
Amazon Sales Data Analysis

Wireframe Documentation

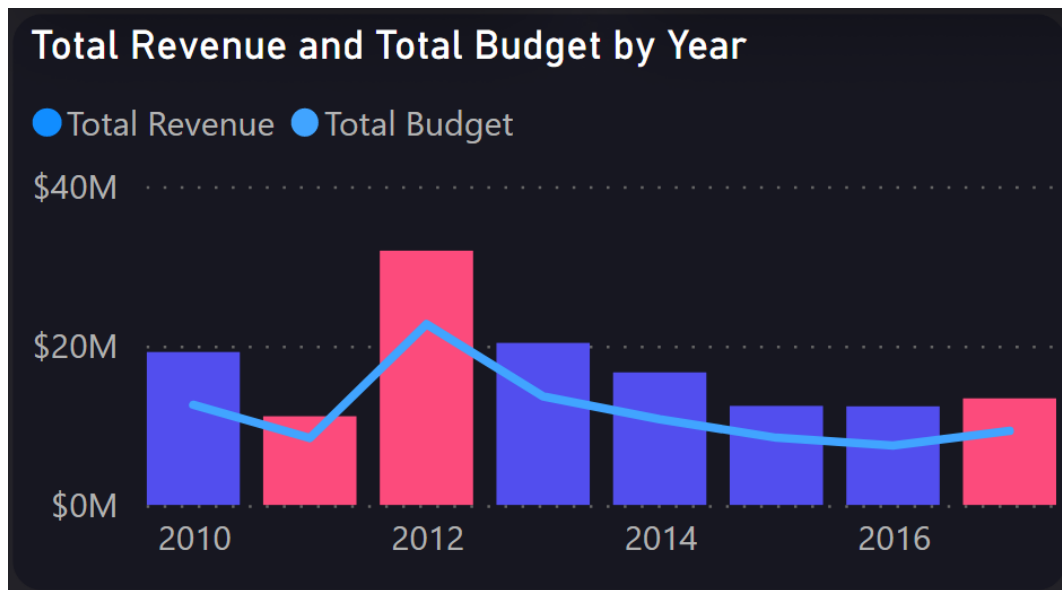
Lokesh Attarde

Analysis

As per the problem statement, we have defined the several Use Cases to perform the analysis on which helps in not only understanding the meaningful relationships between attributes, but it also allows us to do our own research and come-up with our findings.

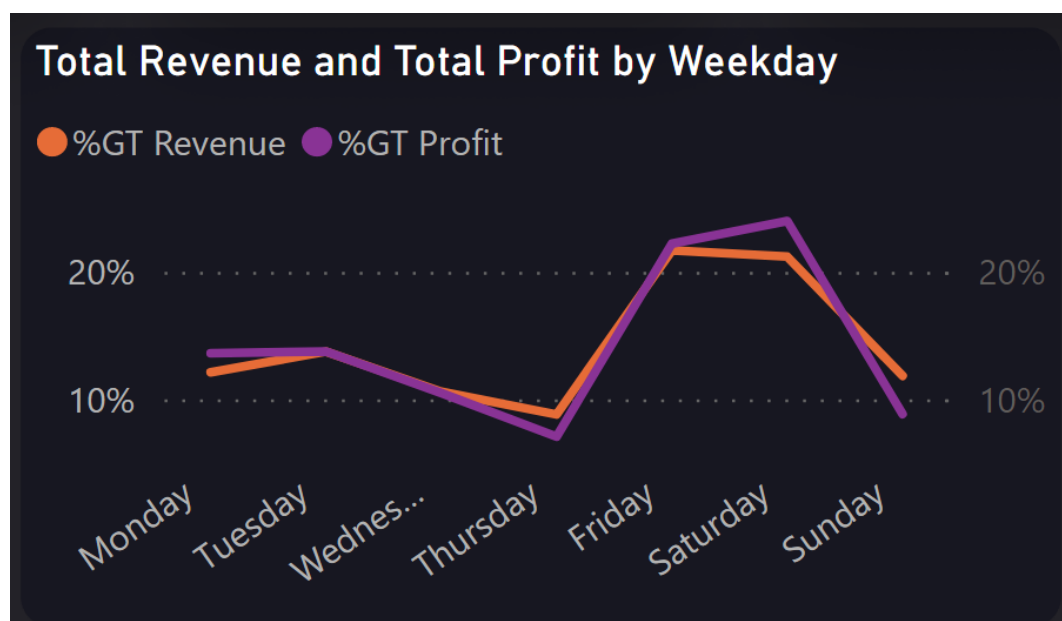
1. Total Revenue and Total Budget by Year & Month:

In this visual, we also tried to interpret the relation between Revenue vs Budget using Tooltip.



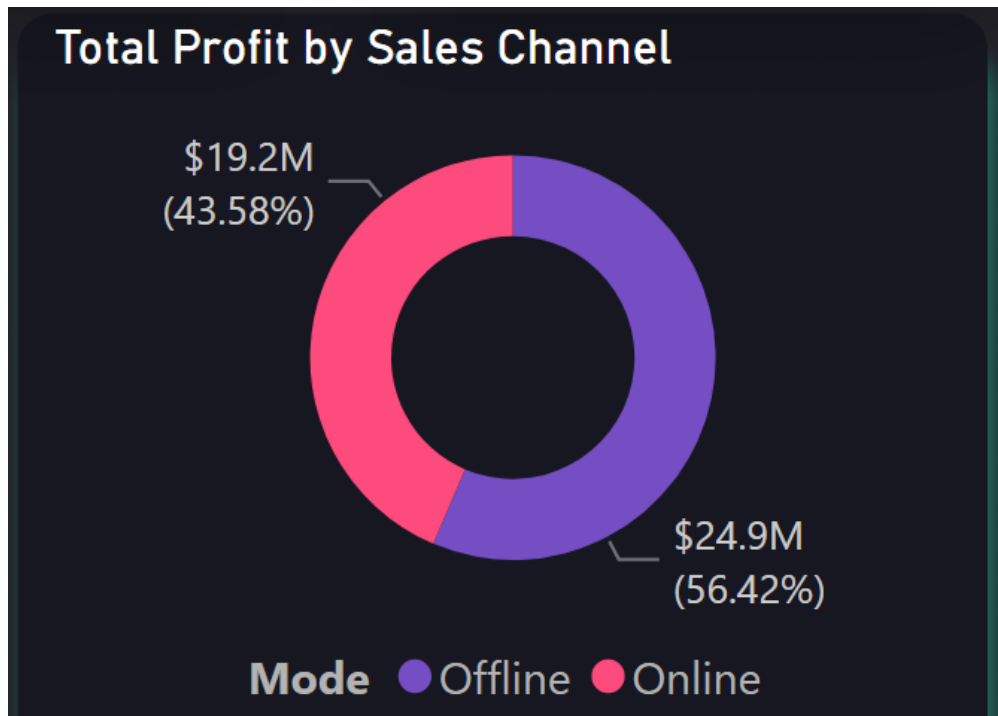
2. Total Revenue and Total Profit by Weekday:

In this section, we have compared the data of both Revenue and Profit and tried to interpret the Percent of Grand Total.



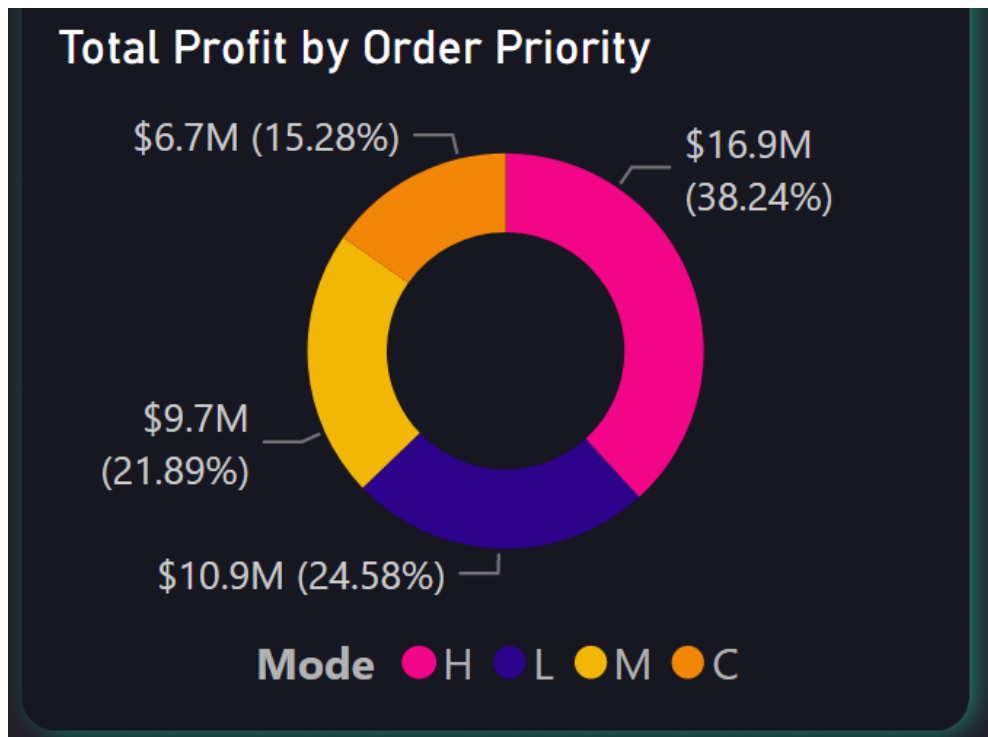
3. Total Profit by Sales Channel:

Here, we tried to interpret the proportion of the Total Profit by Sales Channel -

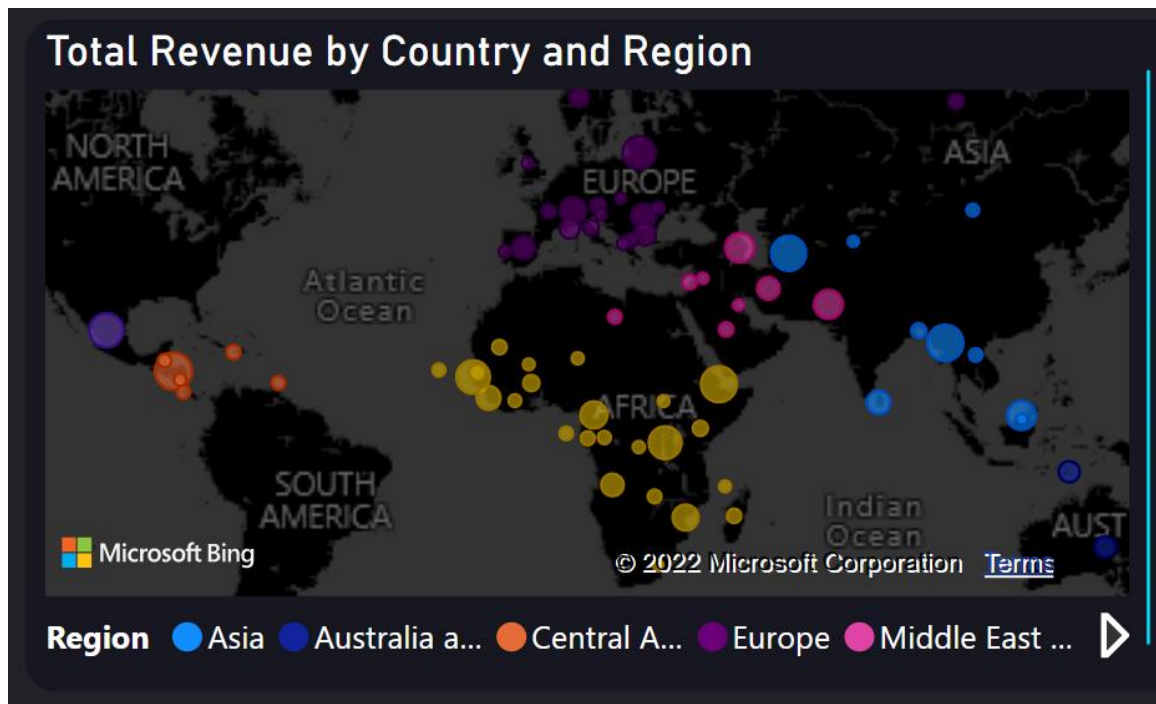


4. Total Profit by Order Priority:

Here, we tried to interpret the proportion of the Total Profit by Order Priority -



5. Total Revenue by Country and Region:



6. Top Items Category by Revenue, Profit & Orders:

Here, we tried to interpret the most preferred Item Type based on its Revenue, Profit & Orders.

Item Type	Revenue	Profit	Orders
Cosmetics	\$36,601,509.6	\$14,556,048.7	13
Office Supplies	\$30,585,380.1	\$5,929,583.8	12
Household	\$29,889,712.3	\$7,412,605.7	9
Baby Food	\$10,350,327.6	\$3,886,643.7	7
Clothes	\$7,787,292.8	\$5,233,334.4	13
Cereal	\$5,322,898.9	\$2,292,443.4	7
Meat	\$4,503,675.8	\$610,610.0	2
Personal Care	\$3,980,904.8	\$1,220,622.5	10
Vegetables	\$3,089,057.1	\$1,265,819.6	6
Total	\$137,348,768.3	\$44,168,198.4	100