Budget Sales Analysis

Wireframe Documentation

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1. **Sales Overview:** This is the Sales Overview Dashboard showing yearly, quarterly, monthly and weekday/weekend sales revenue, orders and Sales variance in various fiscal years.

2. **Detailed Sales Insight:** this gives a detailed insight in the Revenue & Profit in various Fiscal Years. 2017 is the year in which maximum revenue was generated.

3. **Products Sales Analysis:** This dashboard represents Product and its category and relation between revenue, list price, standard cost withcategories and subcategories. Among all Bike is

the most selling product category.
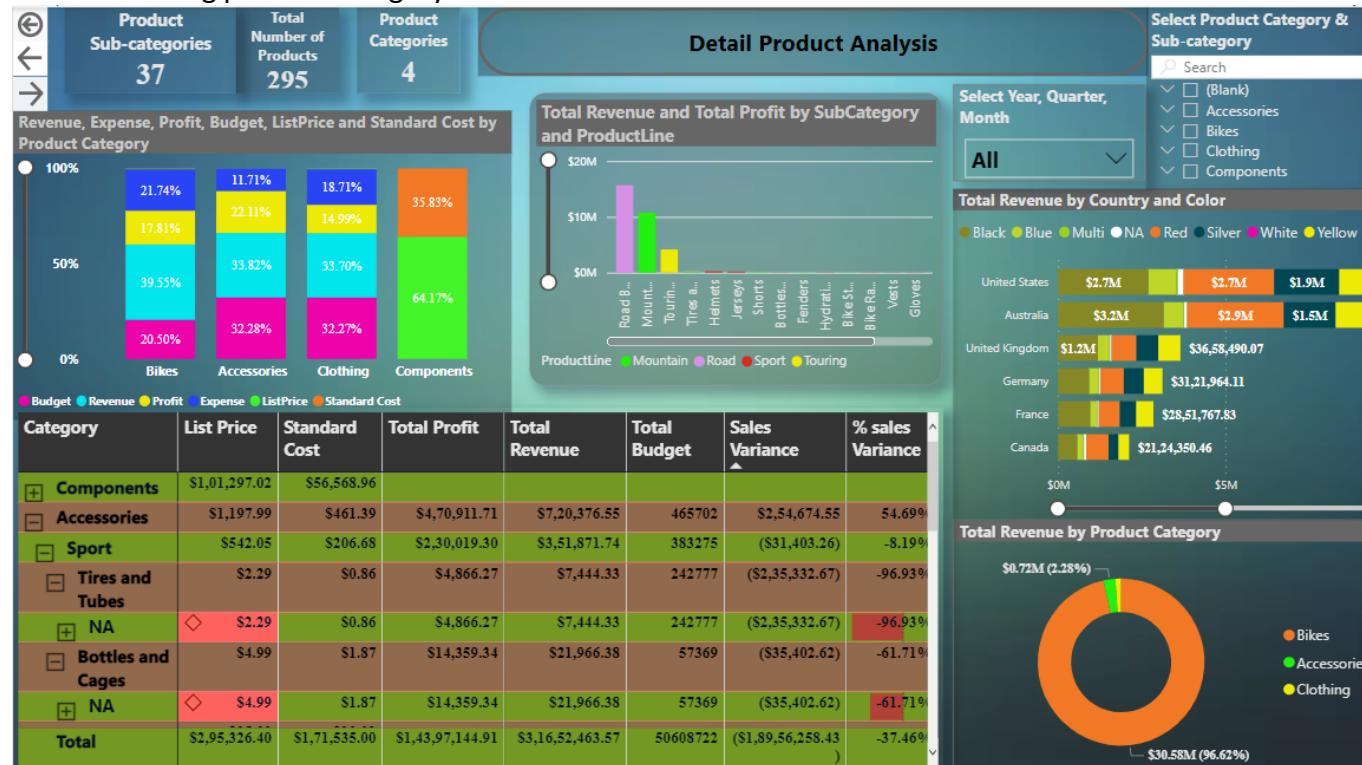
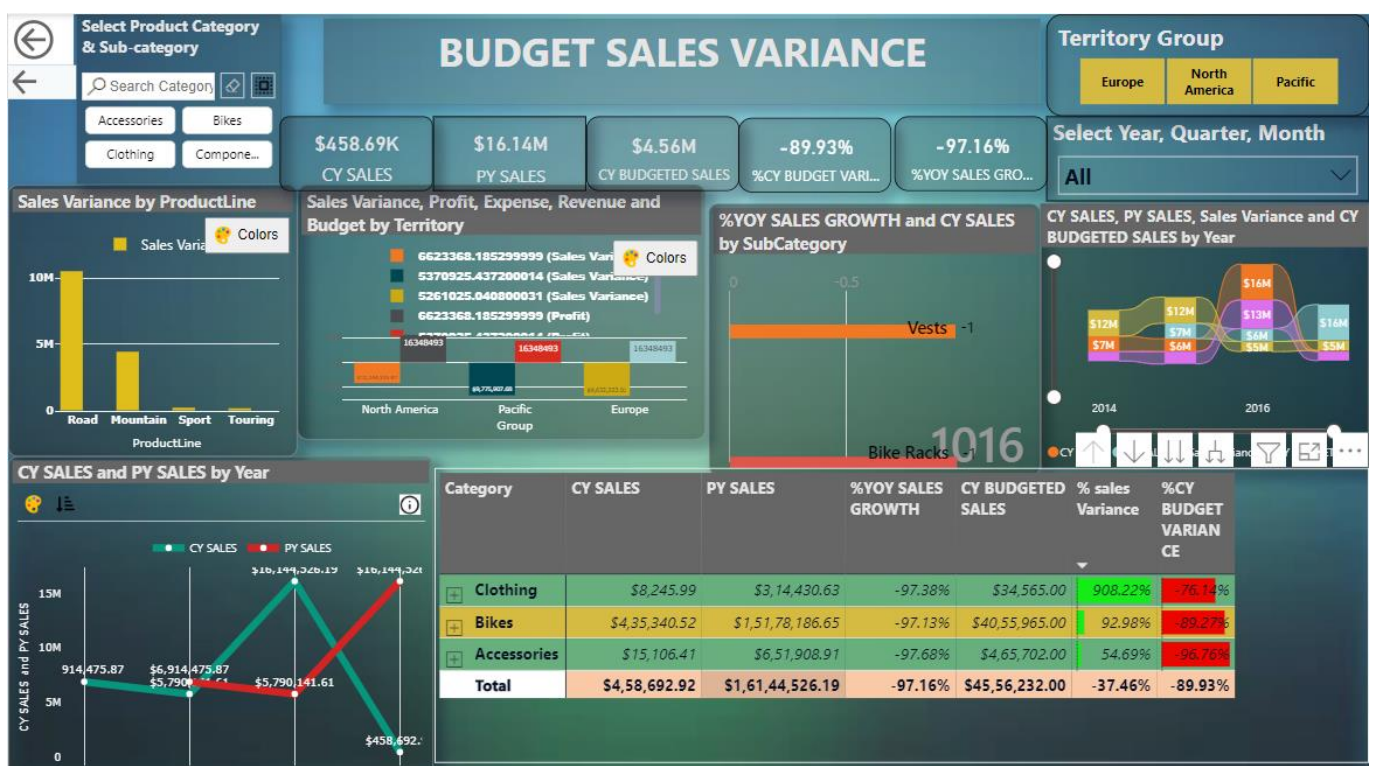4. **Budget Sales Variance:** This dashboard represents the revenue & sales variance to budget and profit analysis of different regions and territories. Pacific is the most revenue generating region. Pacific is the territory having maximum sales variance.

5. **High & Low Products, Countries & Customers Analysis:** This Dashboard represents that most selling product is Mountain-200 Bikes, 46 followed by Mountain-200 Bikes, 42. And least selling product Racing Socks l followed by Racing socks M. While most selling product category is Mountain Bikes followed by Road Bikes and least selling product subcategory is socks followed

by cleaners. Top 3 countries by revenue are U.S., followed by Australia and U.K. This dashboard also gives top 10 customers with maximum revenue generation and profit contribution.
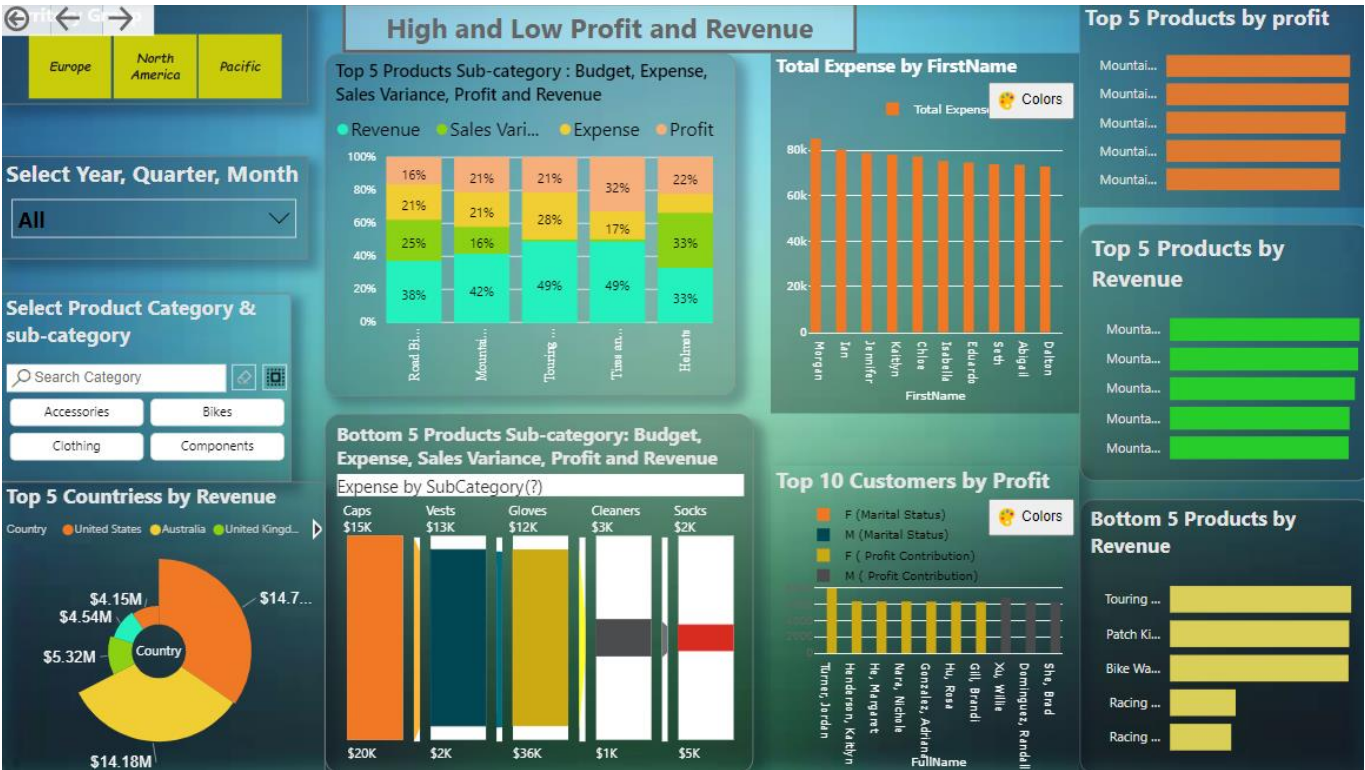
6. **Customers Analytics:** This dashboard gives detailed information about the product preference as per their age, marital status, gender, occupation, qualifications and yearly income.