

# Wireframe Document

## ANALYZING AMAZON SALES DATA

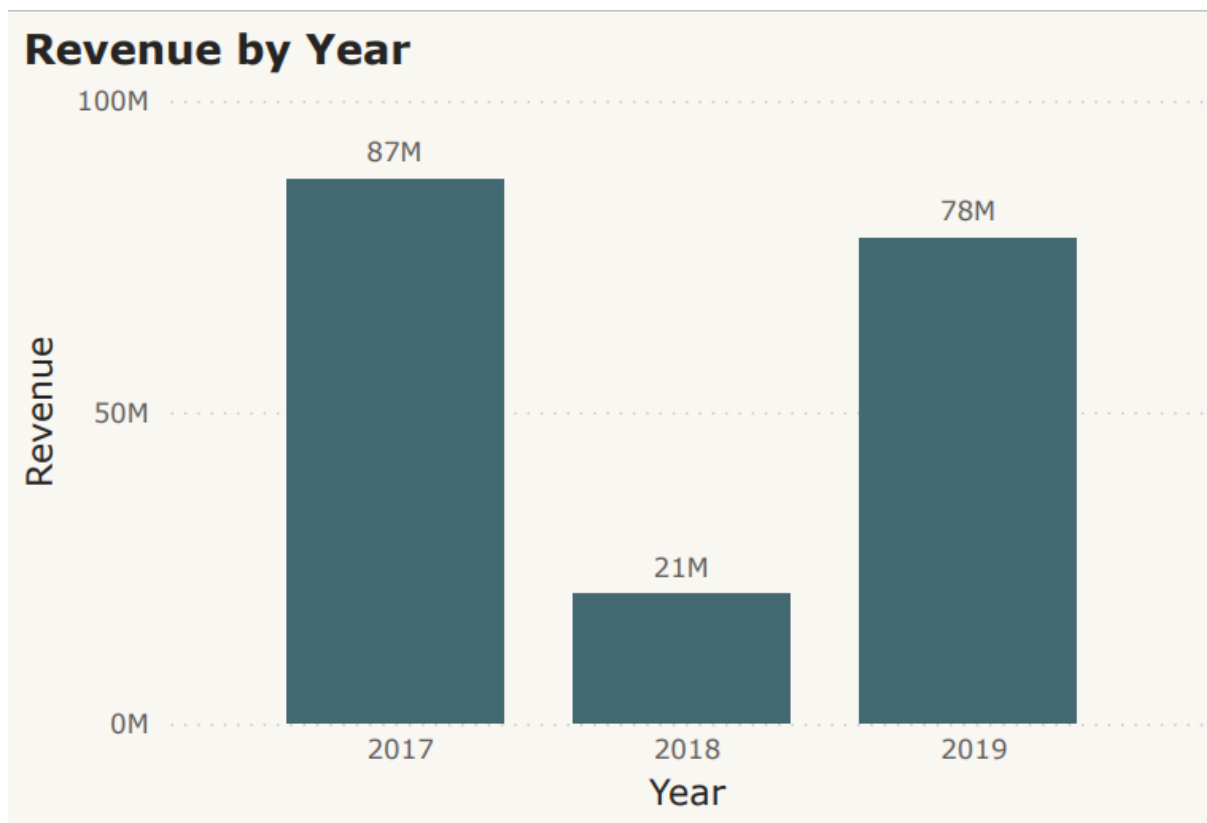
Aditya Sahoo

## Analysis

As per the problem statement, we have defined the several use cases to perform the analysis on which helps in not only understanding the meaningful relationships between attributes, but it also allows us to do our own research and come-up with our findings.

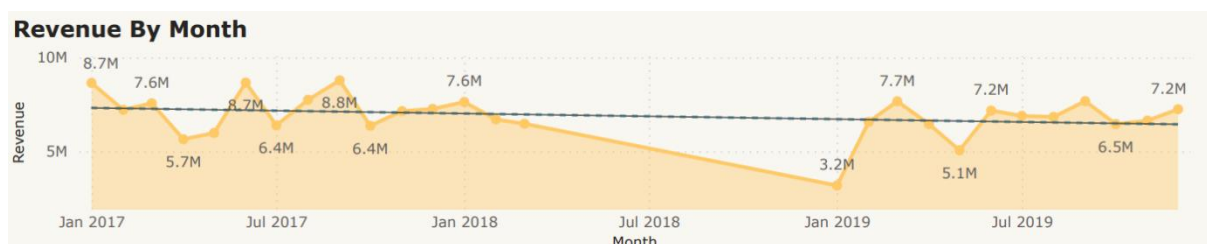
### 1. Revenue by Year

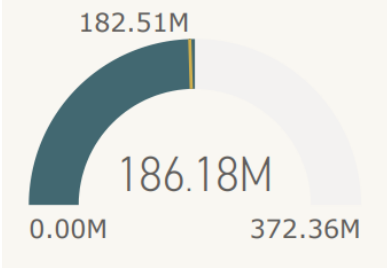
In 2017, revenues amounted to \$87 million, but in 2018, they dropped to \$21 million. Then in 2019 it showed phenomenal growth and was about \$78 million.



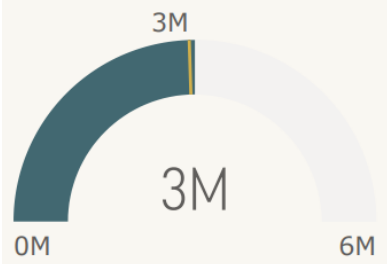
### 2. Revenue by Month

From January 2018 to December 2018, there was a decrease in revenues from \$7.6 million to \$3.2 million, but as of January 2019, revenues start to rise again.



**Revenue Vs. Target****3. Revenue Vs. Target**

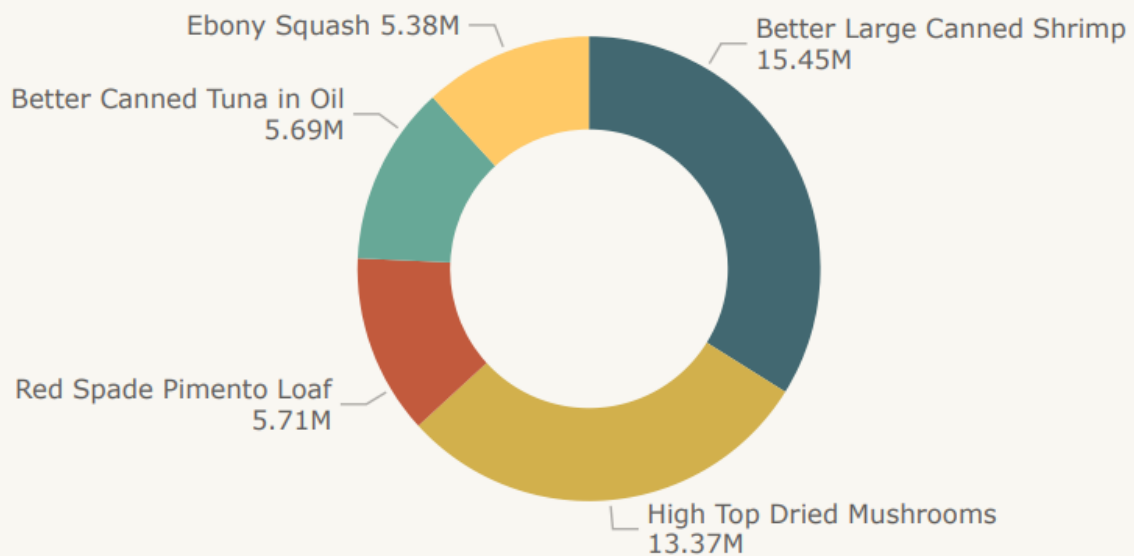
Amazon met its revenue target of \$182.51 million with revenues of \$186.18 million.

**Order Qty. Vs. Target****4. Order Quantity Vs. Target**

Amazon achieved its target of 3 million orders.

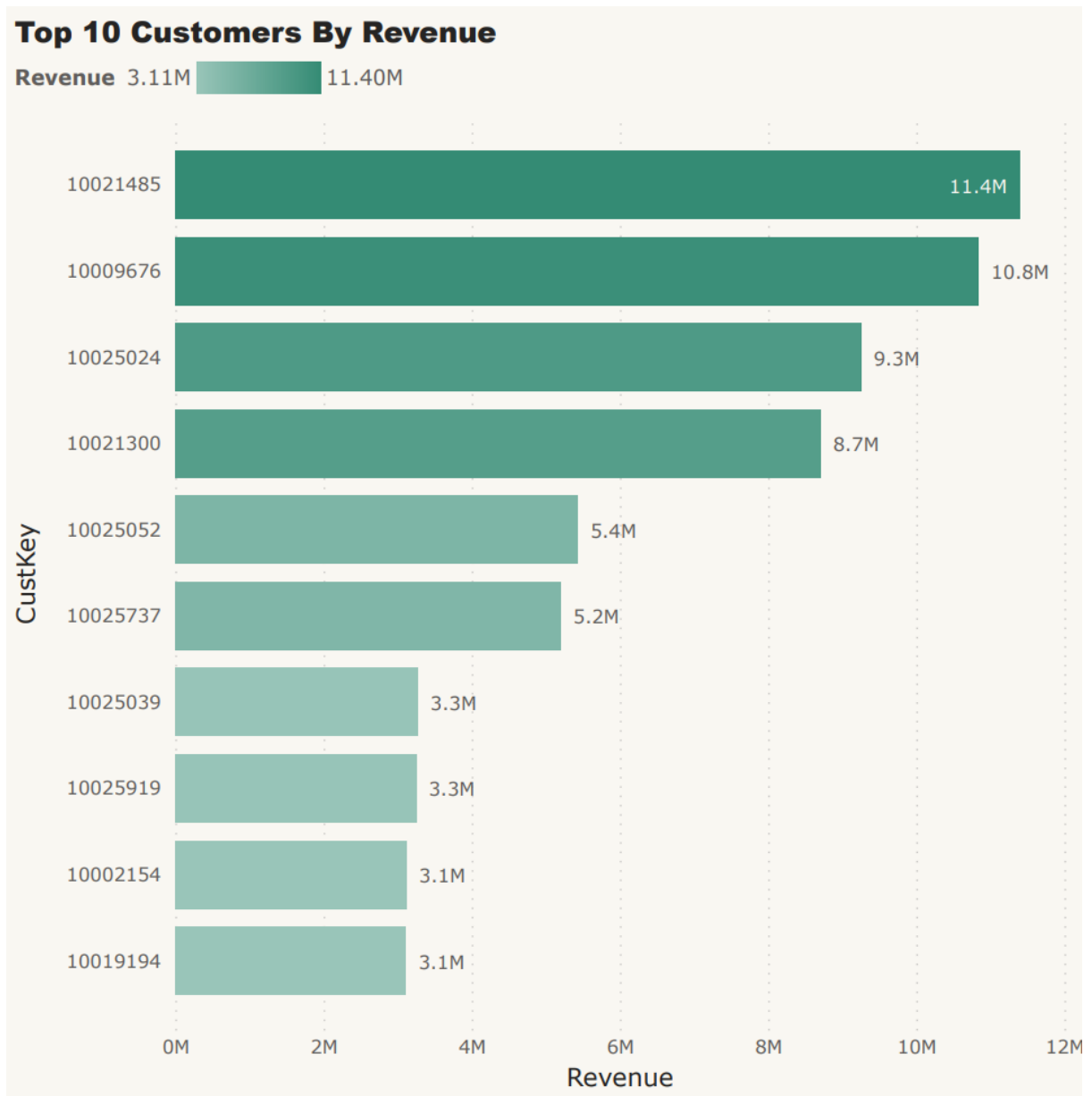
**5. Top 5 Items by Revenue**

Better large canned shrimp produced largest revenue which was \$15.45 million.

**Top 5 Items By Revenue**

## 6. Top 10 Customers by Revenue

Customer with customer key 10021485 has generated \$11.4 million revenue for Amazon from 2017 to 2019



## 7. Top 5 Items by Order Quantity

Better large canned shrimp is the most ordered product from Amazon from 2017 to 2018 with order quantity of 590k.

