

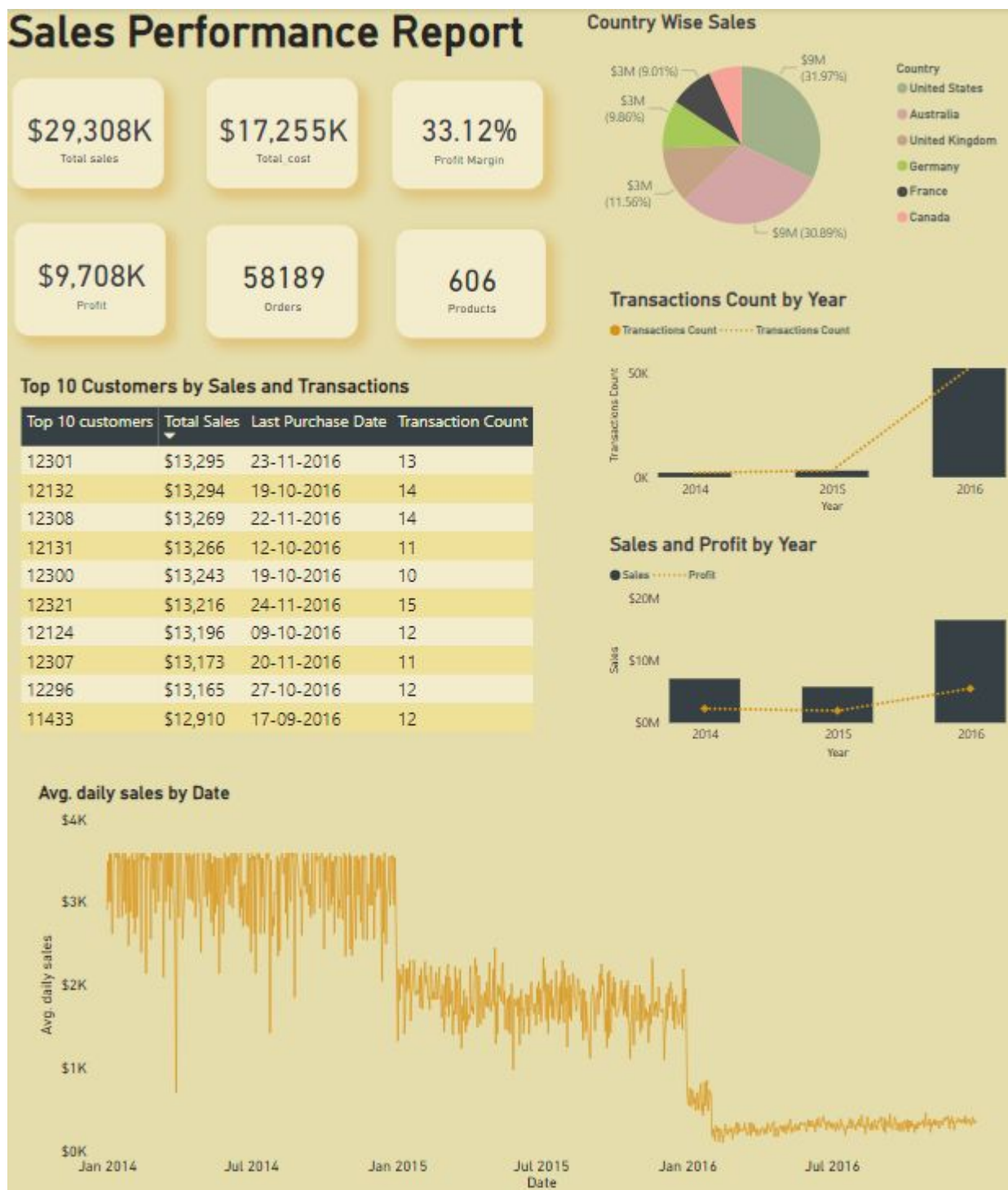
WIREFRAME DOCUMENT

BUDGET SALES ANALYSIS

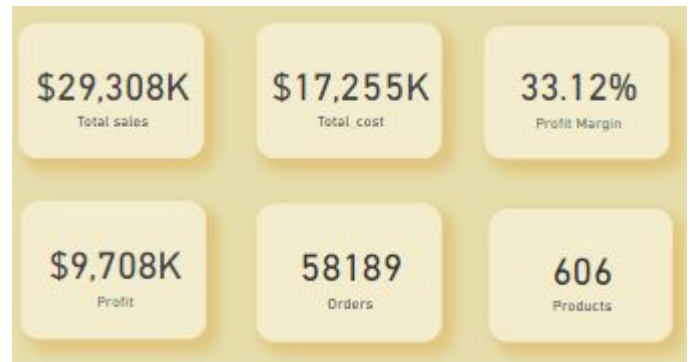
MANISHA RAJ A.

I. DASHBOARD OVERVIEW

The Sales and Growth Analysis dashboard is designed to provide a comprehensive view of sales performance, customer insights, country-wise analysis, and growth trends across different years, categories, and seasons. It features multiple sections that allow users to filter data, analyze trends, and drill down into details across multiple visuals.



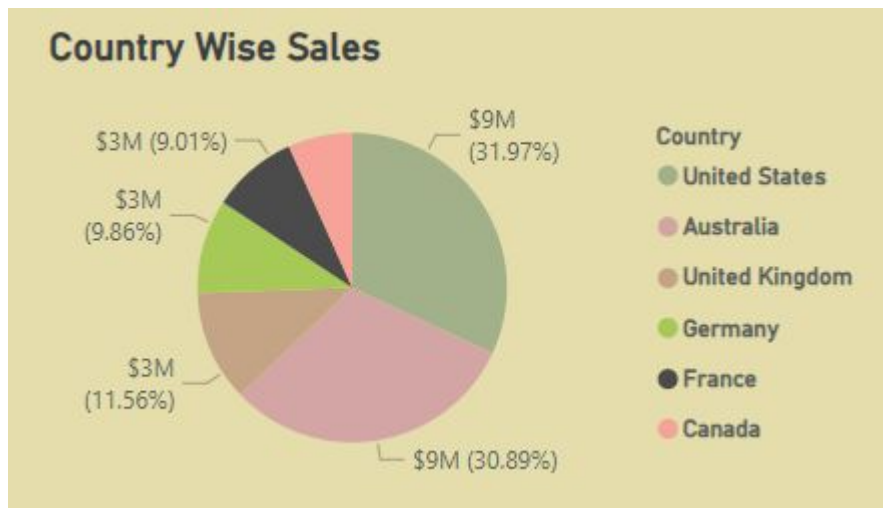
Key performance indicators.



Transaction Growth Over the Year

Annual Sales and Profit Performance





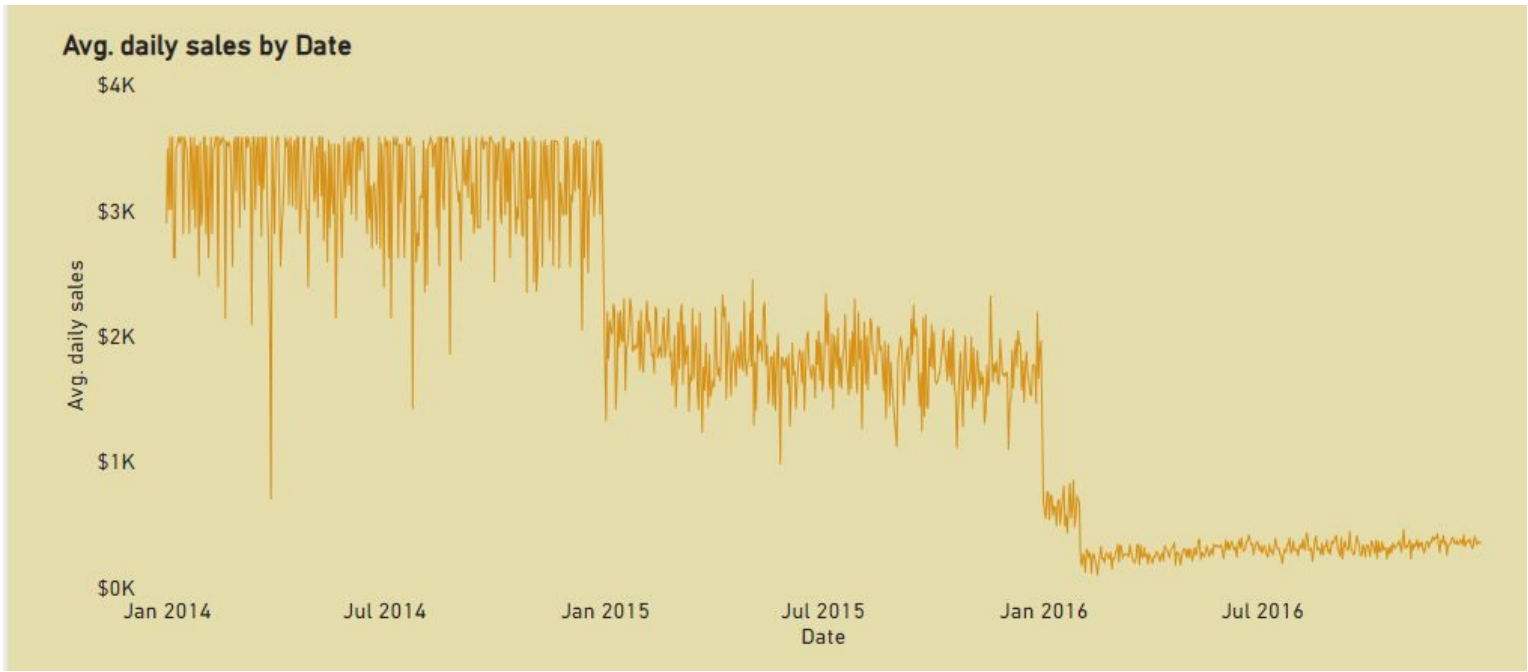
Sales Distribution by Country

Top Customers by Total Sales and Purchase Frequency

Top 10 Customers by Sales and Transactions

Top 10 customers	Total Sales	Last Purchase Date	Transaction Count
11767	\$8,320	13-07-2016	7
11112	\$8,295	05-09-2016	6
11766	\$8,280	11-07-2016	11
12338	\$8,265	18-08-2016	8
11101	\$8,263	30-06-2016	7
11900	\$8,257	12-07-2016	7
12003	\$8,257	11-08-2016	8
11451	\$8,249	07-06-2016	9
11995	\$8,249	12-12-2016	7
11000	\$8,249	04-05-2016	8

Daily Sales Variability from 2014 to 2016



Sales Analysis

Year

- ☐ 2014
- ☐ 2015
- ☒ 2016

\$5,497K

Year Wise

\$16,474K

Year Wise

Monthly Sales and Profit

Year ☒ 2014 ☐ 2015 ☐ 2016

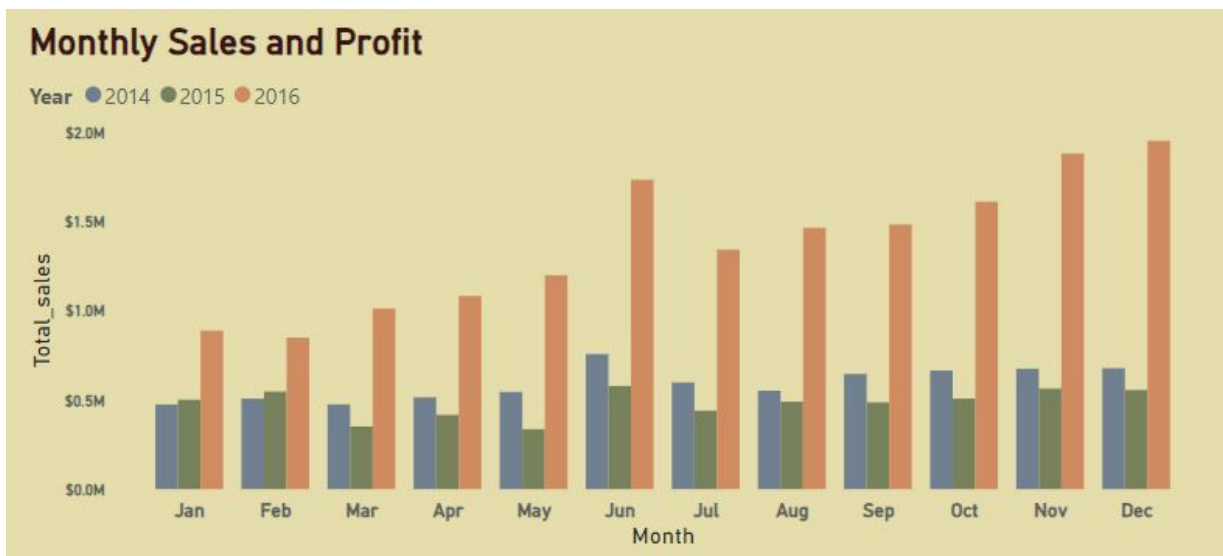


Monthly Total Transactions

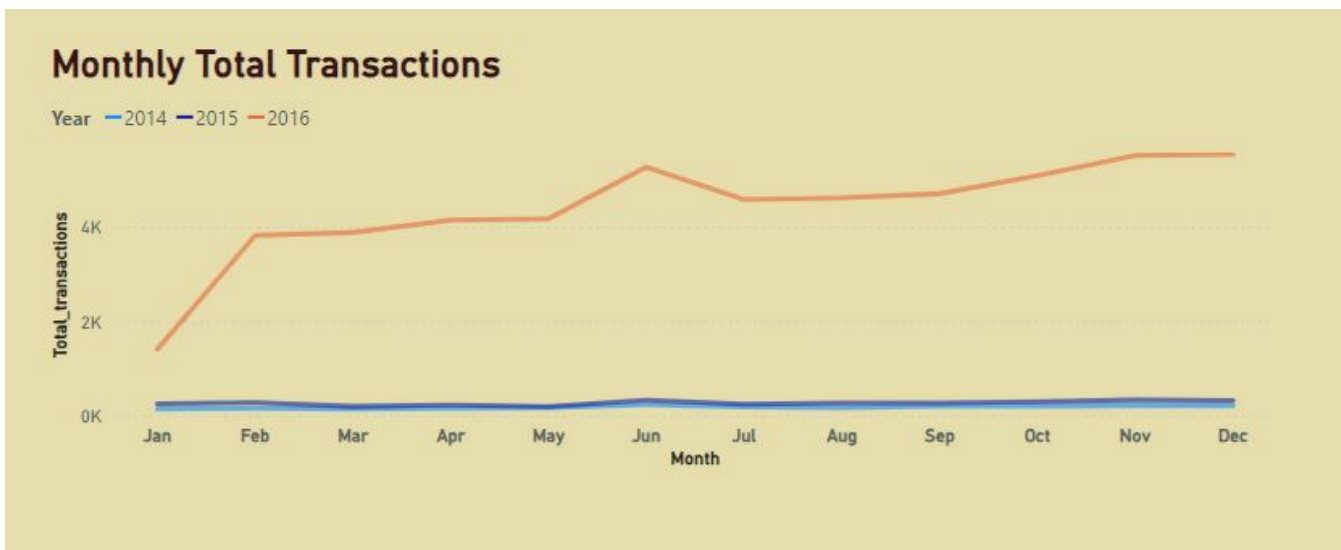
Year ☒ 2014 ☐ 2015 ☐ 2016



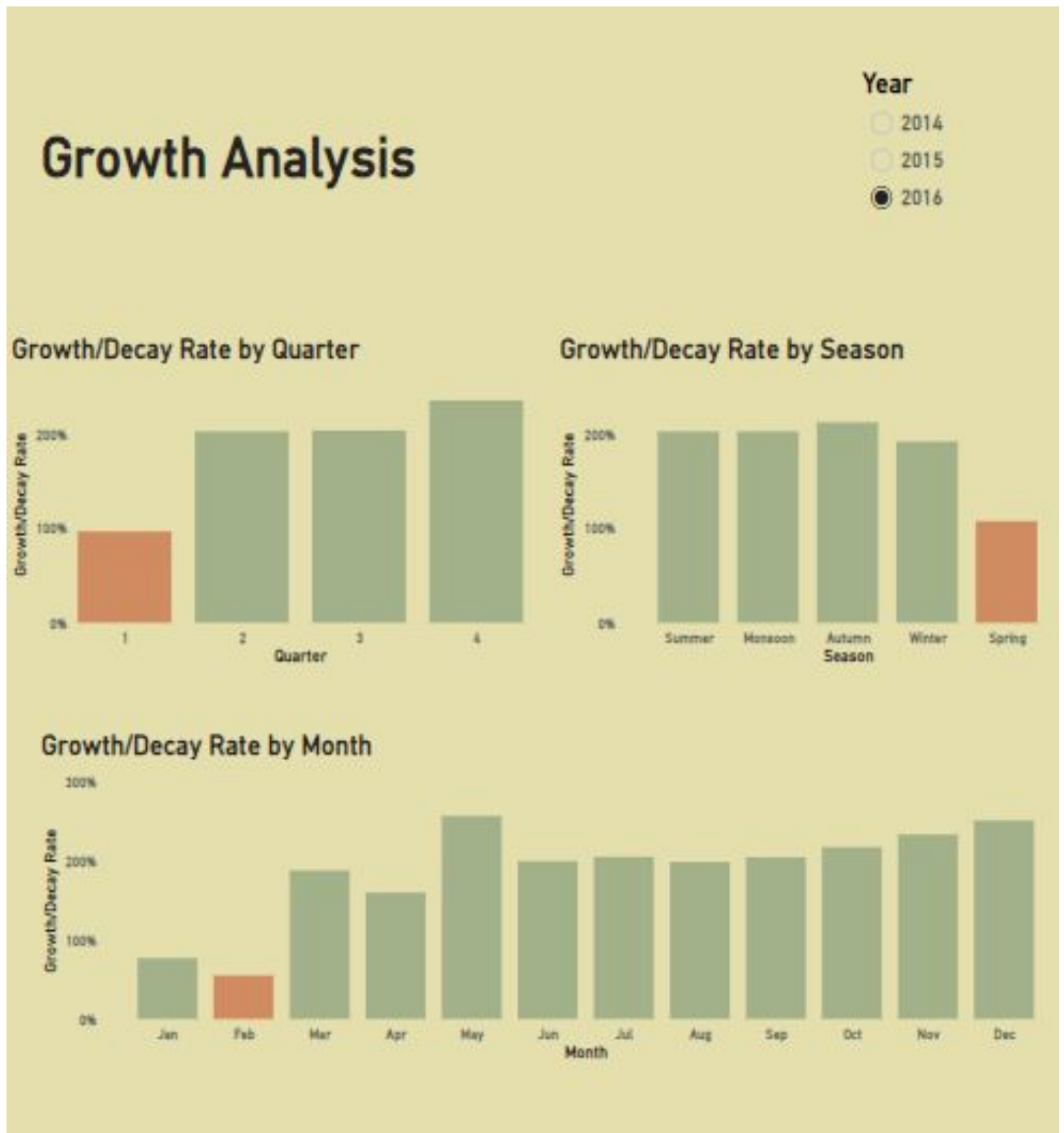
Monthly Financial Overview: 2014-2016



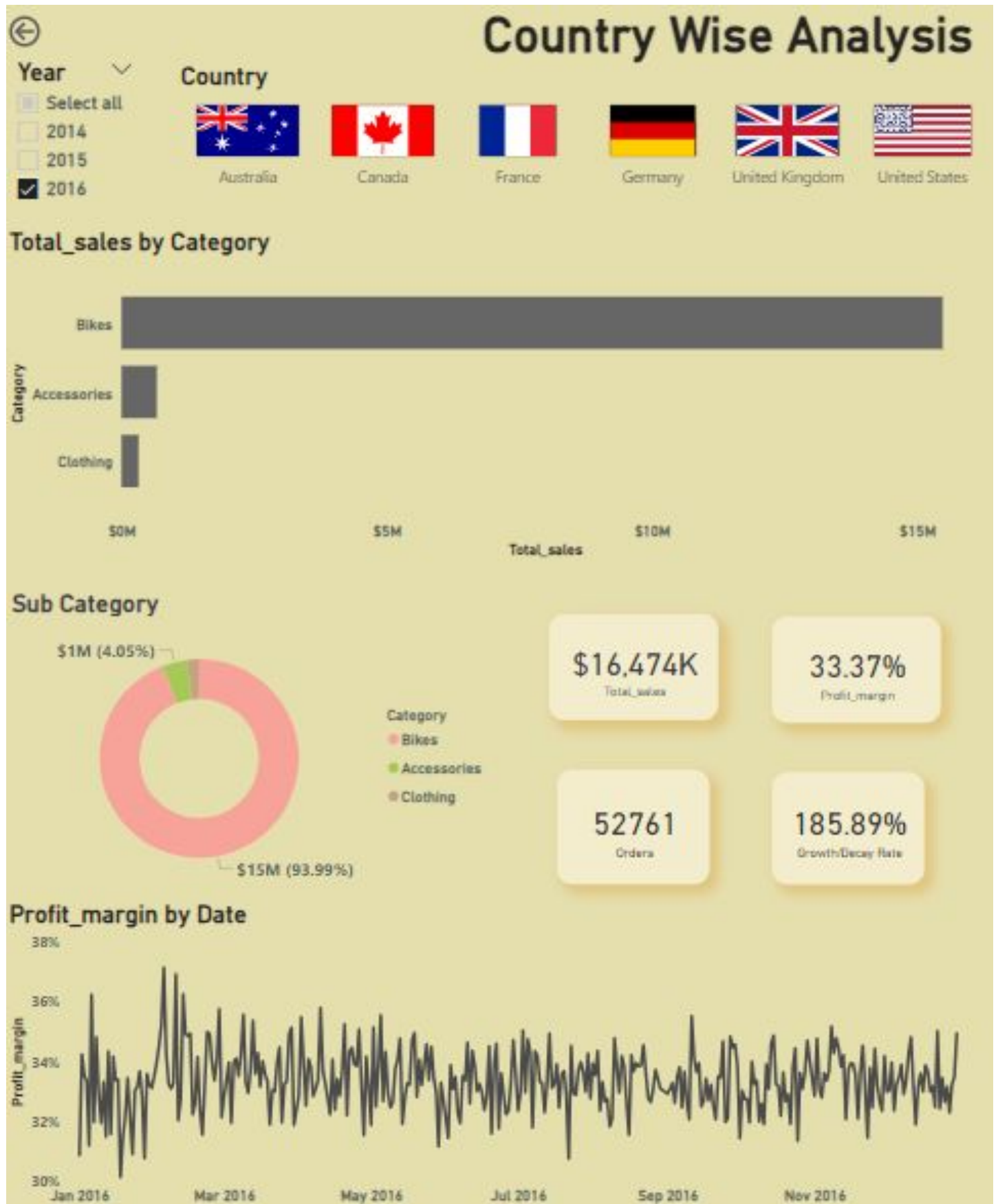
Monthly Total Transactions



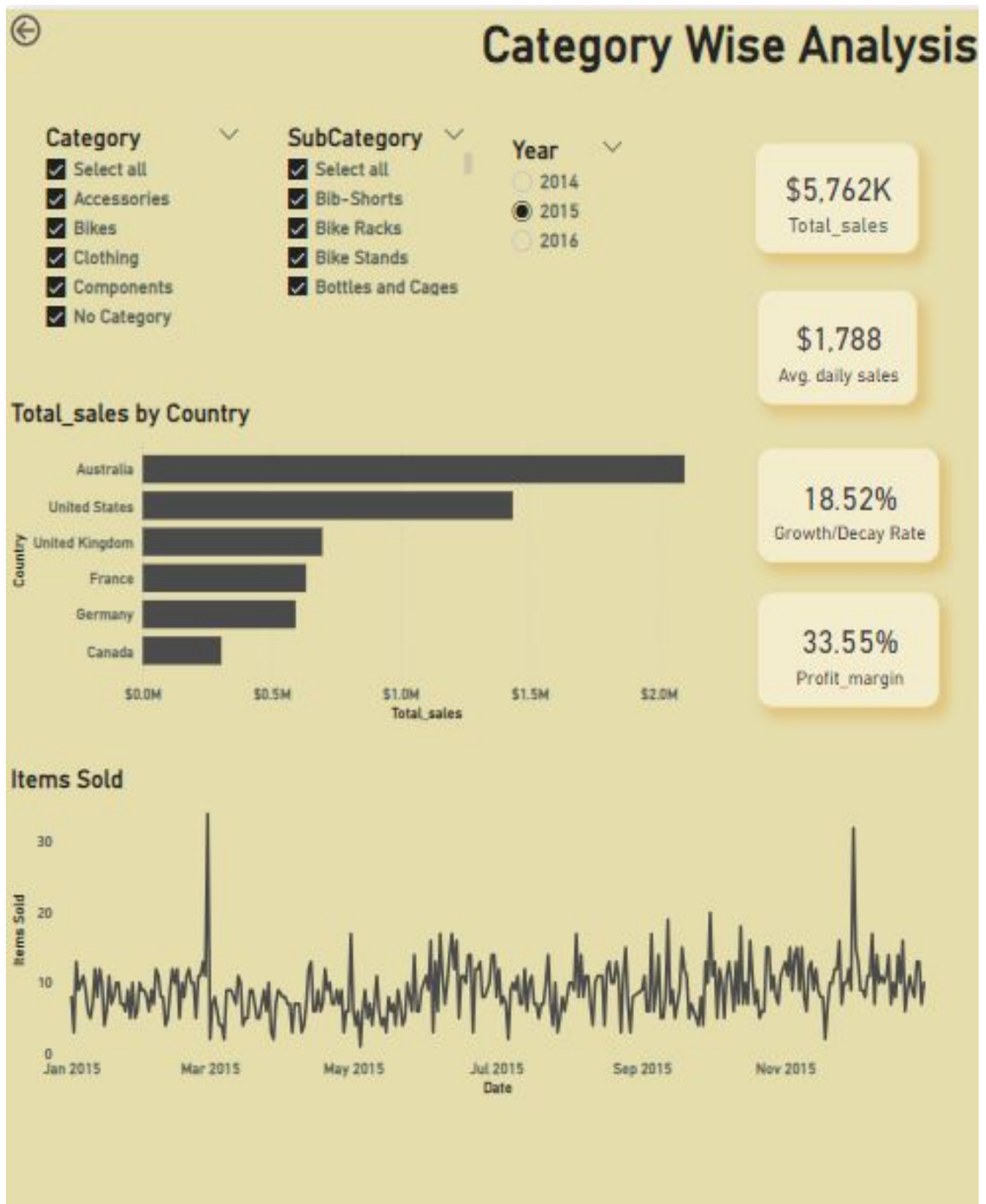
Quarterly and Seasonal Growth Analysis



Country Wise Analysis.



category Wise Analysis



Customer Details

