

2023

# WIREFRAME DOCUMENT

**AMAZON SALES DATA ANALYSIS**

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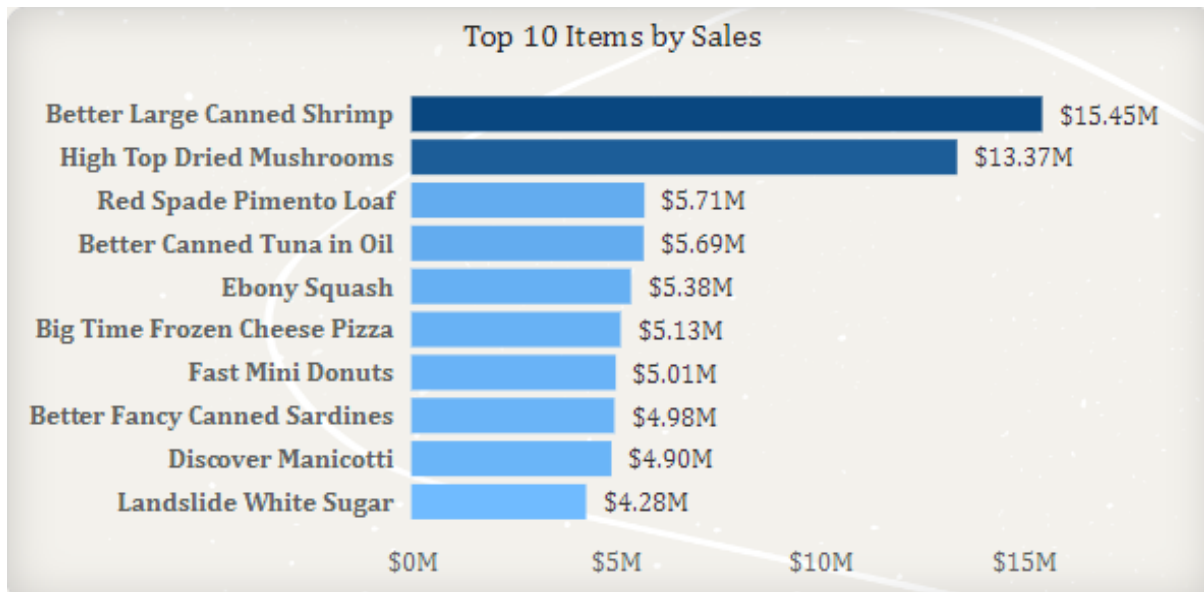
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## Document Version Control:

| Data Issued | Version | Description                | Author          |
|-------------|---------|----------------------------|-----------------|
| 24-07-2023  | 1.0     | First Version of Wireframe | Ishan Chaurasia |
| 27-07-2023  | 1.1     | Wireframe Document         | Ishan Chaurasia |

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

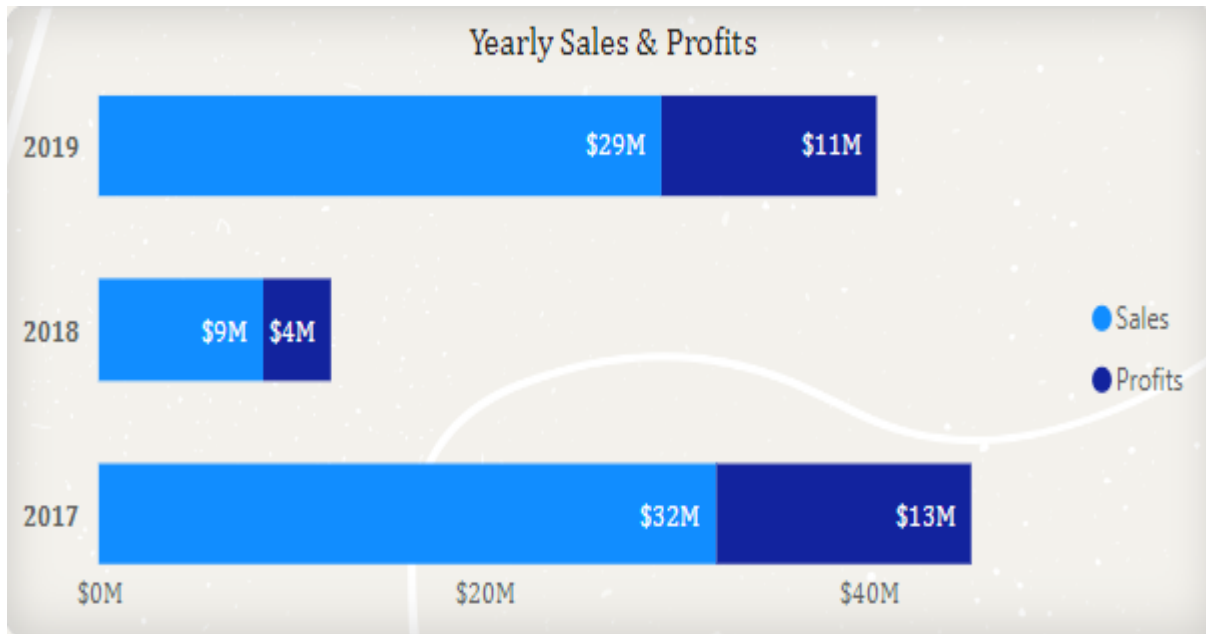
**What were the sales of each item?**



**Better Large Canned Shrimp** was the top selling product with *\$15M USD* in sales followed by **High Top Dried Mushrooms** with *\$13M USD* and **Red Spade Pimento Loaf** as the third best selling product. Better Large Canned Shrimp represented 8.51% of total sales. However, this product also had the largest gap between sales and profits, with sales exceeding profits by \$9M USD.

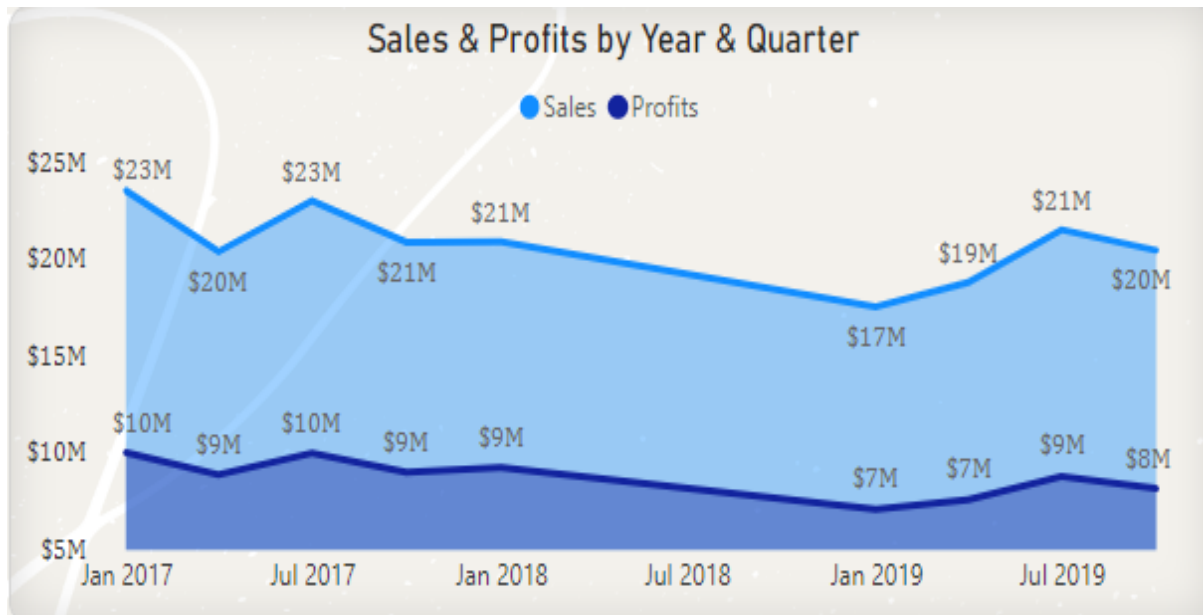
Moreover, profits declined by 16.16% from 2017 to 2019 and by 21.15% from January 2017 to October 2019, reaching its lowest point of \$7M USD in October 2019.

## How was the growth in Profit over the years?



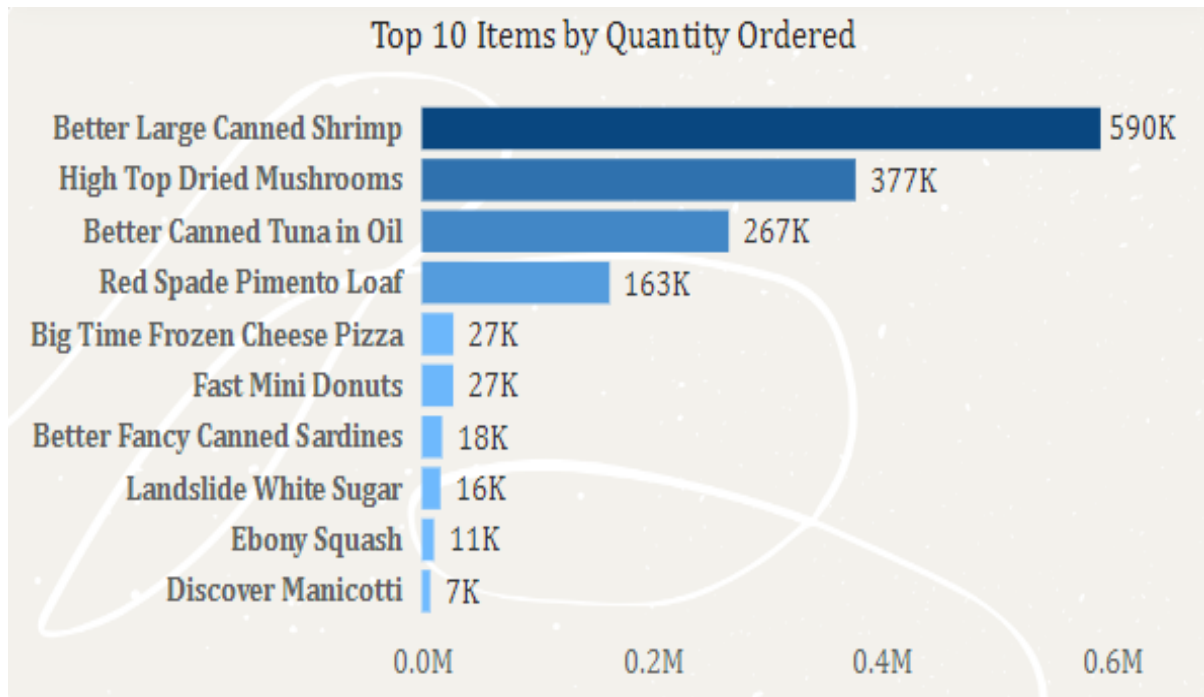
The profit in 2017 was \$13M USD, which dropped sharply to \$4M USD in 2018, representing only 30% of the previous year's profit. However, in 2019, the profit rebounded to \$11M USD, which was 275% higher than the 2018 figure and 84% of the 2017 level.

## How was the Sales & Profit Yearly-Quarter Wise?



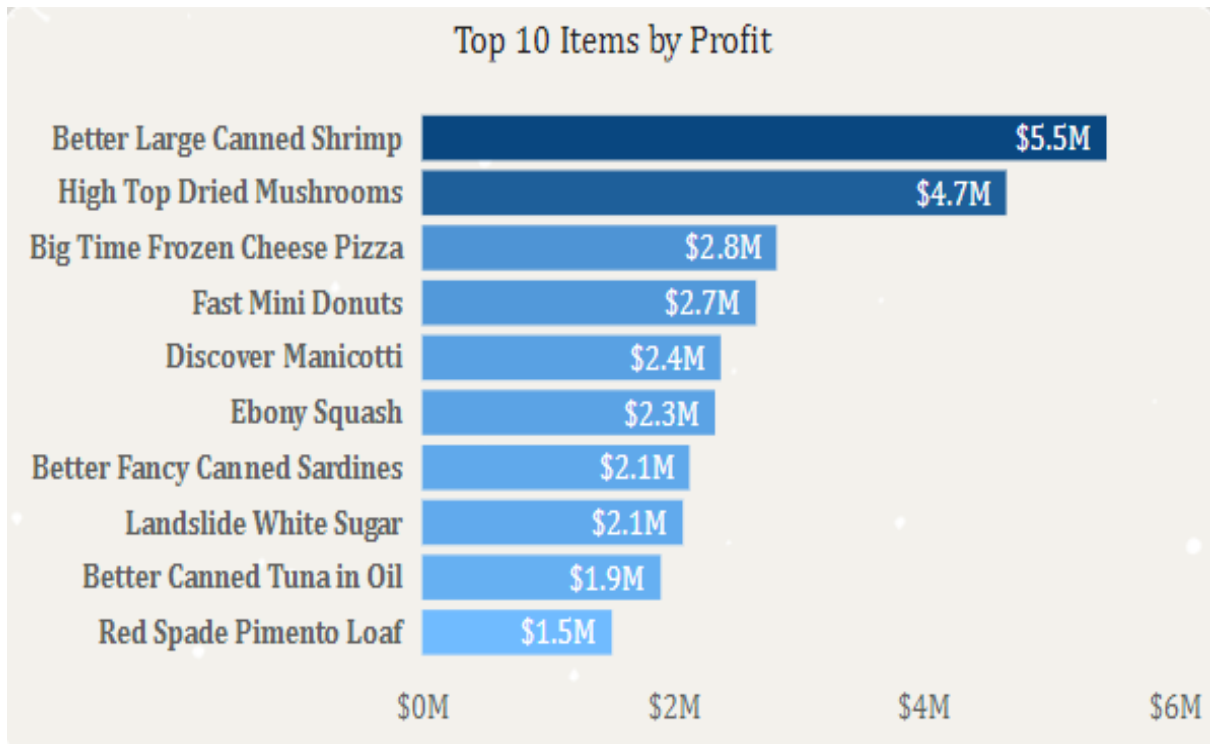
The profit in 2017 fluctuated across the four quarters, starting with \$10M in Q1, dropping to \$9M in Q2, rising to \$10M in Q3, and falling to \$9M in Q4. The profit in 2018 showed a slight increase in Q1 to \$9M, but then declined sharply by 22.38% to \$6.92M in Q2. The profit in 2019 recovered gradually from Q2 onwards, reaching \$9M in Q3, which was 24.35% higher than the same quarter in 2018.

## Which items were the best-selling item?

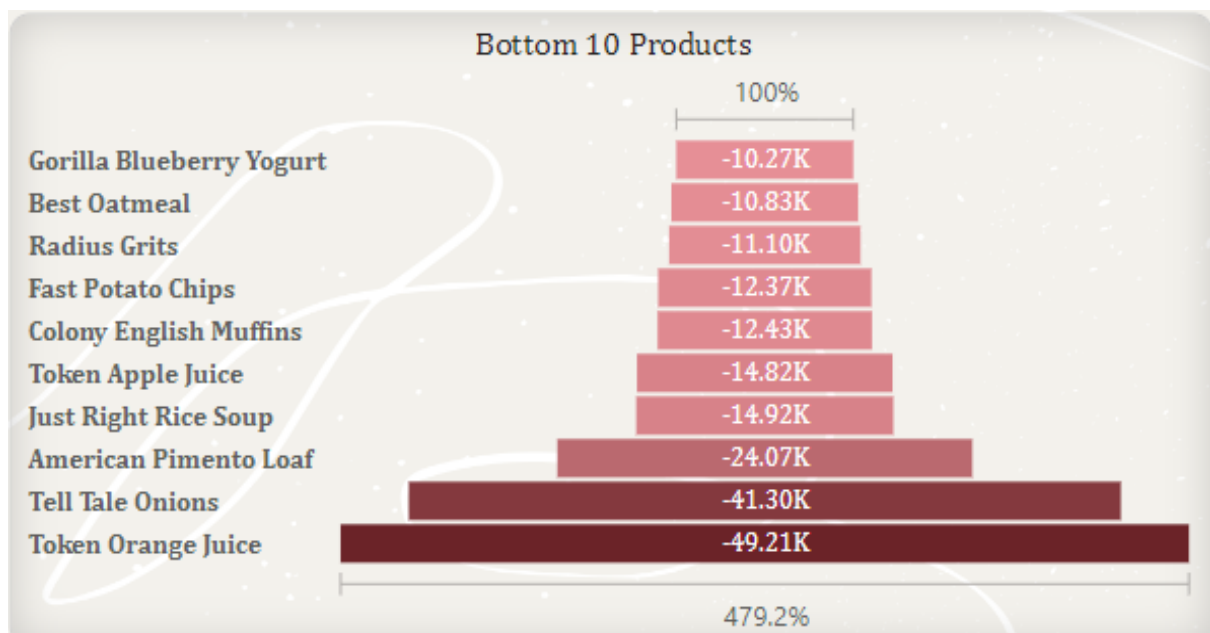


The hot selling product was **Better Large Canned Shrimp** with over 590K quantities ordered followed by **High Top Dried Mushrooms**, closely followed by **Better Canned Tuna** 267K of quantities ordered.

## Which items generated Highest Profits?



## Which items generated Loss?



## Detailed Sales & Profit Analysis

