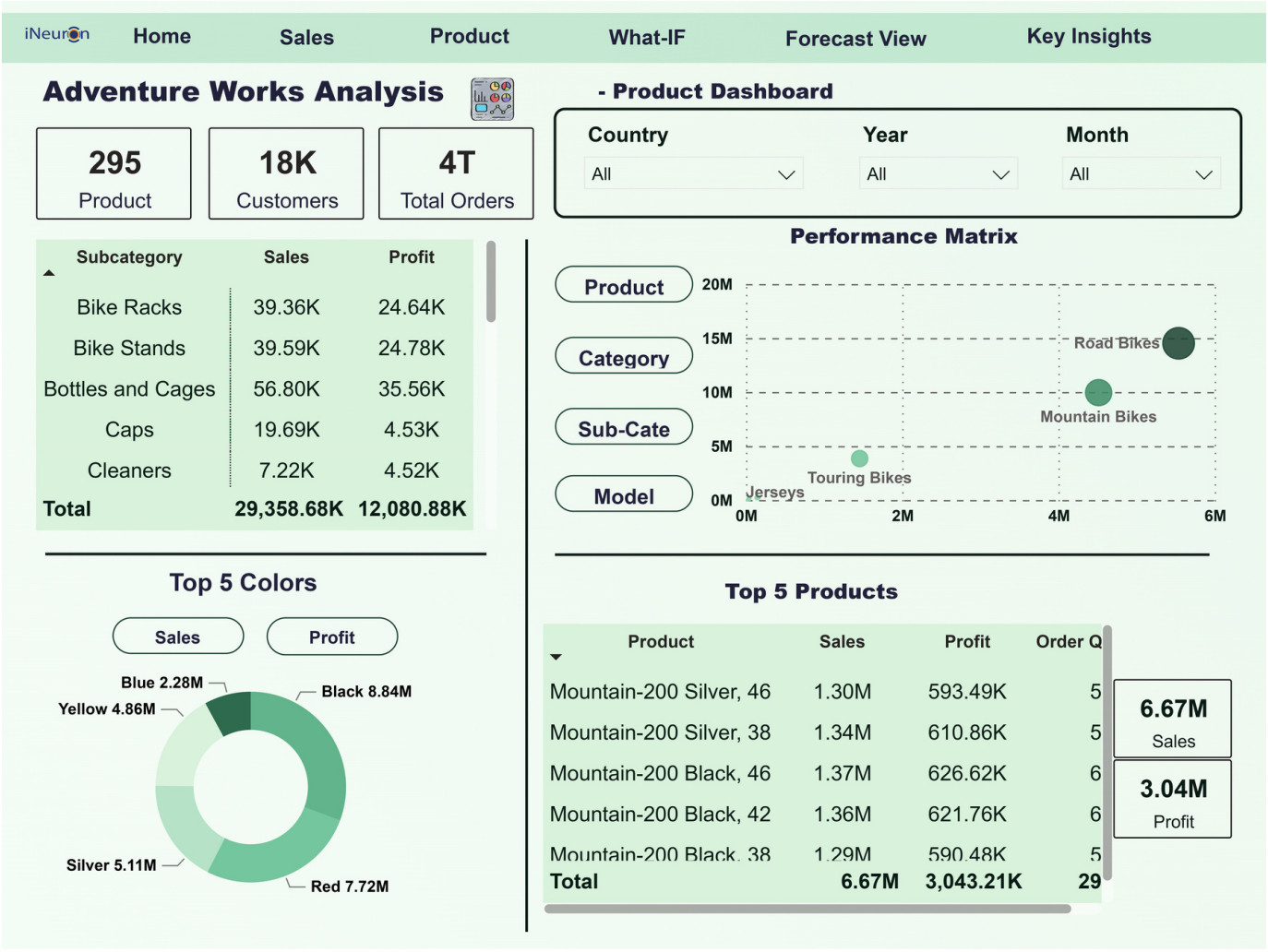


- Top 5 Sales and Profit by Countries

- Key Performance Indicators

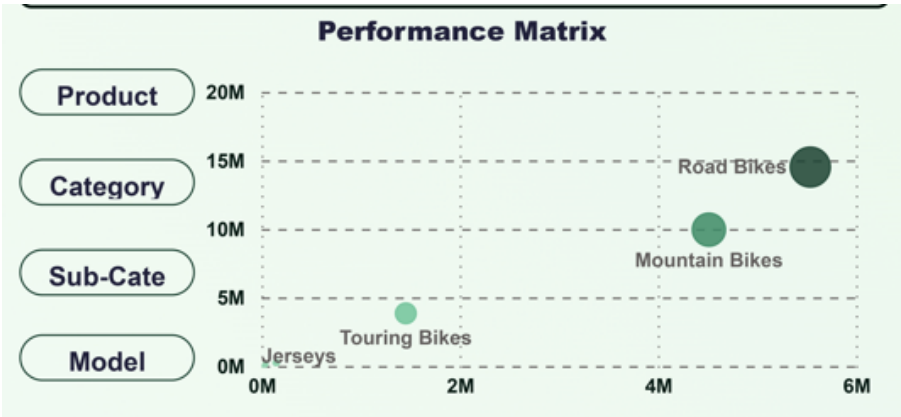


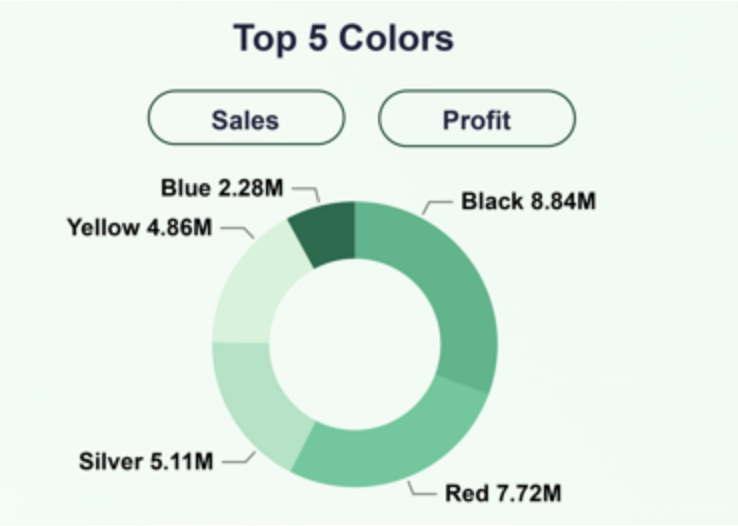
2. Product Analysis :



Scatter Plot for the Performance matrix for the

1. Product
2. Category
3. Sub-Category
4. Model



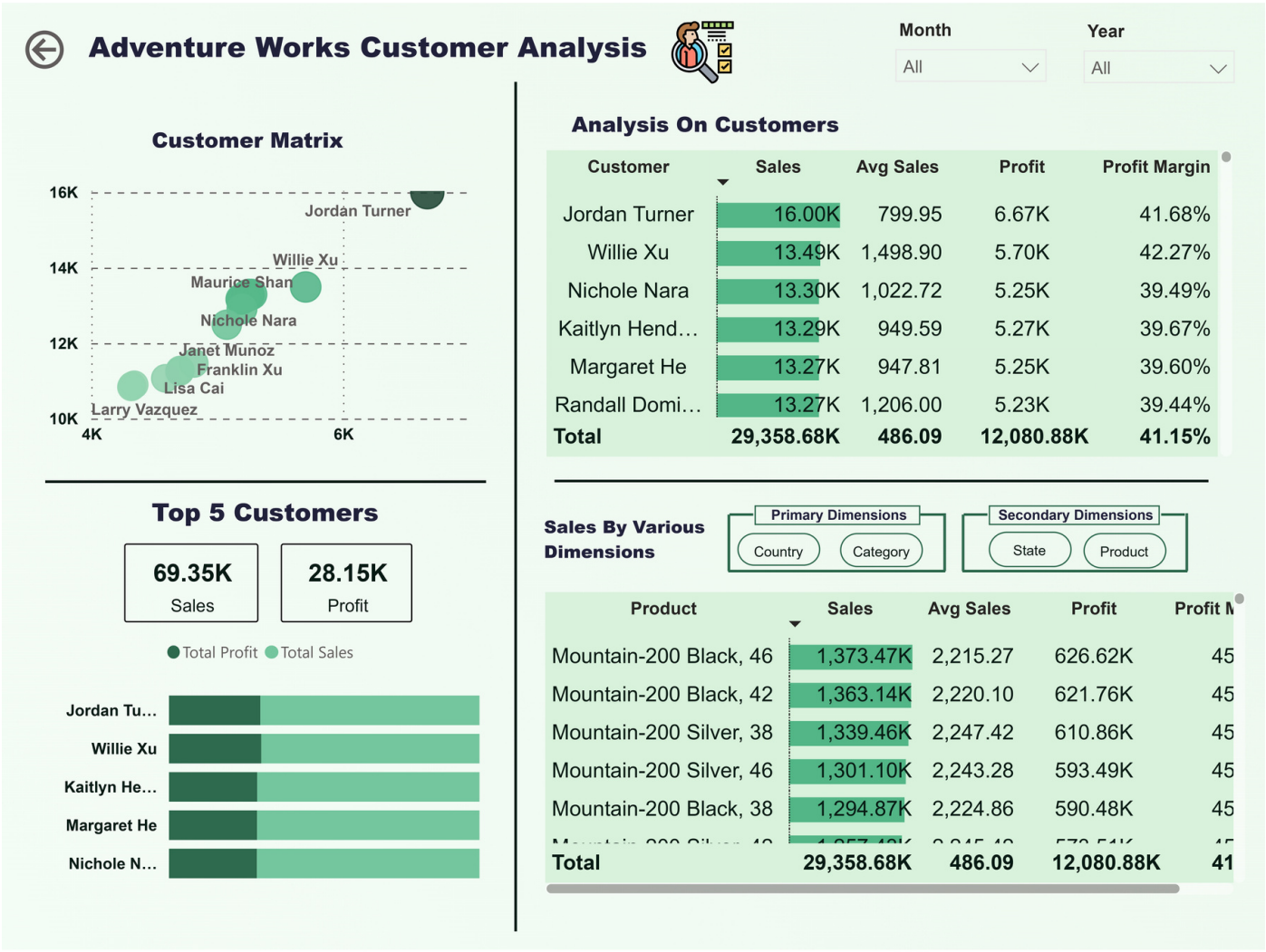


Pie Chart - Analysing the top 5 colors

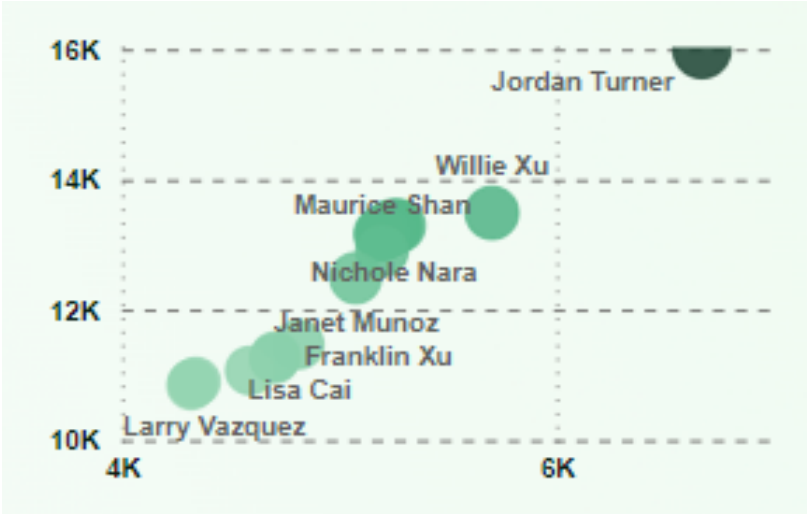
- Sub Category details by Sales and Profit.

Subcategory	Sales	Profit
Bike Racks	39.36K	24.64K
Bike Stands	39.59K	24.78K
Bottles and Cages	56.80K	35.56K
Caps	19.69K	4.53K
Cleaners	7.22K	4.52K
Total	**29,358.68K**	**12,080.88K**

3. Customer Analysis :



- Customer Matrix



Category	Sales	Avg Sales	Profit	Profit Margin
Bikes	28,318.14K	1,862.42	11,505.80K	40.63%
Accessories	700.76K	19.42	438.67K	62.60%
Clothing	339.77K	37.33	136.41K	40.15%
Total	**29,358.68K**	**486.09**	**12,080.88K**	**41.15%**

- Revenue Details by Category

- Revenue Details by Country

Country	Sales	Avg Sales	Profit	Profit Margin
United States	9.39M	439.93	3.90M	41.54%
Australia	9.06M	678.98	3.69M	40.68%
United Kingdom	3.39M	491.13	1.39M	41.00%
Germany	2.89M	514.54	1.19M	41.02%
France	2.64M	475.71	1.09M	41.08%
Canada	1.98M	259.56	0.83M	41.96%
Total	**29.36M**	**486.09**	**12.08M**	**41.15%**

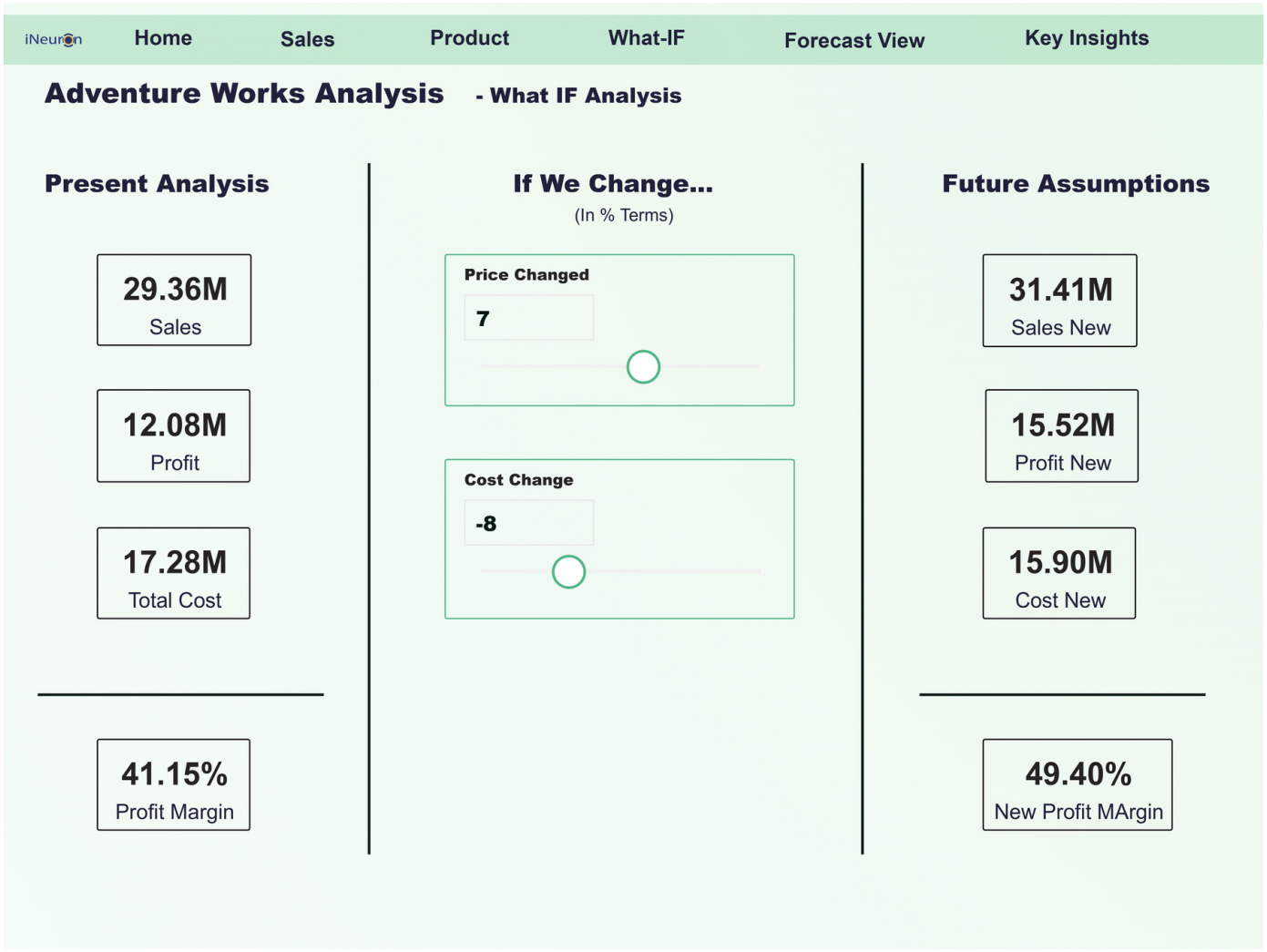
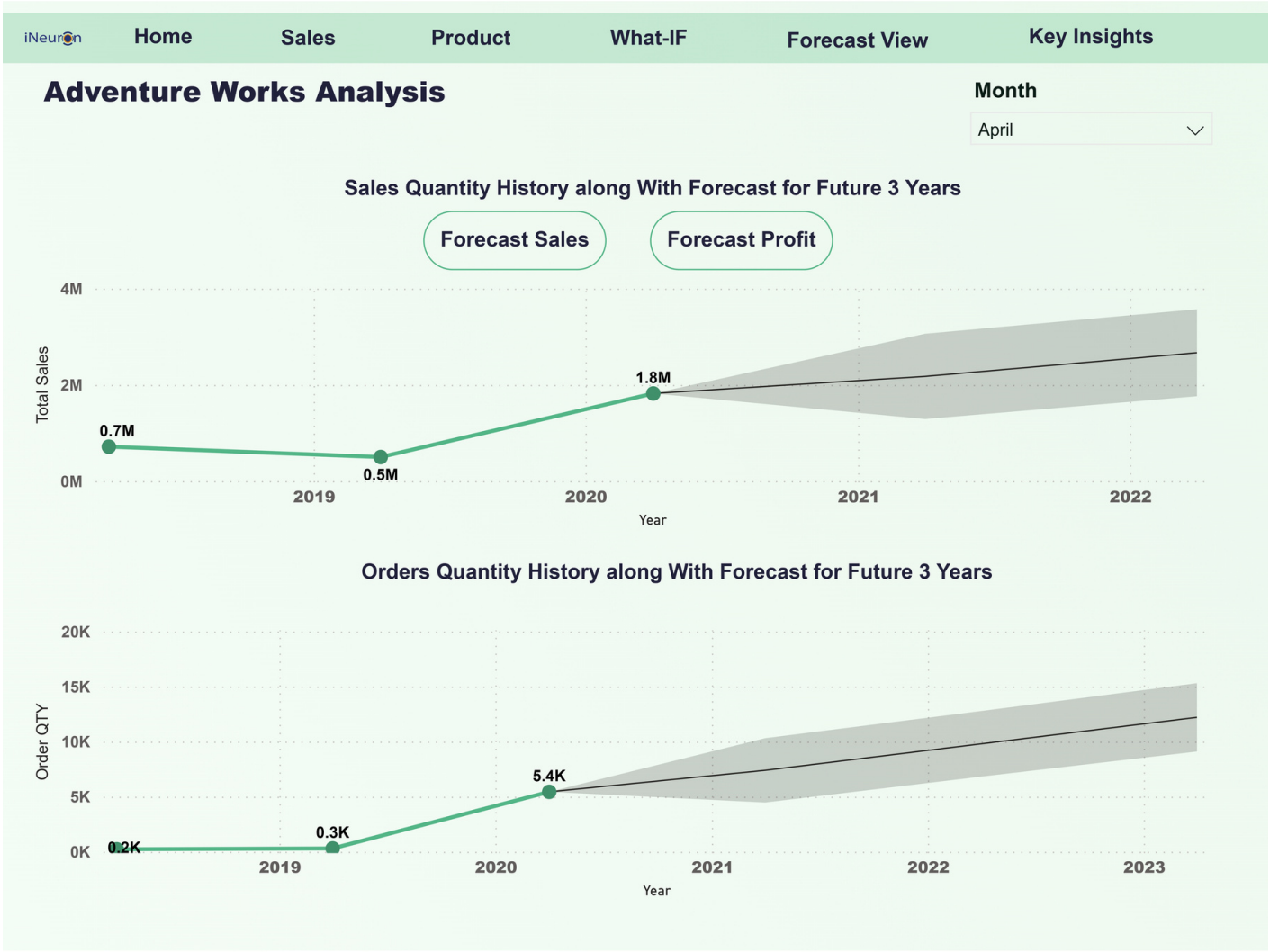
Customer	Sales	Avg Sales	Profit	Profit Margin
Jordan Turner	16.00K	799.95	6.67K	41.68%
Willie Xu	13.49K	1,498.90	5.70K	42.27%
Nichole Nara	13.30K	1,022.72	5.25K	39.49%
Kaitlyn Hend...	13.29K	949.59	5.27K	39.67%
Margaret He	13.27K	947.81	5.25K	39.60%
Randall Domi...	13.27K	1,206.00	5.23K	39.44%
Total	**29,358.68K**	**486.09**	**12,080.88K**	**41.15%**

- Revenue Details by Customer

- Revenue Details by State

State-Province	Sales	Avg Sales	Profit	Profit Ma
California	5.71M	466.55	2.37M	41.4
New South Wales	3.93M	673.83	1.60M	40.6
England	3.39M	491.13	1.39M	41.0
Washington	2.47M	404.40	1.03M	41.6
Victoria	2.28M	681.99	0.93M	40.6
British Columbia	1.96M	257.82	0.82M	41.9
Total	**29.36M**	**486.09**	**12.08M**	**41.1**

4. What if Page Analysis :



5. Forecast Analysis :