

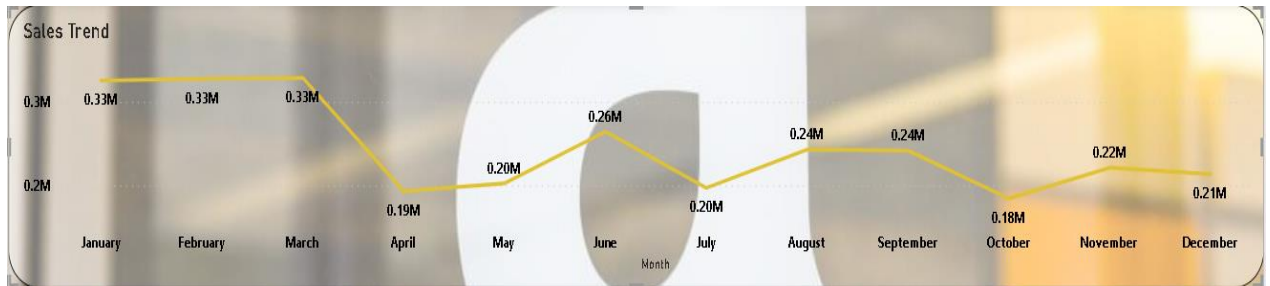
Amazon Sales Data Analysis

Wireframe Documentation

Report

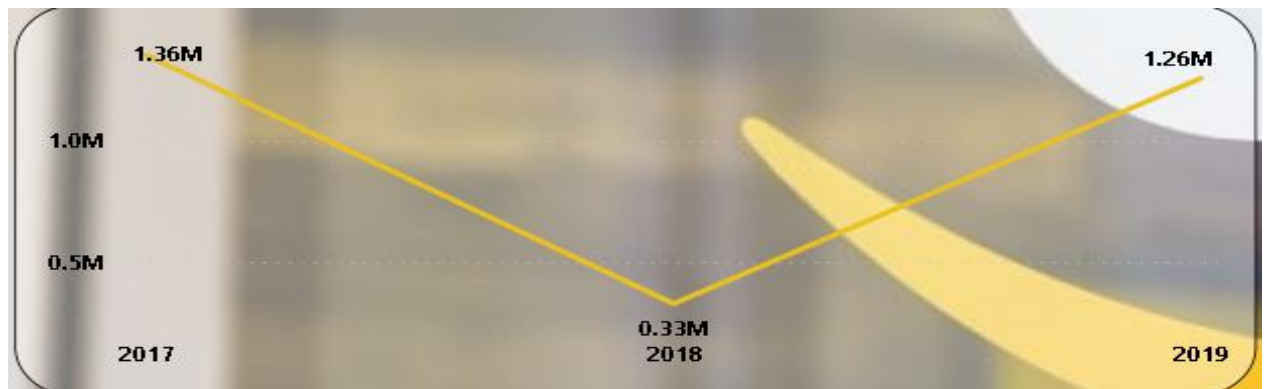
As per the problem statement, we have created Yearly and Monthly Sales Trend: -

1. Monthly Trend for Sales Amount:



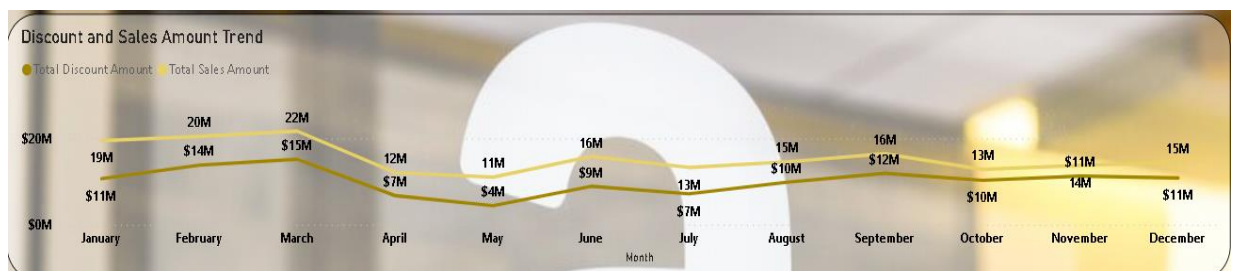
In this chart, we see the split up of total sales by each month. This helps us understand highly active period for sales.

2. Yearly Trend for Sales Amount:



Yearly Sales chart gives an insight into the trend of sales past three years. The visual shows drop in sales in 2018 because we have data for only first 3 months of 2018.

3. Relationship between Discount amount and Sales amount:



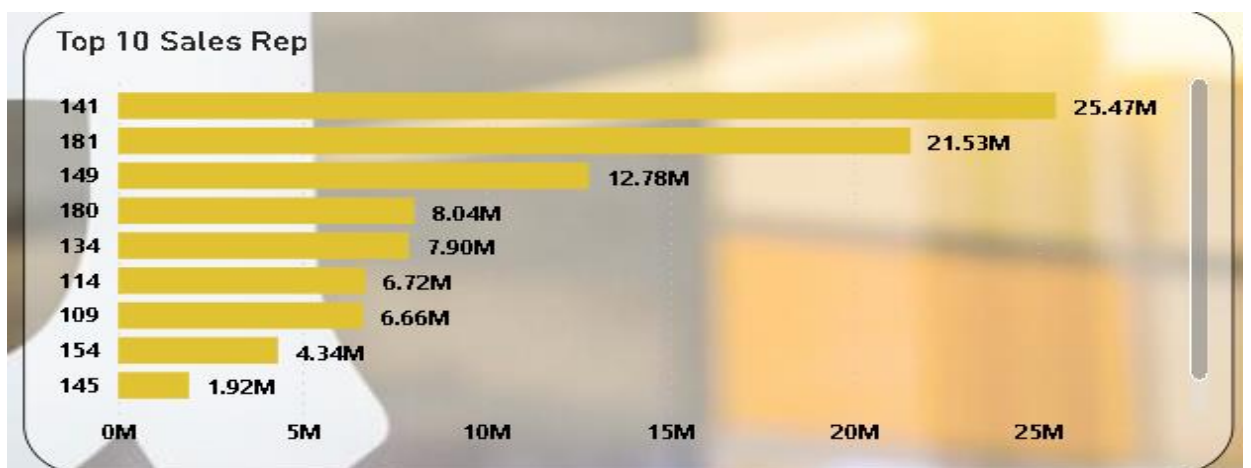
Increase in the discount amount has led to increase in the Sales amount as well. Typical time period of Amazon Shopping Sales is around June, August, November and June. The Shopping Sale boosts sales amount.

4. A table for frequently ordered items:

Item	List Price	Sales Price	Sales Quantity	Total Orders
High Top Dried Mushrooms	2,01,567.92	110221.13	376909	1072
Moms Sliced Ham	66,659.38	34954.52	27790	648
Even Better String Cheese	69,659.77	38791.00	105559	365
Red Spade Pimento Loaf	8,869.21	8742.45	163296	250
Walrus Chardonnay	1,558.39	2084.12	212022	220
Better Large Canned Shrimp	13,469.11	9490.85	590343	191
Better Canned Tuna in Oil	2,402.18	2169.00	266996	93
Golden Frozen Broccoli	5,195.60	2569.53	48040	77
Landslide Hot Chocolate	54.72	701.80	98465	27
Tell Tale Red Delicious Apples	2,799.16	2500.91	31120	19

The table lists top 10 items according to orders and sales quantity. 'High Top Dried Mushrooms' has the highest number of orders because it was listed at a huge discount price.

5. Top Performing Sales Representatives:



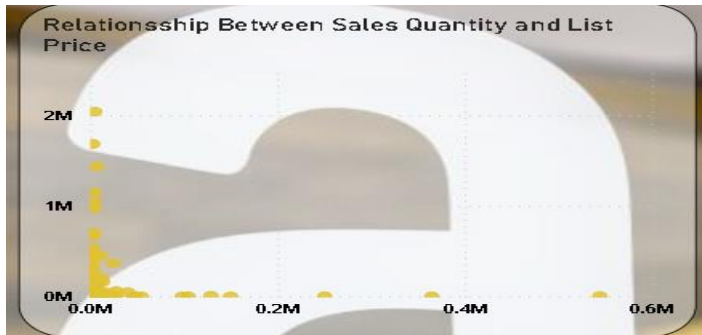
The chart shows top sales representatives making highest business for the company. Sales Representative Ids '141' and '181' have achieved highest number of sales.

6. Relationship between Sales Cost and Total Sales:



The relationship chart between Sales Cost and Total Sales show a positive relationship. As the Sales Cost increases number of sales also increases.

7. Relationship between Sales Quantity and List Price:



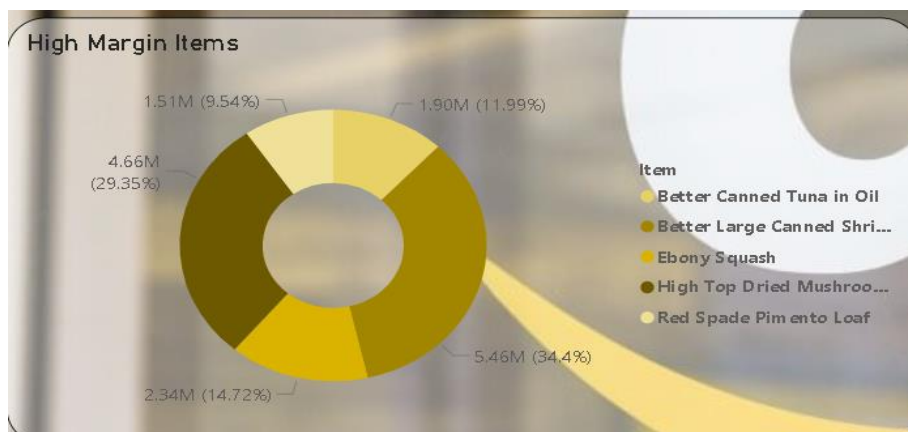
The relationship chart confirms that there is no relationship between List Price and Sales Quantity. Fewer list prices don't mean the sales will be higher.

8. Relationship between Sales Price and List Price:



The chart displays almost a perfect straight line for Sales Price and List Price. Barring few points, the discount amount is marginal for most of the items.

9. High Margin Items:



The donut chart displays 5 high margin items that helps us generate more profit for the company. 'Better Large Canned Shrimp' and 'High Top Dried Mushrooms' are two items company should look to sale more in future.

