

Food Sales Data Analysis

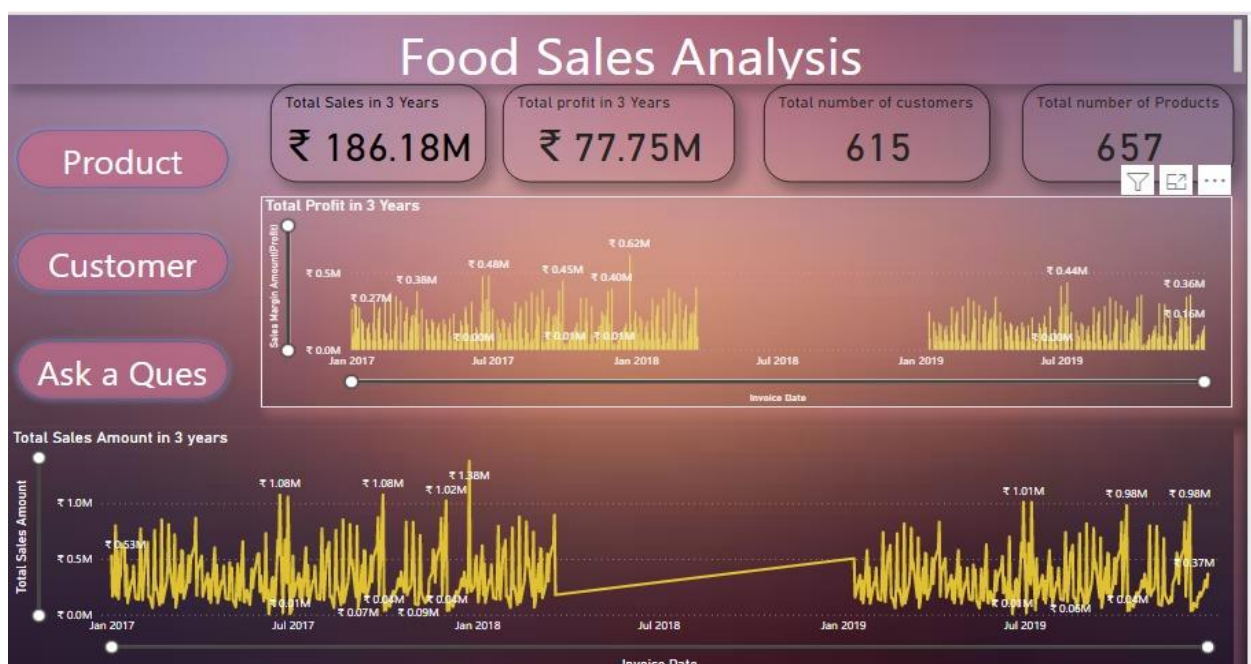
Wireframe Documentation

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Homepage

The aim of the analysis was to understand the Sales trend of the food products over time:-

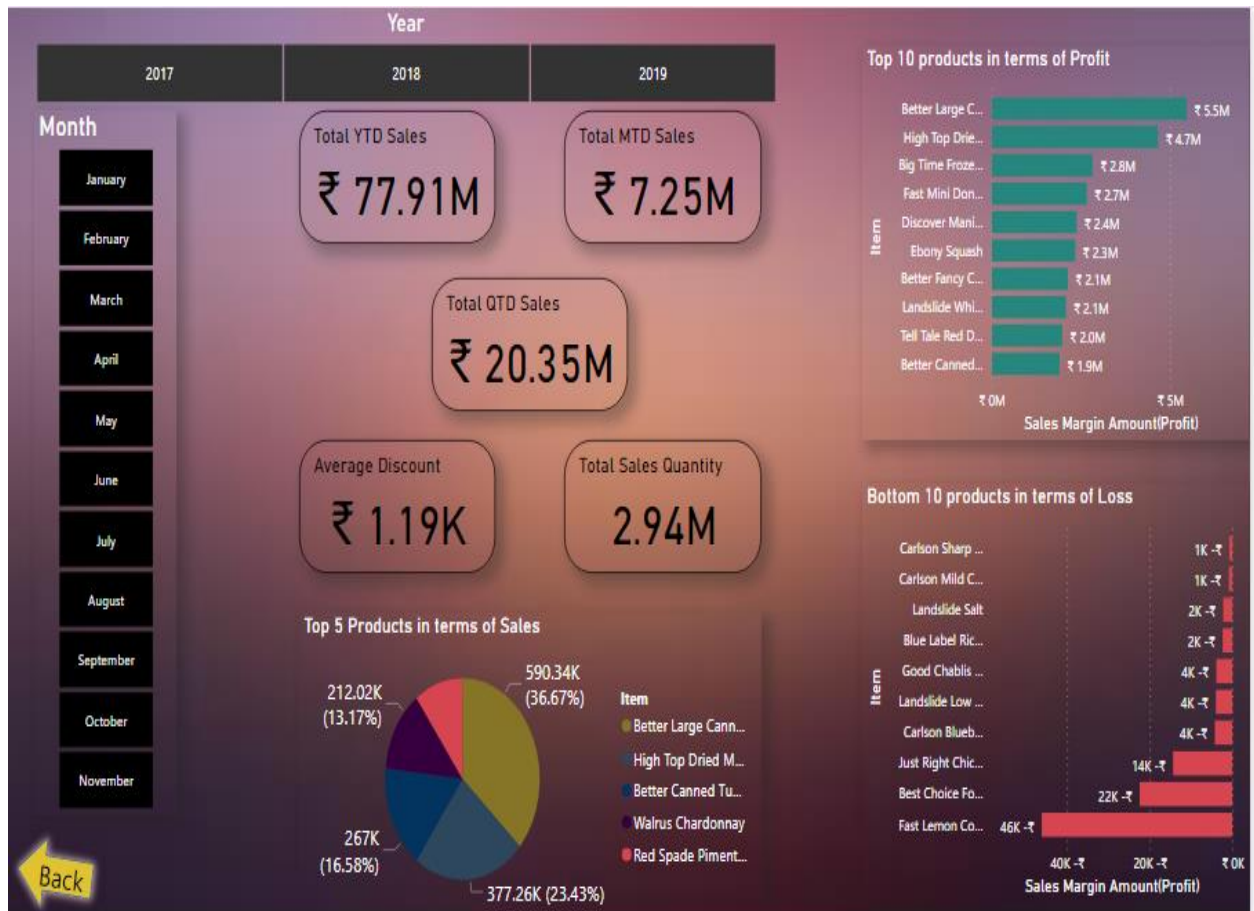
1. Overall Values



From this first page of dashboard we have shown:-

- The Total Sales amount generated over a span of 3 years (Jan 2017 – Dec 2019)
- The Total Profit amount generated over a span of 3 years (Jan 2017 – Dec 2019)
- The Total number of customers who have purchased products during this time
- The Total number of products that were sold during this time
- The Sales trend over the time period is also shown using the line graph.
- The Profit trend over the time is also shown using a line graph.
- The line graphs clearly depict the slump in sales during the period March 2018 – Dec 2018.

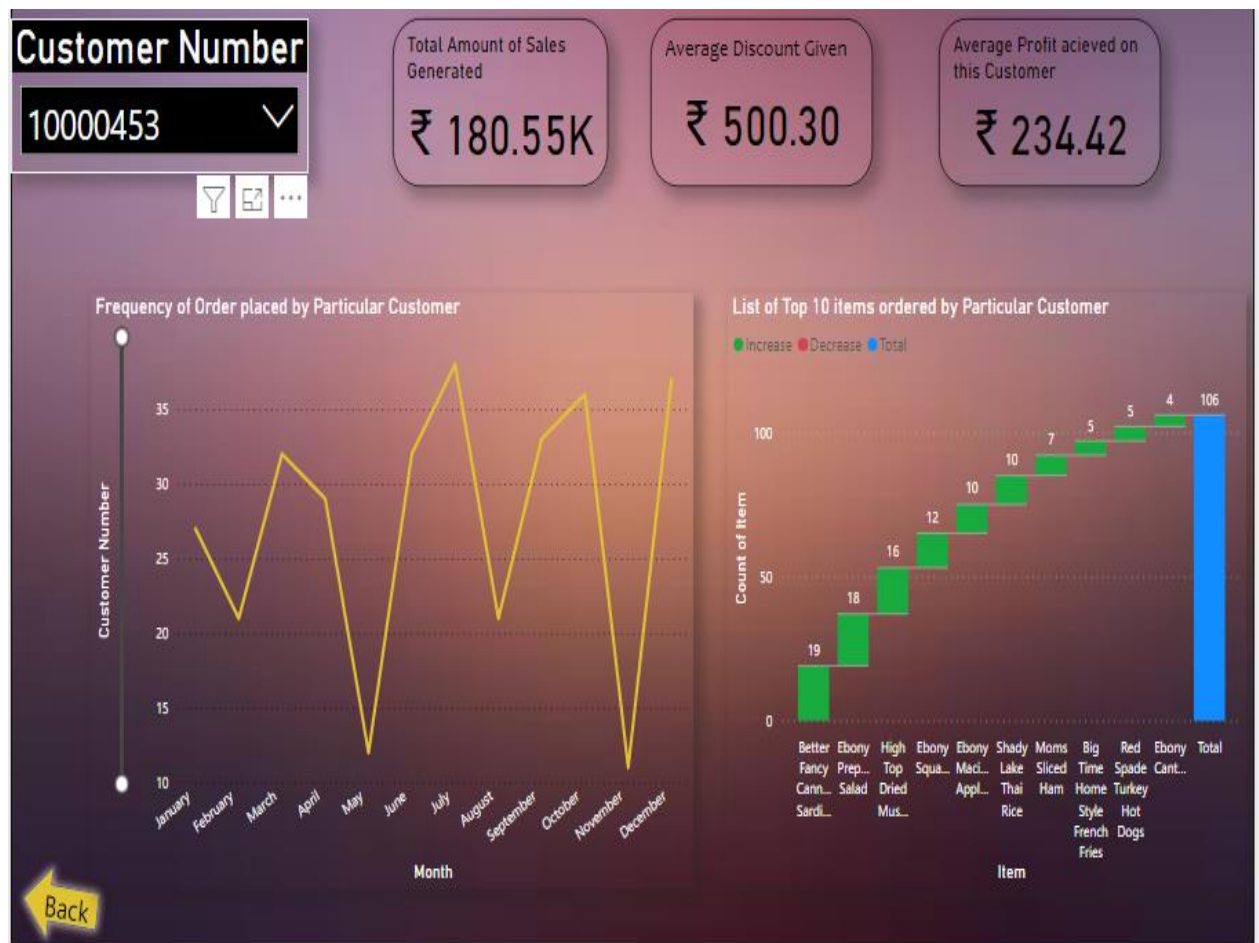
2. Product Sales



By clicking on the Products button on the First Dashboard page the Products Dashboard opens up. This dashboard page showcases:-

- The Year till date Sales, Month till date Sales, Quarter till date Sales amount as per the selection of year or month
- The Average discounts applied on the products and the total quantity sold for a particular time can also be obtained for each year or month selection
- The Top 5 products sold in terms of quantity for the selected time period is shown with the help of a pie chart.
- The Top 10 profit making products and the bottom 10 products (in loss) can also be identified via the bar chart

3. Consumer Behavior



On clicking the Customers button on the home page of the Dashboard, the Consumer details page opens up. Here, the purchasing trend of the customer behavior is shown through:

- The no of orders placed by a particular consumer across months, with the help of line graph and the consumer key
- The Total Sales generated from a consumer has been displayed on a card
- The average discount provided to the particular consumer and the average profit generated from them is also shown on a card
- The top products purchased by the customer in terms of quantity