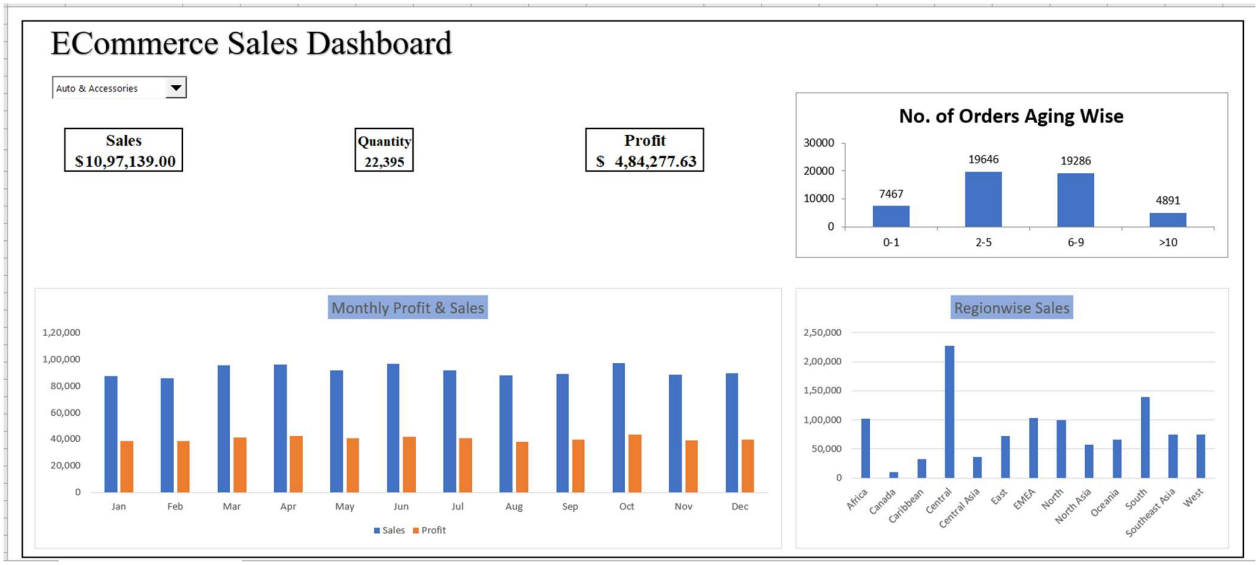
ECOMMERCE SALES DASHBOARD

Wireframe Documentation

Homepage

As per the problem statement, we have divided analysis into four sections according to the product category: -

1. Sales and Profit made by 'Auto & Accessories' products:

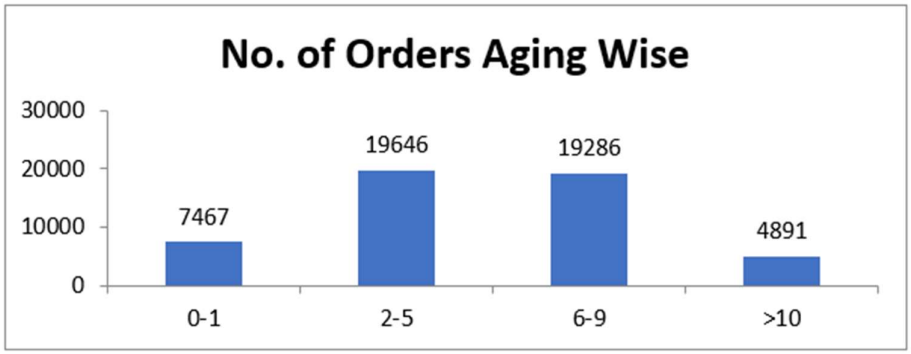


In this section we designed our first dashboard and tried to interpret the followings

- ✓ Total Sales, total Quantity and total Profit made by the products

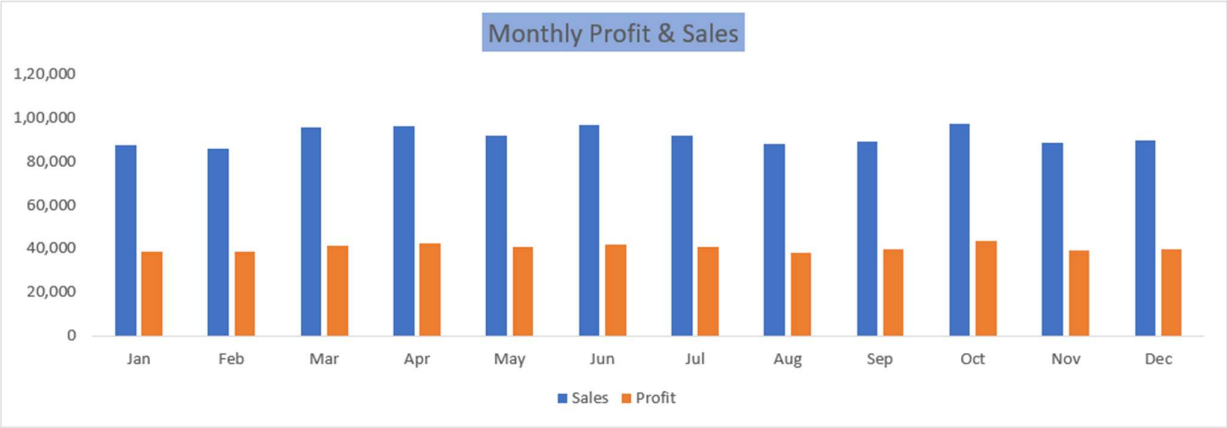
Sales	Quantity	Profit
$10,97,139.00	22,395	$ 4,84,277.63

- ✓ Relation between No of Orders and Aging

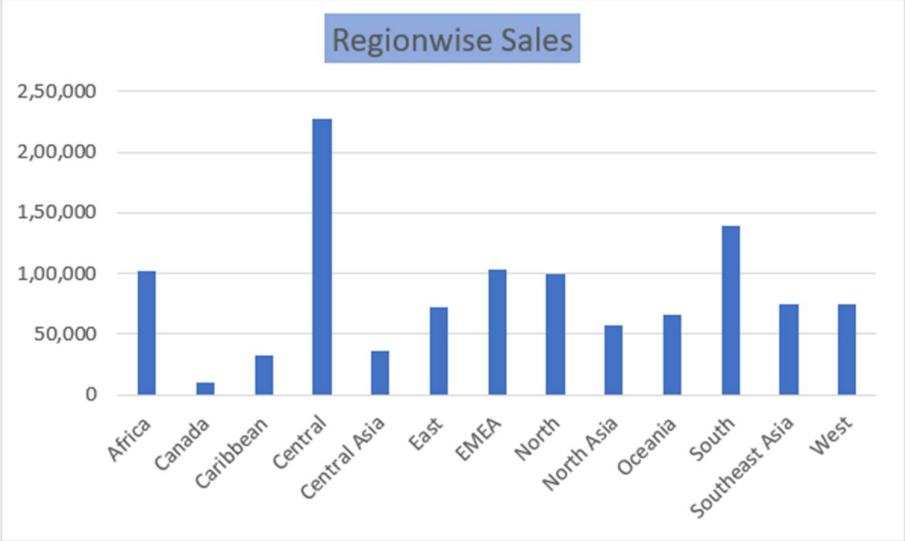


This histogram does not change as it does not depend on the product category

✓ Monthly Sales and Profit



✓ Sales done by the product category in different Region



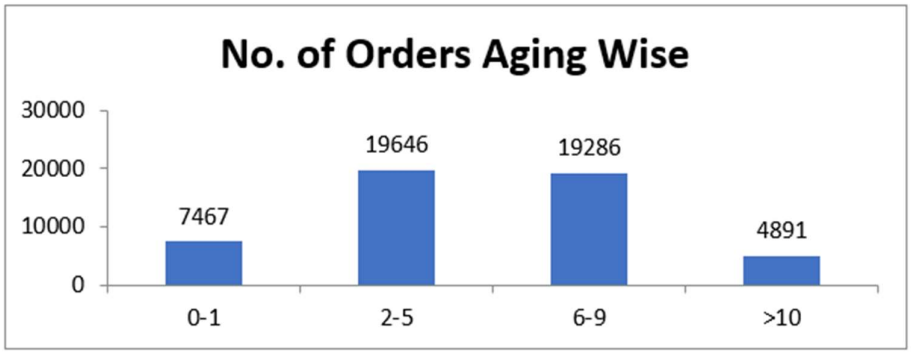
2. Sales and Profit made by 'Electronic' products

Here, we have our second dashboard and interpret the followings—

✓ Total Sales, total Quantity and total Profit made by the products

Sales	Quantity	Profit
$ 3,94,738.00	8,211	$ 1,74,175.04

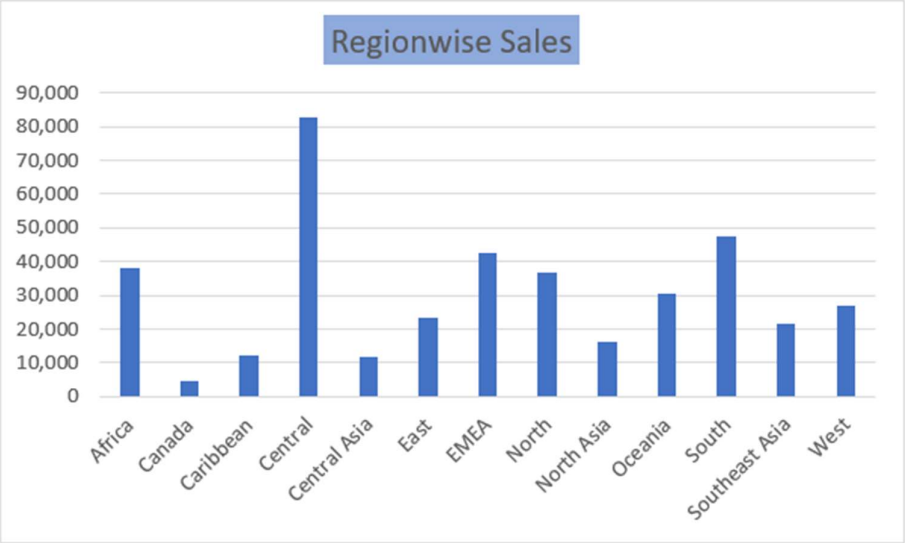
✓ Relation between No of Orders and Aging



This histogram does not change as it does not depend on the product category

✓ Monthly Sales and Profit

- ✓ Sales done by the electronic products in different Region

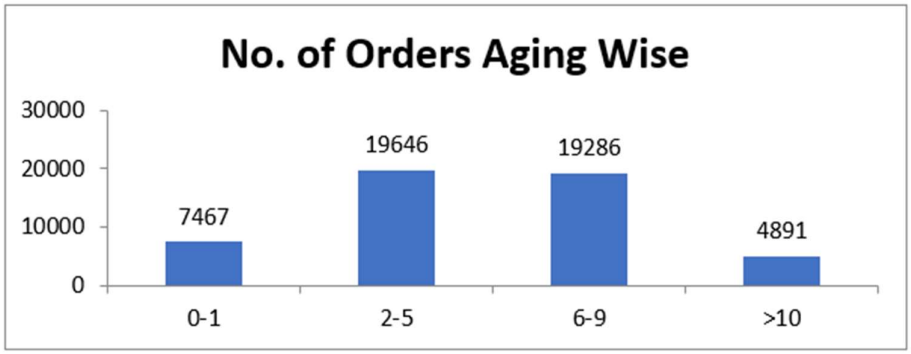


3. Sales and Profit made by 'Fashion' products

- ✓ Total Sales, total Quantity and total Profit made by the products

Sales	Quantity	Profit
$52,12,097.00	92,071	$24,83,852.63

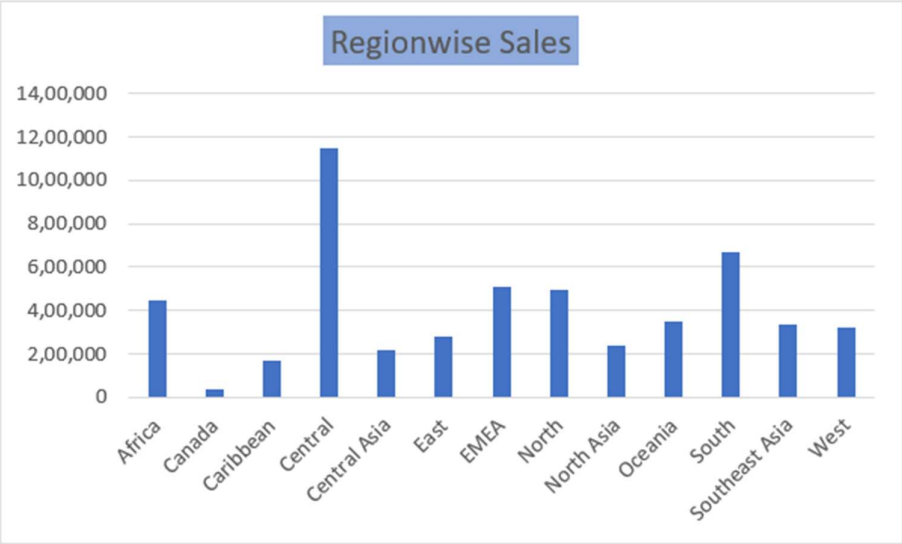
- ✓ Relation between No of Orders and Aging



This histogram does not change as it does not depend on the product category

- ✓ Monthly Sales and Profit

✓ Sales done by the fashion products in different Region

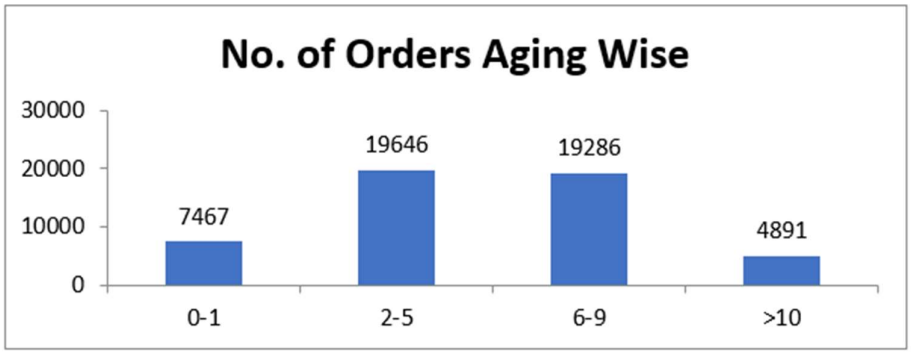


4. Sales and Profit made by 'Home & Furniture' products

✓ Total Sales, total Quantity and total Profit made by the products

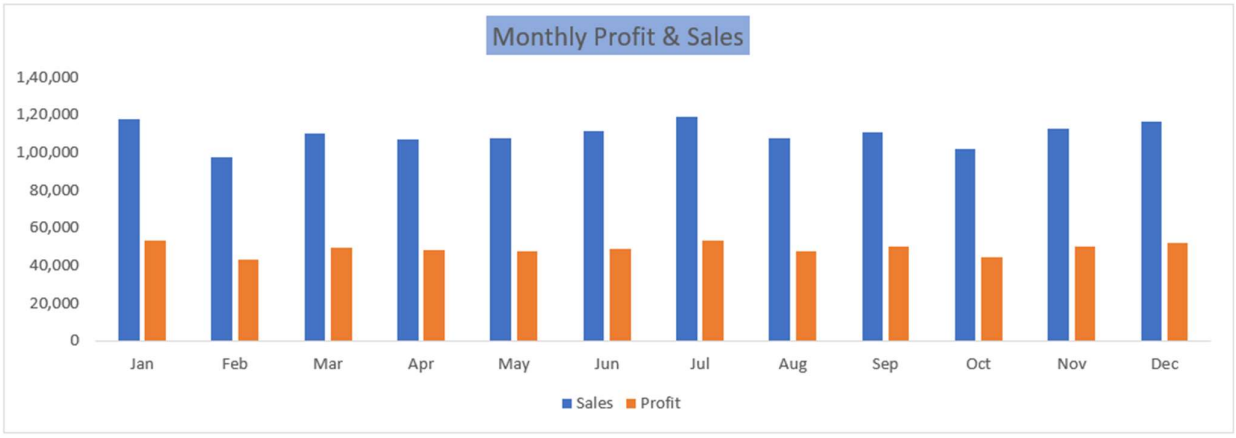
Sales	Quantity	Profit
$13,19,407.00	31,055	$ 5,87,597.65

✓ Relation between No of Orders and Aging



This histogram does not change as it does not depend on the product category

- ✓ Monthly Sales and Profit



- ✓ Sales made by home and furniture products in different Region