ANALYZING AMAZON SALES DATA
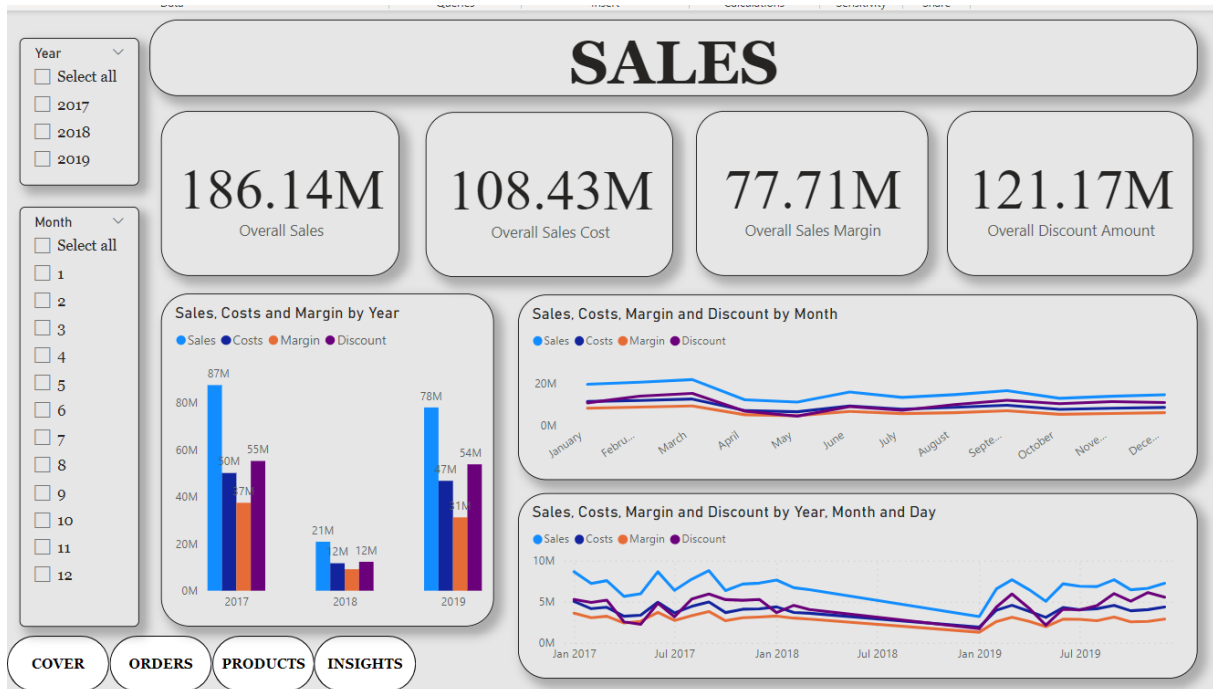
Wireframe Documentation

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HOMEPAGE

As per the problem statement, I have divided the analysis into 3 sections: Sales, Orders, Products.
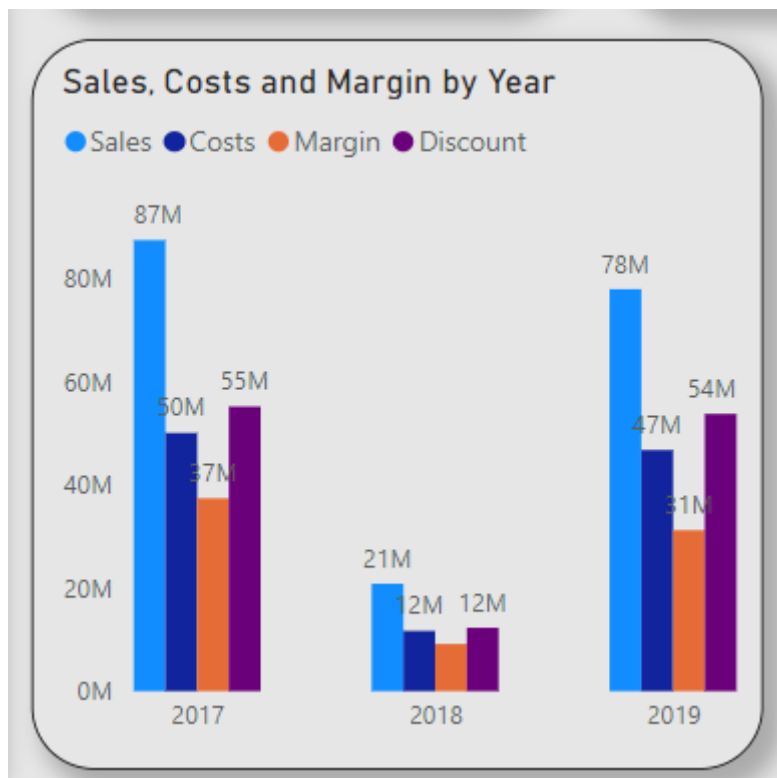
1. SALES
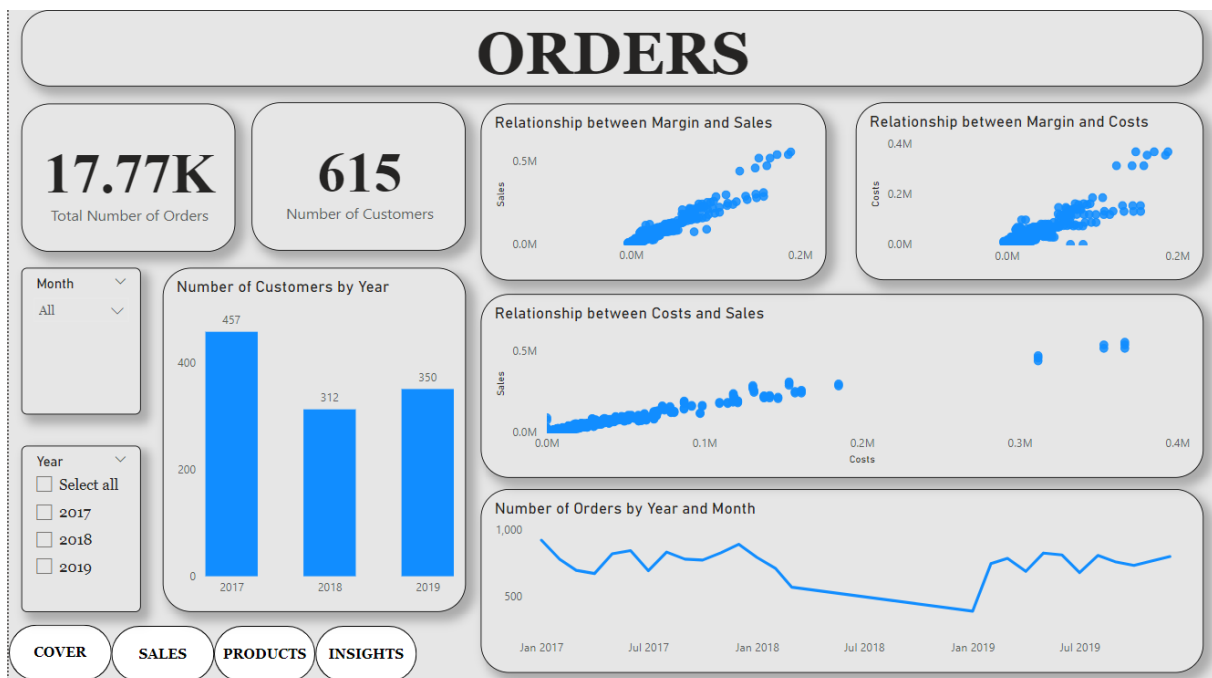

Overall Summarization

Sales, Cost and Margin by Year
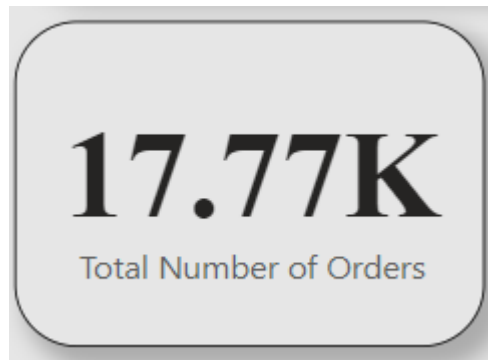

Sales, Cost and Margin by Month

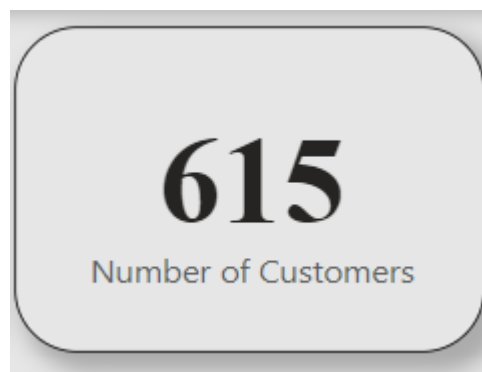Sales, Cost, Margin by Year, Month and Day
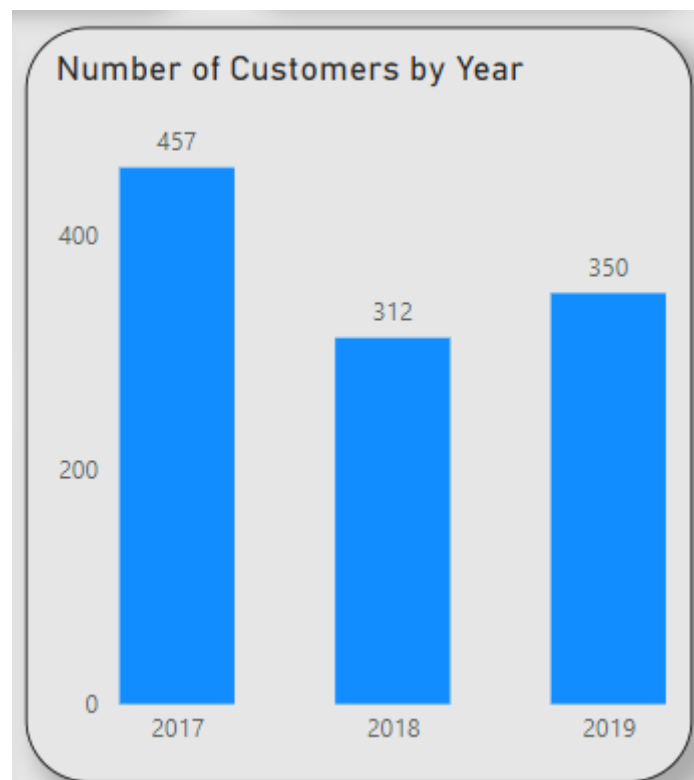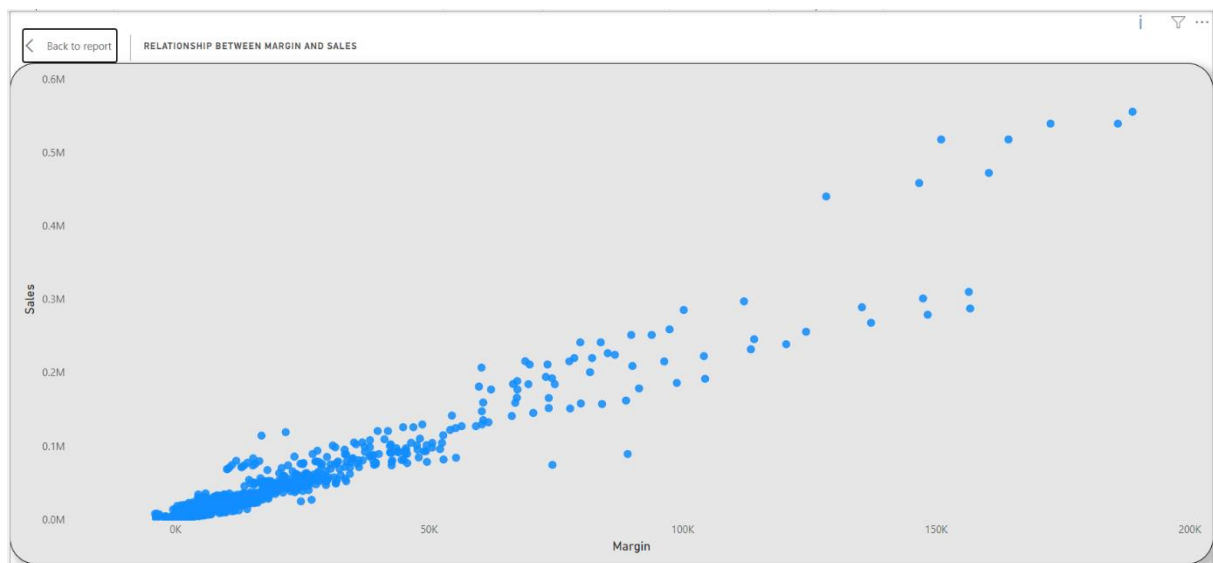

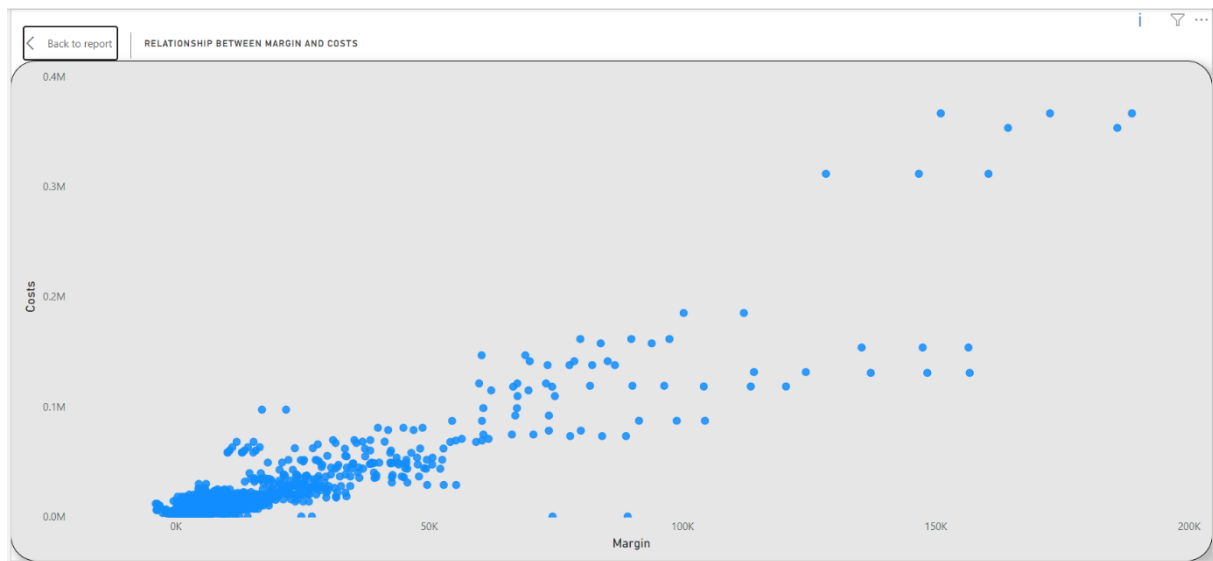2. ORDERS

Total Number of Orders

Total Number of Customers

Number of Customers by Year

Relationship between Margin and Sales
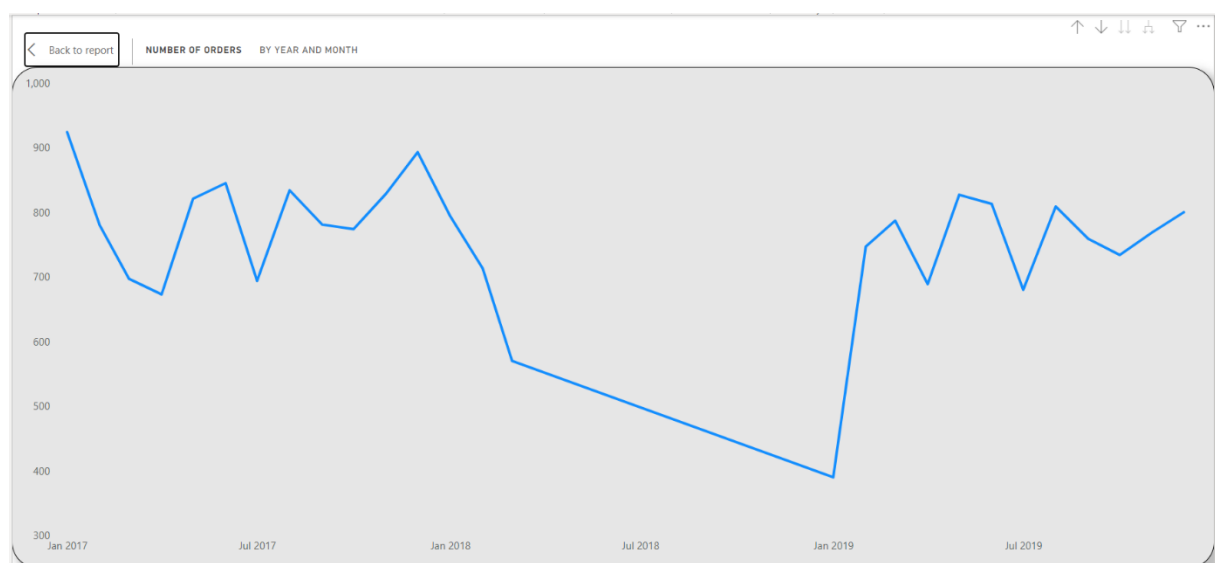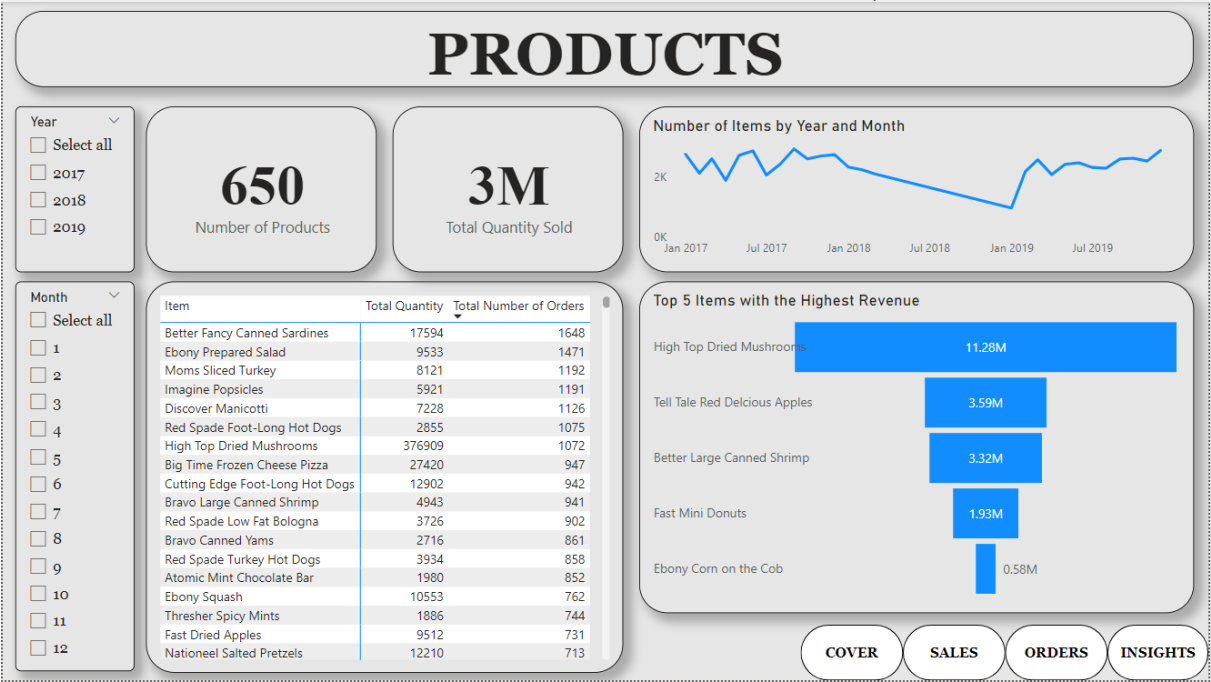

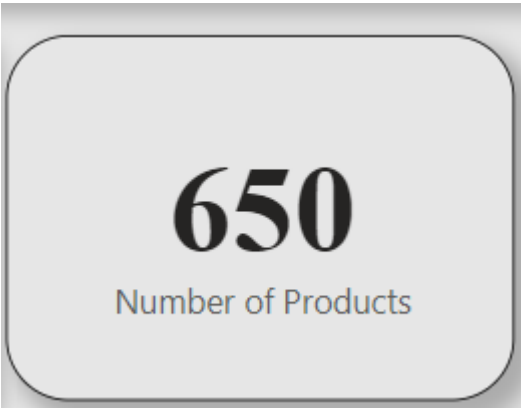Relationship between Margin and Cost

Relationship between Cost and Sales

Number of Orders by Year and Month

3. PRODUCTS

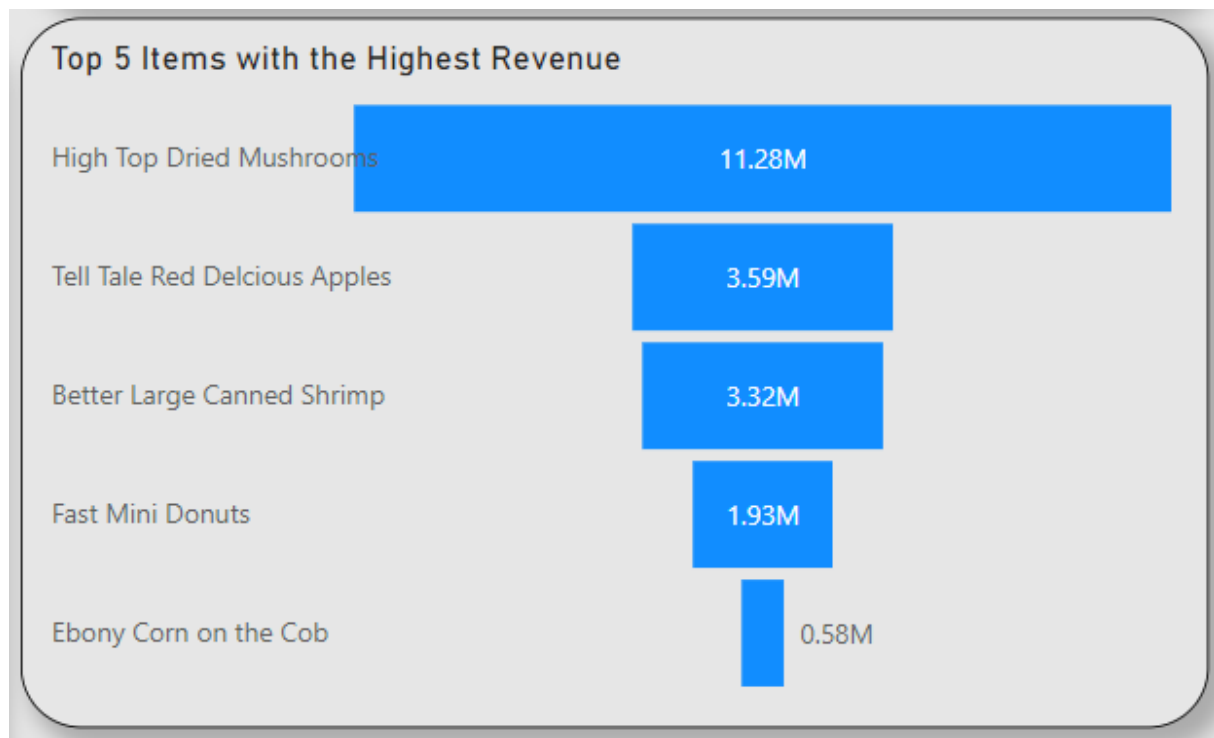## Number of Product Types

Total Quantity Sold

Top 5 Products with the Highest Revenue

Top 5 Items with the Highest Revenue

Item	Revenue
High Top Dried Mushrooms	11.28M
Tell Tale Red Delcious Apples	3.59M
Better Large Canned Shrimp	3.32M
Fast Mini Donuts	1.93M
Ebony Corn on the Cob	0.58M

Products by Quantity and Order

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Item	Total Quantity	Total Number of Orders
Better Fancy Canned Sardines	17594	1648
Ebony Prepared Salad	9533	1471
Moms Sliced Turkey	8121	1192
Imagine Popsicles	5921	1191
Discover Manicotti	7228	1126
Red Spade Foot-Long Hot Dogs	2855	1075
High Top Dried Mushrooms	376909	1072
Big Time Frozen Cheese Pizza	27420	947
Cutting Edge Foot-Long Hot Dogs	12902	942
Bravo Large Canned Shrimp	4943	941
Red Spade Low Fat Bologna	3726	902
Bravo Canned Yams	2716	861
Red Spade Turkey Hot Dogs	3934	858
Atomic Mint Chocolate Bar	1980	852
Ebony Squash	10553	762
Thresher Spicy Mints	1886	744
Fast Dried Apples	9512	731
Nationeel Salted Pretzels	12210	713
Ebony Macintosh Apples	6267	696
Moms Sliced Ham	27790	648
Bravo Canned Tomatos	3276	625
Nationeel Avocado Dip	2340	594
Pearl Chardonnay	5176	593
Red Spade Beef Bologna	5336	578
Tell Tale Limes	5199	562
Monarch Ravioli	1353	542

Number of Items by Year and Month