

# Wireframe Document Design

## AMAZON SALES ANALYSIS

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# 1. Overview

*This document provides the detailed wireframe design of the **Amazon Sales Analysis Dashboard** built using Power BI. The wireframe includes layout sections for sales performance, customer insights, and inventory management. Each section serves a specific analytical purpose, ensuring stakeholders can easily derive insights from the sales data.*

## 2. Page Layout & Structure

*The dashboard is structured into distinct sections, each designed to present relevant data for easy access and analysis. The structure includes:*

**1.Header Section**

**2.Left Sidebar (Filters)**

**3.Main Content Area (Visualizations)**

**4.Right Sidebar (Supporting Tables and Charts)**

**5.Bottom Section (Key Performance Indicators - KPIs)**

## 3. Wireframe Layout Details

### 3.1 Header Section

• **Position:** *Top of the dashboard, spanning the full width.*

• **Elements:**

- **Title:** *"Amazon Sales Analysis Dashboard" (Large Font, Centered).*
- **Navigation Menu:** *Links for switching between views such as:*
  - **Sales Performance**
  - **Customer Insights**
  - **Inventory Overview**
- **Export/Refresh Buttons:** *Action buttons to refresh data or export reports.*

**Purpose:** *The header provides navigation and a quick overview of the current dashboard view.*



## 3.2 Left Sidebar (Filters)

• **Position:** Left-hand side of the dashboard.

• **Elements:**

- **Time Filter:** Dropdown menu for selecting the date range (daily, weekly, monthly).
- **Region Filter:** Checkboxes to filter by region or country.
- **Product Category Filter:** Multi-select dropdown for filtering product categories.
- **Customer Demographics:** Filters based on age group, gender, or other demographic details.

**Purpose:** Allows users to filter the data displayed in the dashboard based on the selected parameters (e.g., date range, region, product categories).

### 3.3 Main Content Area (Visualizations)

• **Position:** Central portion of the dashboard.

• **Elements:**

- **Line Chart (Sales Over Time):**
  - **Purpose:** Displays the sales trend over a selected period (daily, monthly, quarterly).
  - **Interactivity:** Users can hover over data points to see specific sales values or use the filters to adjust the time range.
- **Bar Chart (Sales by Product Category):**
  - **Purpose:** Shows a comparison of sales revenue across different product categories.
  - **Interactivity:** Users can click on bars to drill down into specific categories for more detailed analysis.
- **Bar Chart (Sales by Region):**
  - **Purpose:** Visualizes sales distribution across different regions.
  - **Interactivity:** The chart allows users to explore sales performance by region.

**Purpose:** The main visualizations provide a quick, high-level view of key sales metrics and their breakdown across various dimensions (time, category, region).

### 3.4 Right Sidebar (Supporting Tables and Charts)

• **Position:** Right-hand side of the dashboard.

• **Elements:**

- **Top-Selling Products Table:**
  - **Purpose:** Displays a list of the top 10 products based on sales revenue.
  - **Columns:** Product name, category, total units sold, total sales.
  - **Interactivity:** Users can sort the table or filter by product category.
- **Pie Chart (Customer Segmentation):**
  - **Purpose:** Visualizes customer segmentation based on demographics (e.g., age group, gender, region).
  - **Interactivity:** Users can drill into customer segments to see how different demographics influence sales performance.

**Purpose:** The right sidebar provides supporting insights related to the main visualizations. It allows users to focus on specific details like top products and customer behaviors.



### 3.5 Bottom Section (Key Performance Indicators - KPIs)

• **Position:** Bottom of the dashboard, horizontally spanning across the page.

• **Elements:**

- **Total Sales (KPI):**
  - **Purpose:** Displays the total sales revenue for the selected period.
  - **Format:** Large numeric display with a trend indicator (e.g., up/down arrow compared to the previous period).
- **Total Profit (KPI):**
  - **Purpose:** Shows total profit after deducting costs.
  - **Format:** Numeric display, similar to total sales.
- **Number of Orders (KPI):**
  - **Purpose:** Displays the total number of orders placed in the selected period.
- **Sales Growth % (KPI):**
  - **Purpose:** Shows the percentage increase or decrease in sales compared to the previous period.

**Purpose:** KPIs provide a snapshot of the overall business performance. They offer immediate insights into sales health, profitability, and growth trends.

## 4. Interaction and Behavior

### 4.1 Drill-Down Features

- Drill-Down:** All visualizations (line charts, bar charts, pie charts) offer drill-down capabilities. Users can click on specific data points (e.g., a bar for a product category) to get more granular insights (e.g., product subcategories or individual products).

### 4.2 Cross-Filtering

- Cross-Filtering:** When users interact with one visual (e.g., click on a region in the bar chart), the other visuals (e.g., sales by category, top-selling products) automatically update to reflect the filtered data.

### 4.3 Filter Pane

- The filter pane allows users to customize the data in real-time. Filters applied here affect all charts and KPIs across the dashboard, enabling dynamic, user-driven insights.

## 5. Color Scheme and Design

*The design should focus on clarity and professionalism:*

- **Primary Colors:** *Blue and Gray (for a clean, corporate look).*
- **Accent Colors:** *Green for positive metrics (e.g., sales growth) and Red for negative metrics (e.g., profit decline).*
- **Font:** *Sans-serif font (such as Segoe UI) for a modern and clean appearance.*
- **Data Labels:** *Clear, concise, and placed directly on charts for ease of understanding.*

## 6. Responsiveness

- Desktop View:** *The dashboard is optimized for wide-screen desktop displays. Charts and tables will resize dynamically based on the window size.*
- Mobile View:** *A simplified, responsive layout is used for mobile users, showing key KPIs and essential charts only.*



## 7. Conclusion

*This wireframe design outlines the layout and interactivity of the **Amazon Sales Analysis Dashboard**. The design focuses on ease of use, interactivity, and providing clear insights into key sales and customer metrics. The document ensures that users can effectively navigate the dashboard, apply filters, and drill into the data to extract meaningful insights.*