

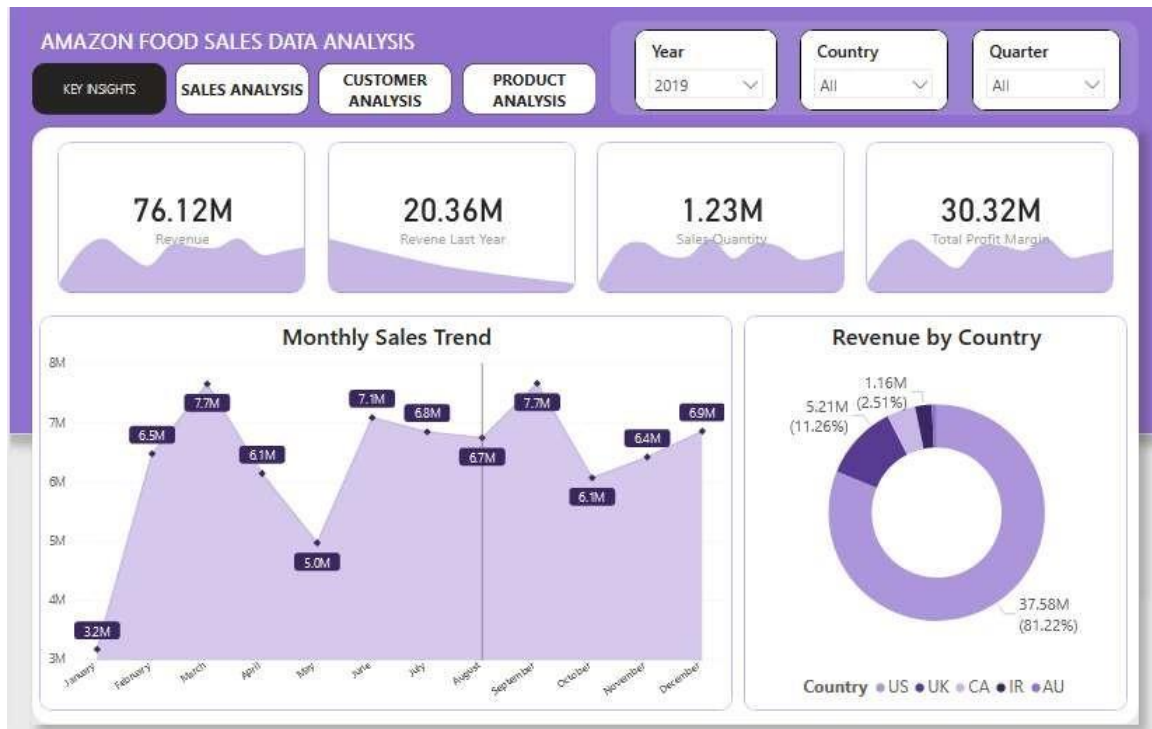
Wireframe Documentation

Amazon Food Sales Data Analysis

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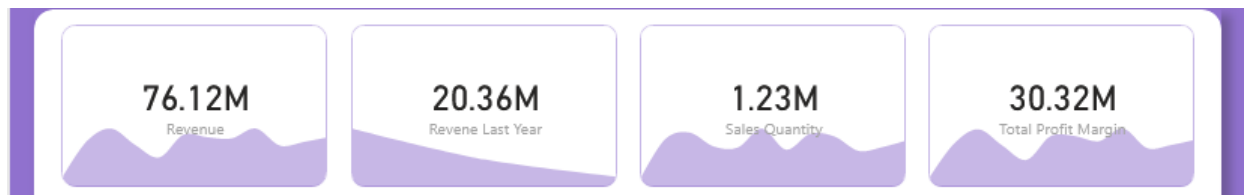
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1. Key Insights



1.1 Cards

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

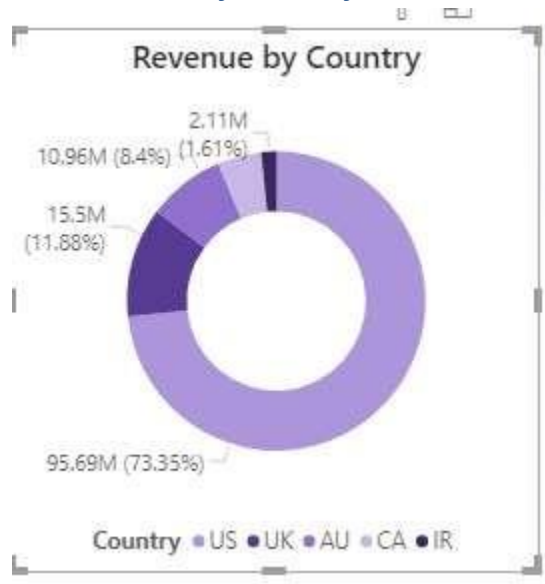


1.2 Monthly Sales Trend

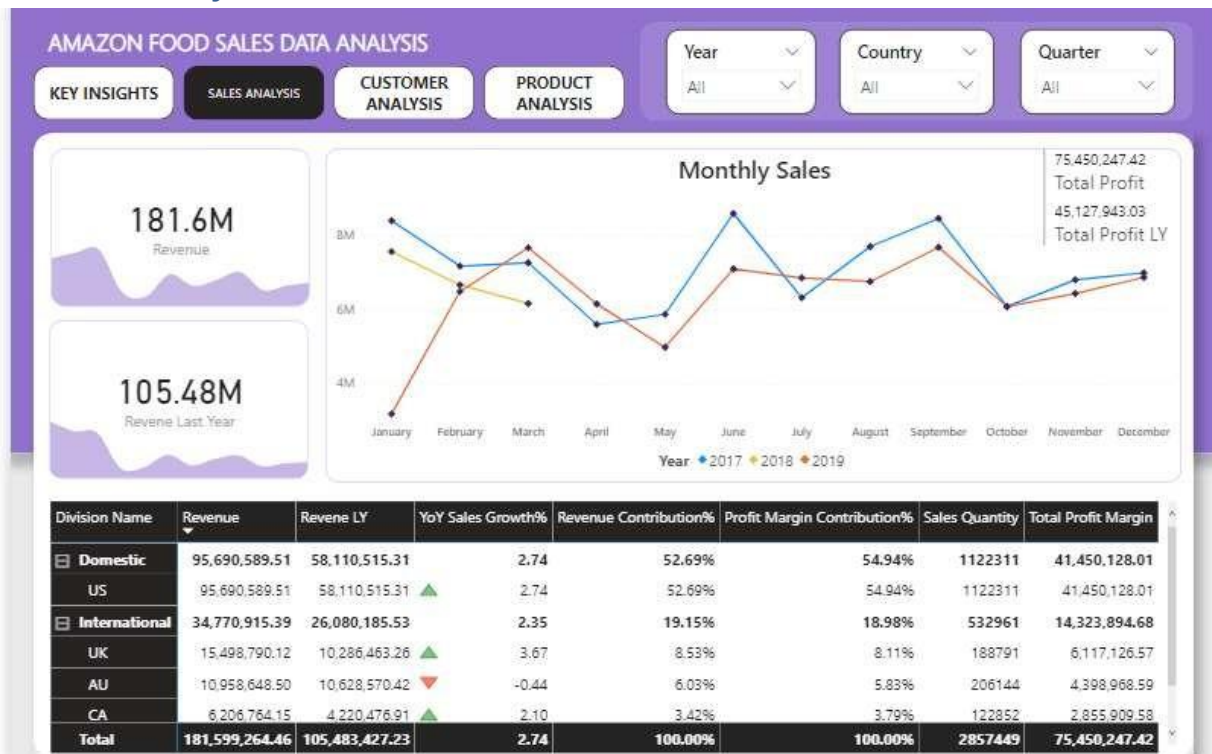
The area chart for monthly, yearly and quarterly sales



1.3 Revenue by Country



2. Sales Analysis



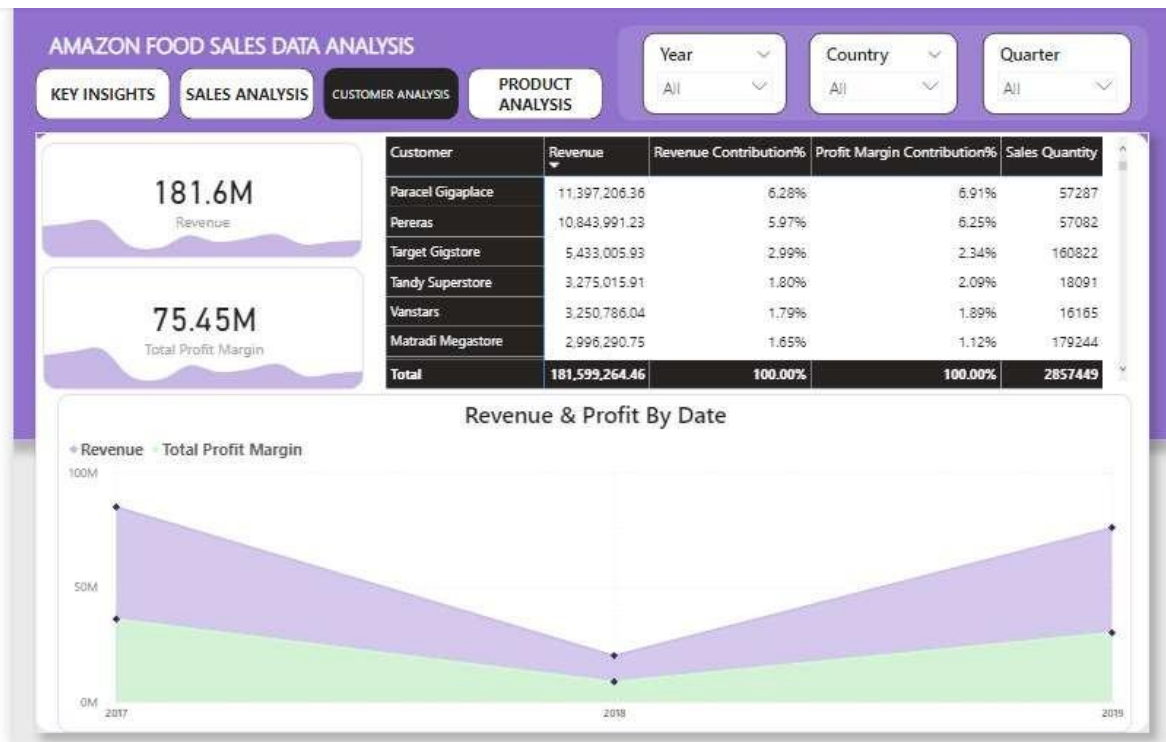
2.1 Monthly Sales for 2017 , 2018, 2019



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
Domestic	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
International	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
Total	181,599,264.46	105,483,427.23	2.74	100.00%	100.00%	2857449	75,450,247.42

3. Customer Analysis



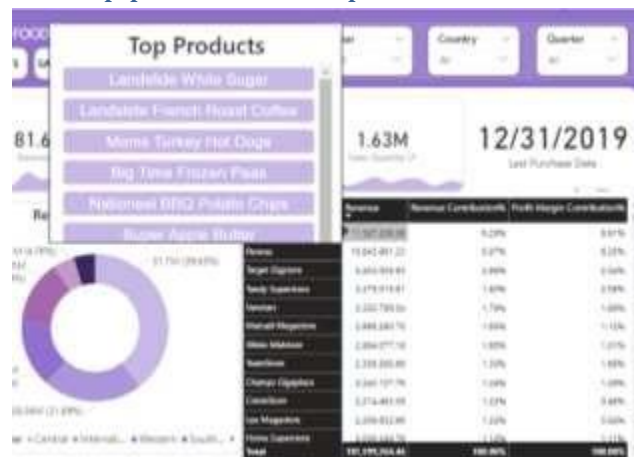
3.1 Revenue and Profit categorize by region



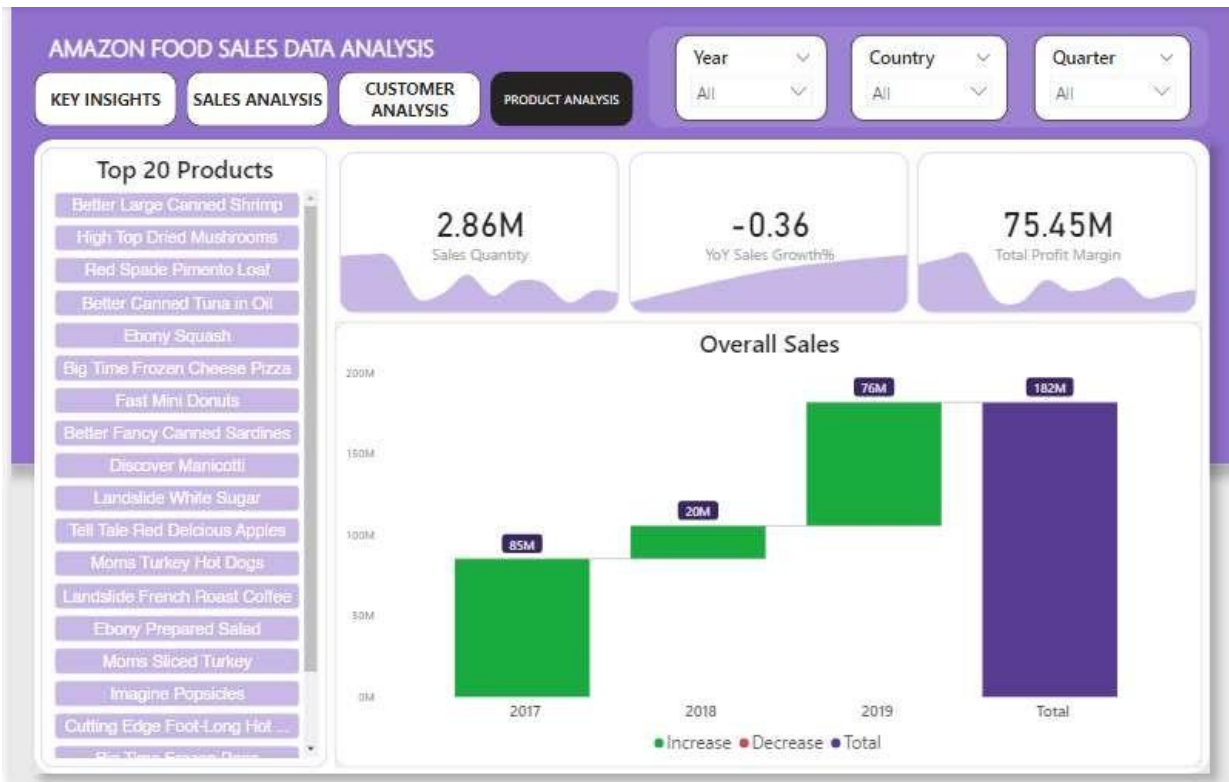
3.2 Data table for customer based on revenue contribution , profit contribution.

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%
Total	181,599,264.46	100.00%	100.00%

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

