

# Wireframe Document

## Budget Sales Analysis

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## Document Version Control

Date Issued	Version	Description	Author
21/01/2023	1.0	Insights	Pranit Patil
29/01/2023	1.1	Final Revision	Pranit Patil

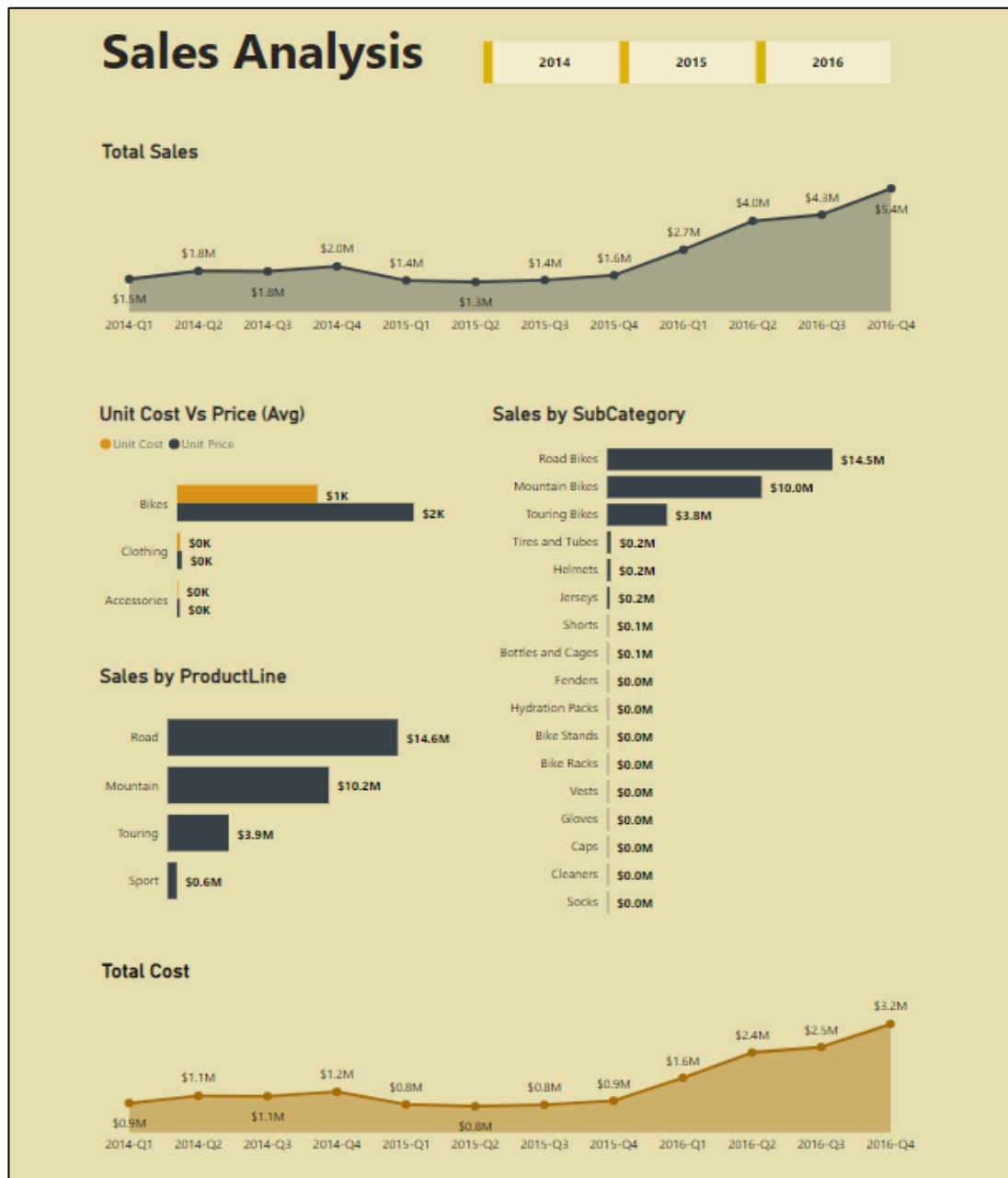
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As per the problem statement, we have divided the analysis into four sections as mentioned below: -

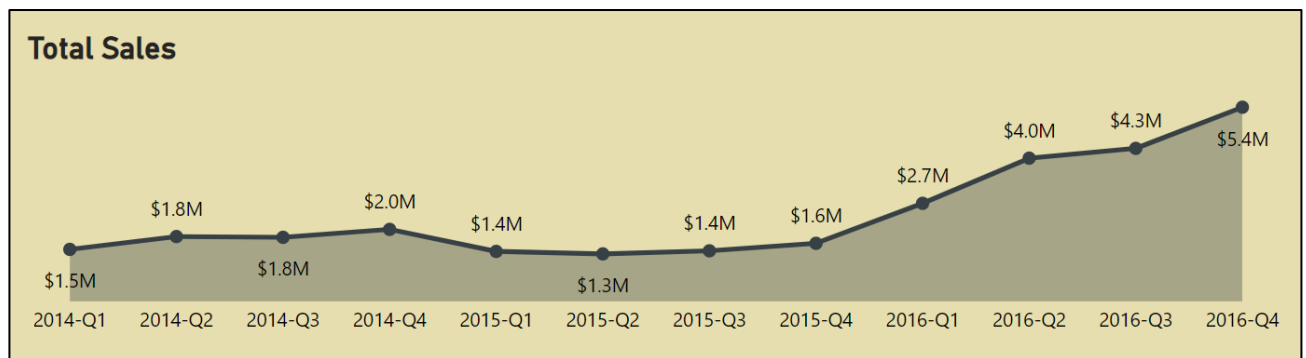
1. Sales Analysis
2. Profit Analysis
3. Variance Analysis
4. Customer Analysis

## 1. Sales Analysis

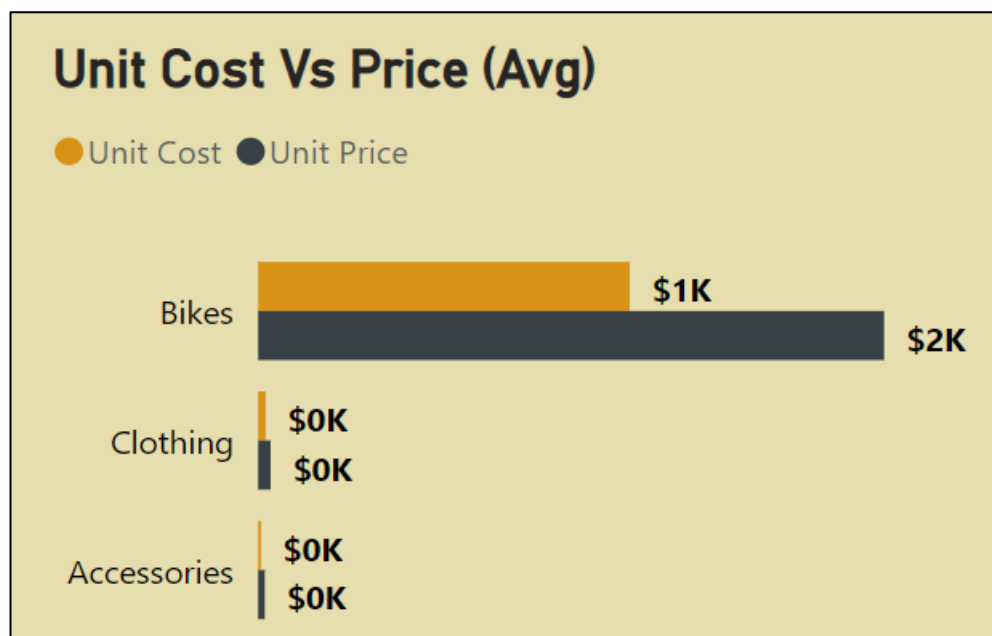


In this section, we designed our first dashboard and tried to interpret the followings: -

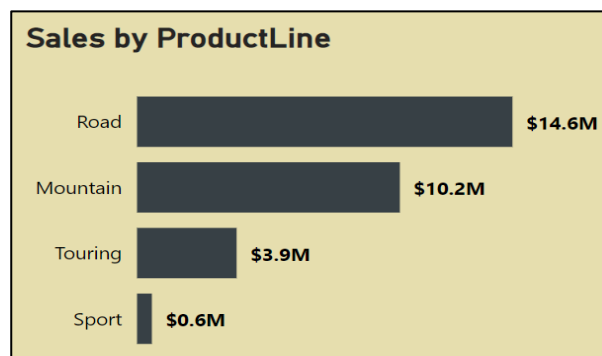
### 1.1 Sales trend over the years.



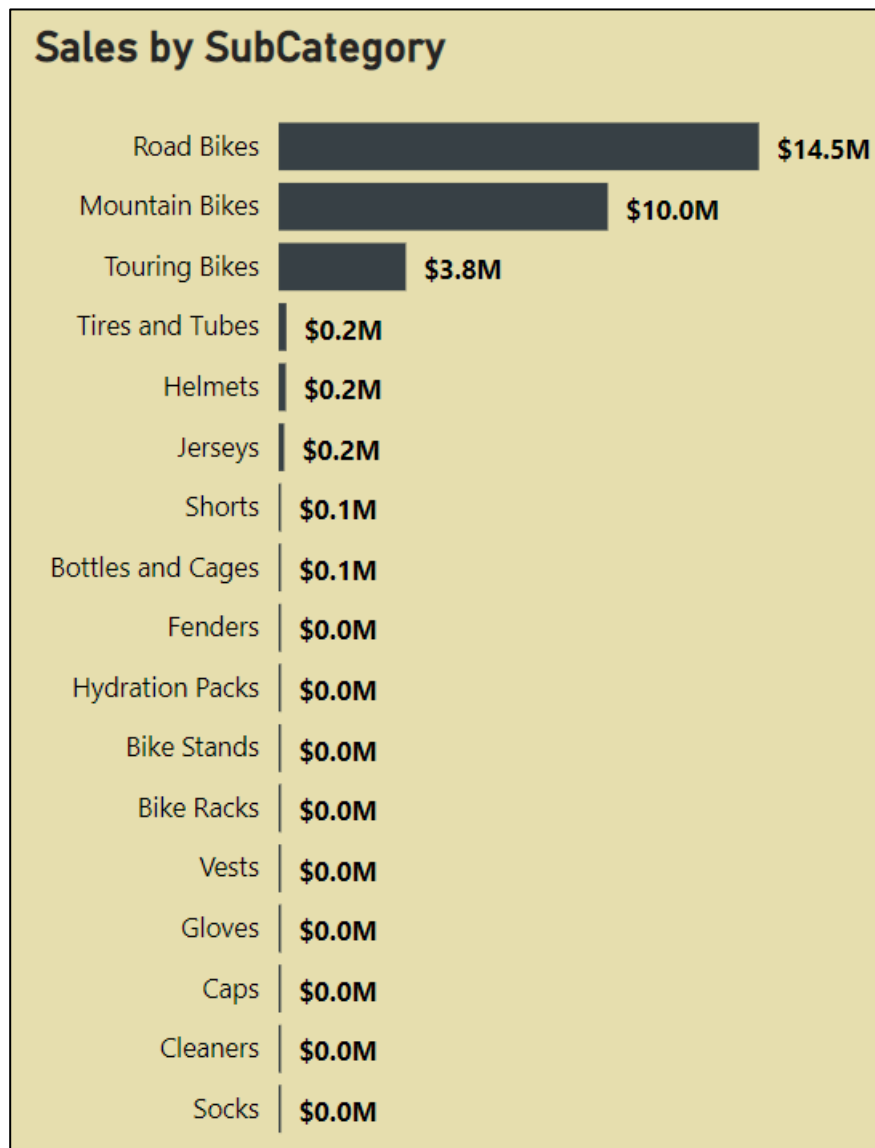
### 1.2 Comparison of Average cost and Average Price by Product category.



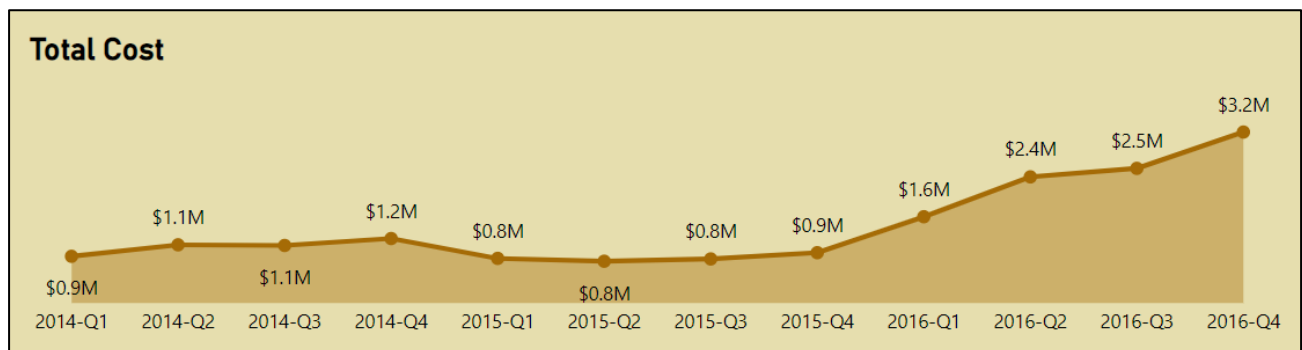
### 1.3 Revenue generated by Product line.



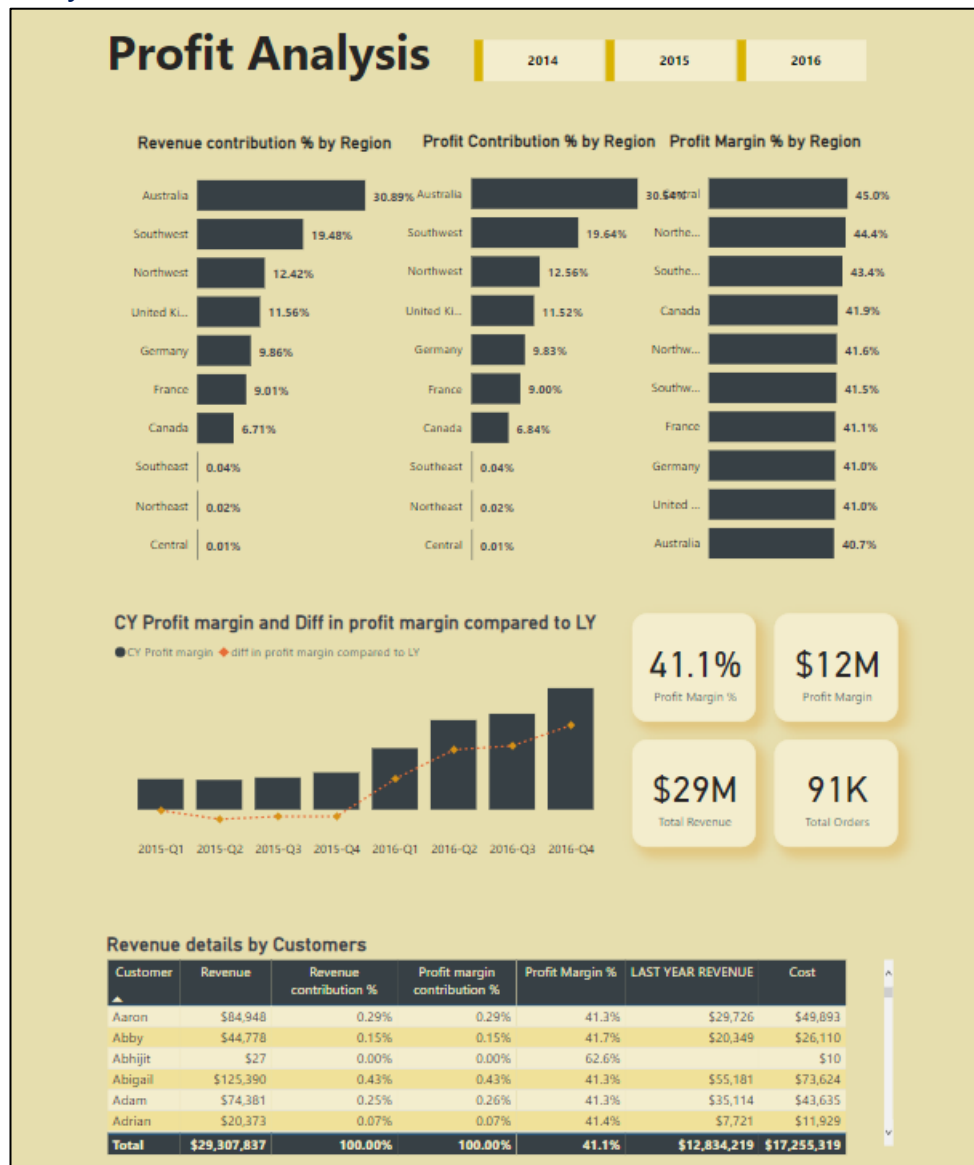
## 1.4 Turnover Generated by Product Subcategory.



## 1.5 Product cost over the year.

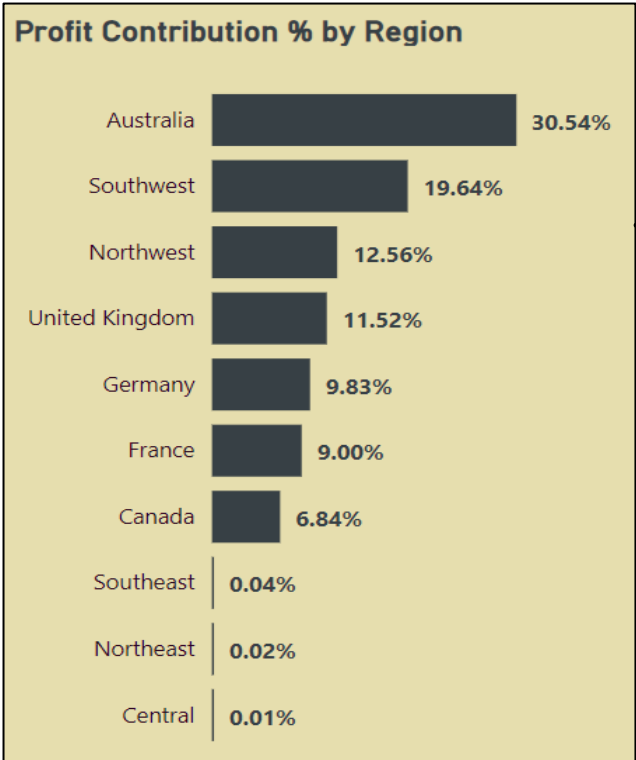
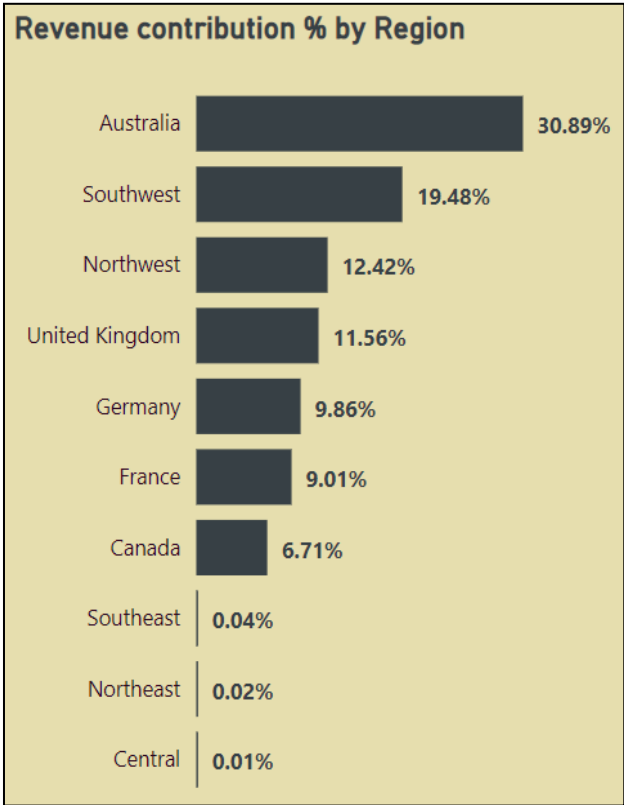


## 2. Profit Analysis



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

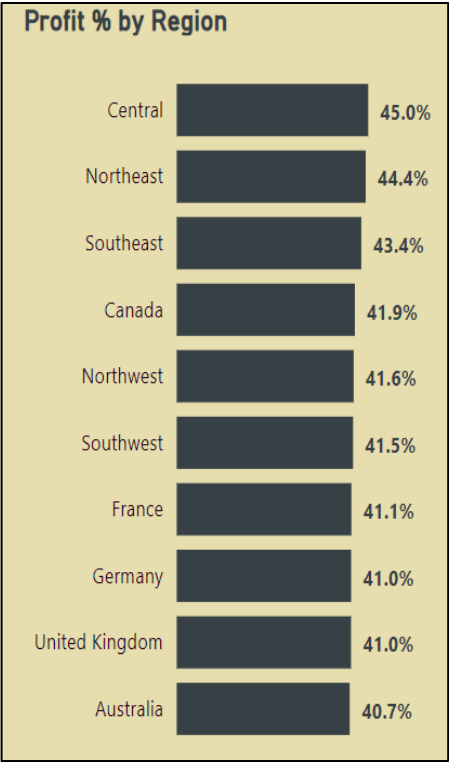
2.1 Stacked bar chart of revenue contributed by region in percentage.



2.2 Stacked bar chart of profit contribution by region in percentage.



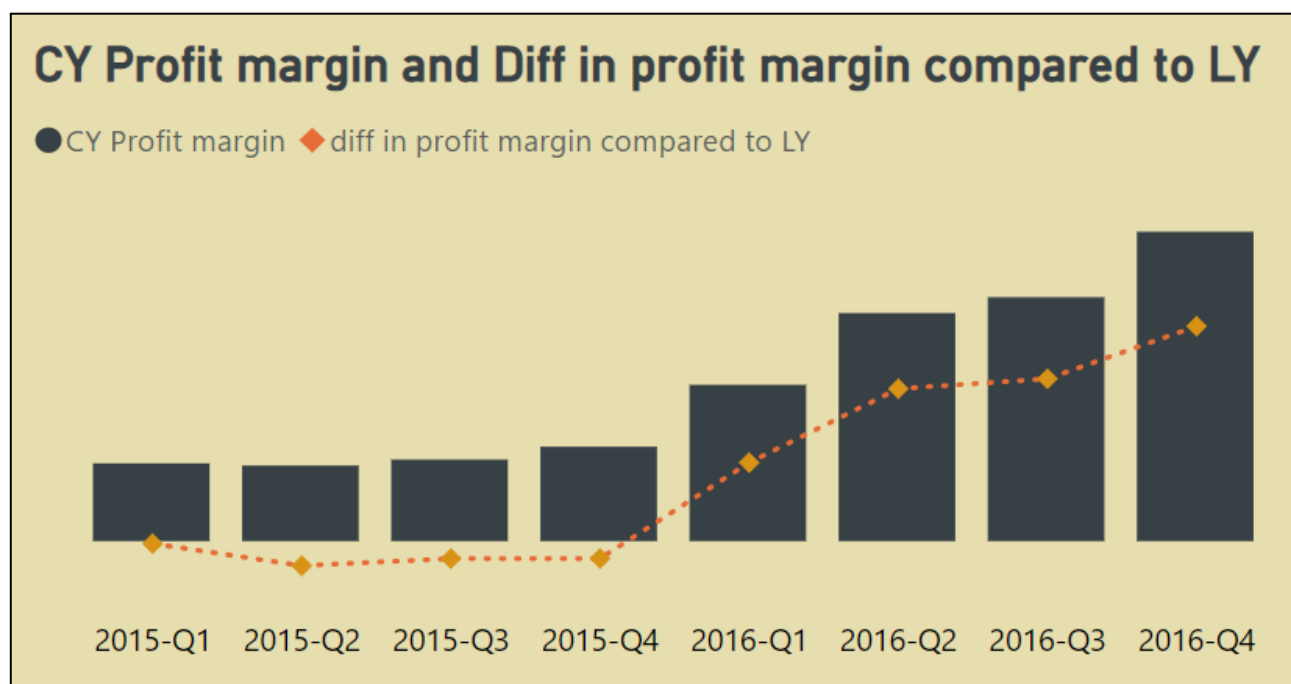
2.3 Stacked bar chart of profit by region in percentage.



2.4 Key performing indicators.



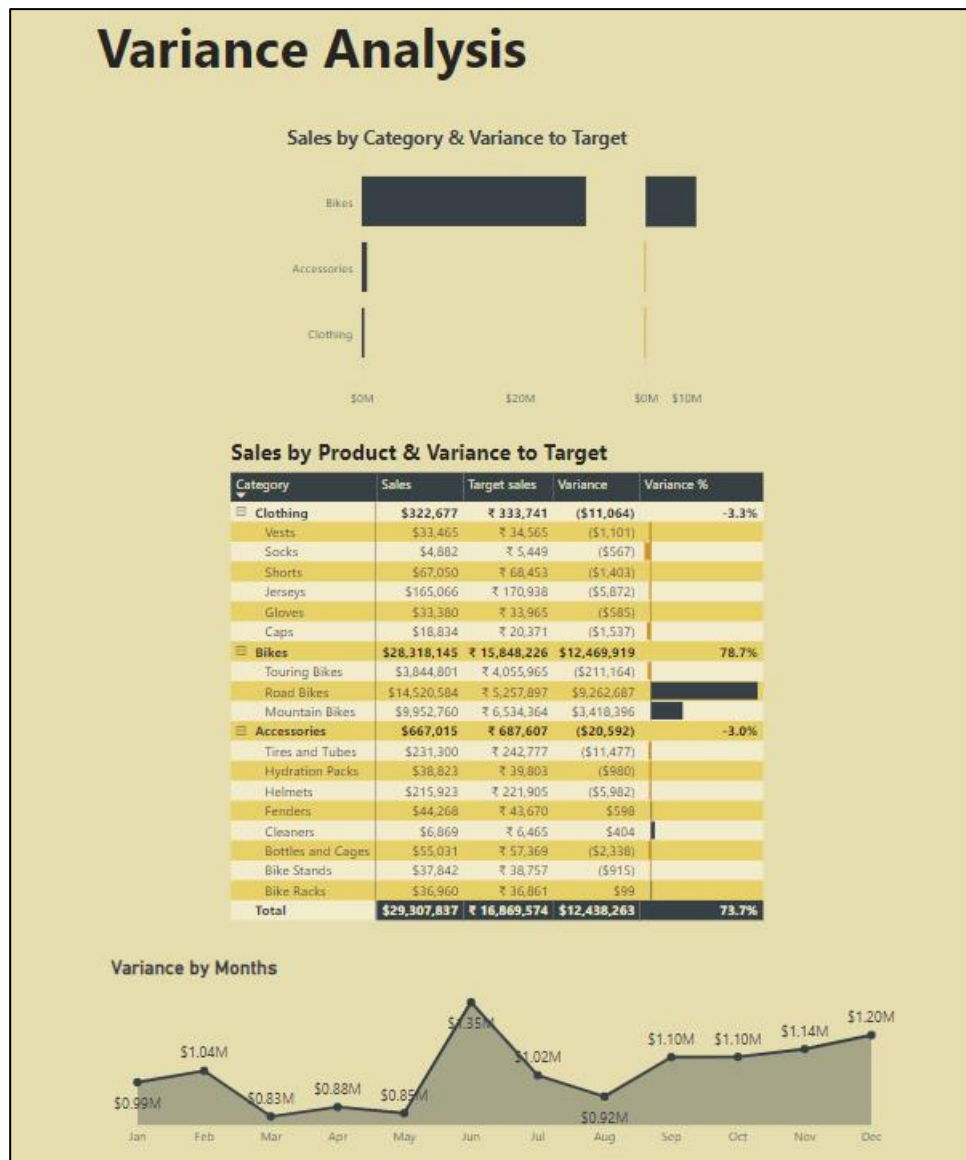
## 2.5 Comparison between current year profit margin and last year profit margin.



## 2.6 Revenue details by customer.

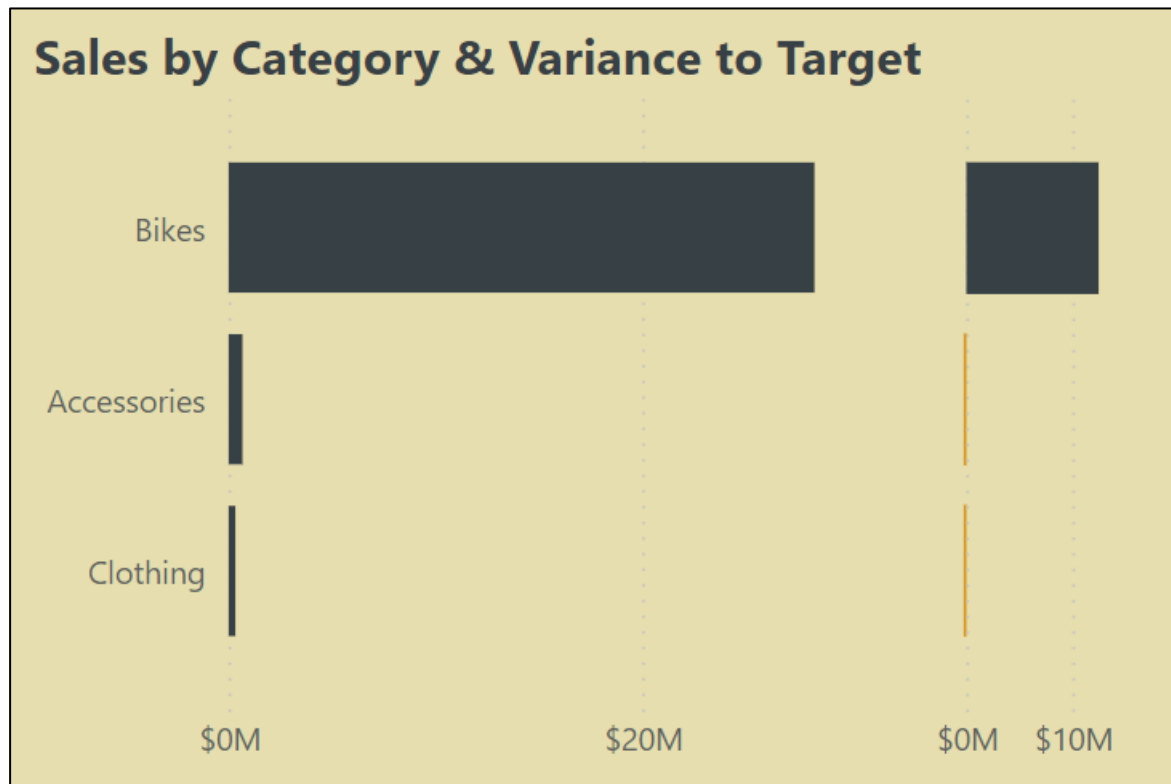
Revenue details by Customers						
Customer	Revenue	Revenue contribution %	Profit margin contribution %	Profit Margin %	LAST YEAR REVENUE	Cost
Aaron	\$84,948	0.29%	0.29%	41.3%	\$29,726	\$49,893
Abby	\$44,778	0.15%	0.15%	41.7%	\$20,349	\$26,110
Abhijit	\$27	0.00%	0.00%	62.6%		\$10
Abigail	\$125,390	0.43%	0.43%	41.3%	\$55,181	\$73,624
Adam	\$74,381	0.25%	0.26%	41.3%	\$35,114	\$43,635
Adrian	\$20,373	0.07%	0.07%	41.4%	\$7,721	\$11,929
<b>Total</b>	<b>\$29,307,837</b>	<b>100.00%</b>	<b>100.00%</b>	<b>41.1%</b>	<b>\$12,834,219</b>	<b>\$17,255,319</b>

### 3. Variance Analysis



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

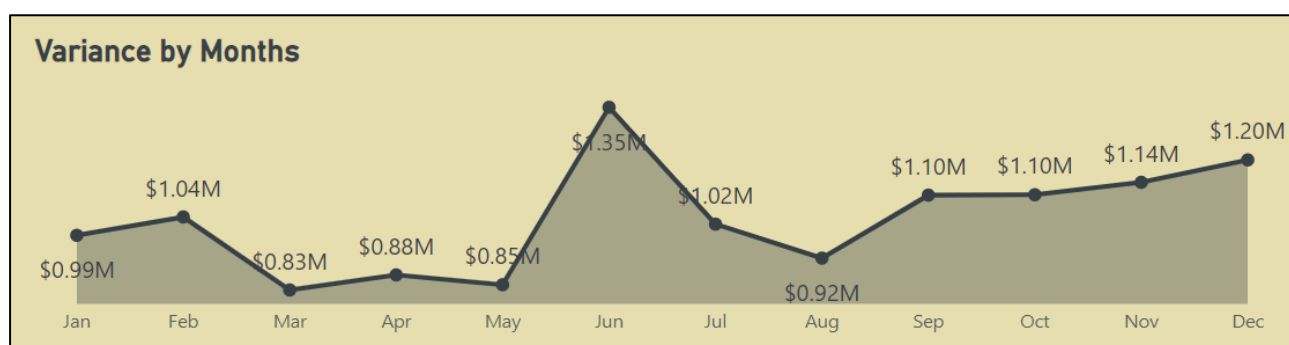
### 3.1 Comparing actual sales with Variance in budgeted sales.



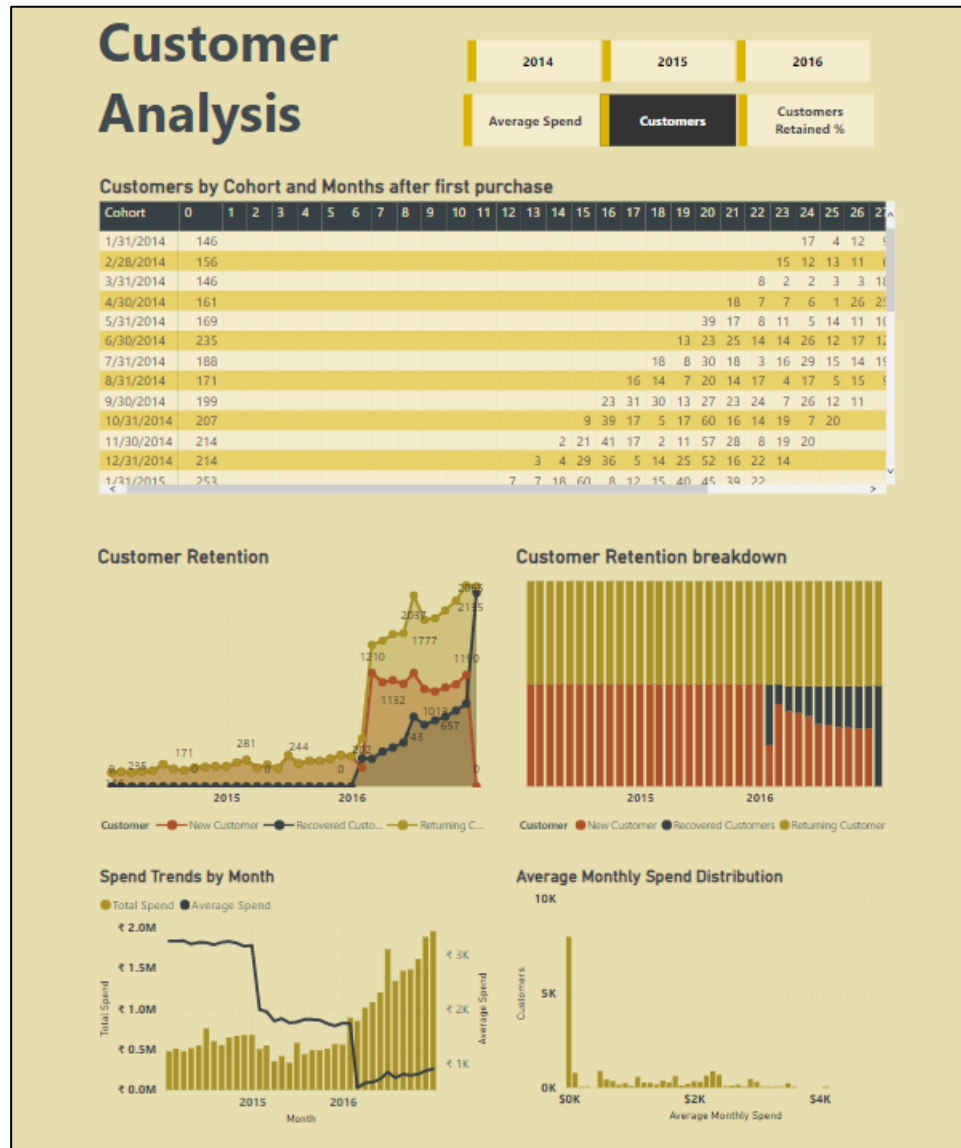
## 3.2 Matrix Table for comparing sales with target category wise.

Sales by Product & Variance to Target				
Category	Sales	Target sales	Variance	Variance %
<b>Clothing</b>	<b>\$322,677</b>	<b>₹ 333,741</b>	<b>(\$11,064)</b>	<b>-3.3%</b>
Vests	\$33,465	₹ 34,565	(\$1,101)	
Socks	\$4,882	₹ 5,449	(\$567)	
Shorts	\$67,050	₹ 68,453	(\$1,403)	
Jerseys	\$165,066	₹ 170,938	(\$5,872)	
Gloves	\$33,380	₹ 33,965	(\$585)	
Caps	\$18,834	₹ 20,371	(\$1,537)	
<b>Bikes</b>	<b>\$28,318,145</b>	<b>₹ 15,848,226</b>	<b>\$12,469,919</b>	<b>78.7%</b>
Touring Bikes	\$3,844,801	₹ 4,055,965	(\$211,164)	
Road Bikes	\$14,520,584	₹ 5,257,897	\$9,262,687	
Mountain Bikes	\$9,952,760	₹ 6,534,364	\$3,418,396	
<b>Accessories</b>	<b>\$667,015</b>	<b>₹ 687,607</b>	<b>(\$20,592)</b>	<b>-3.0%</b>
Tires and Tubes	\$231,300	₹ 242,777	(\$11,477)	
Hydration Packs	\$38,823	₹ 39,803	(\$980)	
Helmets	\$215,923	₹ 221,905	(\$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	
<b>Total</b>	<b>\$29,307,837</b>	<b>₹ 16,869,574</b>	<b>\$12,438,263</b>	<b>73.7%</b>

## 3.3 Line chart showing monthly variance in 2016.



## 4. Customer Analysis

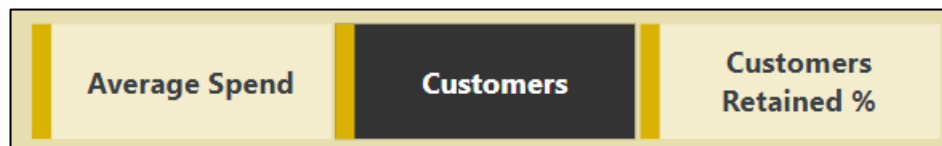


In this section, we designed our fourth dashboard and tried to interpret the followings: -

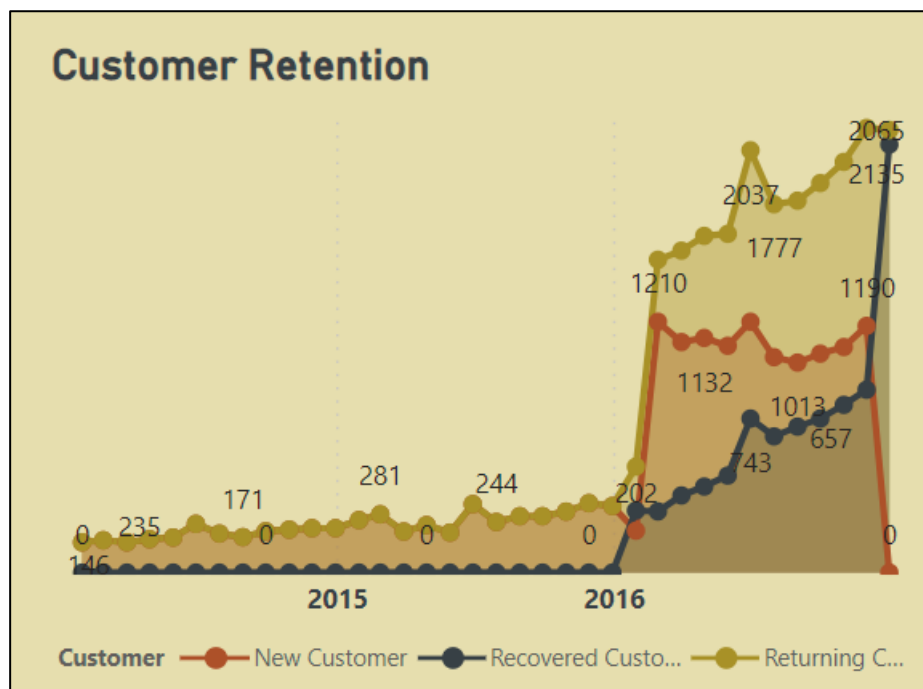
## 4.1 Cohort Analysis matrix.

Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1/31/2014	100%																				
2/28/2014	100%																				
3/31/2014	100%																				
4/30/2014	100%																				
5/31/2014	100%																				23%
6/30/2014	100%																		6%	10%	
7/31/2014	100%																	10%	4%	16%	
8/31/2014	100%																	9%	8%	4%	12%
9/30/2014	100%																12%	16%	15%	7%	14%
10/31/2014	100%															4%	19%	8%	2%	8%	29%
11/30/2014	100%													1%	10%	19%	8%	1%	5%	27%	
12/31/2014	100%												1%	2%	14%	17%	2%	7%	12%	24%	
1/31/2015	100%											3%	3%	7%	24%	3%	5%	6%	16%	18%	

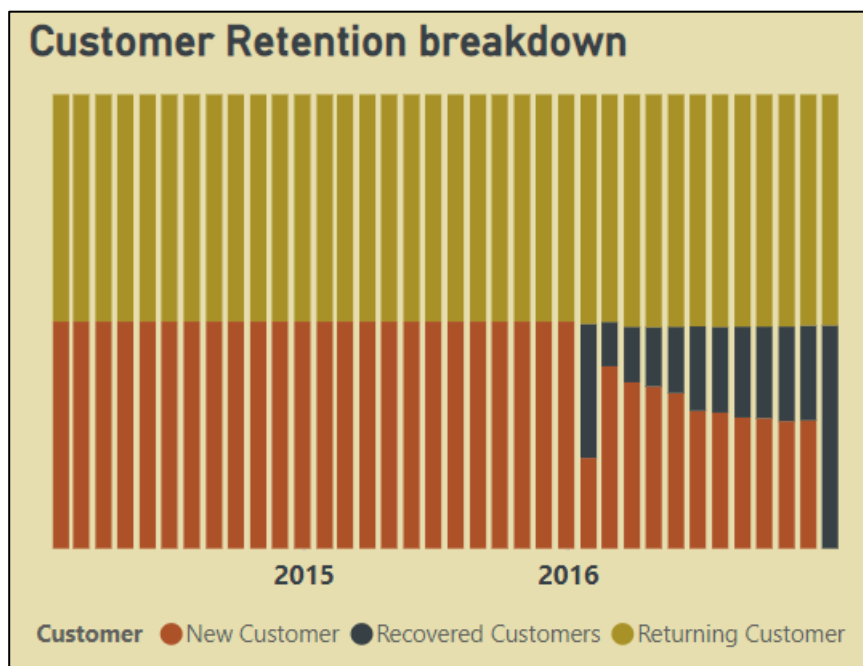
## 4.2 Slicer with option to view average customer spending, customer retention in absolute value and customer retention in percentage.



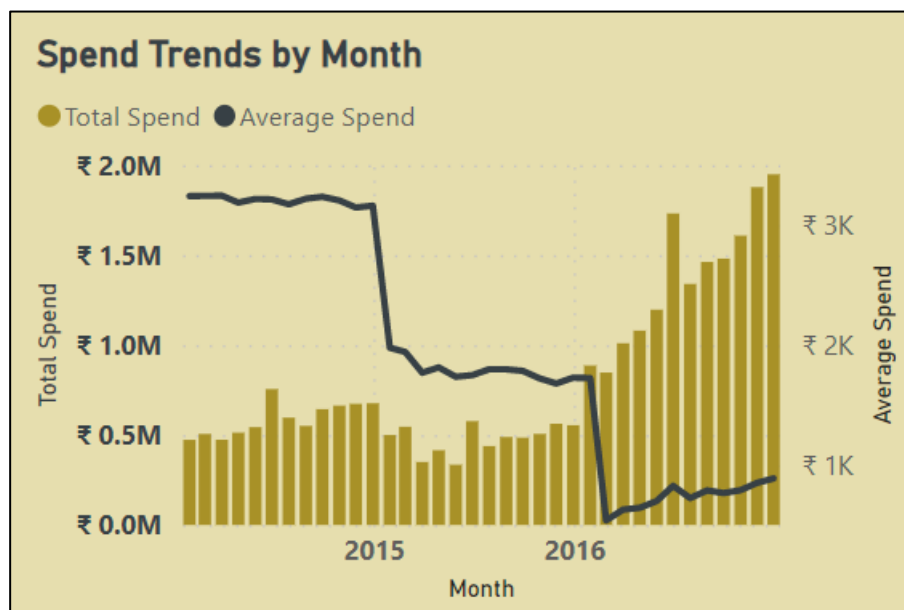
## 4.3 Line chart to check cohort yearly trend.



## 4.4 Stacked column chart to show, Yearly customer breakdown.



## 4.5 Line and stacked column chart to check the trend in total spending and customer average spending.





#### 4.6 Histogram to show Average customer spending.

