

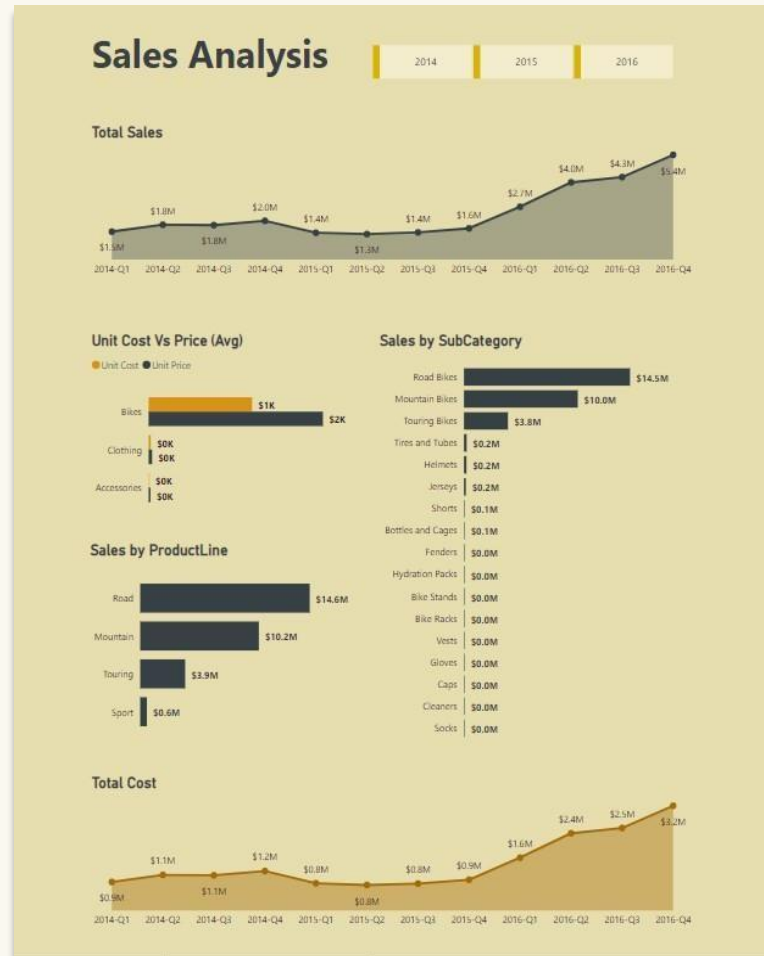
# WIREFRAME DOCUMENTATION

BUDGET SALES ANALYSIS

SUNILKUMAR A

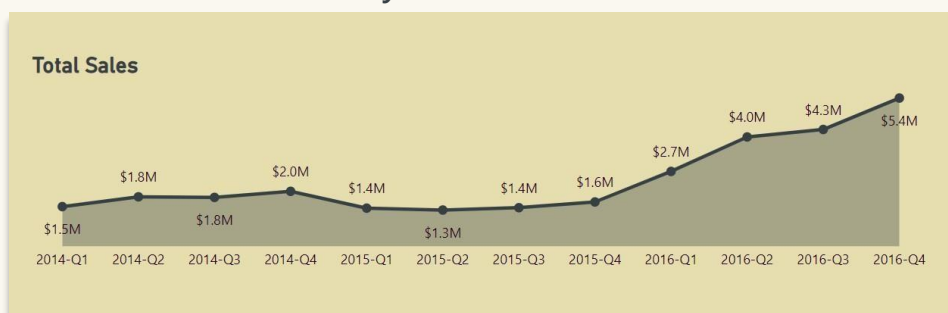
As per the problem statement, we have divided analysis into four sections: -

## 1. Sales Analysis:



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

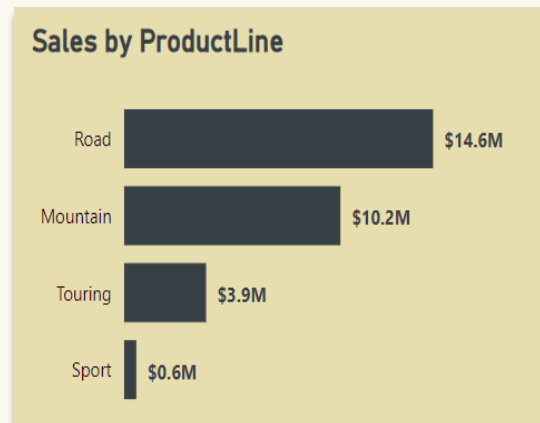
- Sales trend over the year





- Comparison of Average cost and Average Price by Product category

- Revenue generated by Product line



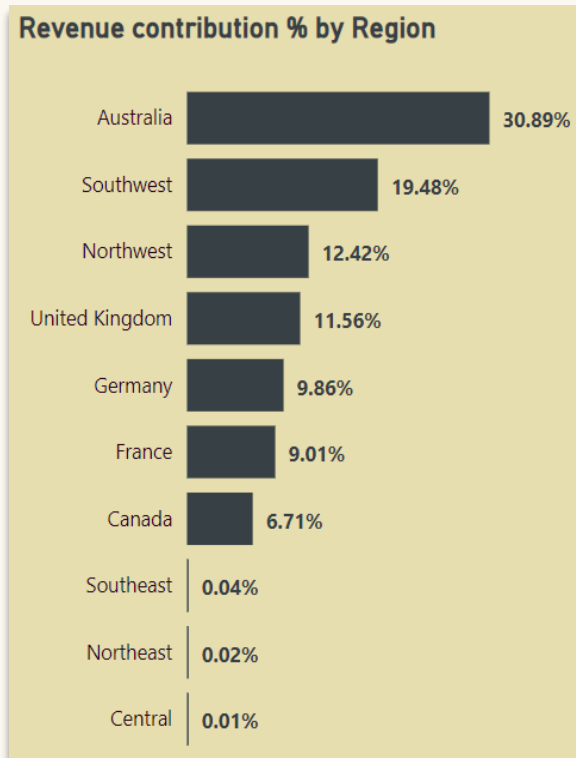
- Turnover Generated by Product Subcategory

- Product cost over the year



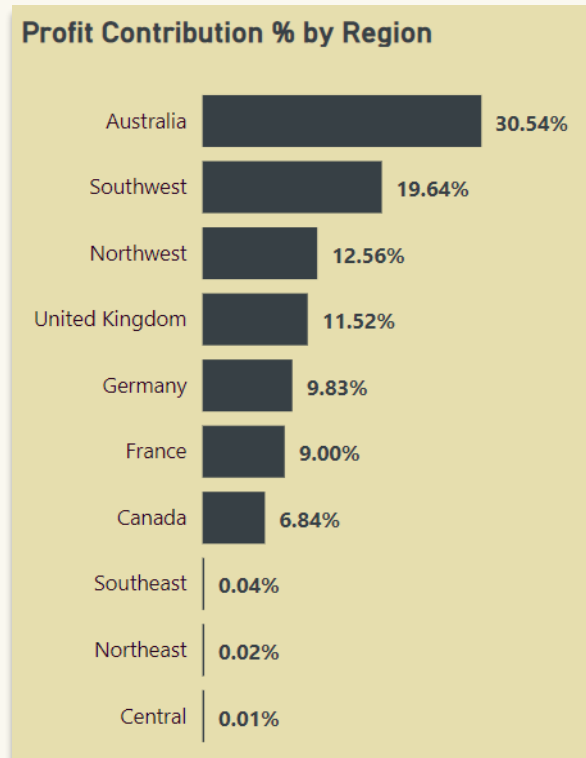
## 2. Profit Analysis:

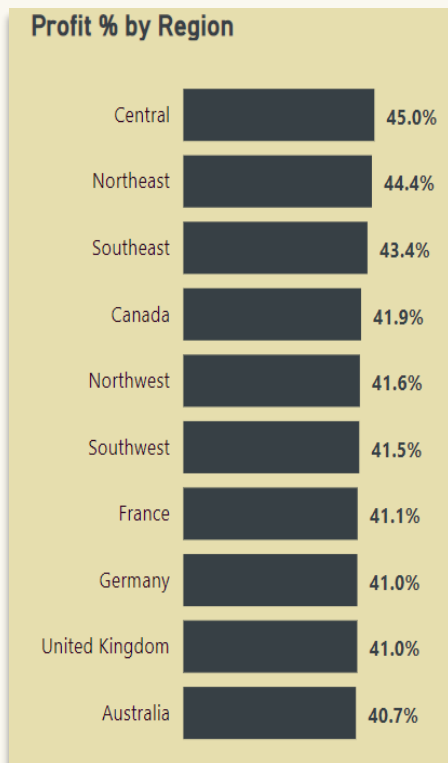




- Stacked bar chart of revenue contributed by region in percentage

- Stacked bar chart of profit contribution by region in percentage



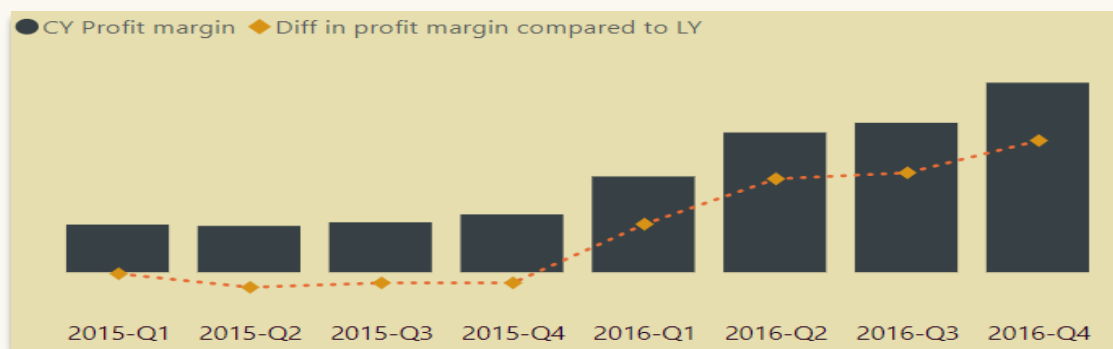


- Stacked bar chart of profit by region in percentage

- Key performing indicators



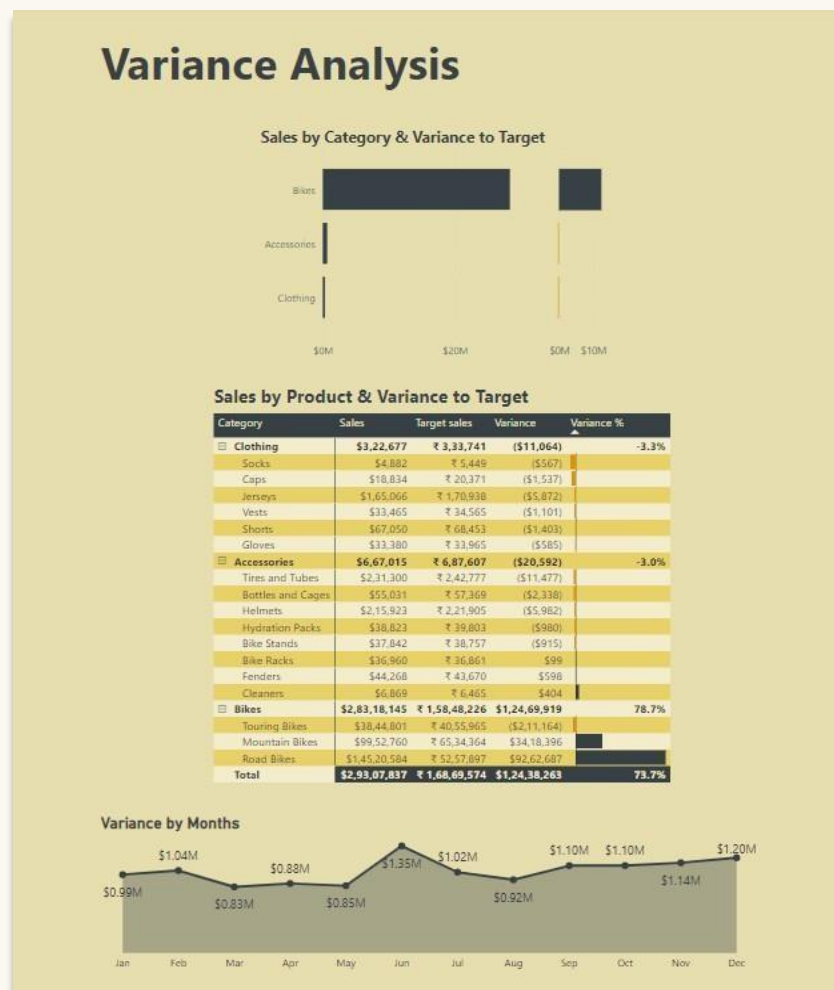
- Comparison between current year profit margin and last year profit margin



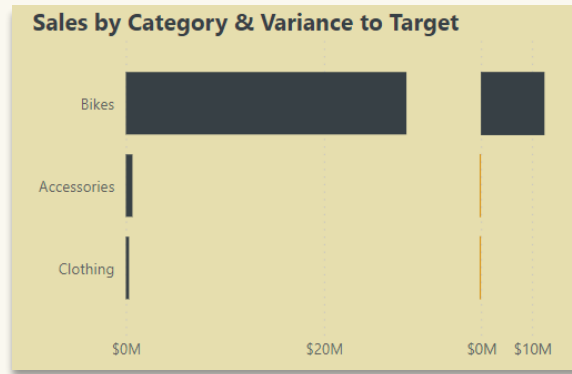
- Revenue details by customer

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
<b>Total</b>	<b>\$2,93,07,837</b>	<b>100.00%</b>	<b>100.00%</b>	<b>41.1%</b>	<b>\$1,28,34,219</b>	<b>\$1,72,55,319</b>

### 3. Variance Analysis:



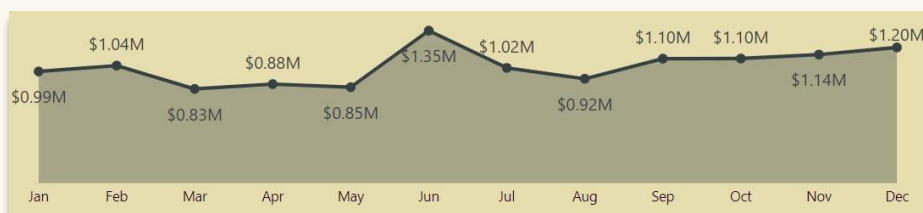
- Comparing actual sales with Variance in budgeted sales



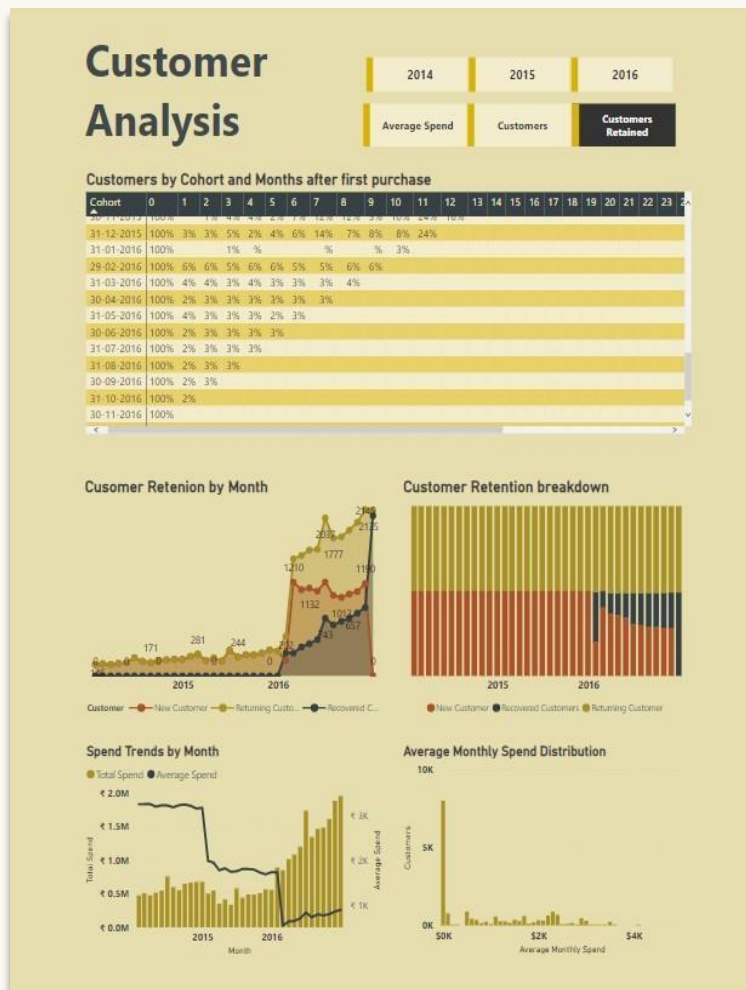
- Matrix Table for comparing sales with target category wise

Category	Sales	Target sales	Variance	Variance %
<b>Clothing</b>	<b>\$3,22,677</b>	<b>₹ 3,33,741</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	\$1,65,066	₹ 1,70,938	(\$5,872)	
Gloves	\$33,380	₹ 33,965	(\$585)	
Caps	\$18,834	₹ 20,371	(\$1,537)	
<b>Bikes</b>	<b>\$2,83,18,145</b>	<b>₹ 1,58,48,226</b>	<b>\$1,24,69,919</b>	<b>78.7%</b>
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	
<b>Accessories</b>	<b>\$6,67,015</b>	<b>₹ 6,87,607</b>	<b>(\$20,592)</b>	<b>-3.0%</b>
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	
<b>Total</b>	<b>\$2,93,07,837</b>	<b>₹ 1,68,69,574</b>	<b>\$1,24,38,263</b>	<b>73.7%</b>

- Line chart showing monthly variance in 2016





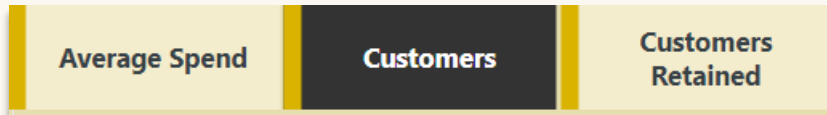


## 4. Customer Analysis

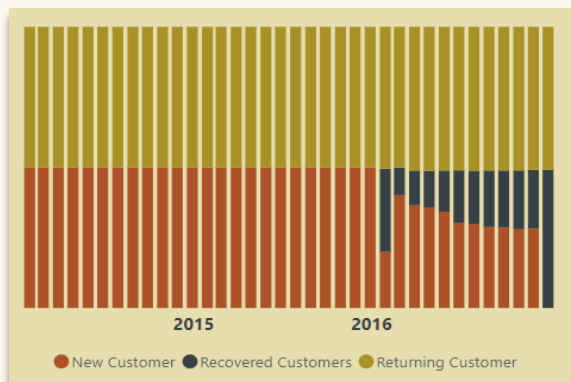
- Cohort Analysis matrix

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

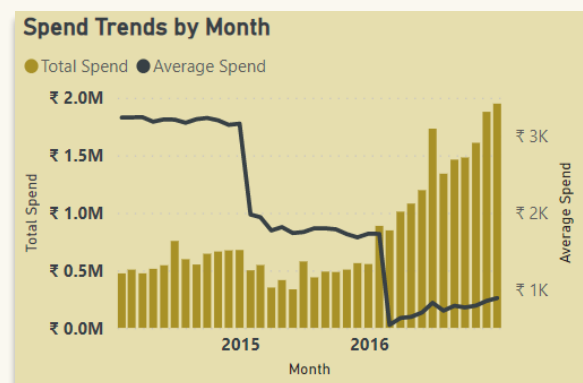


- Line chart to check Cohort yearly trend



- 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