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Wireframe Document

Budget Sales Analysis

Revision Version: 1.0

Last Date of Revision:21/02/2023

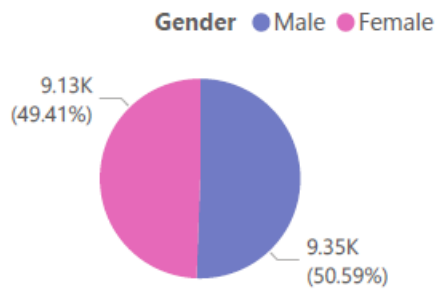Priyanka Tanpure

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## Document Version Control

| Date Issued | Version | Description | Author |
|---|---|---|---|
| 21 Feb 2023 | 1.0 | Wireframe Document | Priyanka Tanpure |

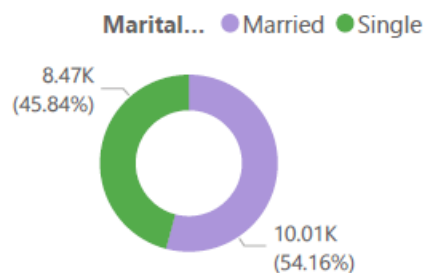Exploratory Data Analysis was performed on data on Jupyter Notebook and then created a Tableau Dashboard.

**1. Customer Data**
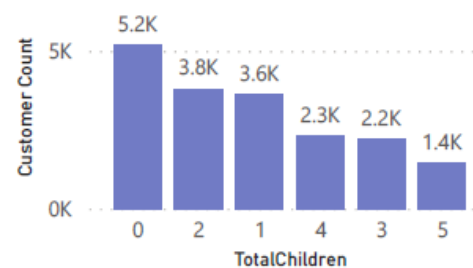
Customer Distribution by Gender

Gender ● Male ● Female

9.13K
(49.41%)

9.35K
(50.59%)

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

Customer Distribution by MaritalStatus

Marital... ● Married ● Single

8.47K
(45.84%)

10.01K
(54.16%)

Customer Distribution by TotalChildren

5.2K

3.8K  3.6K

2.3K  2.2K

1.4K

Customer Count

5K

0K

0    2    1    4    3    5

TotalChildren

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

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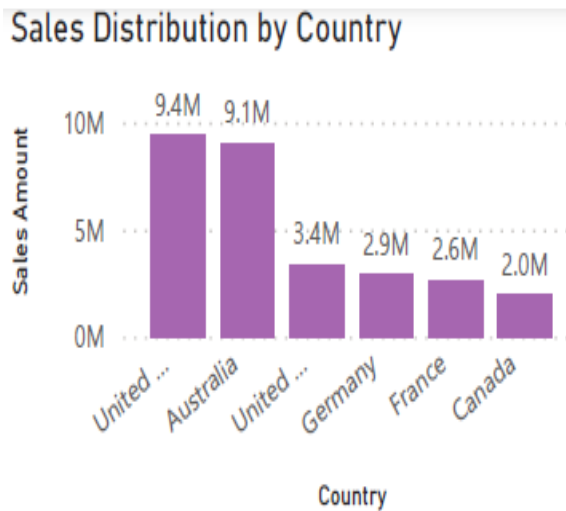### Customer Distribution by Country
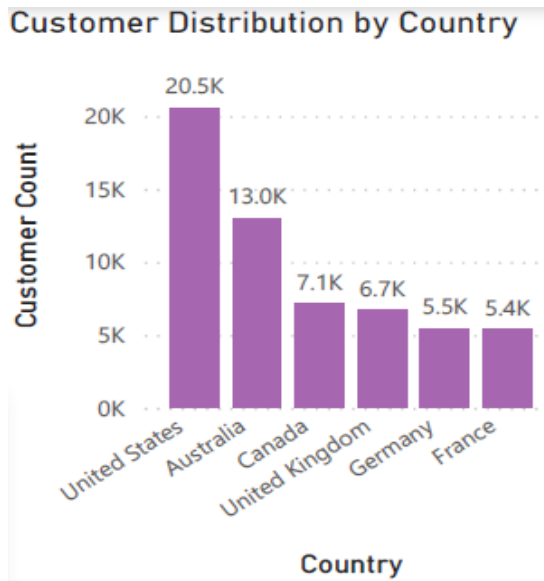


- Almost more than half i.e 33.5.K customers are from United States and Australia
- Nearly 57.5% of customers belong to United States and Australia
- More than 35% of customers belong to United States

### Customer Distribution by YearlyIncome
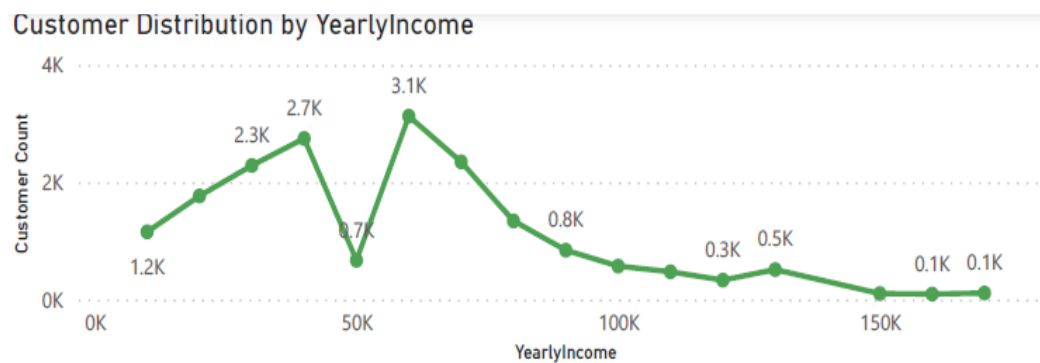


- Most of the customers Yearly Income lies between 10K-40K, 60K-70K
- Most of the Yearly Income of customers is below 100K

Budget Sales Analysis

**2. Sales Data**

## Sales Distribution by Country
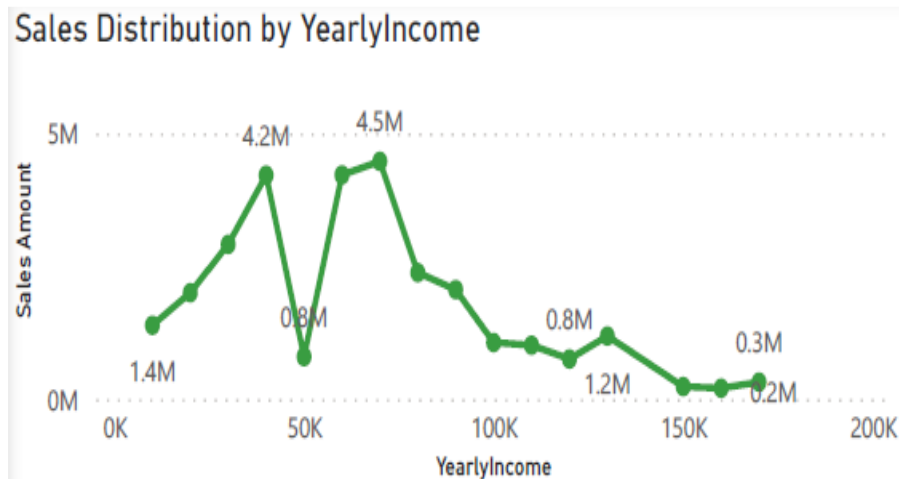


➤ Most of the Sales are from United States and Australia i.e almost 18.5 million of sales

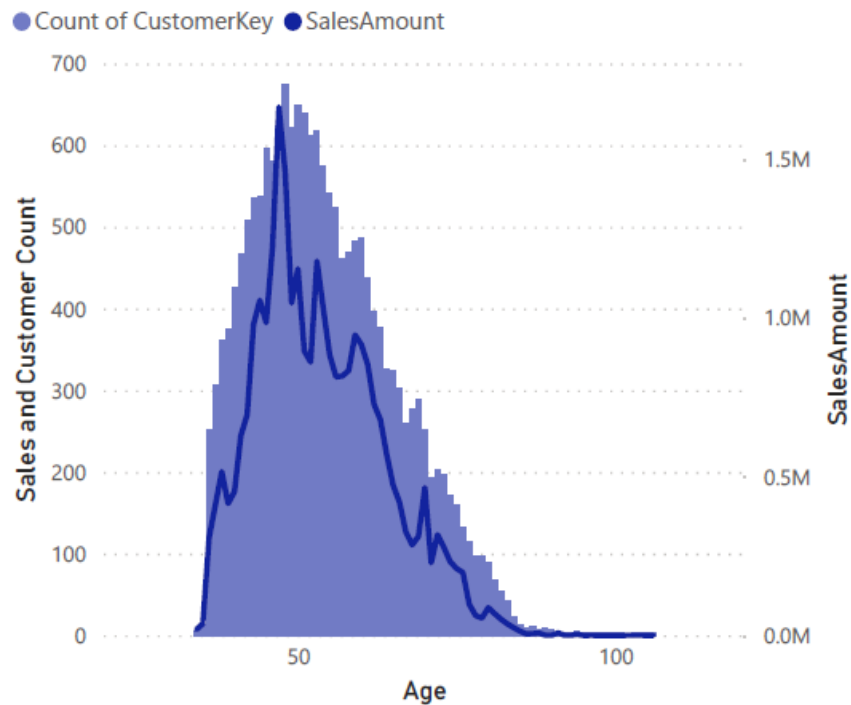➤ Nearly 10.9 million of sales are from UK, Germany, France and Canada

## Sales Distribution by CommuteDistance
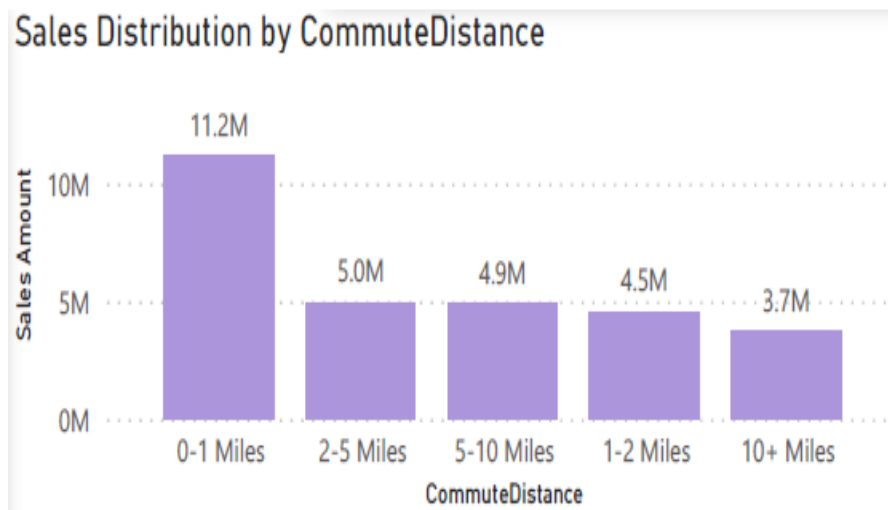


➤ Sales are high where commute distance is less i.e 0-1 Miles

Budget Sales Analysis
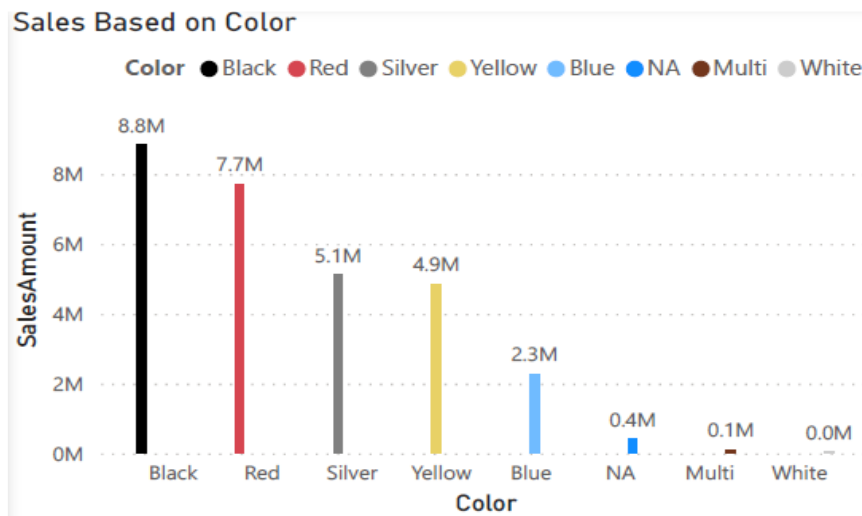
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## Sales Distribution by YearlyIncome



➢ 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

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### 3. Product Data

**Sales Based on Color**

Color ● Black ● Red ● Silver ● Yellow ● Blue ● NA ● Multi ● White



➤ 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

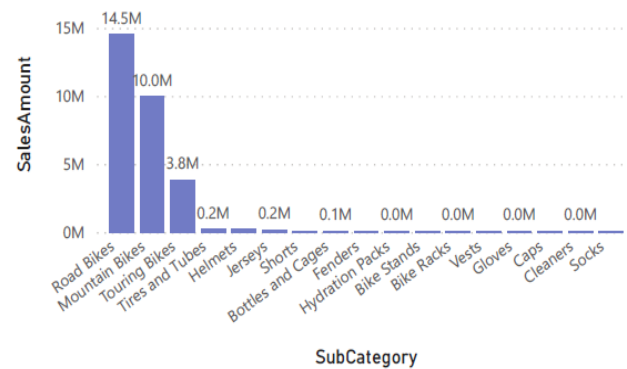➤ Next most sold colors are Silver(5.1M) and Yellow (4.9M)

**Sales Based on Category**

Category ● Bikes ● Accessories ● Clothing
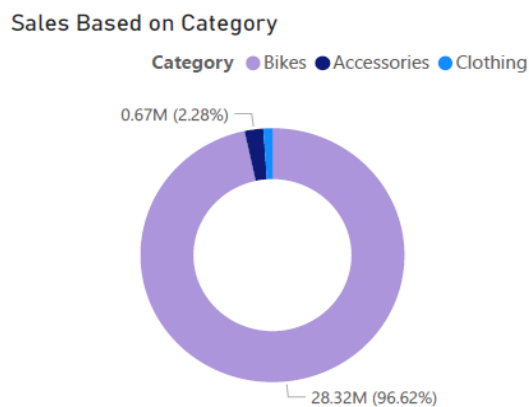


➤ Almost 96.62% of sales comes from the Product Category Bikes

➤ Other 2.28% of sales come from Accessories and Cloths

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**Sales Based on SubCategory**

SubCat... ● Road Bikes ● Mountain Bikes ▶

3.84M (13.12%)    14.52M (49.55%)

9.95M (33.96%)
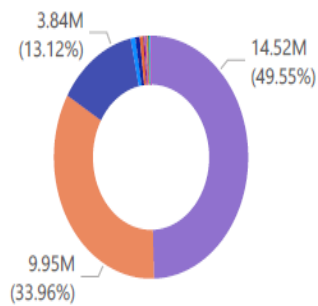
**Sales Based On SubCategory**



- 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
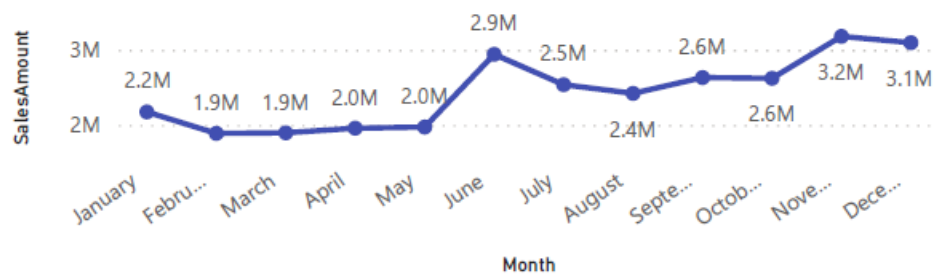- Nearly 13.12% of the sales comes from SubCategory Touring Bikes among the Category Bike

**Sales Distribution by Category and Color**

Category ● Accessories ● Bikes ● Clothing
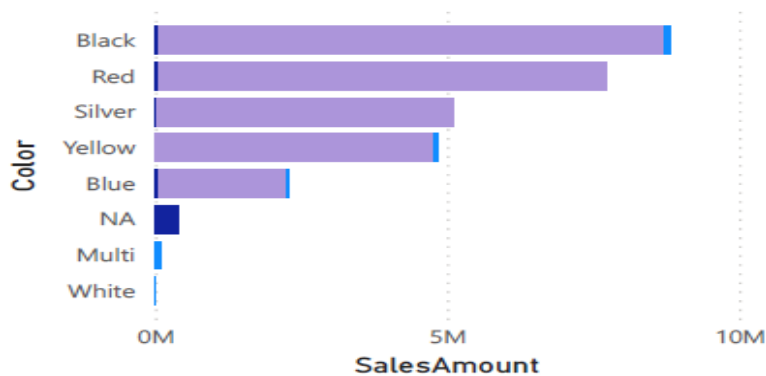


- Bikes of colors Black, Red, Silver, Yellow contribute to more sales generation

Budget Sales Analysis

## SalesAmount by Month



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

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