

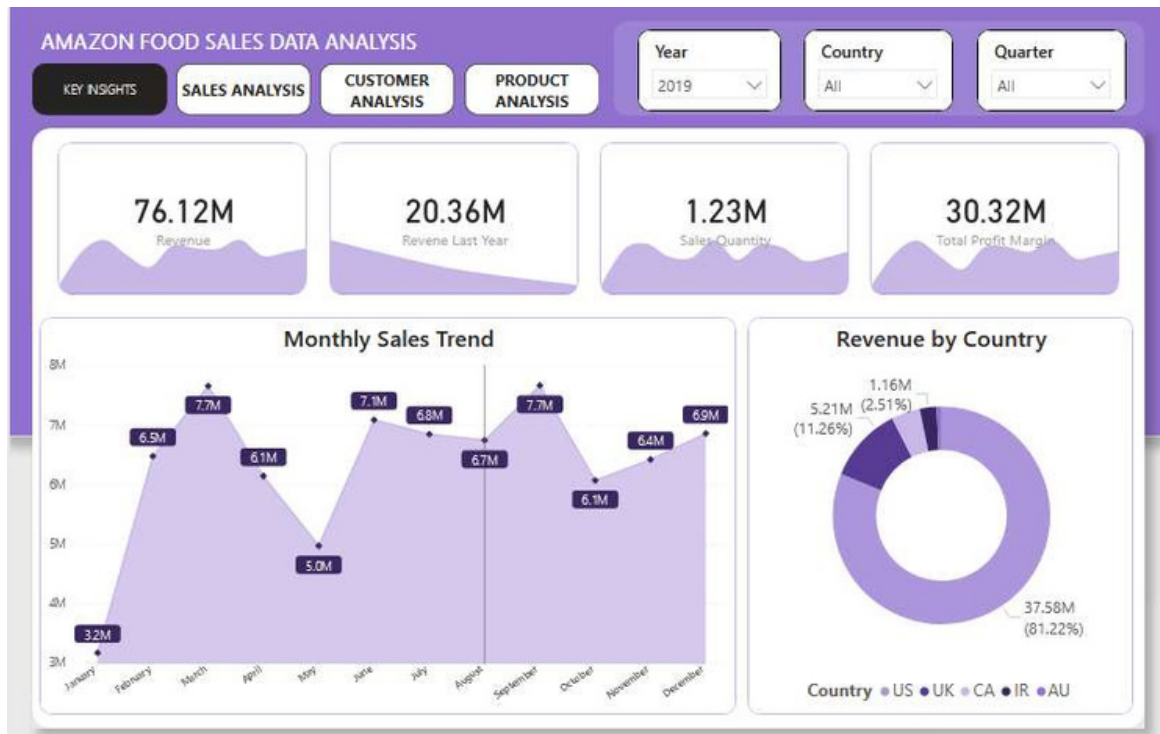
# Wireframe Documentation

## Amazon Food Sales Data Analysis

## Contents

1. Key Insights .....	3
1.1 Cards .....	3
1.2 Monthly Sales Trend .....	3
1.3 Revenue by Country .....	4
2. Sales Analysis .....	4
2.1 Revenue vs Sales Quantity can be drilled through year , month and quarter .....	5
2.2 Data Table of countries based on Revenue, YOY sales, Revenue Contribution, Profit contribution..	5
3.Customer Analysis .....	6
3.1 The revenue, sales quantity, Last purchase date of selected customer .....	<b>Error! Bookmark not defined.</b>
3.2 Revenue categorize by region .....	6
3.3 Data table for customer based on revenue contribution , profit contribution. ....	7
3.4 Top products tooltip for selected customers .....	7
4. Product Analysis .....	8
4.1 Top 20 Product slicers w.r.t revenue .....	9
4.2 Detail Cards of Sales Quantity, YOY Sales Growth%, Profit Margin .....	9
4.3 Detailed Overall sales using waterfall chart for selected date .....	10

## 1. Key Insights



### 1.1 Cards

The card slicers that shows Revenue, Revenue Last Year, Total Sales Quantity, Total Profit Margin

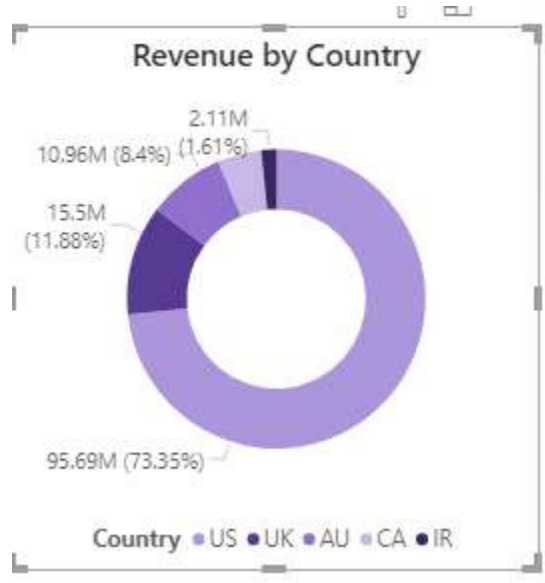


### 1.2 Monthly Sales Trend

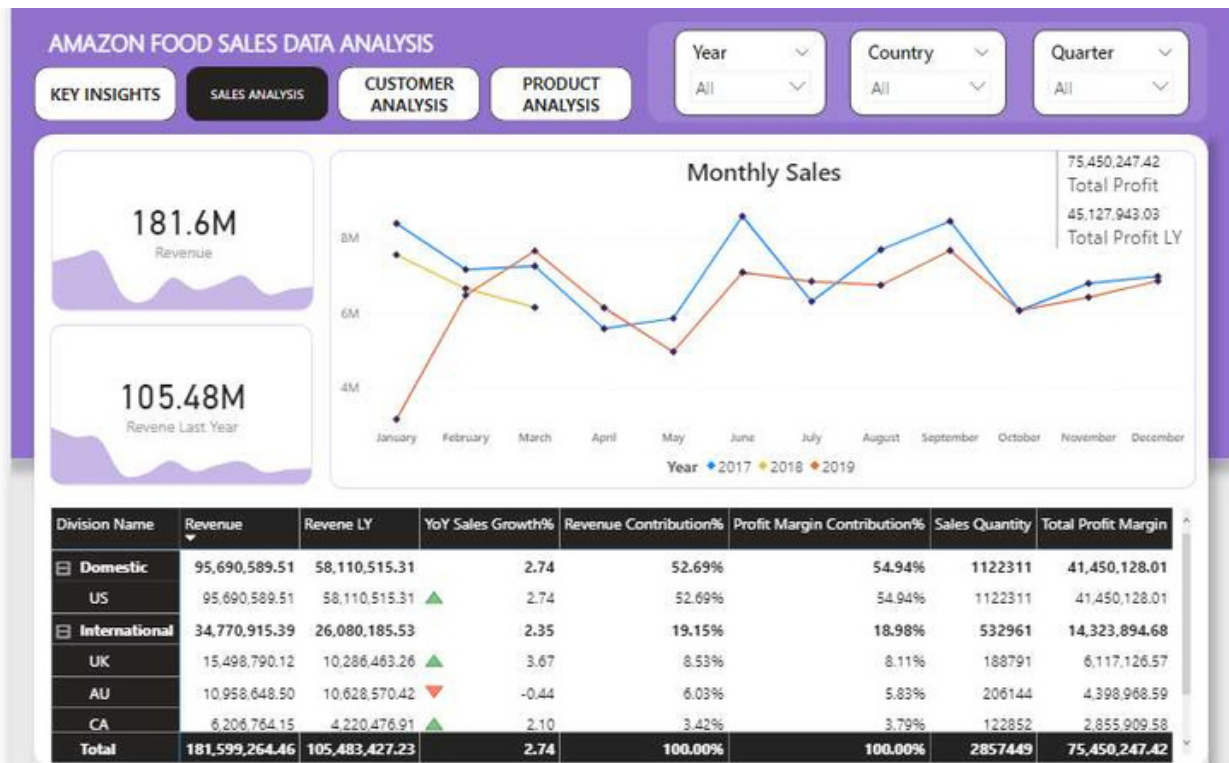
The area chart for monthly, yearly and quarterly sales



### 1.3 Revenue by Country



## 2. Sales Analysis



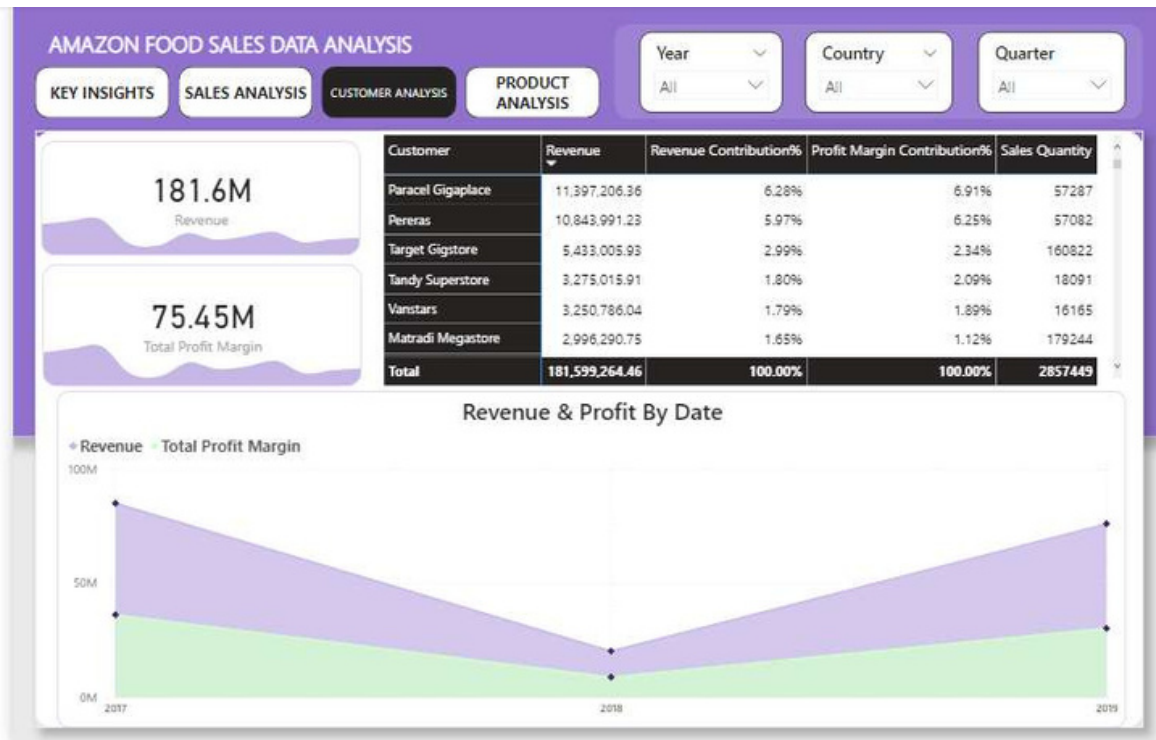
## 2.1 Monthly Sales for 2017 , 2018, 2019



## 2.2 Data Table of countries based on Revenue, YOY sales, Revenue Contribution, Profit contribution

Division Name	Revenue	Revenue LY	YoY Sales Growth%	Revenue Contribution%	Profit Margin Contribution%	Sales Quantity	Total Profit Margin
<b>Domestic</b>	95,690,589.51	58,110,515.31	2.74	52.69%	54.94%	1122311	41,450,128.01
US	95,690,589.51	58,110,515.31	▲ 2.74	52.69%	54.94%	1122311	41,450,128.01
<b>International</b>	34,770,915.39	26,080,185.53	2.35	19.15%	18.98%	532961	14,323,894.68
UK	15,498,790.12	10,286,463.26	▲ 3.67	8.53%	8.11%	188791	6,117,126.57
AU	10,958,648.50	10,628,570.42	▼ -0.44	6.03%	5.83%	206144	4,398,968.59
CA	6,206,764.15	4,220,476.91	▲ 2.10	3.42%	3.79%	122852	2,855,909.58
<b>Total</b>	<b>181,599,264.46</b>	<b>105,483,427.23</b>	<b>2.74</b>	<b>100.00%</b>	<b>100.00%</b>	<b>2857449</b>	<b>75,450,247.42</b>

### 3.Customer Analysis



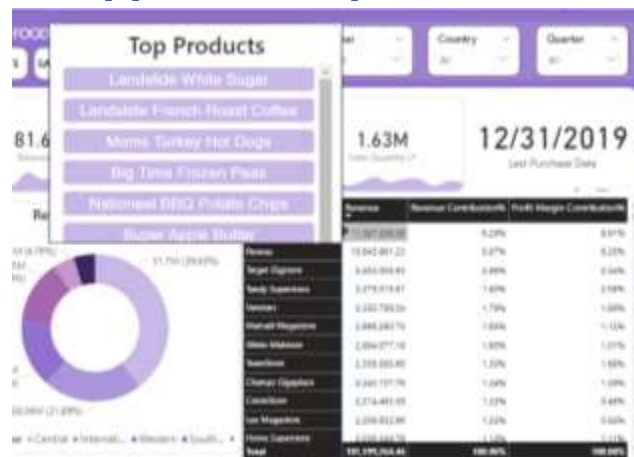
#### 3.1 Revenue and Profit categorize by region



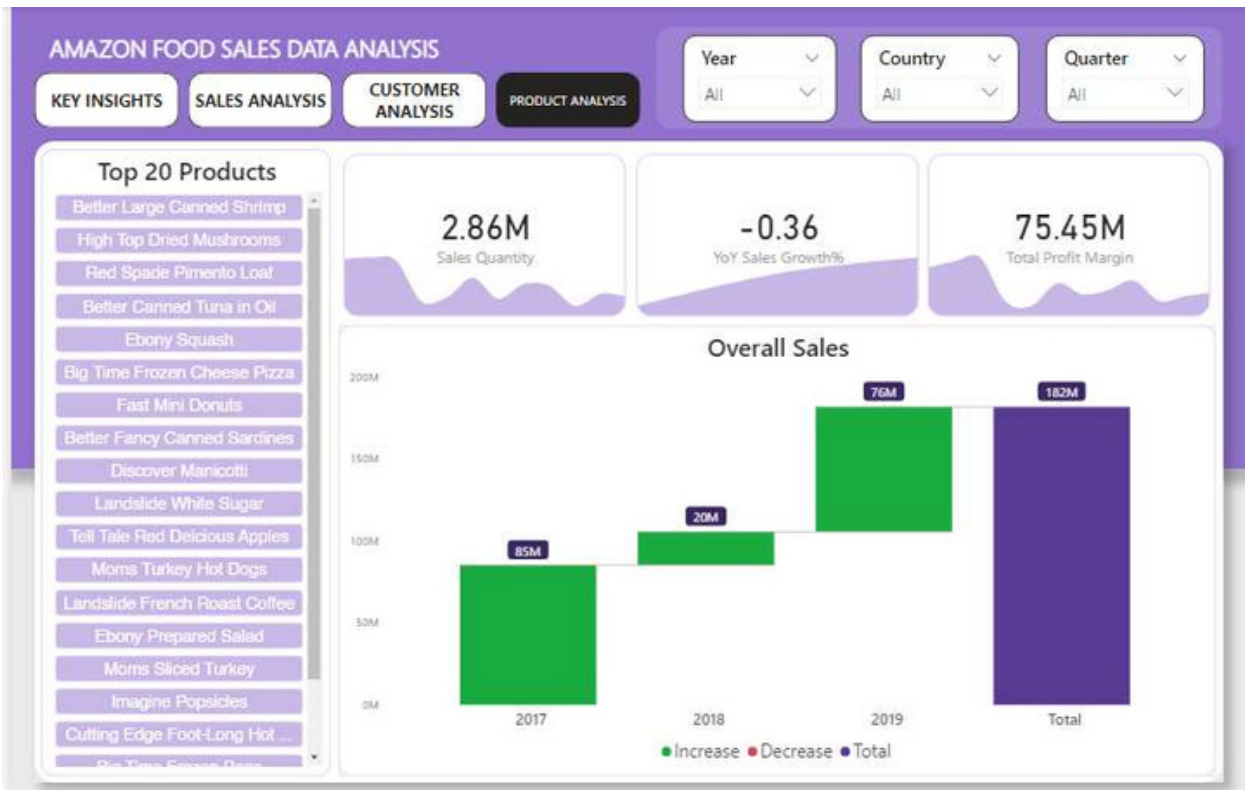
### 3.2 Data table for customer based on revenue contribution , profit contribution.

Customer	Revenue	Revenue Contribution%	Profit Margin Contribution%
Parcel Gigaplace	11,397,206.36	6.28%	6.91%
Pereras	10,843,991.23	5.97%	6.25%
Target Gigstore	5,433,005.93	2.99%	2.34%
Tandy Superstore	3,275,015.91	1.80%	2.09%
Vanstars	3,250,786.04	1.79%	1.89%
Matradi Megastore	2,996,290.75	1.65%	1.12%
Xilinx Midstore	2,994,077.19	1.65%	1.01%
TeamStore	2,356,595.66	1.30%	1.69%
Champs Gigaplace	2,243,137.78	1.24%	1.26%
ComeStore	2,214,483.39	1.22%	0.48%
Lee Megastore	2,209,632.96	1.22%	0.54%
Home Superstore	2,036,248.78	1.12%	1.11%
<b>Total</b>	<b>181,599,264.46</b>	<b>100.00%</b>	<b>100.00%</b>

### 3.3 Top products tooltip for selected customers



## 4. Product Analysis





#### 4.1 Top 20 Product slicers w.r.t revenue



#### 4.2 Detail Cards of Sales Quantity, YOY Sales Growth%, Profit Margin



#### 4.3 Detailed Overall sales using waterfall chart for selected date

