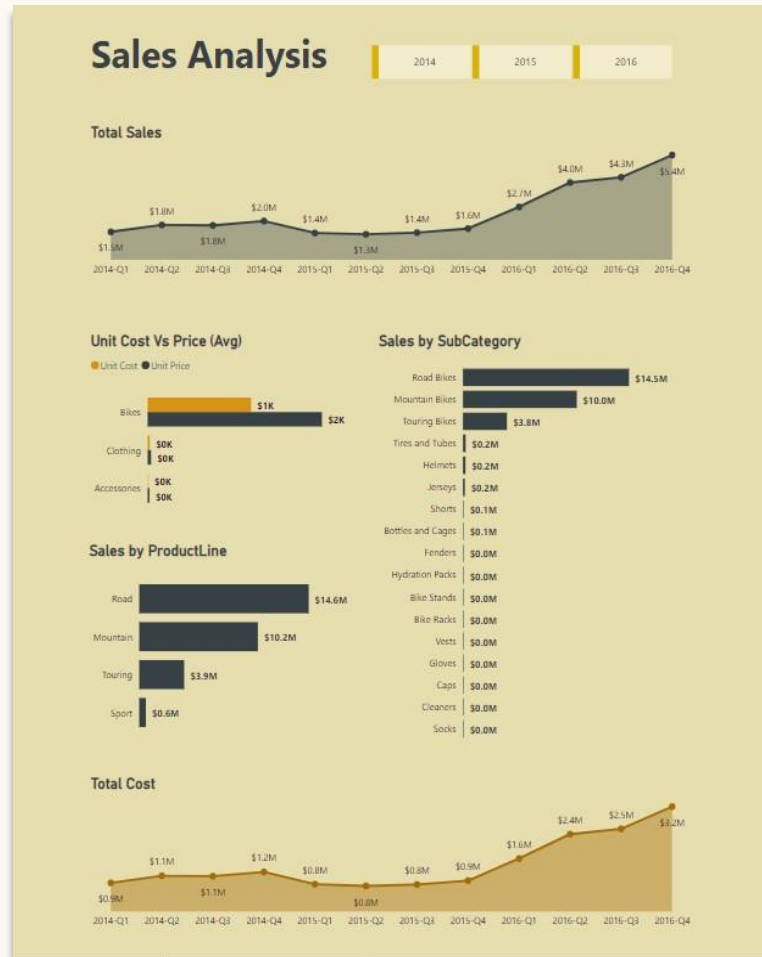# WIREFRAME DOCUMENTATION

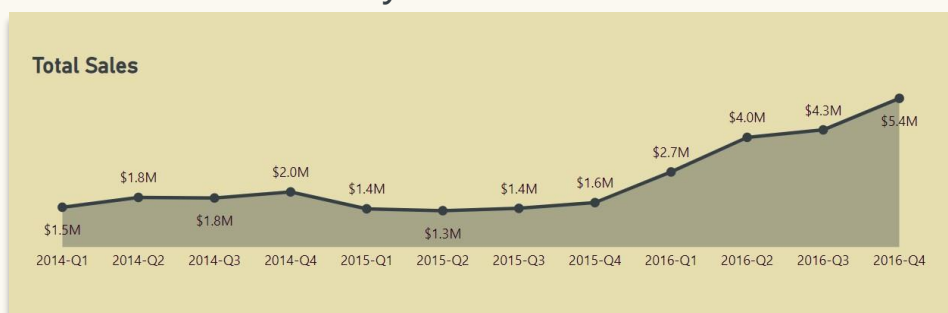BUDGET SALES ANALYSIS

Kakarla Naseer Basha

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

1. Sales Analysis:

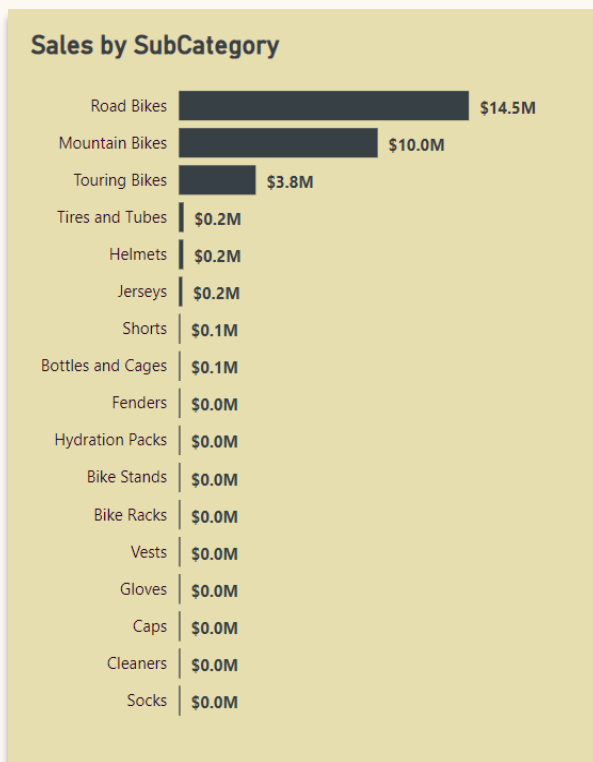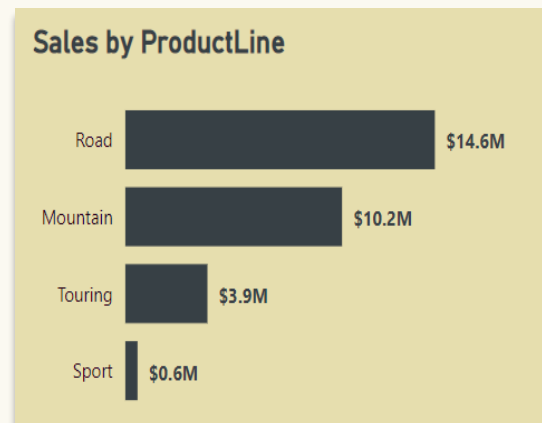In this section we designed our first dashboard and tried to interpret the followings: -

- Sales trend over the year

Unit Cost Vs Price (Avg)

● Unit Cost ● Unit Price

Bikes	$1K / $2K
Clothing	$0K / $0K
Accessories	$0K / $0K

■ Comparison of Average cost and Average Price by Product category

■ Revenue generated by Product line

Sales by ProductLine

Road	$14.6M
Mountain	$10.2M
Touring	$3.9M
Sport	$0.6M

Sales by SubCategory

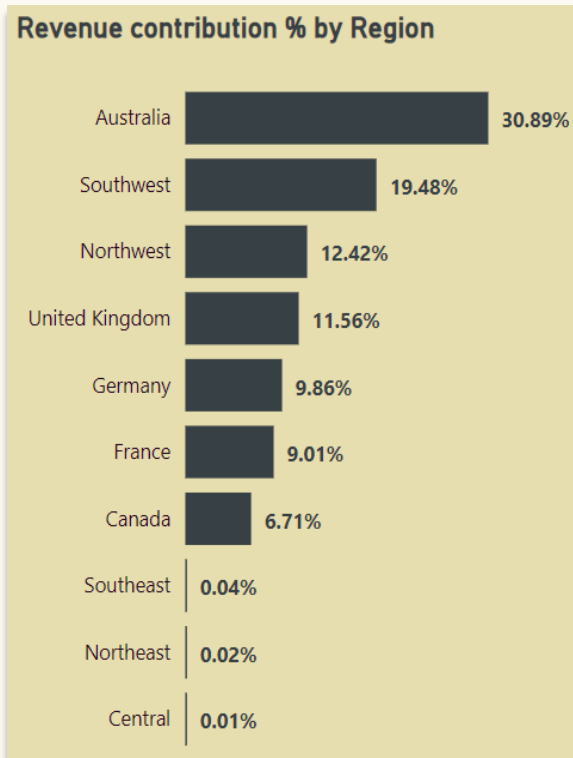|	
Road Bikes	$14.5M
Mountain Bikes	$10.0M
Touring Bikes	$3.8M
Tires and Tubes	$0.2M
Helmets	$0.2M
Jerseys	$0.2M
Shorts	$0.1M
Bottles and Cages	$0.1M
Fenders	$0.0M
Hydration Packs	$0.0M
Bike Stands	$0.0M
Bike Racks	$0.0M
Vests	$0.0M
Gloves	$0.0M
Caps	$0.0M
Cleaners	$0.0M
Socks	$0.0M

■ Turnover Generated by Product Subcategory

- Product cost over the year

2. Profit Analysis:

Revenue contribution % by Region

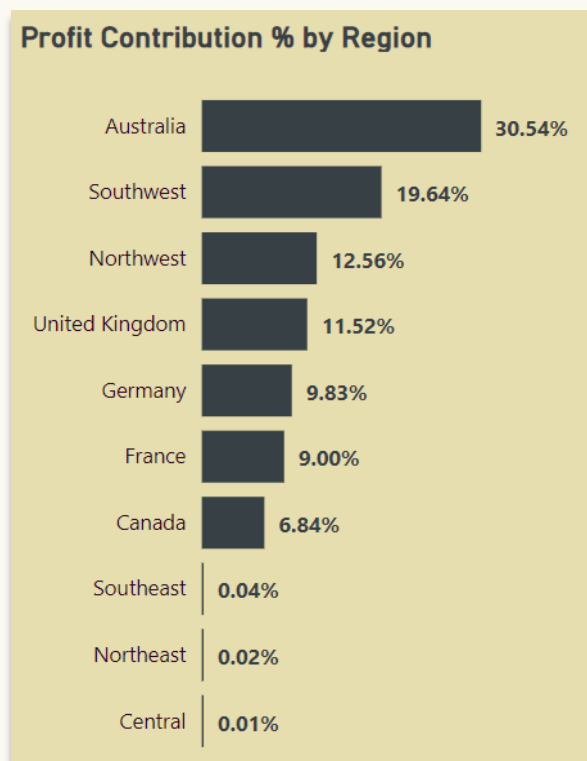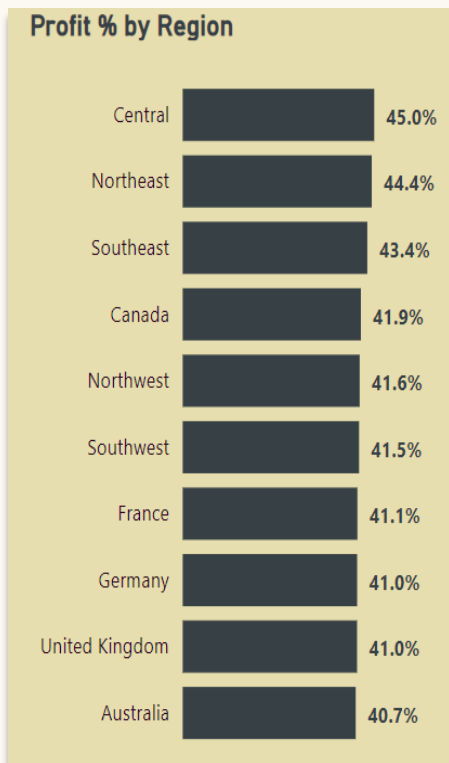| Region	%
Australia	30.89%
Southwest	19.48%
Northwest	12.42%
United Kingdom	11.56%
Germany	9.86%
France	9.01%
Canada	6.71%
Southeast	0.04%
Northeast	0.02%
Central	0.01%

- Stacked bar chart of revenue contributed by region in percentage

- Stacked bar chart of profit contribution by region in percentage

Profit Contribution % by Region
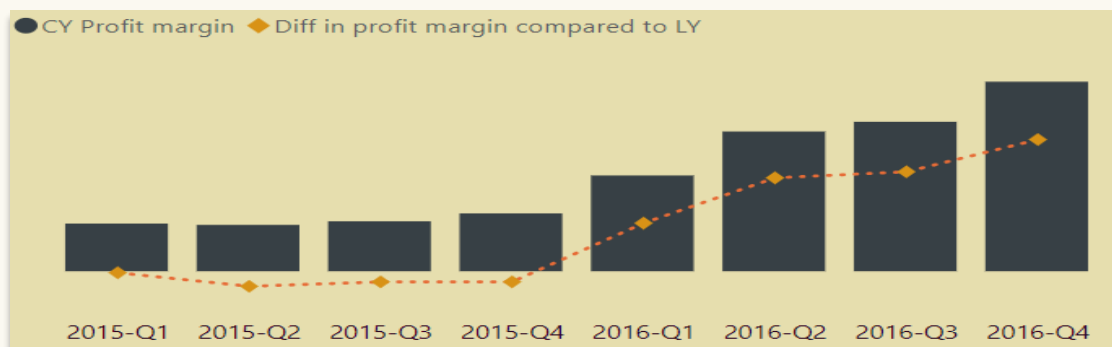
Region	%
Australia	30.54%
Southwest	19.64%
Northwest	12.56%
United Kingdom	11.52%
Germany	9.83%
France	9.00%
Canada	6.84%
Southeast	0.04%
Northeast	0.02%
Central	0.01%

Profit % by Region

Region	Profit %
Central	45.0%
Northeast	44.4%
Southeast	43.4%
Canada	41.9%
Northwest	41.6%
Southwest	41.5%
France	41.1%
Germany	41.0%
United Kingdom	41.0%
Australia	40.7%

- Stacked bar chart of profit by region in percentage

- Key performing indicators

41.1%	$12M
Profit Margin %	Profit Margin
$29M	91K
Total Revenue	Total Orders

- Comparison between current year profit margin and last year profit margin

CY Profit margin ◆ Diff in profit margin compared to LY

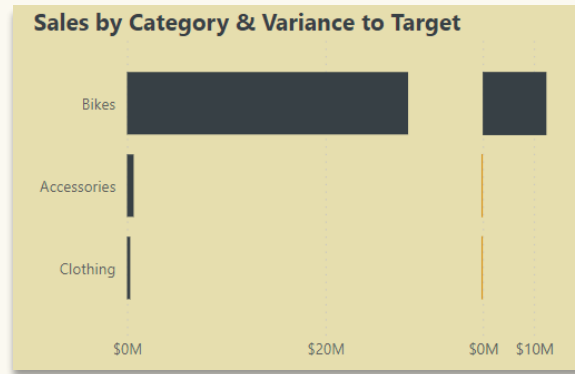| 2015-Q1 | 2015-Q2 | 2015-Q3 | 2015-Q4 | 2016-Q1 | 2016-Q2 | 2016-Q3 | 2016-Q4 |

- Revenue details by customer

Customer	Revenue	Revenue contribution %	Profit margin contribution %	Profit Margin %	LAST YEAR REVENUE	Cost
Morgan	$1,44,745	0.49%	0.49%	41.2%	$77,415	$85,129
Ian	$1,37,933	0.47%	0.48%	41.8%	$66,657	$80,295
Jennifer	$1,34,594	0.46%	0.46%	41.4%	$60,196	$78,805
Kaitlyn	$1,32,035	0.45%	0.45%	41.0%	$45,469	$77,961
Chloe	$1,31,420	0.45%	0.45%	41.2%	$60,205	$77,262
Isabella	$1,28,174	0.44%	0.44%	41.3%	$56,717	$75,292
Total	**$2,93,07,837**	**100.00%**	**100.00%**	**41.1%**	**$1,28,34,219**	**$1,72,55,319**

3. Variance Analysis:

Variance Analysis

Sales by Category & Variance to Target

Sales by Product & Variance to Target

Category	Sales	Target sales	Variance	Variance %
⊟ Clothing	$3,22,677	₹ 3,33,741	($11,064)	-3.3%
Socks	$4,882	₹ 5,449	($567)	
Caps	$18,834	₹ 20,371	($1,537)	
Jerseys	$1,65,066	₹ 1,70,938	($5,872)	
Vests	$33,465	₹ 34,565	($1,101)	
Shorts	$67,050	₹ 68,453	($1,403)	
Gloves	$33,380	₹ 33,965	($585)	
⊟ Accessories	$6,67,015	₹ 6,87,607	($20,592)	-3.0%
Tires and Tubes	$2,31,300	₹ 2,42,777	($11,477)	
Bottles and Cages	$55,031	₹ 57,369	($2,338)	
Helmets	$2,15,923	₹ 2,21,905	($5,982)	
Hydration Packs	$38,823	₹ 39,803	($980)	
Bike Stands	$37,842	₹ 38,757	($915)	
Bike Racks	$36,960	₹ 36,861	$99	
Fenders	$44,268	₹ 43,670	$598	
Cleaners	$6,869	₹ 6,465	$404	
⊟ Bikes	$2,83,18,145	₹ 1,58,48,226	$1,24,69,919	78.7%
Touring Bikes	$38,44,801	₹ 40,55,965	($2,11,164)	
Mountain Bikes	$99,52,760	₹ 65,34,364	$34,18,396	
Road Bikes	$1,45,20,584	₹ 52,57,097	$92,62,687	
Total	**$2,93,07,837**	**₹ 1,68,69,574**	**$1,24,38,263**	**73.7%**

Variance by Months

Sales by Category & Variance to Target

- Comparing actual sales with Variance in budgeted sales

- Matrix Table for comparing sales with target category wise

Category	Sales	Target sales	Variance	Variance %
⊟ **Clothing**	**$3,22,677**	**₹ 3,33,741**	**($11,064)**	**-3.3%**
Vests	$33,465	₹ 34,565	($1,101)	
Socks	$4,882	₹ 5,449	($567)	
Shorts	$67,050	₹ 68,453	($1,403)	
Jerseys	$1,65,066	₹ 1,70,938	($5,872)	
Gloves	$33,380	₹ 33,965	($585)	
Caps	$18,834	₹ 20,371	($1,537)	
⊟ **Bikes**	**$2,83,18,145**	**₹ 1,58,48,226**	**$1,24,69,919**	**78.7%**
Touring Bikes	$38,44,801	₹ 40,55,965	($2,11,164)	
Road Bikes	$1,45,20,584	₹ 52,57,897	$92,62,687	
Mountain Bikes	$99,52,760	₹ 65,34,364	$34,18,396	
⊟ **Accessories**	**$6,67,015**	**₹ 6,87,607**	**($20,592)**	**-3.0%**
Tires and Tubes	$2,31,300	₹ 2,42,777	($11,477)	
Hydration Packs	$38,823	₹ 39,803	($980)	
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Total	**$2,93,07,837**	**₹ 1,68,69,574**	**$1,24,38,263**	**73.7%**

- Line chart showing monthly variance in 2016
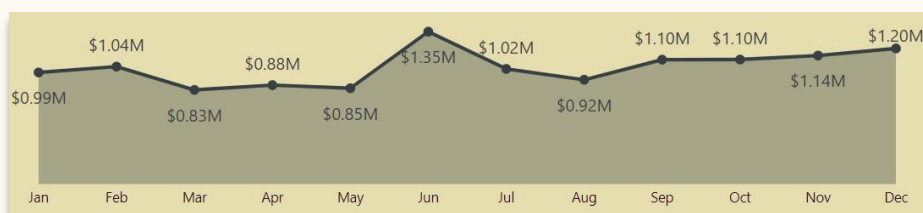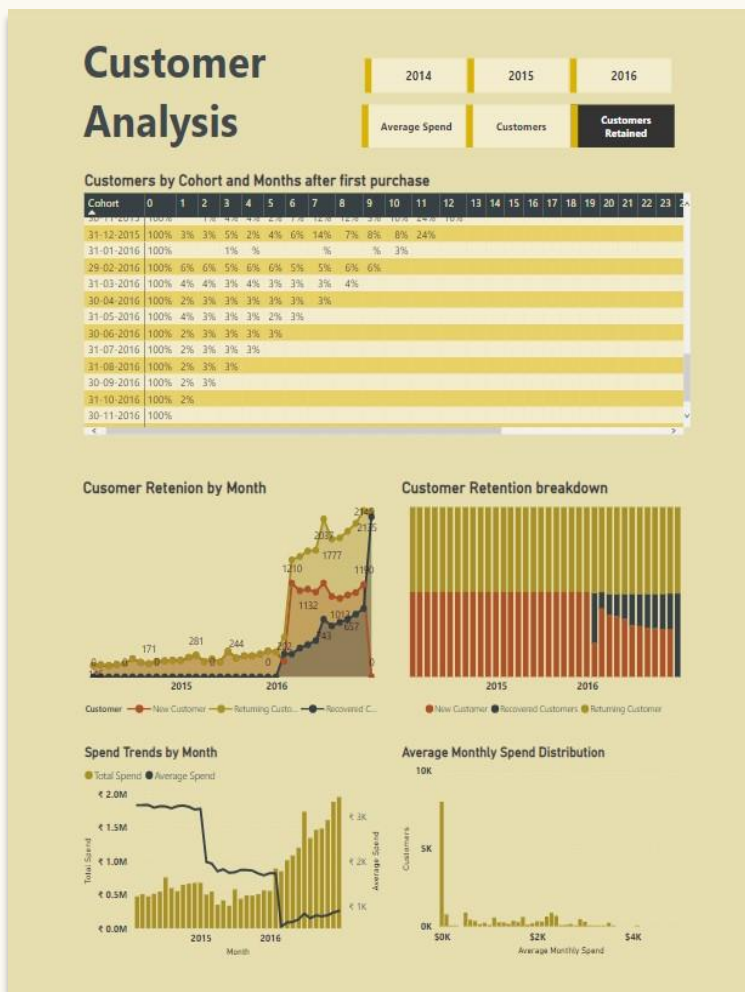
4. Customer Analysis

- **Cohort Analysis matrix**

Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12	13
31-12-2015	100%	3%	3%	5%	2%	4%	6%	14%	7%	8%	8%	24%		
31-01-2016	100%		1%	%			%		%	3%				
29-02-2016	100%	6%	6%	5%	6%	6%	5%	5%	6%	6%				
31-03-2016	100%	4%	4%	3%	4%	3%	3%	3%	4%					
30-04-2016	100%	2%	3%	3%	3%	3%	3%	3%						
31-05-2016	100%	4%	3%	3%	3%	2%	3%							
30-06-2016	100%	2%	3%	3%	3%	3%								
31-07-2016	100%	2%	3%	3%	3%									
31-08-2016	100%	2%	3%	3%										
30-09-2016	100%	2%	3%											
31-10-2016	100%	2%												
30-11-2016	100%													

- Slicer with option to view average customer spending, customer retaintion in absolute value and customer retaintion in percentage
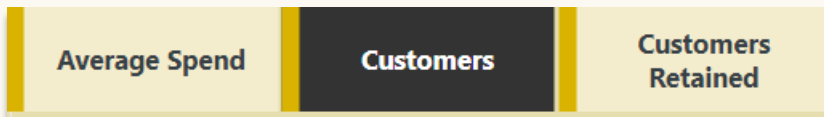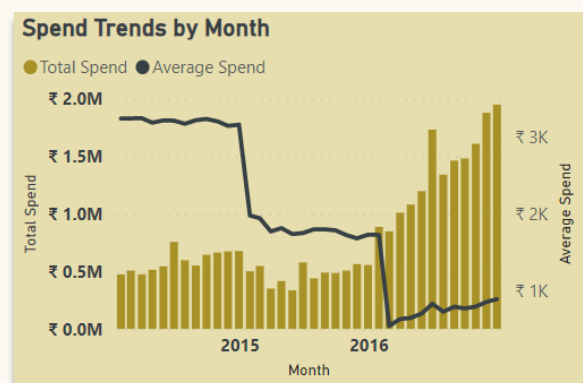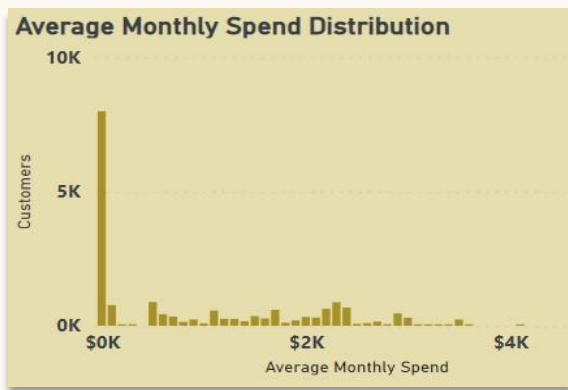

- Line chart to check Cohort yearly trend
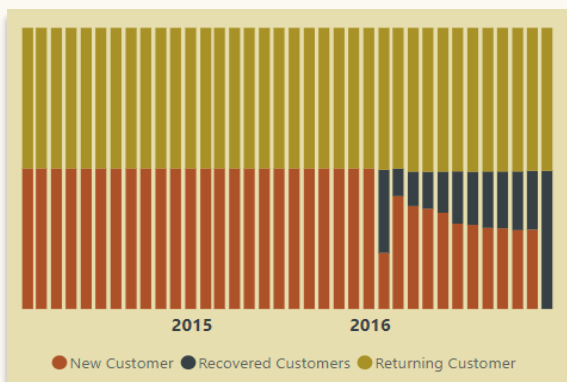
- Stacked column chart to show, Yearly customer breakdown

- Line and stacked column chart to check trend in total spending and customer average spending

Average Monthly Spend Distribution

- Histogram to show Average customer spending