Wireframe Document

BUDGET SALES ANALYSIS
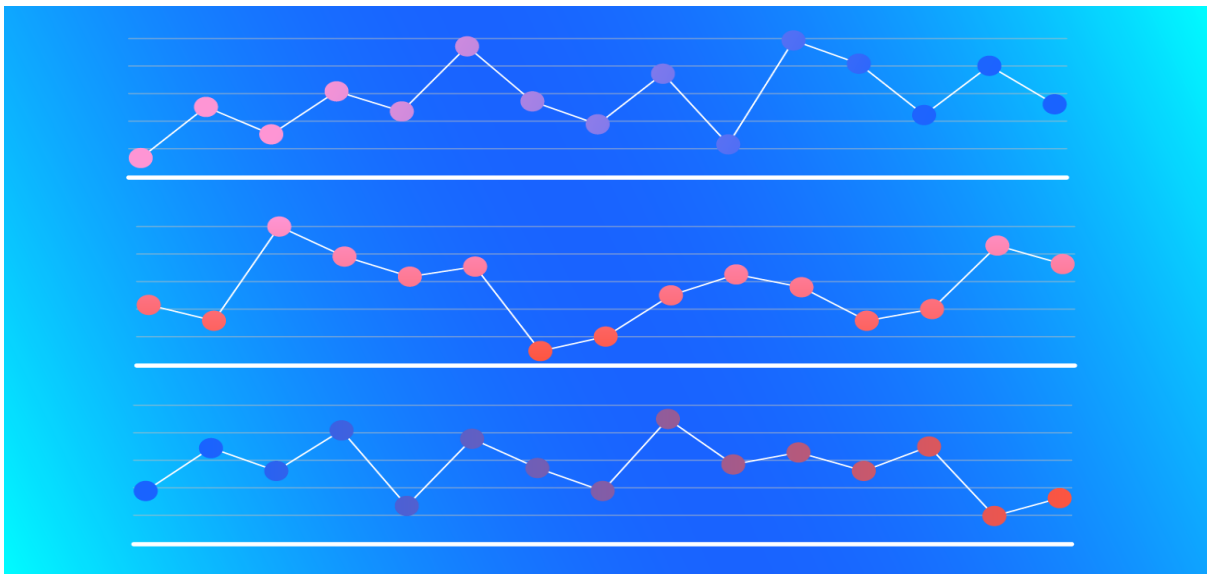
ARPAN DATTA

## Document Control

Date	Version	Description	Author
20/09/2022	**1.0**	**Wireframe document**	**Arpan Datta**

We Performed Exploratory Data Analysis on Jupyter Notebook and then created a Power BI Desktop Dashboard.

Customer Data

What is the distribution of Customers based on countries they belong to?

- Out of 59.19 k customers 33.5 k are from United States and Australia.
- Nearly 57.5% of customers belong to United States and Australia.
- More than 35% of customers belong to United States.
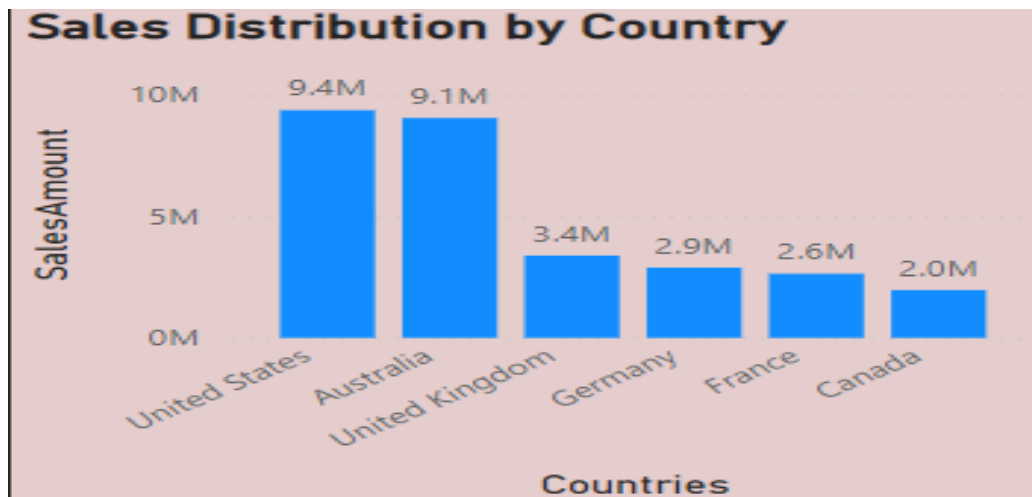
2. What is the distribution of Sales based on Yearly Income of customers?

- Most of the customers has the yearly income less than 100 K.
- Most of the customers has the yearly income as 40K, 60K and 70K.
- There is unreasonably low sales for the customers with yearly income 50K.
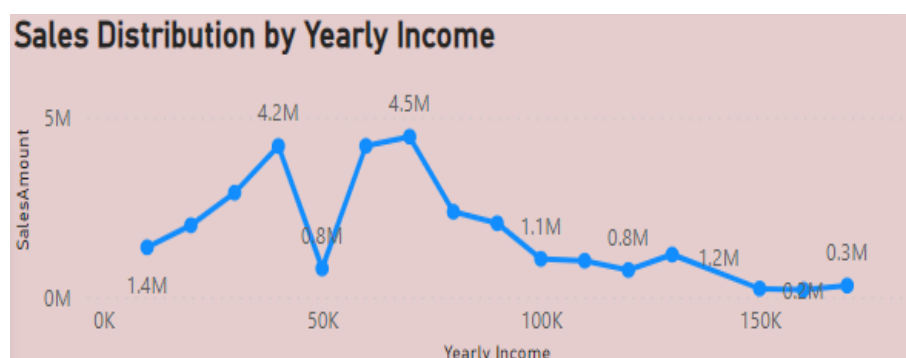
Product Data

1.Which Product Category has the highest Sales contribution?

- 96.62% of sales comes from the product category 'Bikes'.
- Other 2.28% of sales comes from 'Accessories' and 'Cloths'.
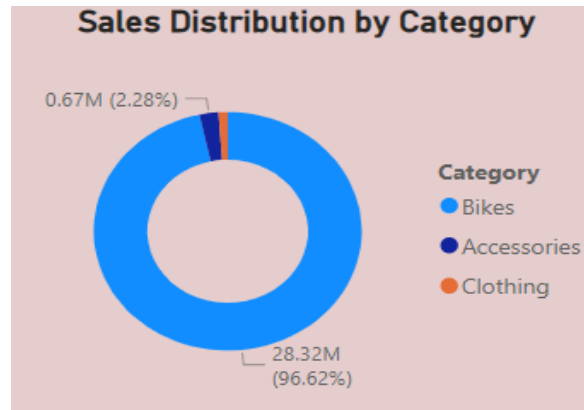
## 2.Which Sub-Category of 'Bikes' has the highest Sales?

- More than 51% of the sales comes from Road Bikes among the Category 'Bikes'.
- More than 35% of the sales comes from Mountain bikes among the category 'Bikes'.
- 13.58% of sales comes from Touring bikes among the category 'Bikes'.
- Almost 50% of overall sales comes from Road Bikes.
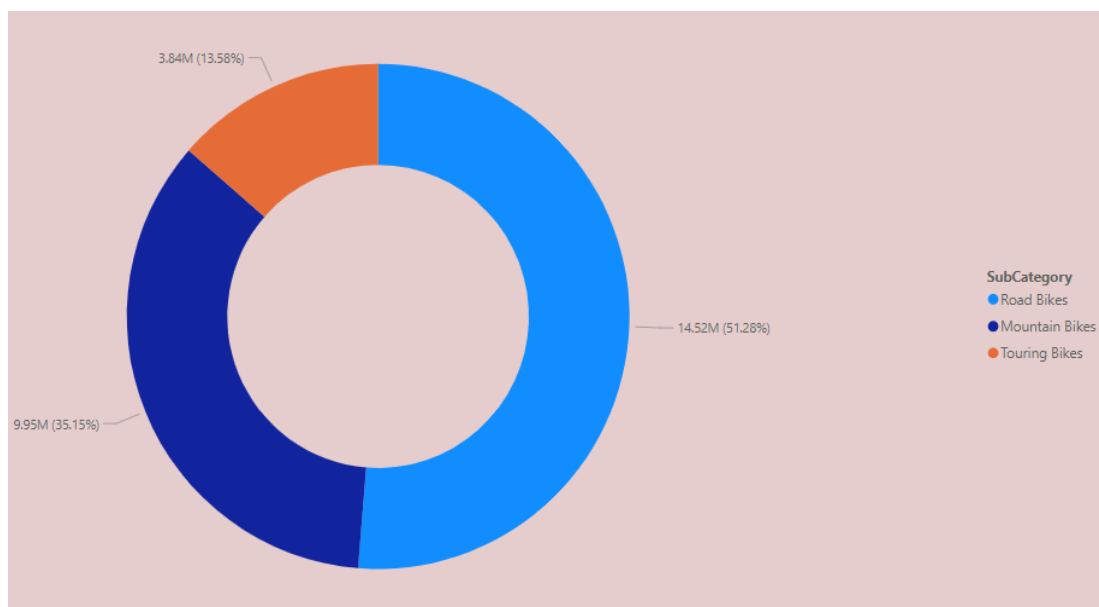
Sales Data

1.What is the distribution of Sales based on countries?

- Nearly 18.5 million of sales comes from United States and Australia alone.
- Nearly 10.9 million of sales comes from other countries i.e., UK, Germany, France and Canada.
- Almost 62% of total sales comes from just two countries i.e., United States and Australia.
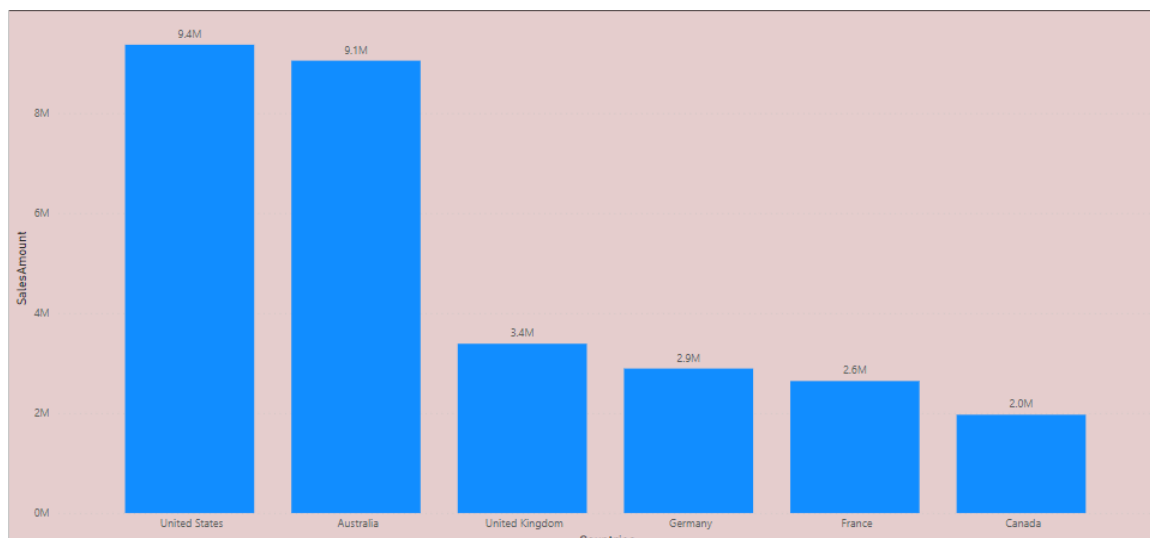
2.What is distribution of sales based on color of the product?

- Top two colors that are most liked by customers are Black and Red.
- Almost 56% of sales have been done of the products in Black and Red color.
- Almost 35% of the sales have been done of the product in silver and yellow color.
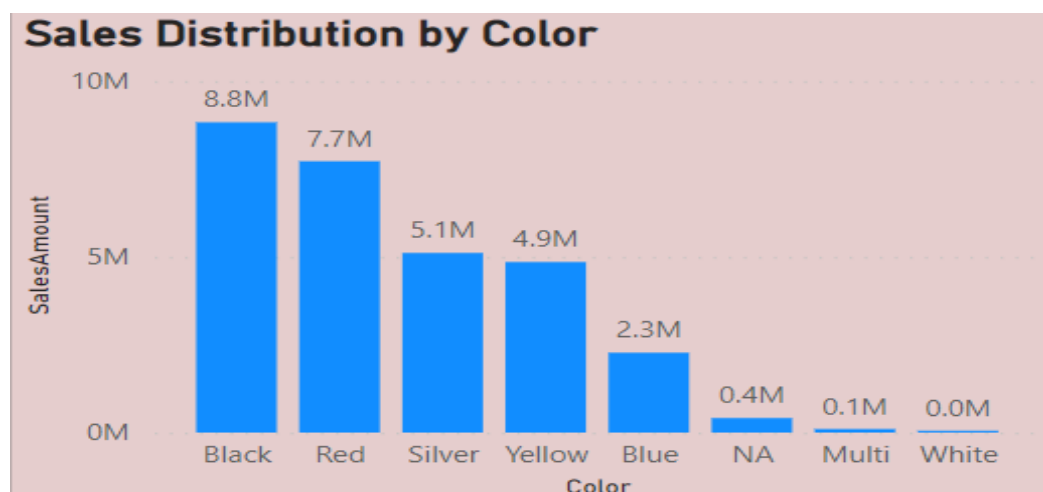
3.Is the company growing in terms of Sales for the past few years?

- Company sales has been more or less stable from Jan 2014 to Jul 2014.

- From Jan 2015 to Jul 2015 company has seen a slight decline in sales.

- After Oct 2015 company has been experiencing a good rate of increment in sales and it continued till Jan 2017.
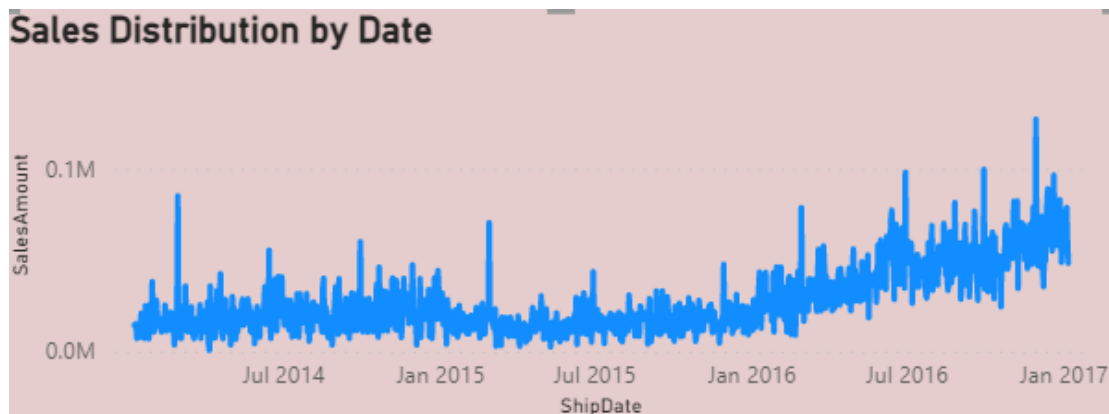
Budget Data

1.What is distribution of Budget based on sub-category of the product?

- Nearly 90% of Budget goes to category of product 'Bikes' contrary to 97% of sales comes from 'Bikes' category.