

WIREFRAME DOCUMENTATION

ANALYZING AMAZON SALES DATA

Revision Number: 1.0

Last date of revision: 03/08/2023

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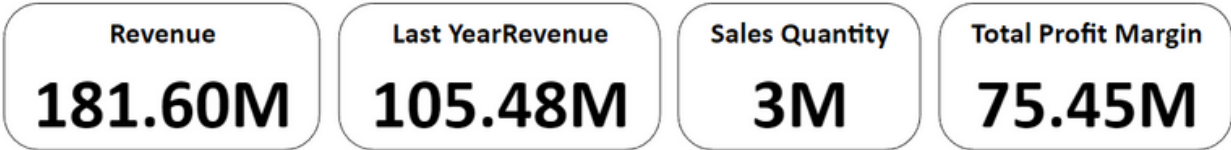
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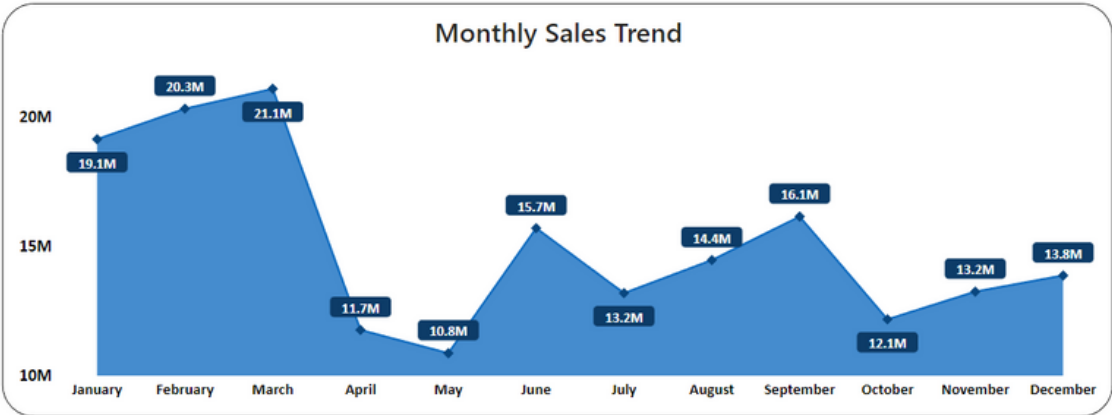
1. Key Insights



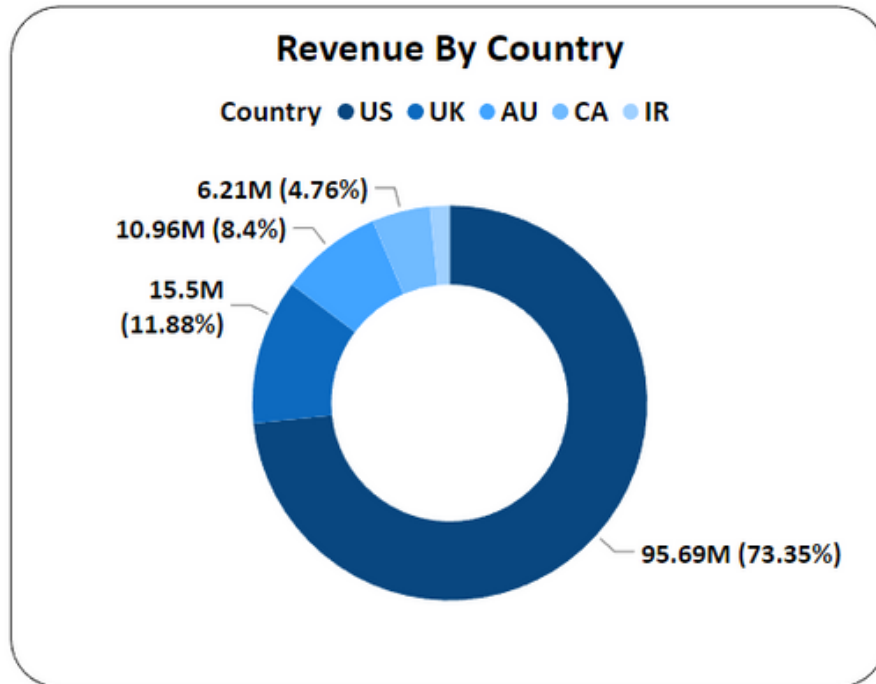
1.1 Cards



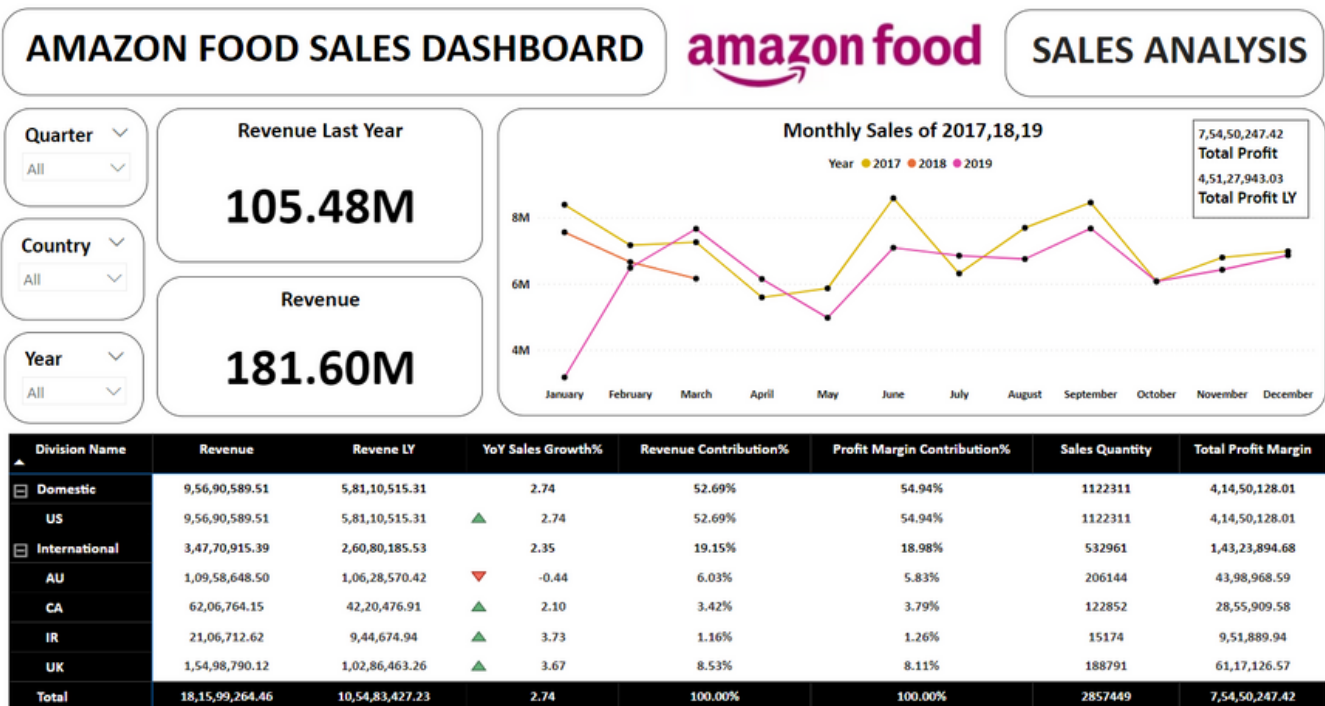
1.2 Monthly Sales Trend



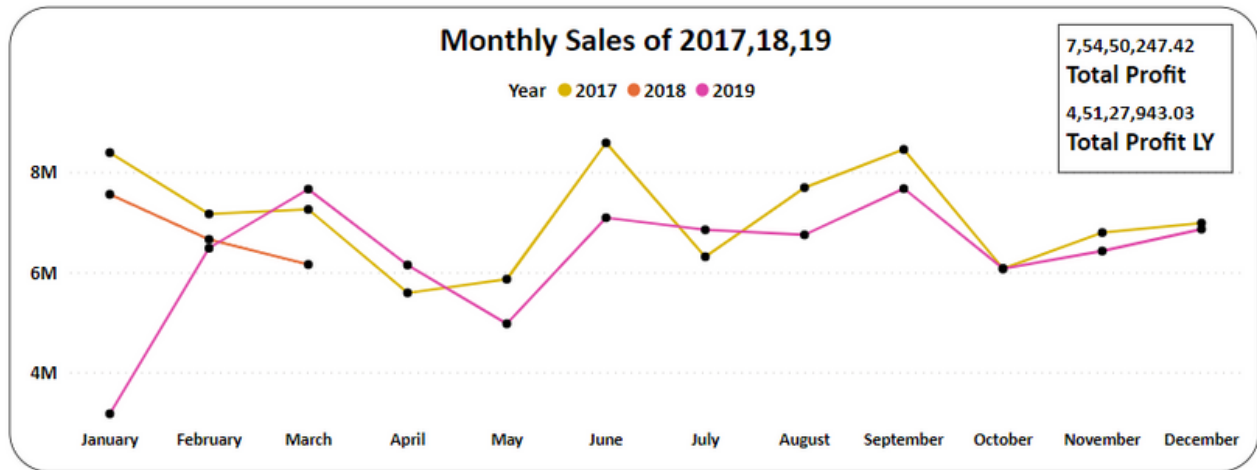
1.3 Revenue by Country



2. Sales Analysis



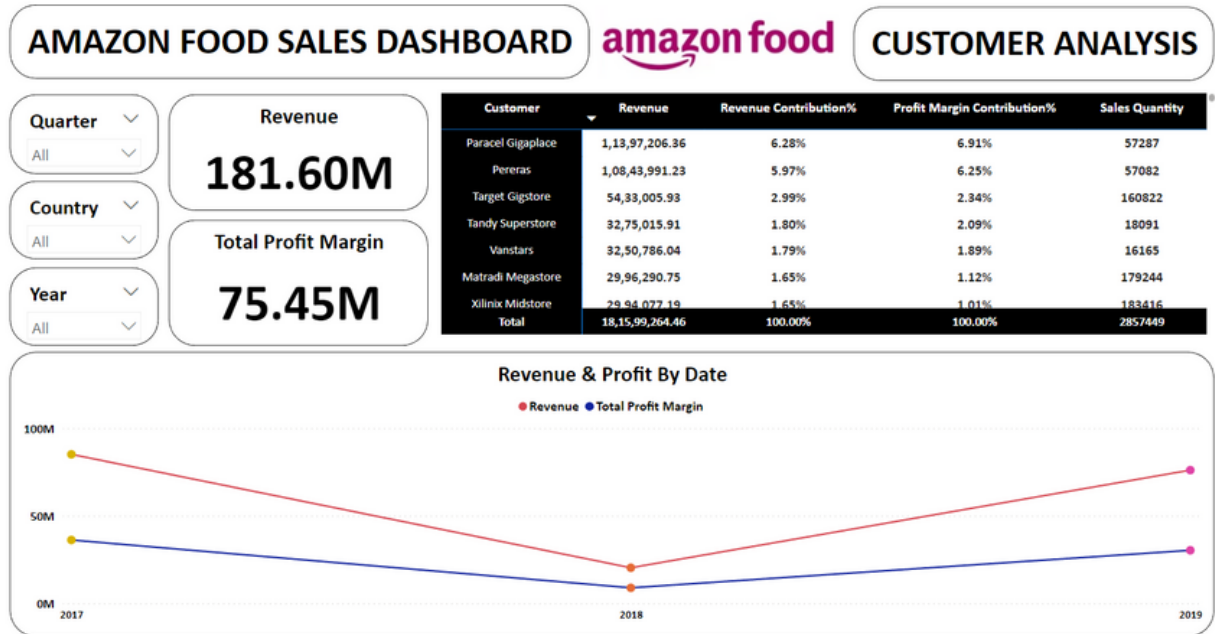
2.1 Revenue vs Sales Quantity: Drill-through by Year, Month, and Quarter



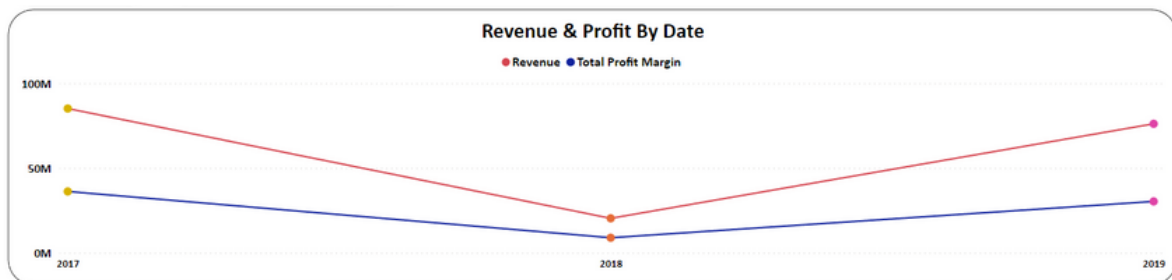
2.2 Data Table: Countries Based on Revenue, Year-over-Year (YOY) Sales, Revenue Contribution, Profit Contribution

Division Name	Revenue	Revenue LY	YoY Sales Growth%	Revenue Contribution%	Profit Margin Contribution%	Sales Quantity	Total Profit Margin
Domestic	9,56,90,589.51	5,81,10,515.31	2.74	52.69%	54.94%	1122311	4,14,50,128.01
US	9,56,90,589.51	5,81,10,515.31	▲ 2.74	52.69%	54.94%	1122311	4,14,50,128.01
International	3,47,70,915.39	2,60,80,185.53	2.35	19.15%	18.98%	532961	1,43,23,894.68
AU	1,09,58,648.50	1,06,28,570.42	▼ -0.44	6.03%	5.83%	206144	43,98,968.59
CA	62,06,764.15	42,20,476.91	▲ 2.10	3.42%	3.79%	122852	28,55,909.58
IR	21,06,712.62	9,44,674.94	▲ 3.73	1.16%	1.26%	15174	9,51,889.94
UK	1,54,98,790.12	1,02,86,463.26	▲ 3.67	8.53%	8.11%	188791	61,17,126.57
Total	18,15,99,264.46	10,54,83,427.23	2.74	100.00%	100.00%	2857449	7,54,50,247.42

3. Customer Analysis



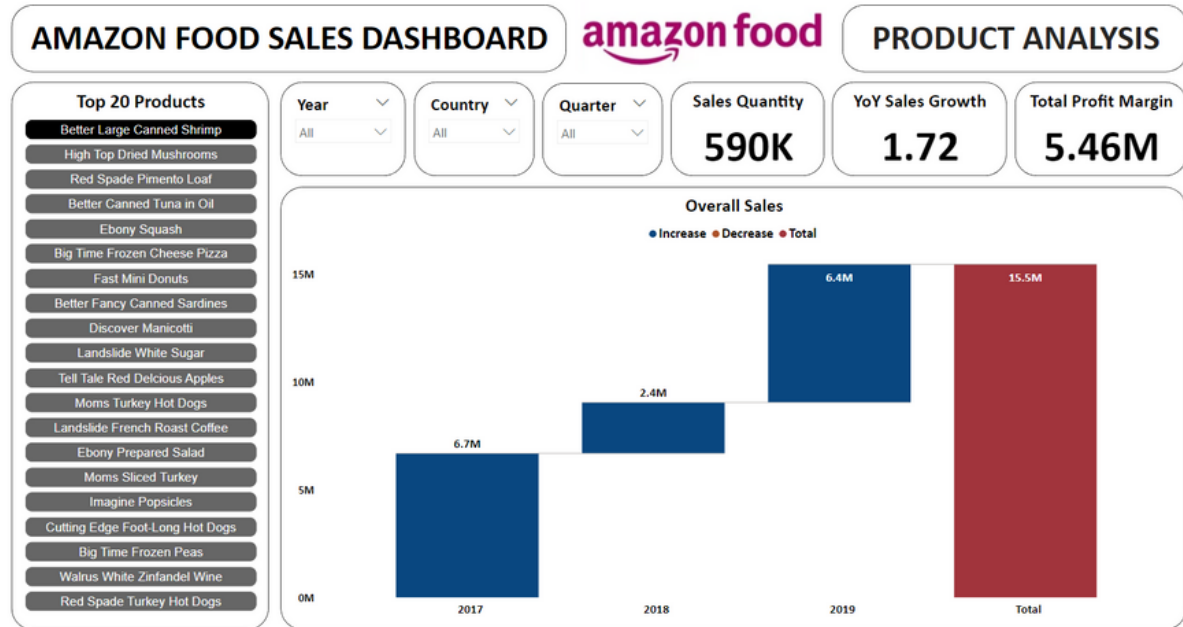
3.1 Categorization of Revenue by Region



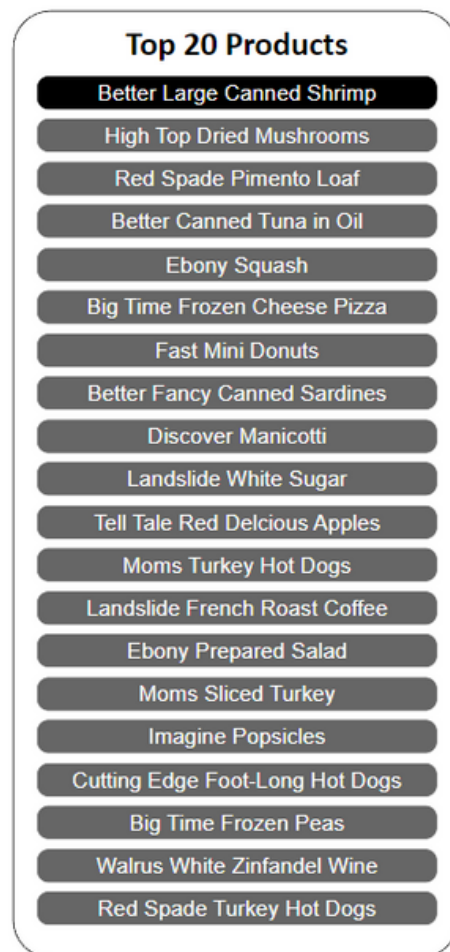
3.2 Data Table: Customers Based on Revenue Contribution, Profit Contribution

Customer	Revenue	Revenue Contribution%	Profit Margin Contribution%	Sales Quantity
Parcel Gigaplace	1,13,97,206.36	6.28%	6.91%	57287
Pereras	1,08,43,991.23	5.97%	6.25%	57082
Target Gigstore	54,33,005.93	2.99%	2.34%	160822
Tandy Superstore	32,75,015.91	1.80%	2.09%	18091
Vanstars	32,50,786.04	1.79%	1.89%	16165
Matradi Megastore	29,96,290.75	1.65%	1.12%	179244
Xilinx Midstore	29,94,077.19	1.65%	1.01%	183416
Total	18,15,99,264.46	100.00%	100.00%	2857449

4. Product Analysis



4.1 Top 20 Product Slicers by Revenue



4.2 Detail Cards: Sales Quantity, YOY Sales Growth%, Profit Margin



4.3 Detailed Overall Sales: Waterfall Chart for Selected Date

