

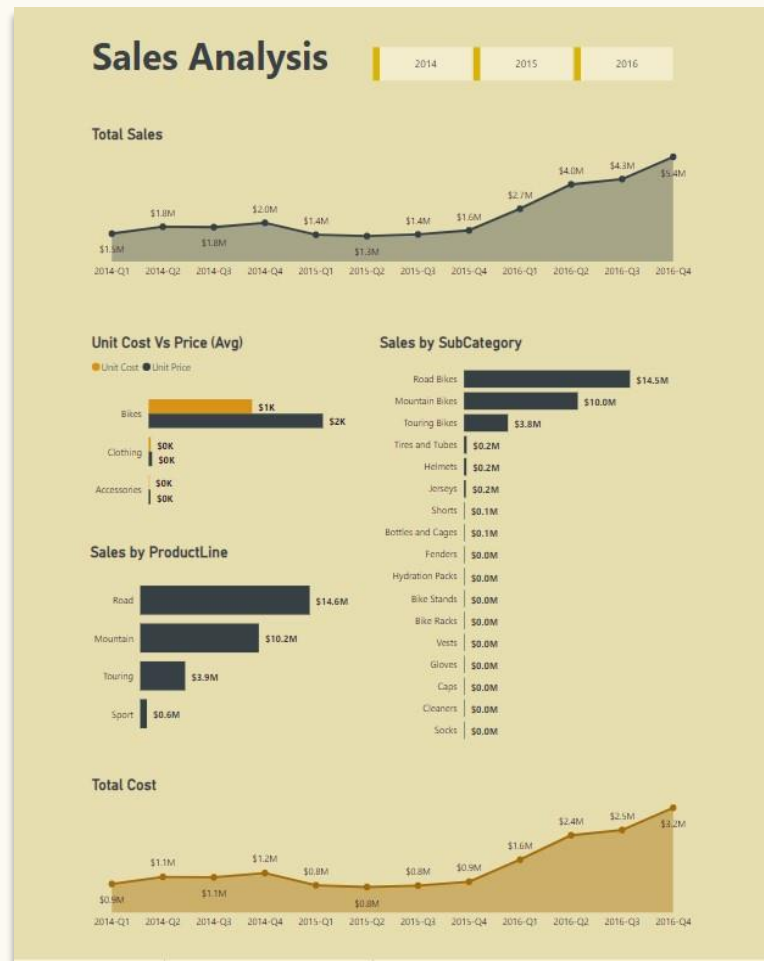
WIREFRAME DOCUMENTATION

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 year





□ Comparison of Average cost and Average Price by Product category

□ Revenue generated by Product line



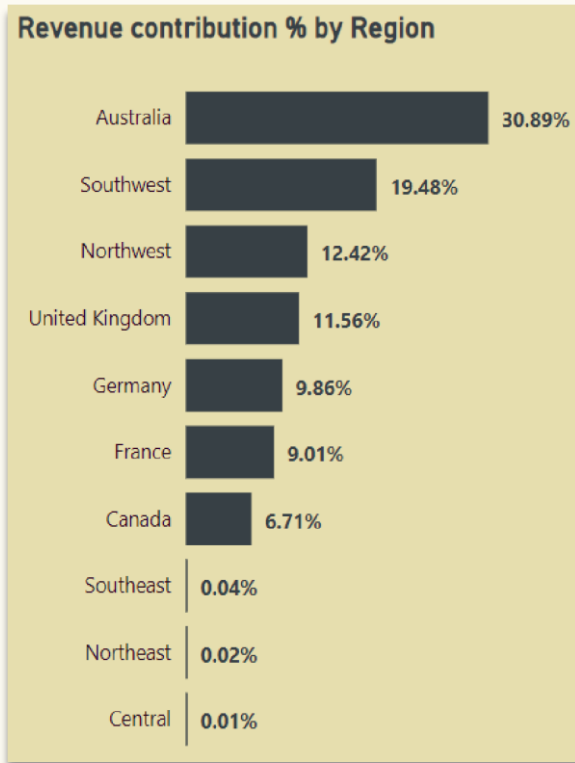
□ Turnover Generated by Product Subcategory

□ Product cost over the year



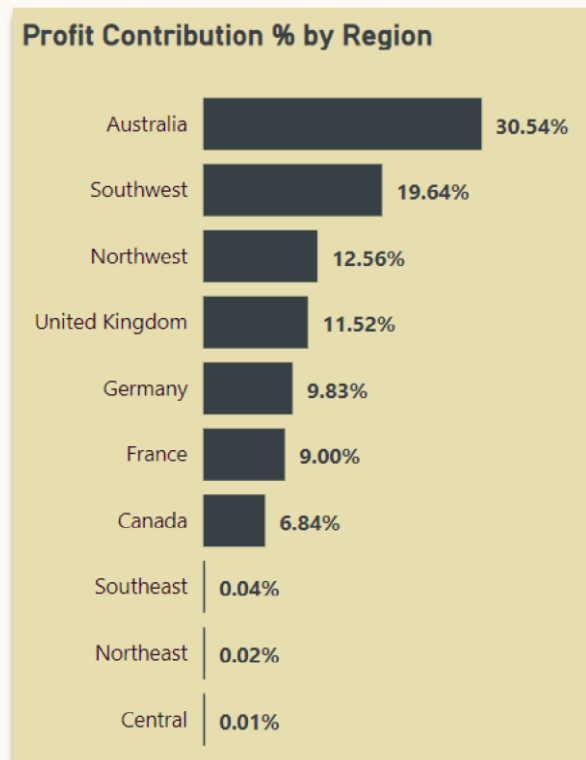
2. Profit Analysis:

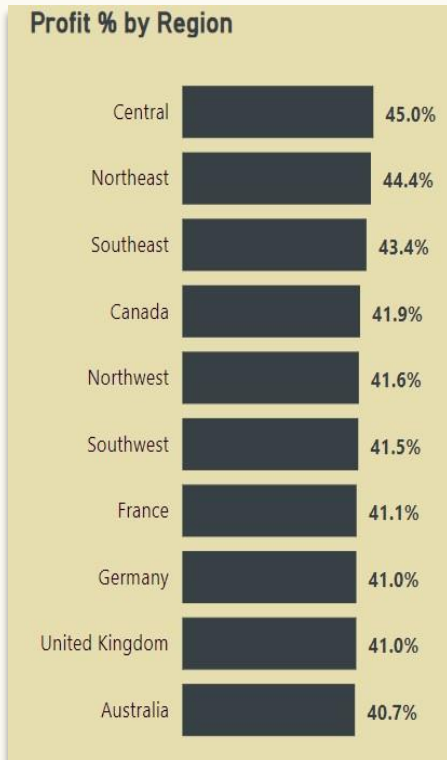




□ Stacked bar chart of revenue contributed by region in percentage

□ Stacked bar chart of profit contribution by region in percentage





□ Stacked bar chart of profit by region in percentage



□ Key performing indicators

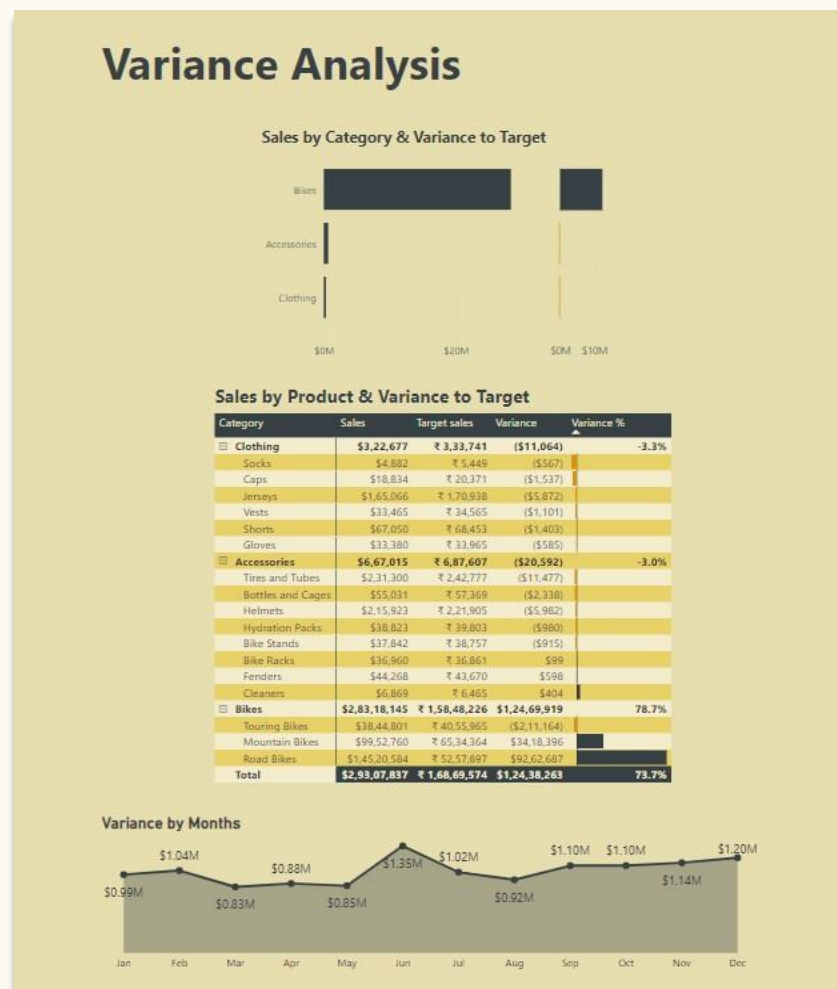
□ Comparison between current year profit margin and last year profit margin



□ 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:



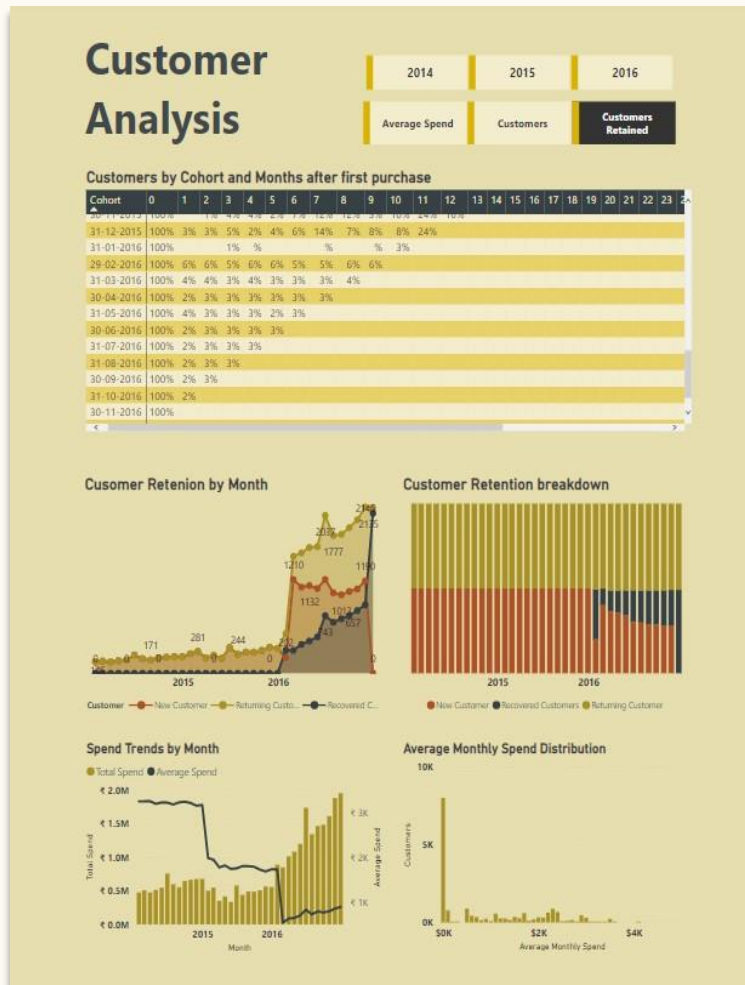
- Comparing actual sales with Variance budgeted sales



- 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)	
Helmets	\$2,15,923	₹ 2,21,905	(\$5,982)	
Fenders	\$44,268	₹ 43,670	\$598	
Cleaners	\$6,869	₹ 6,465	\$404	
Bottles and Cages	\$55,031	₹ 57,369	(\$2,338)	
Bike Stands	\$37,842	₹ 38,757	(\$915)	
Bike Racks	\$36,960	₹ 36,861	\$99	
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

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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 retention in absolute value and customer retention in percentage

Average Spend	Customers	Customers Retained
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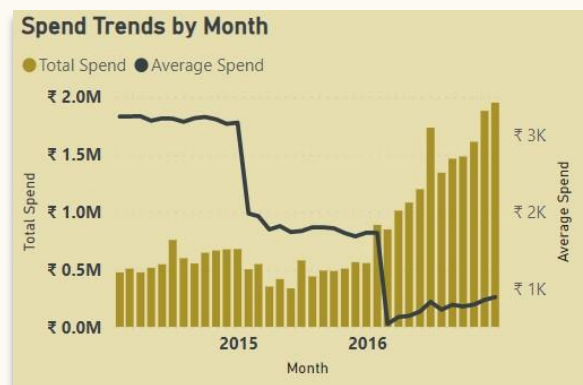
- Line chart to check Cohort yearly trend



- Stacked column chart to show, Yearly customer breakdown



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





□ Histogram to show Average customer spending