

# **Wireframe Document**

## **Budget Sales Analysis**

Document Version: 1.0

Last Date of Revision:24/10/2023

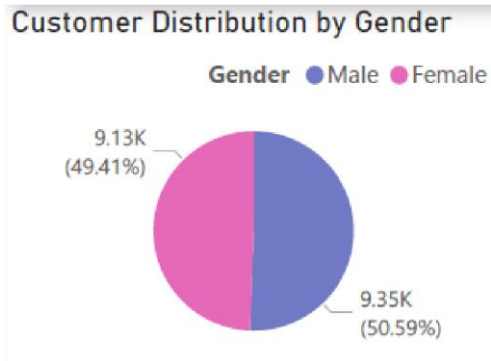
Nikhil N

**Document Version Control**

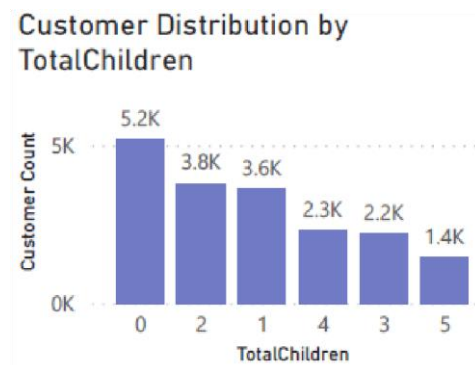
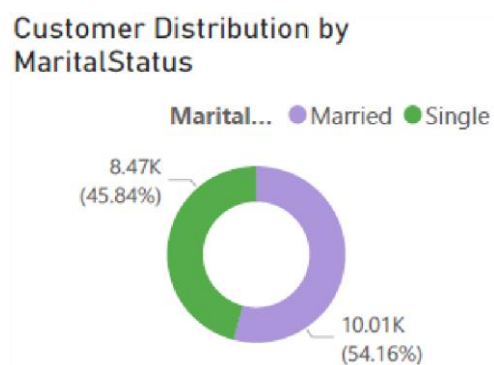
| Date Issued     | Version | Description        | Author   |
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| 24 October 2023 | 1.0     | Wireframe Document | Nikhil N |

Exploratory Data Analysis was performed on data on Jupyter Notebook and then created a Power BI Dashboard.

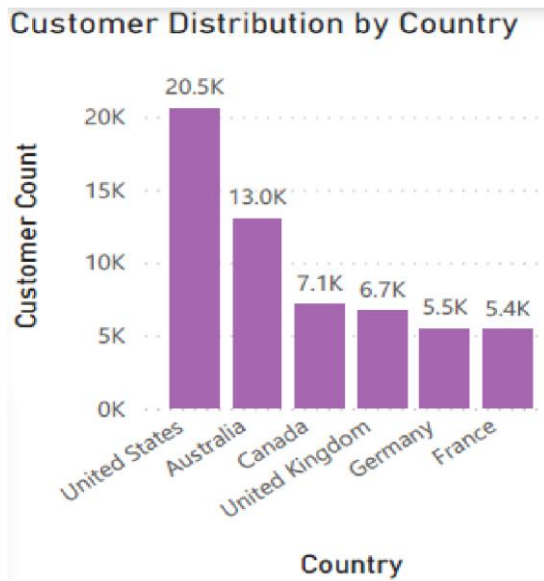
## 1. Customer Data



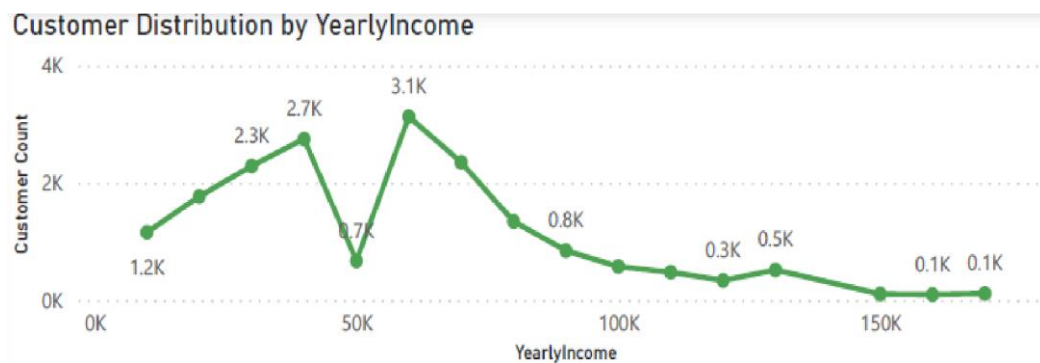
- Almost 49.41% of customers are Female and 50.59% customers are Male



- Almost 45.84% of customers are Single and 54.16% customers are Married
- Customers with Total Number of Children between 0-2 are more

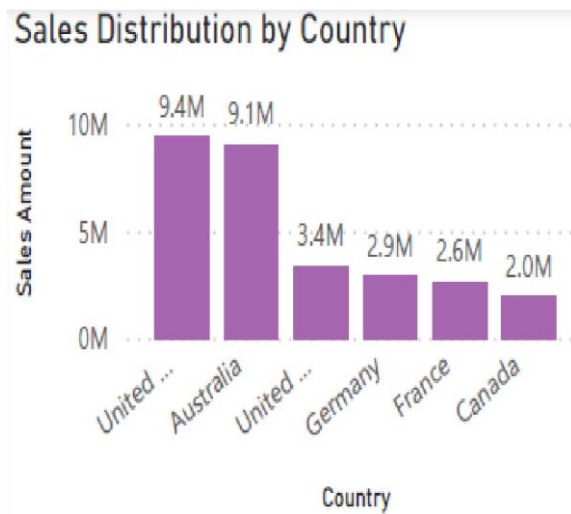


- Almost more than half i.e 33.5.K customers are from United States and Australia
- Nearly 57.5% of customers belong to United States and Australia
- More than 35% of customers belong to United States



- Most of the customers Yearly Income lies between 10K-40K, 60K-70K
- Most of the Yearly Income of customers is below 100K

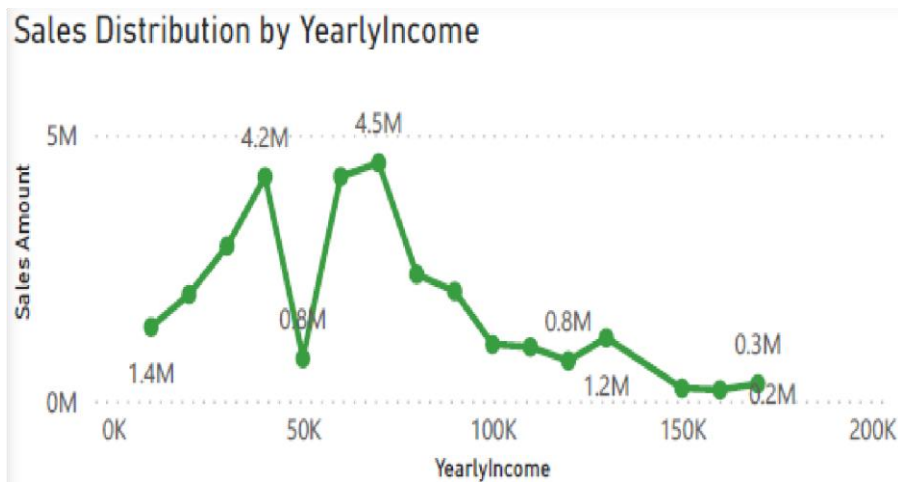
## 2. Sales Data



- Most of the Sales are from United States and Australia i.e almost 18.5 million of sales
- Nearly 10.9 million of sales are from UK, Germany, France and Canada

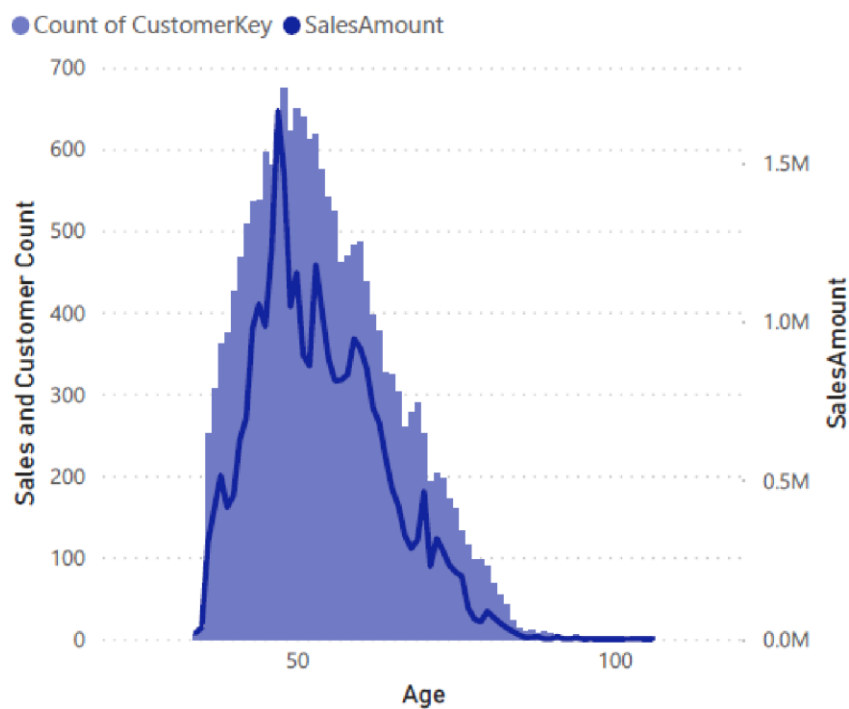


- Sales are high where commute distance is less i.e 0-1 Miles



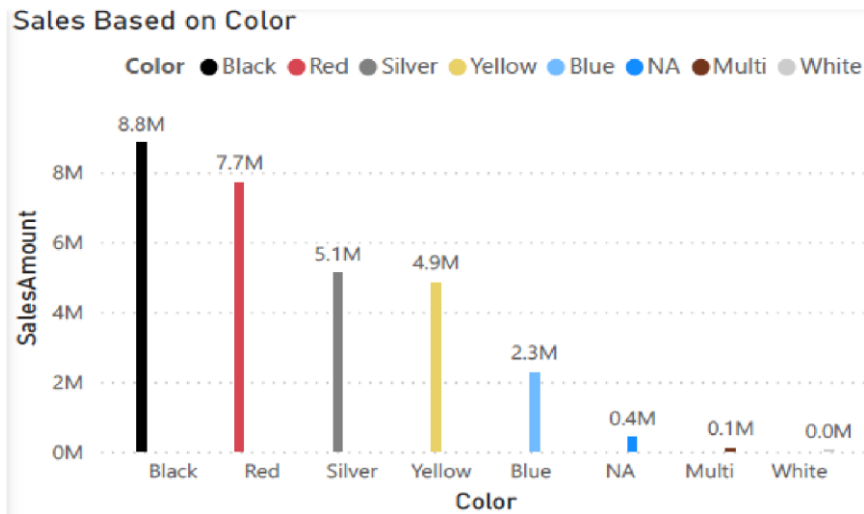
- Most of the Sales are from customers with Yearly Income between 10K-40K, 60K-70K
- Sales are very low for customers with Yearly Income of 50K
- Most of the Sales are seen in range where Yearly Income of customers is below 100K

### Sales and Customer Distribution by Age

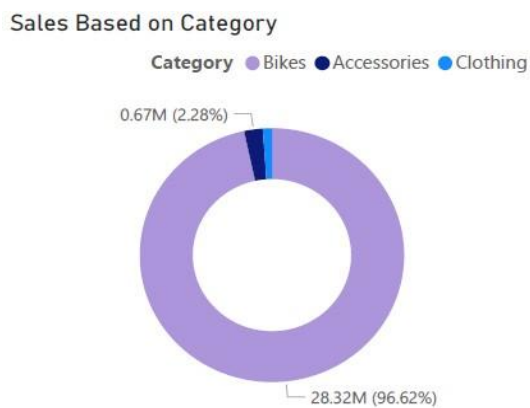


- Sales are high for the customers from age 40-60 years i.e. Middle Age group

### 3. Product Data



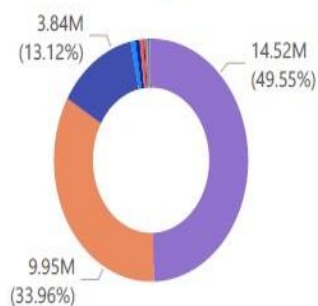
- Black and Red colors are most liked by the customers
- Almost more than half of the sales have been done of products in Black(8.8M) and Red(7.7M) colors
- Next most sold colors are Silver(5.1M) and Yellow (4.9M)



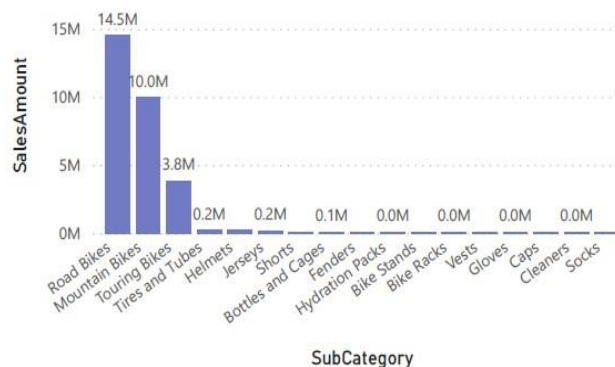
- Almost 96.62% of sales comes from the Product Category Bikes
- Other 2.28% of sales come from Accessories and Cloths

Sales Based on SubCategory

SubCat... ● Road Bikes ● Mountain Bikes ▶



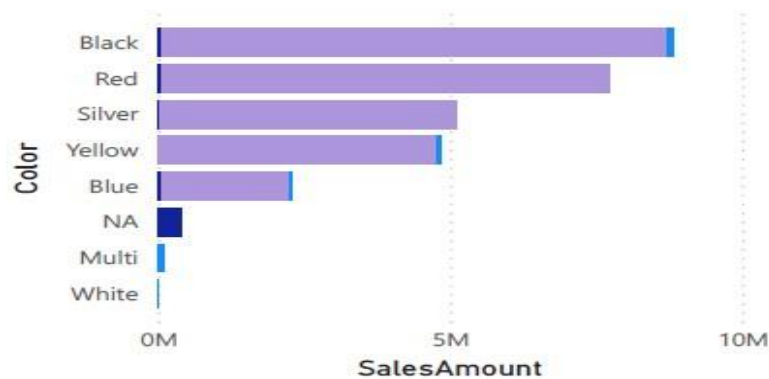
Sales Based On SubCategory



- Nearly 49.55% of the sales comes from SubCategory Road Bikes among the Category Bike
- Nearly 33.96% of the sales comes from SubCategory Mountain Bikes among the Category Bike
- Nearly 13.12% of the sales comes from SubCategory Touring Bikes among the Category Bike

Sales Distribution by Category and Color

Category ● Accessories ● Bikes ● Clothing



- Bikes of colors Black, Red, Silver, Yellow contribute to more sales generation



SalesAmount by Month



- Sales are increasing in the month of June-July and November-December