Wireframe Document
ANALYZING AMAZON SALES DATA

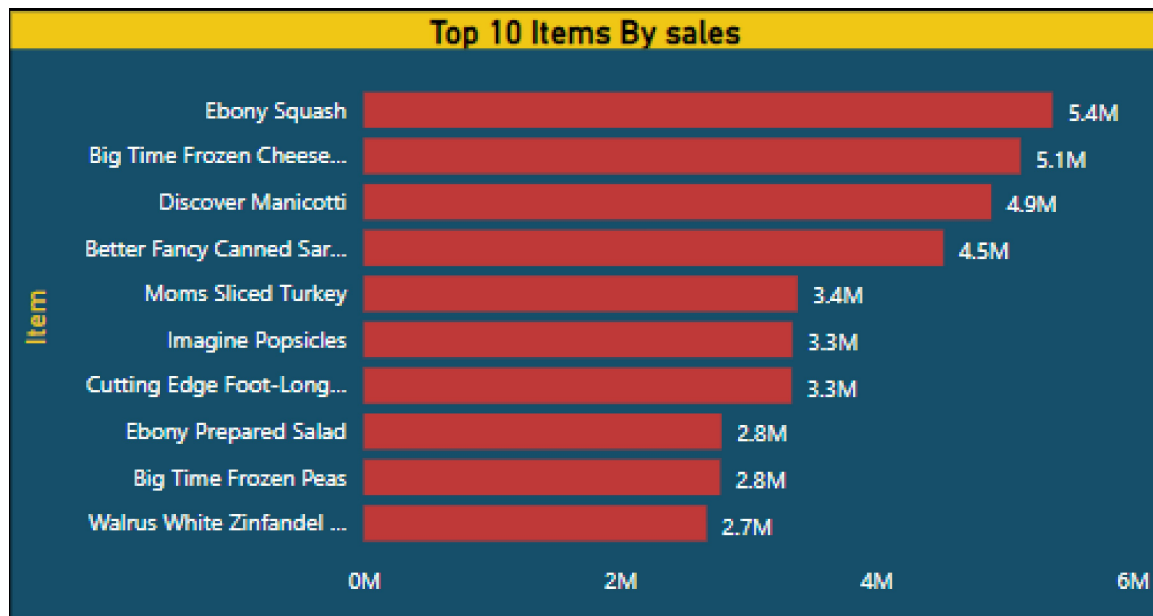**Ashish Kumar Das**

Document Version Control:

| Data Issued	Version	Description	Author
14-07-2023	1.0	First Version of Wireframe	Ashish Kumar Das
15-07-2023	1.1	Wireframe Document	Ashish Kumar Das

Performed Exploratory Data Analysis on Power BI, created Dashboard afterwards.

What were the sales of each item?

Ebony Squash was the top selling product with *$5.5M USD* in sales followed by **Big Time Frozen Freeze Pizza** with *$5.1M USD* and **Discover Manicoti** as the third best selling product. **Ebony Squash** represented 14.5 % of total sales. However, this product also had the largest gap between sales and profits, with sales exceeding profits by $7M USD.

How was the growth in Profit over the years?

Profits by Year

Year	Value
100%	
2017	19.94M
2018	4.77M (23.93%)
2019	16.88M (353.65%)
84.6%	
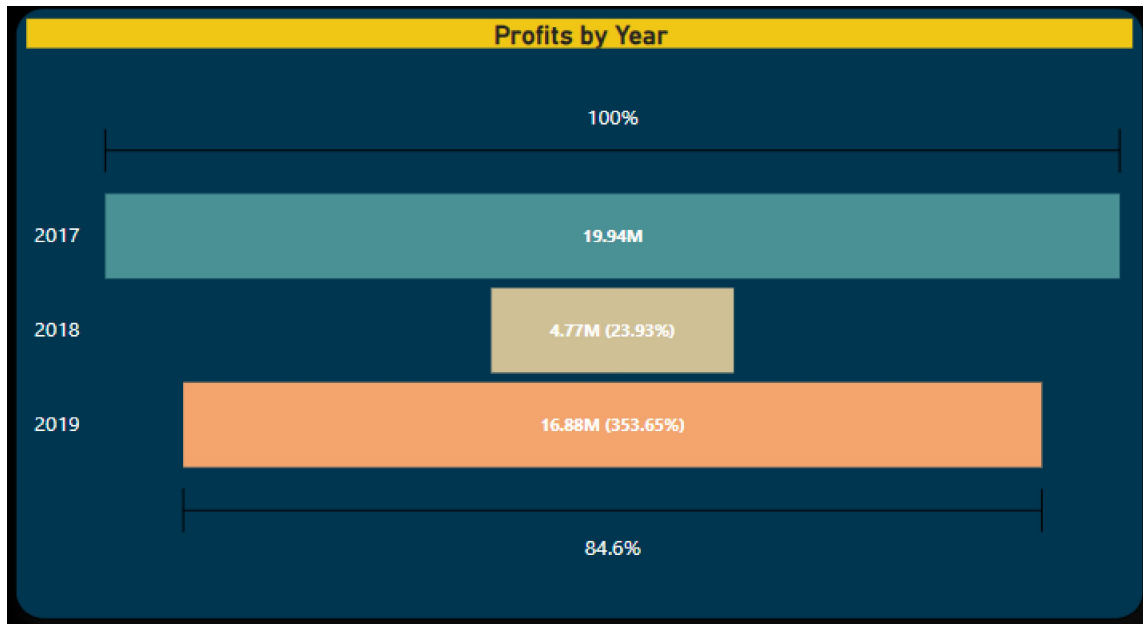
The profit in 2017 was $19.9M USD, which dropped sharply to $4.7M USD in 2018, representing only 122% of the previous year's profit. However, in 2019, the profit rebounded to $16.8M USD, which was 111% higher than the 2018 figure and 16% of the 2017 level.

How was the Sales & Profit Yearly-Quarter Wise?
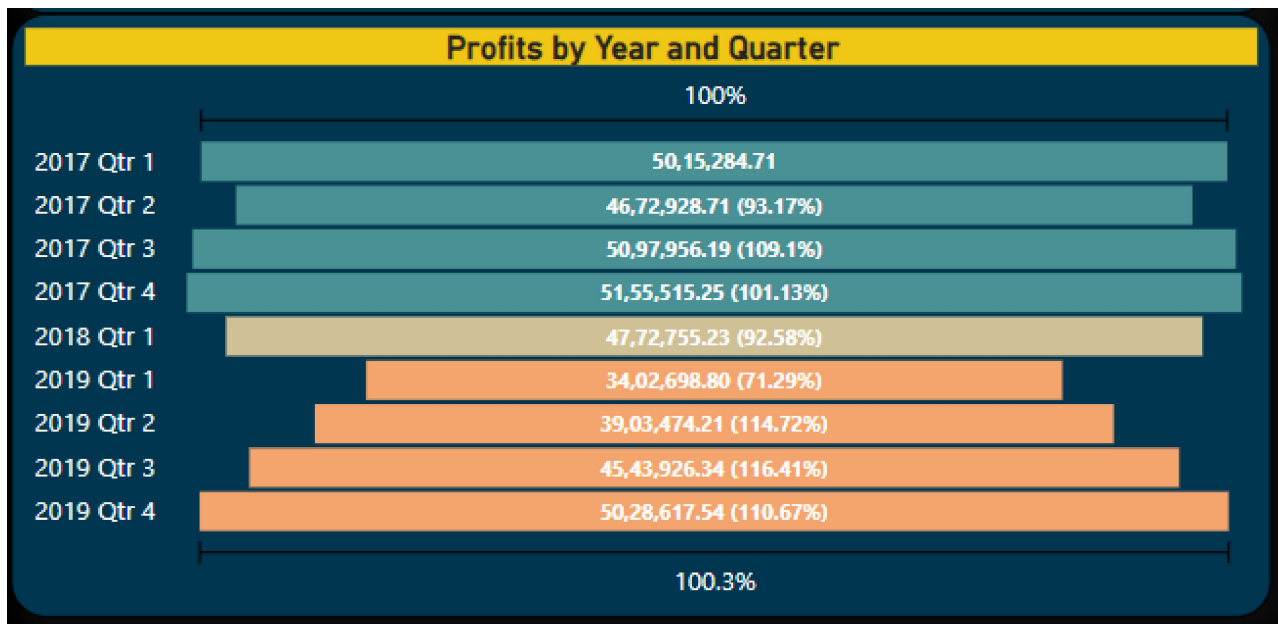
The profit in 2017 fluctuated across the four quarters, starting with $5M in Q1, dropping to $4M in Q2, rising to $5M in Q3, and rising to $5.1M in Q4. The profit in 2018 showed a slightly decresed in Q1 to $4M. The profit in 2019 recovered gradually from Q2 onwards, reaching $4.5M in Q3, which was higher than the same quarter in 2018.
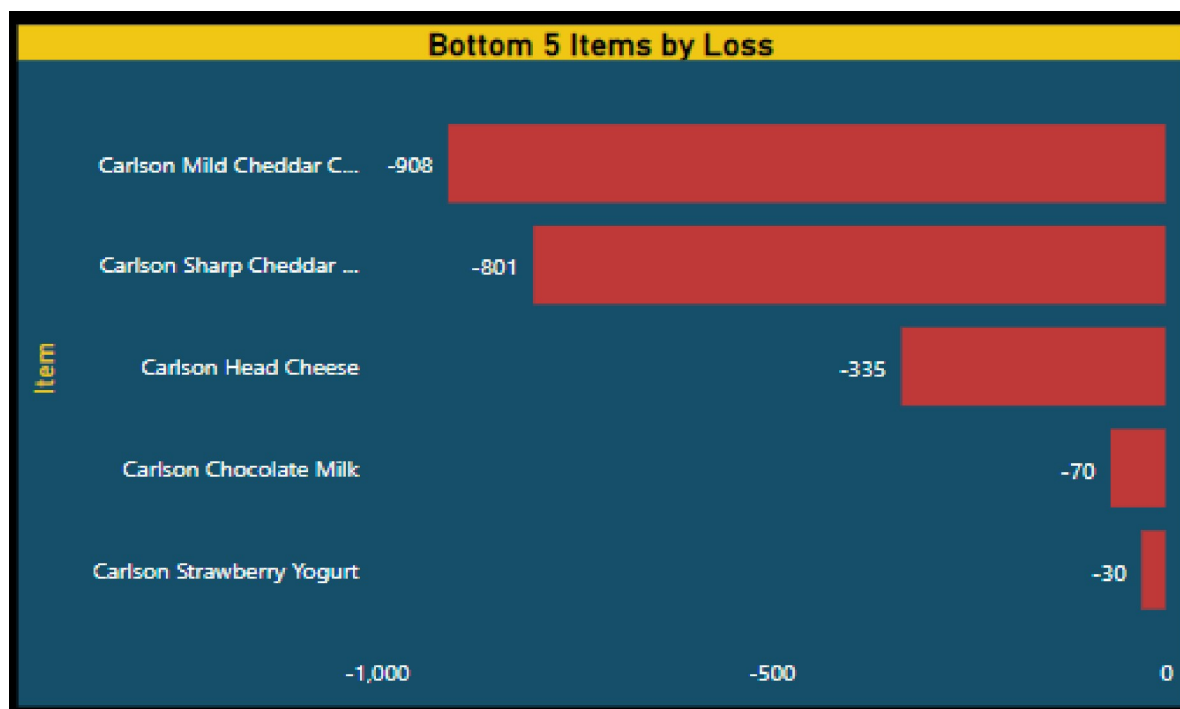
Which items were the best-selling item?
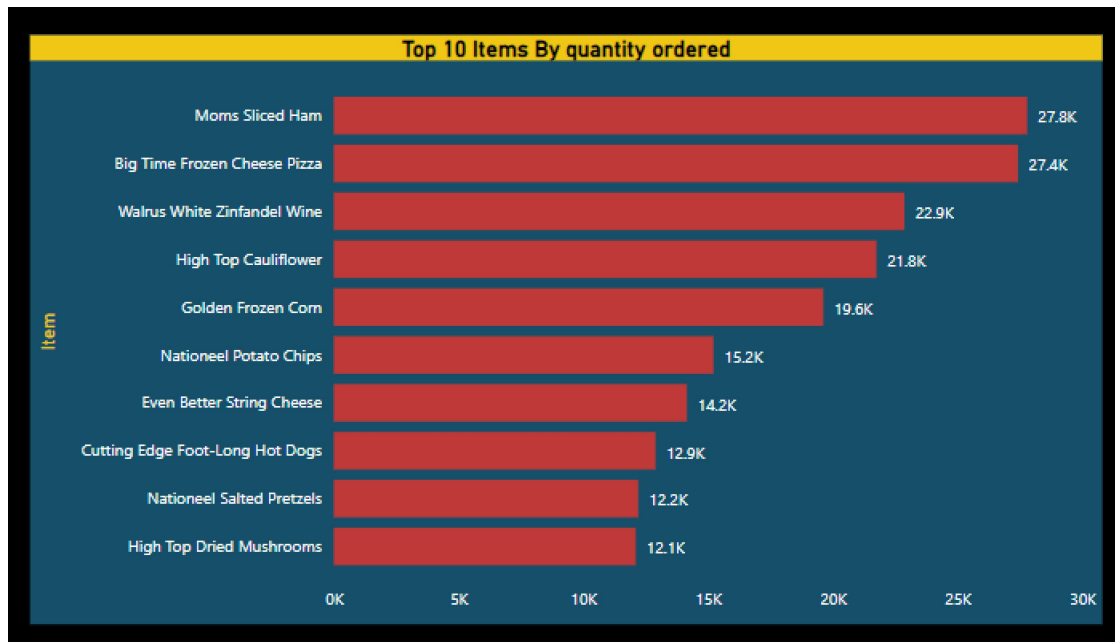
The hot selling product was **Moms Sliced Ham** with over 27K quantities ordered followed by **Big Time Frozen Cheese Pizza**, closely followed by **Walrus White Zinfandel Wine** 22k of quantities ordered.

Which items generated Highest Profits?
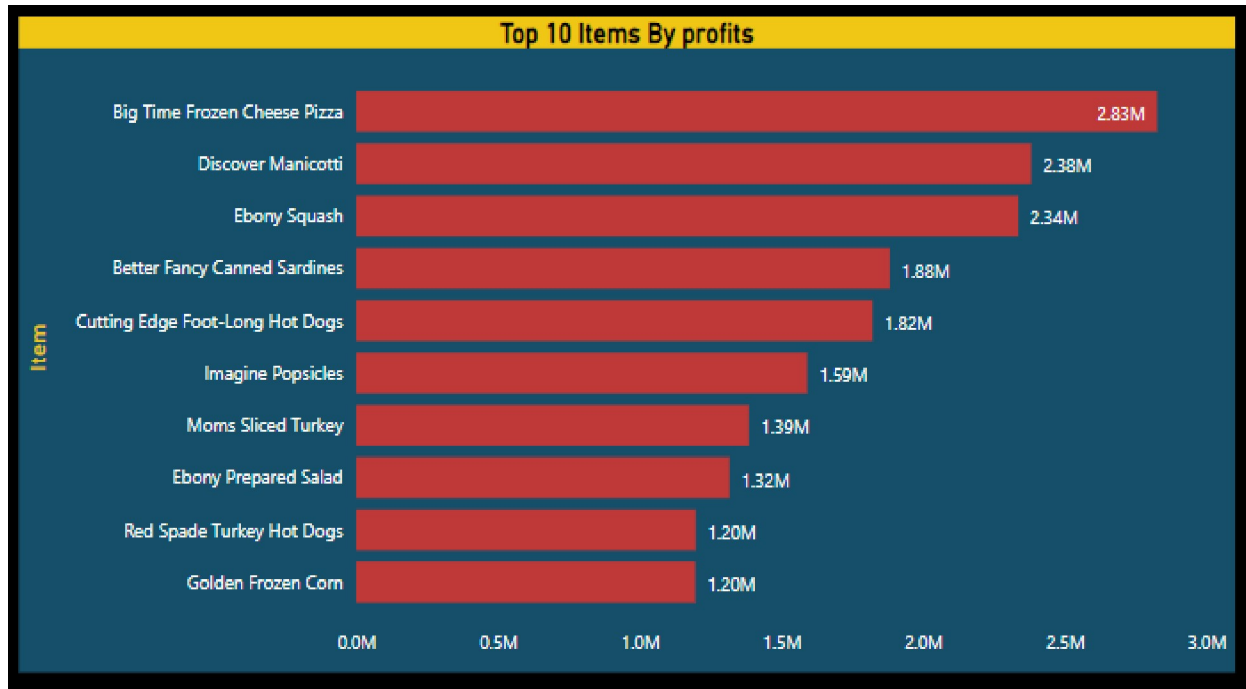
Which items generated Loss?

Detailed Sales & Profit Analysis