
Wireframe Document

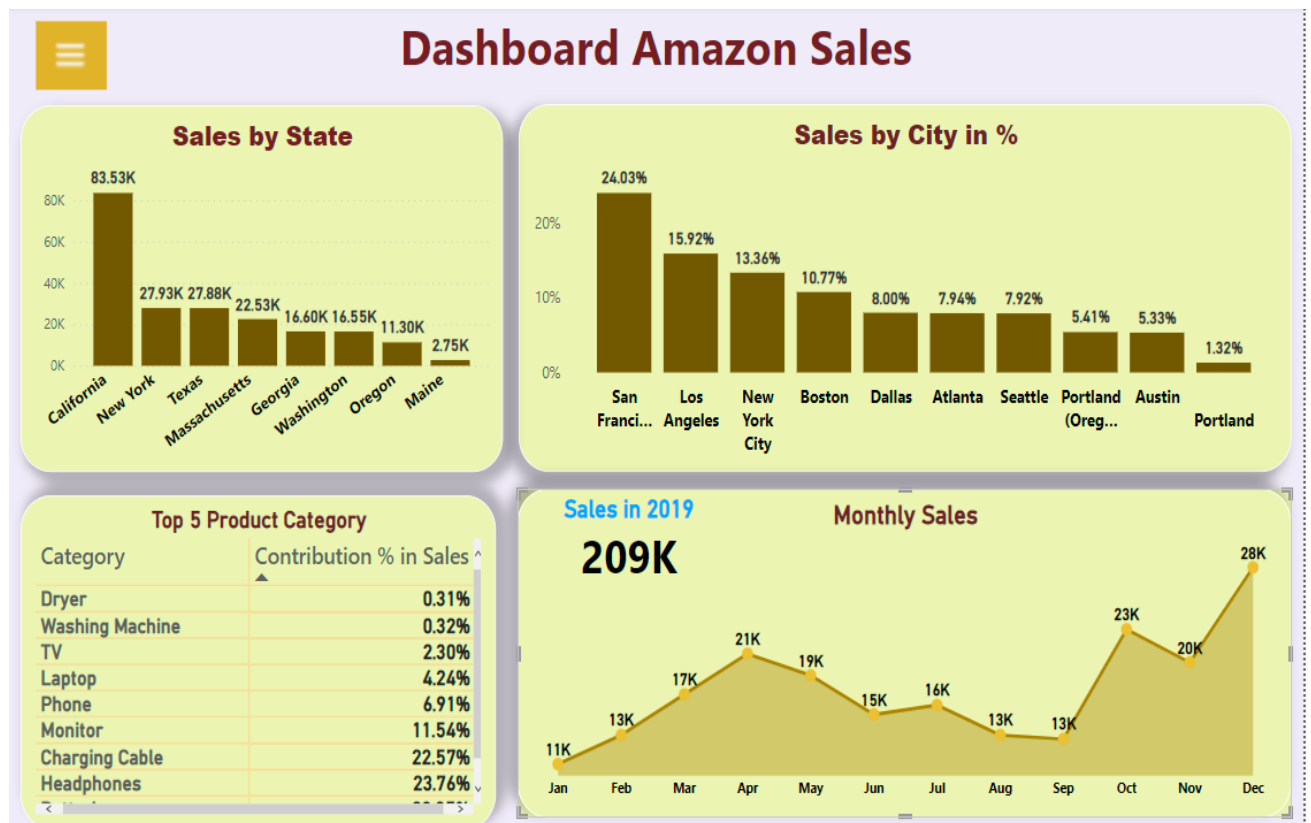
Amazon Sales and Revenue

Rashmi Dubey

Home Page

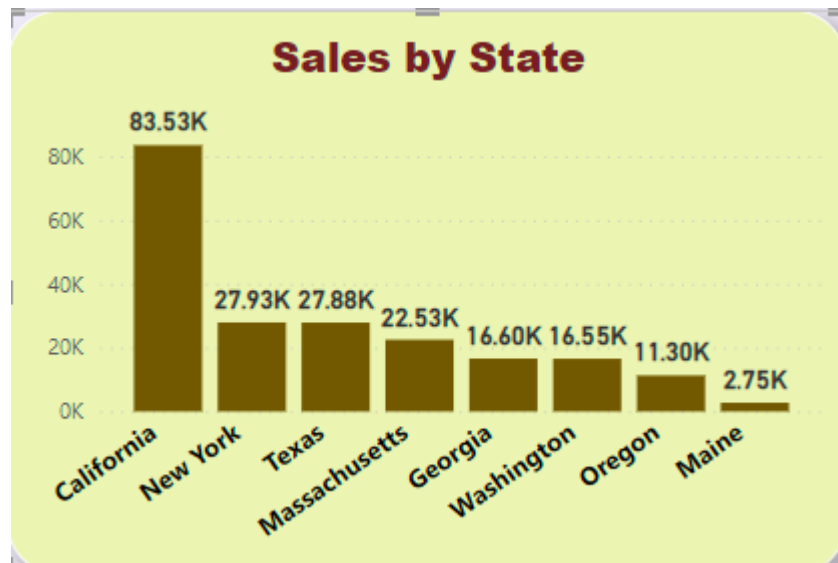
As per the problem statement, we have divided analysis into three sections:

1. Sales Analysis

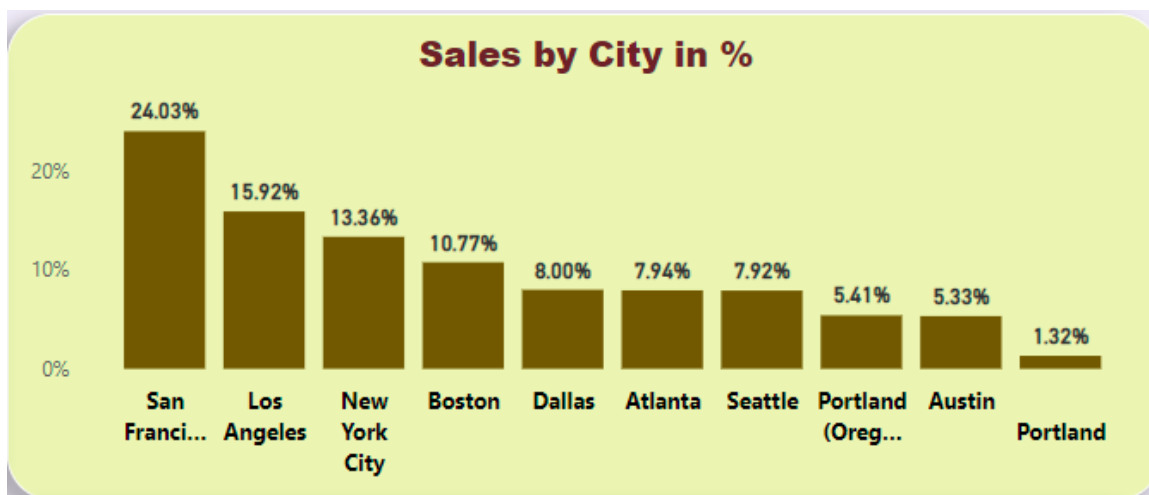


In this section we have created our first dashboard and tried to interpret following insights :

❖ **Sales Distribution between various states**



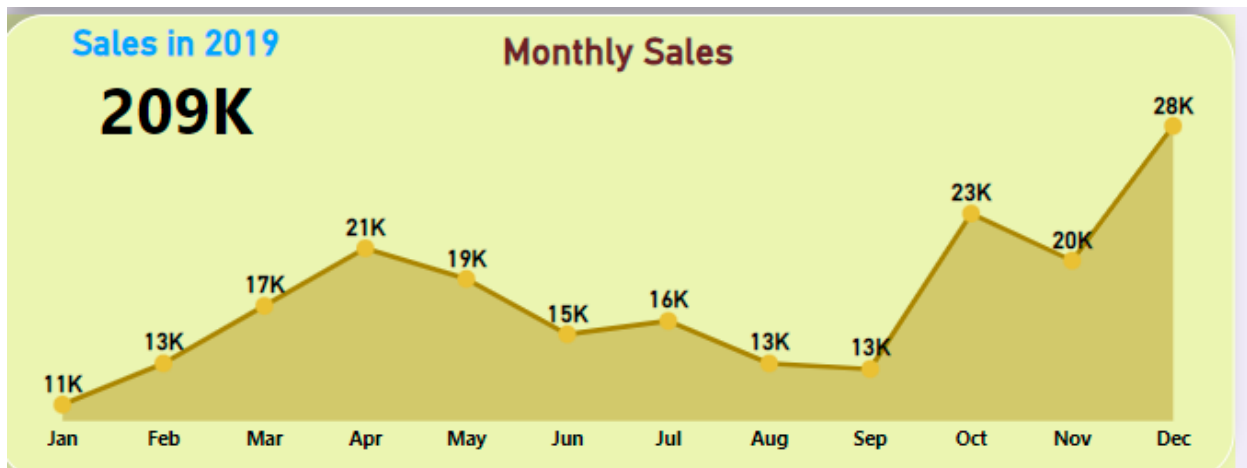
❖ **City's Contribution in Sales (in %) in Total Sales**



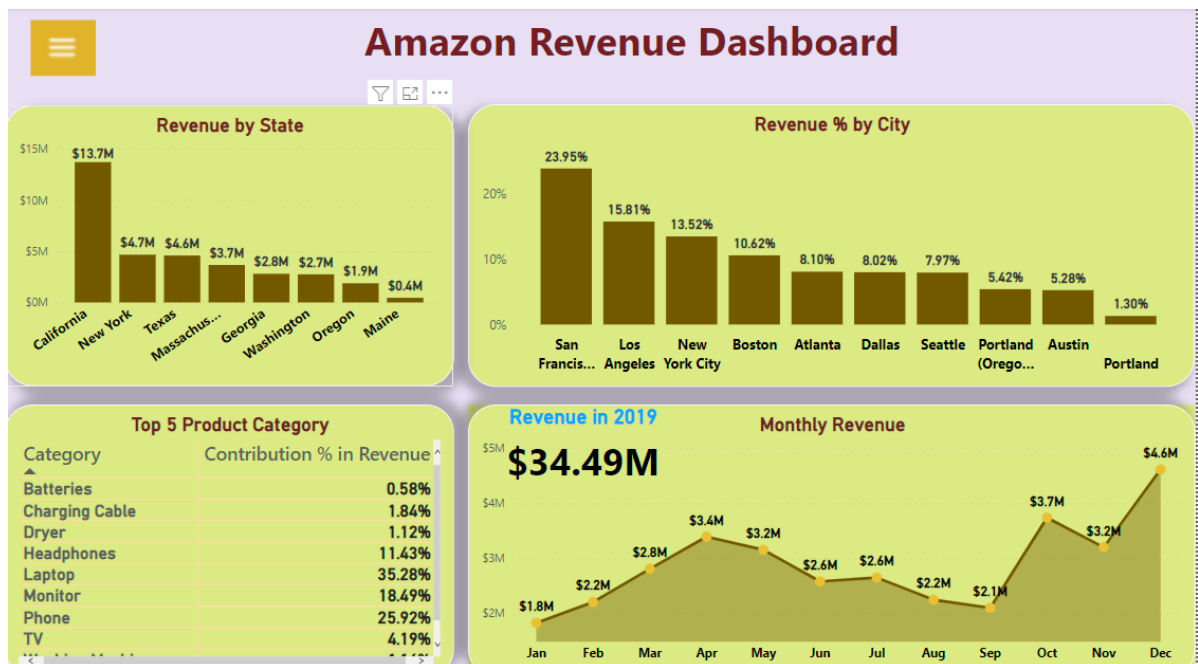
❖ Product's Category-wise distribution (in %) of Sales

Top 5 Product Category	
Category	Contribution % in Sales
Dryer	0.31%
Washing Machine	0.32%
TV	2.30%
Laptop	4.24%
Phone	6.91%
Monitor	11.54%
Charging Cable	22.57%
Headphones	23.76%

❖ Monthly Sales figure and Total Sale in Year 2019

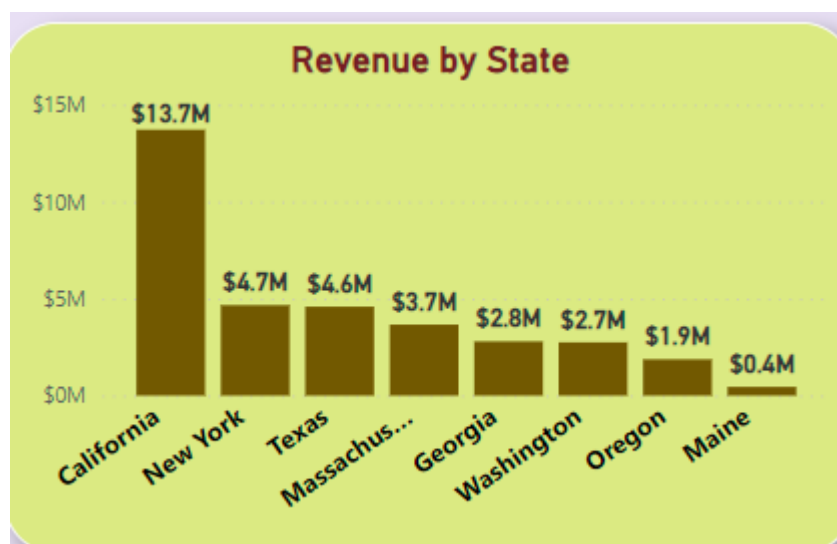


2. Revenue Analysis

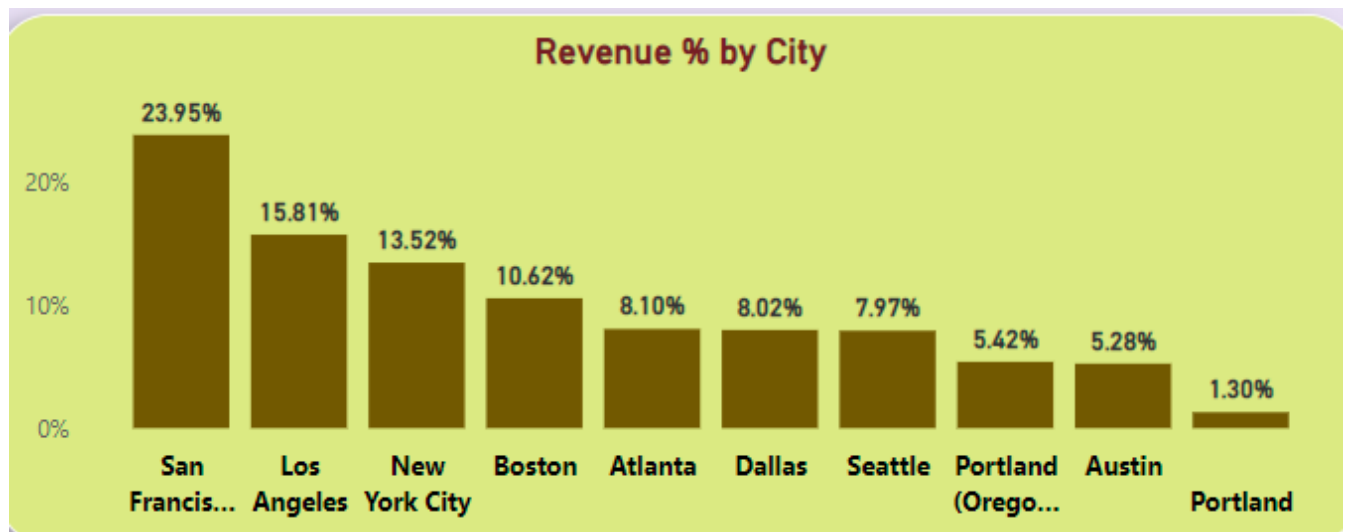


In this section we have designed our second dashboard and interpret the following insights :

❖ Revenue Distribution between various states



❖ City's Contribution in Revenue (in %) in Total Sales



❖ Product's Category-wise distribution (in %) of Revenue

Top 5 Product Category	
Category	Contribution % in Revenue
Batteries	0.58%
Charging Cable	1.84%
Dryer	1.12%
Headphones	11.43%
Laptop	35.28%
Monitor	18.49%
Phone	25.92%
TV	4.19%

❖ Monthly Revenue figure and Total Revenue in Year 2019

