

# Wireframe Documentation

## ANALYZING AMAZON SALES DATA

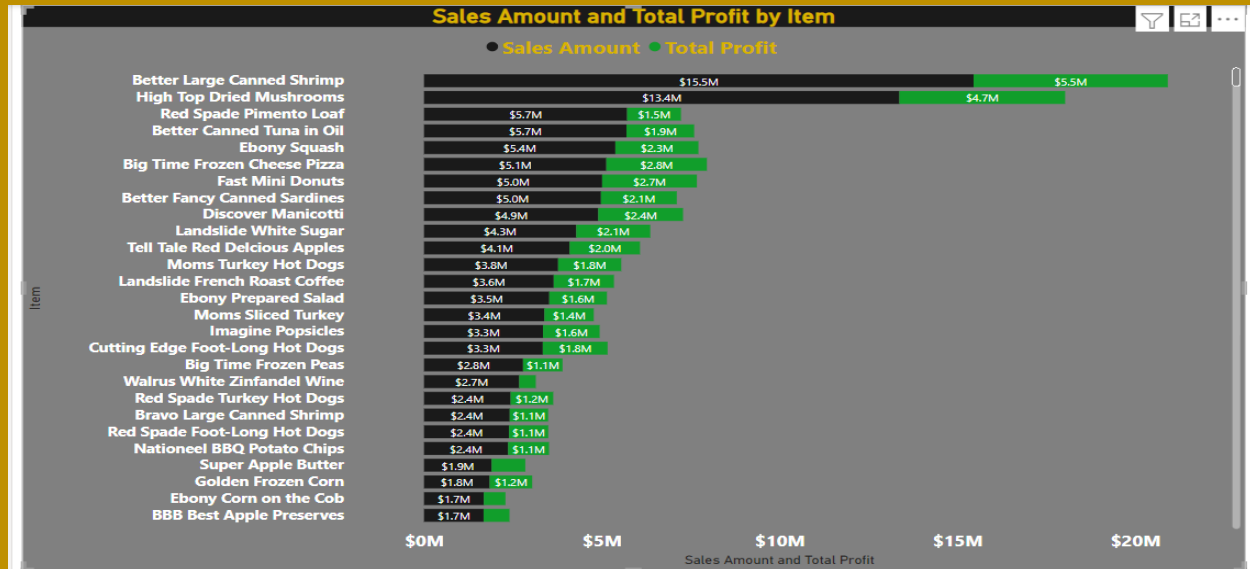
**VICTOR ALBAN BAGH**

## Document Control

Date	Version	Description	Author
14/12/2022	1.0	Introduction, Problem Statement	Victor Alban Bagh
15/12/2022	1.1	Dataset Information, Architecture Description	Victor Alban Bagh

I performed Exploratory Data Analysis on Power BI and then created a Dashboard.

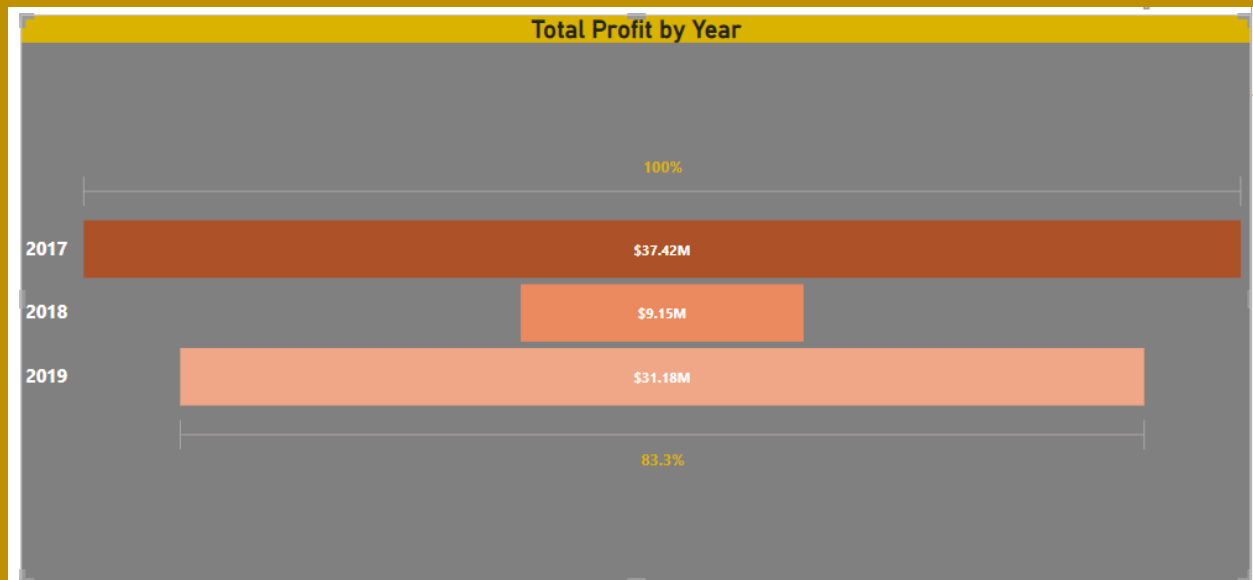
### 1. What was the Sales of each Item?



At \$15,454,172.47, 'Better Large Canned Shrimp' had the highest Sales, followed by 'High Top Dried Mushrooms' which was around \$13,367.71k and 3rd most sold product was 'Red Spade Pimento Loaf' Better Large Canned Shrimp accounted for 3.08% of Total Sales Amount. Sales and Profits diverged the most when the Item was Better Large Canned Shrimp when Sales were \$9,994,346.21 higher than Profits. Profits trended down, resulting in a 16.16% decrease between 2017 and 2019.

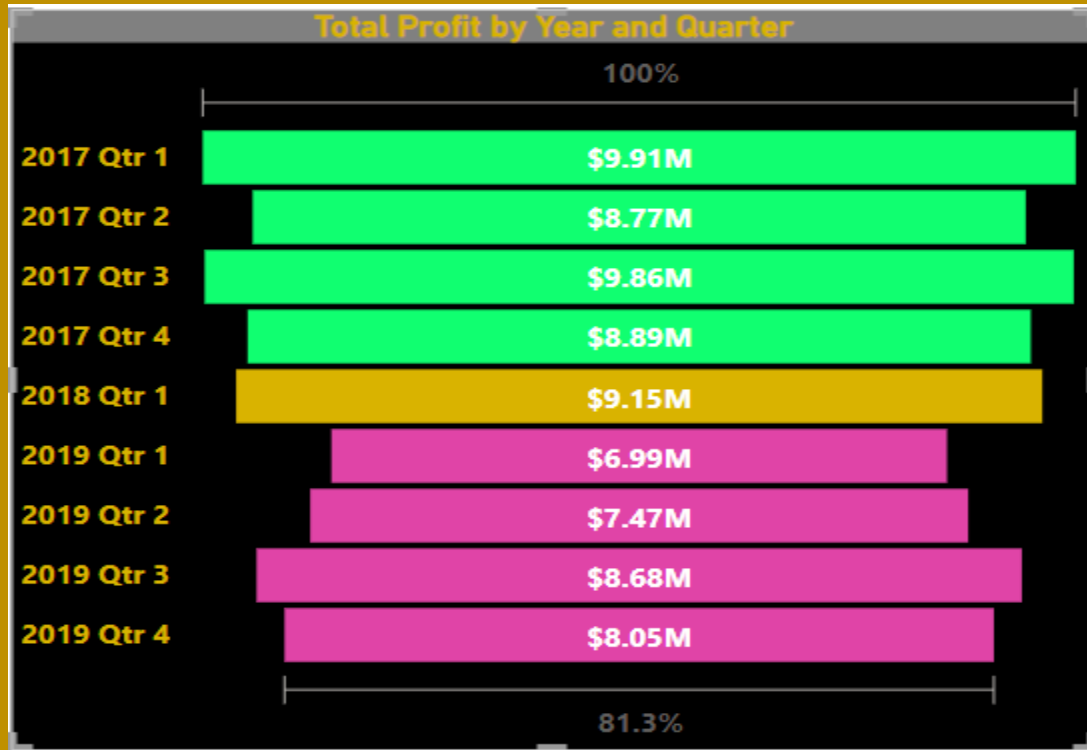
Profits trended down, resulting in a 21.15% decrease between January 2017 and October 2019, it dropped from \$9,598,696.65 to \$7,568,565.85 during its steepest decline between January 2017 and October 2019.

## 2. How was the growth in Profit year over year?



In 2017 \$37.42 M Profit was generated, but in 2018 it severely declined to \$9.15 M which was only 24.8% of 2017's Profit, then in 2019 it showed tremendous growth and was \$31.18 M which was 340.85 % more than the previous value and 83.3 % of 2017's profit.

## 3. How was the Sales & Profit Yearly-Quarter wise?



In the first quarter of 2017, the profit was \$9.91 M. Then in the 2nd quarter, it slightly declined by 13.62% to \$8.77 M which was only 86.38% of the previous value. Then in the 3rd quarter, it was little improved to \$9.86 M which was 112.39% of the previous value. Then coming to the 4th quarter of 2017, it was \$8.89 M. In the first quarter of 2018, it was \$9.15 M which was 103.85% of the previous value which means it was little improved by 11.14%. After that, it significantly decreased by 22.16% from the 1st quarter of 2018 to 1st quarter of 2019 then after that, it started to improve as profit increased month by month and \$1.07 M more profit was collected compared to the profit of 1st quarter of 2019 which was \$6.99M.

4. Which items are the best-selling items?



At \$15,454,172.47, Better Large Canned Shrimp had the highest Sales and was 187.21% higher than Ebony Squash, which had the 5th Highest Sales at \$5,380,727.75. Better Large Canned Shrimp accounted for 33.89% of Sales. Across all 5 Items, Sales ranged from \$5,380,727.75 to \$15,454,172.47.

5. Which Items generated Highest Profit?



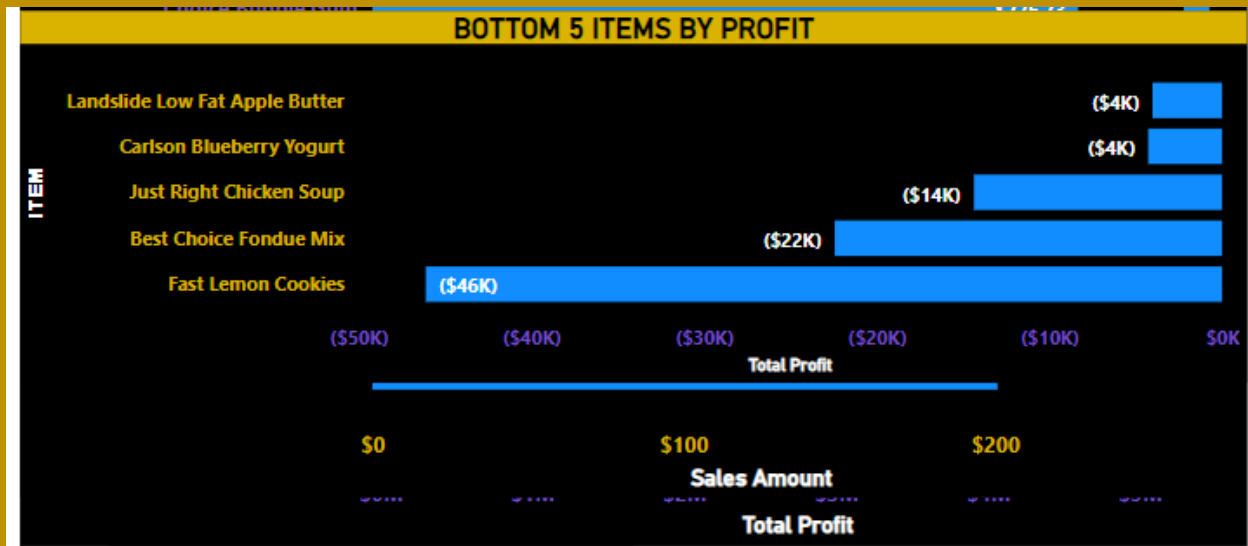
At \$5,459,826.26, Better Large Canned Shrimp had the highest Profits and was 129.24% higher than Discover Manicotti, which had the 5th highest Profits at \$2,381,667.84. Better Large Canned Shrimp accounted for 30.35% of Profits. Across all 5 Items, Profits ranged from \$2,381,667.84 to \$5,459,826.26.

6. Which Items generated the lowest sales?



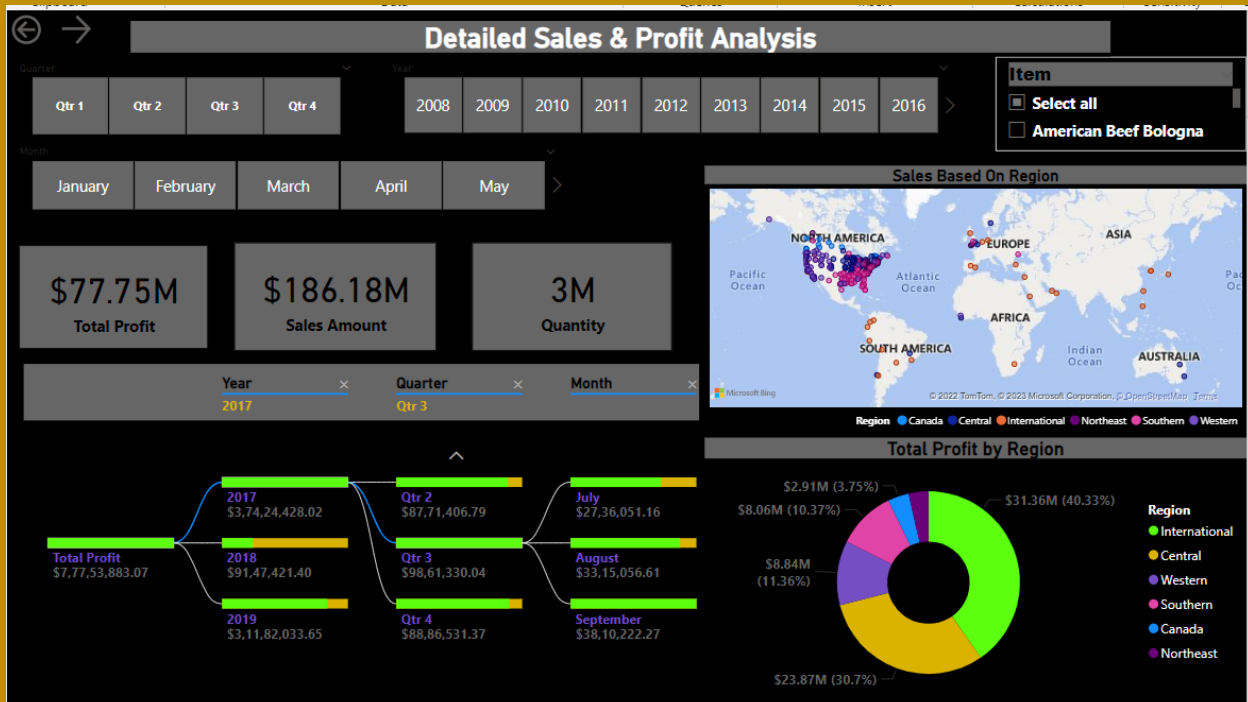
At \$406.50, Super Grape Preserve had the 5th lowest Sales and was 60.77% higher than Kiwi Lox, which had the lowest Sales at \$204.71. BBB Best Corn Oil accounted for 26.16% of Sales. Across all 5 Items, Sales ranged from \$204.71 to \$327.06.

## 7. What were the items that resulted in a loss?



➤ At \$4,026.61, Landslide Low Fat Apple Butter had the 5th Highest Loss and was 91.27% higher than Fast Lemon Cookies, which had the Highest Loss at \$46,106.59. Fast Lemon Cookies accounted for 49.03% of Loss. Across all 5 Items, Loss ranged from (\$46,106.59) to (\$4,026.61).

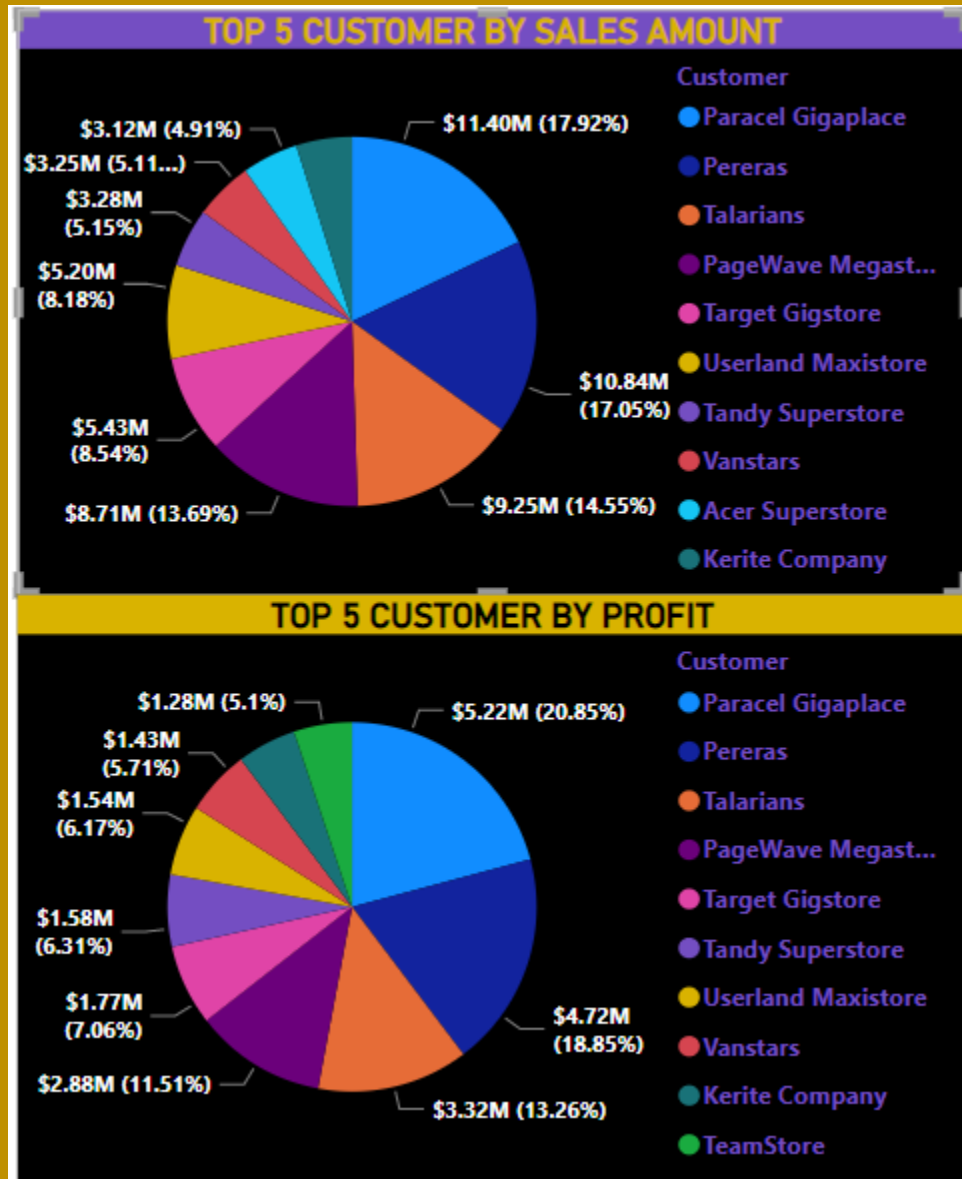
## 8. Detailed Sales and Profits Analysis.





In this Decomposition Tree visual, we can Analyze how much Sales & Profits were made from 2017 to 2019. Comparing 3 Years, 2017 was the year in which highest Sales & Profits were made, which was \$8,68,72,733.86 and \$3,68,34,901.78 respectively. Sales and Profit was maximum on Sunday, which was \$2,62,07,105.29 and \$1,11,00,176.97 respectively. Sales & Profits were very balanced in all 4 Quarters but it was highest in Q3(Sales= \$79,13,401.49, Profit= \$33,40,301.23). August was the month in which the highest Sales & Profits were recorded, which was \$30,74,481.93, \$13,08,995.72 respectively. In that Month Sales & Profits were generated on the 6th, 13th,20th, 27th day.

#### 9. Who were the Top 10 Customers by Sales and Profit Amount?

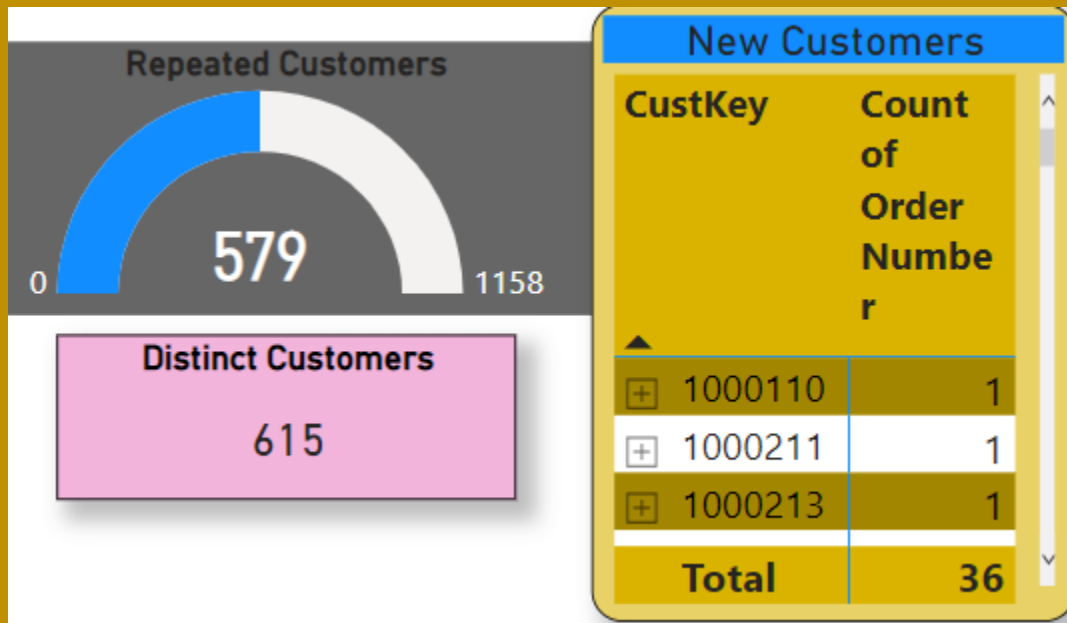


Top Customers by Sales: At \$1,13,96,474.24, Parcel Gigaplace (CustKey 10021485) had generated highest Sales and was 383.63% higher than Target Gigstore (CustKey 10025052), which had the 5th highest Sales at

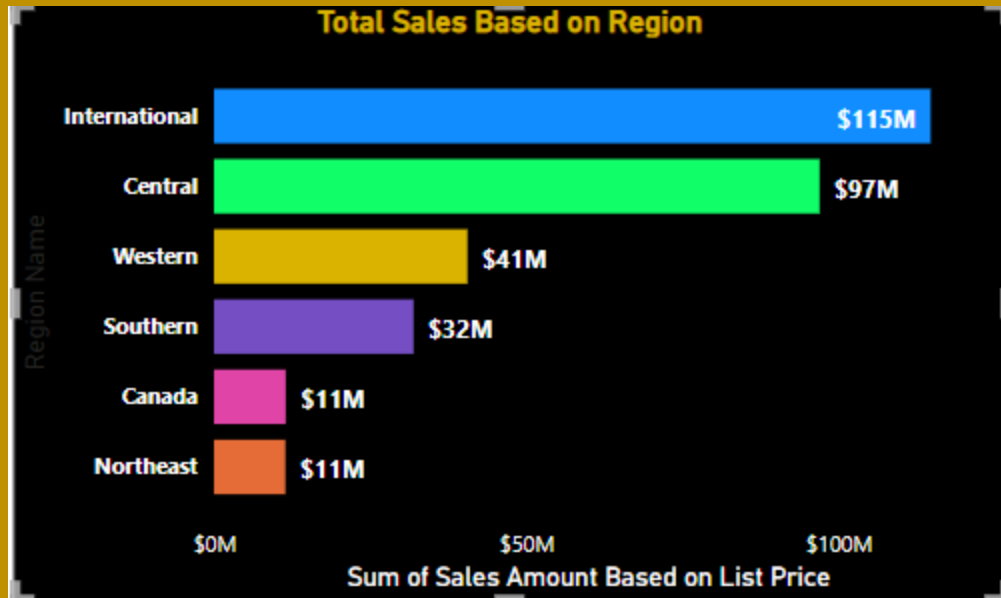
\$54,33,005.93. Kerite Company (CustKey 10019194) had the 10th highest Sales at \$31,13,463.63 accounted for 4.9% of Sales. Across all 10 CustKey, Sales ranged from \$31,13,463.63 to \$ 1,13,96,474.24

Top Customers by Profits: At \$52,14,826.95, Parcel Gigaplace (CustKey 10021485) had generated the highest Profits and was 312.11% higher than Target Gigastore (CustKey 10025052), which had the 5th highest Profits at \$17,66,515.25. Across all 10 CustKey, Profits ranged from \$12,00,384.67 to \$52,14,826.95

10.How many Distinct Customers, New Customers and Repeated Customers are there?



11.Which Market Region Has Highest Sales and Profit?



12. Who are the Top 5 Sales Representatives as per Sales and Profit?

Sales Rep	Total Sales Amount	Total Profit	%Total Profit
141	\$2,54,72,367.39	\$1,14,65,259.26	81.9%
142	\$12,01,670.15	\$5,08,397.94	73.3%
143	\$38,32,450.84	\$17,71,446.58	86.0%
144	\$17,94,099.72	\$8,82,598.15	96.8%
145	\$19,26,096.90	\$10,53,450.90	120.7%
147	\$2,26,672.17	\$1,15,558.45	104.0%
149	\$1,27,78,826.17	\$41,04,905.55	47.3%
150	\$35,416.78	\$14,851.34	72.2%
151	\$1,83,910.44	\$85,624.48	87.1%
152	\$4,66,532.99	\$1,53,865.04	49.2%
153	\$56,15,364.28	\$29,34,462.82	109.5%
154	\$43,43,109.03	\$18,41,929.85	73.6%
155	\$8,35,674.07	\$4,01,370.46	92.4%
157	\$21,80,668.40	\$10,08,641.61	86.1%
Total	\$18,61,86,367.19	\$7,77,54,723.11	71.7%

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