

Wireframe Report

“Amazon Data Sales Analysis”

Revision No.: 1

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EXEC DASHBOARD

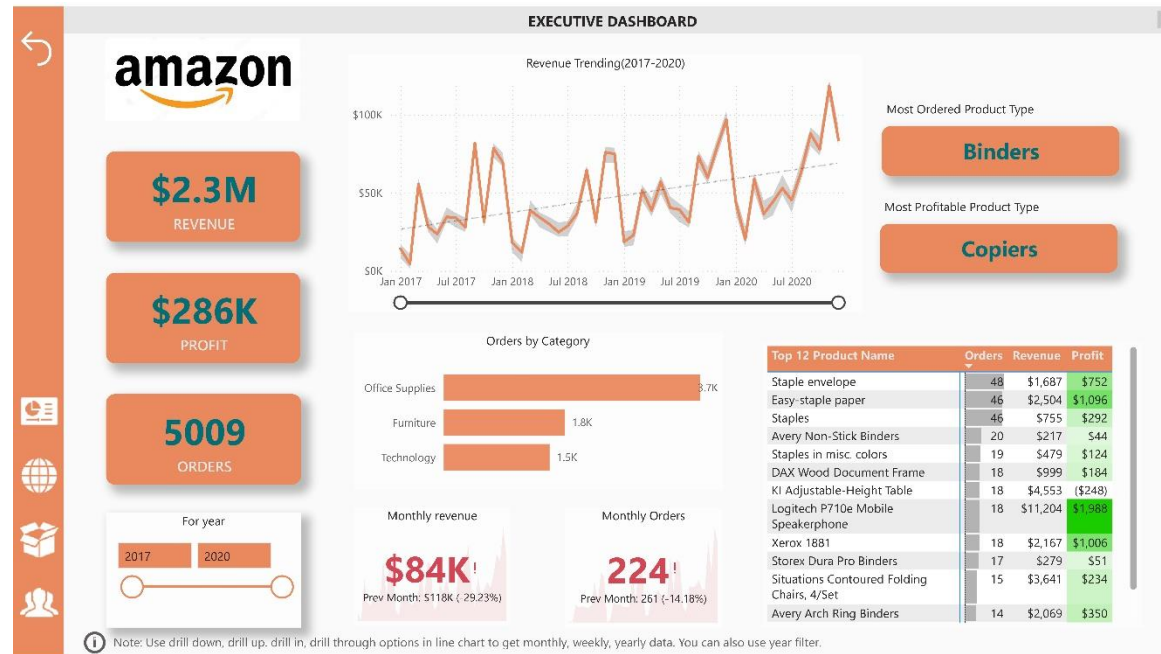
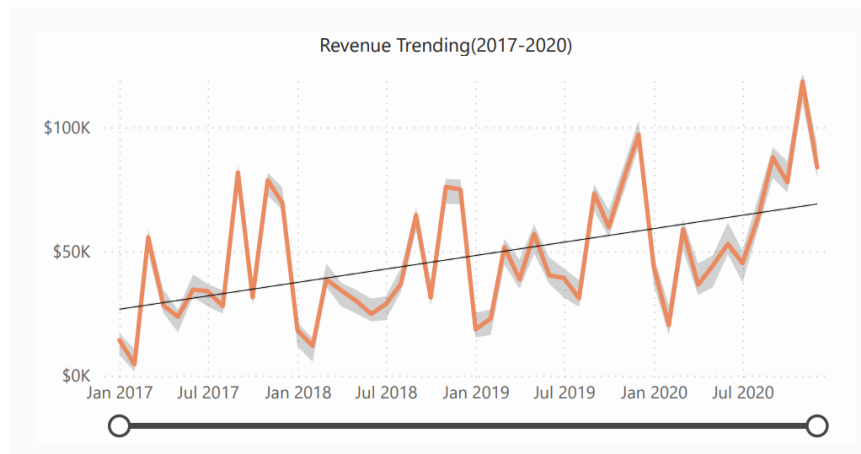


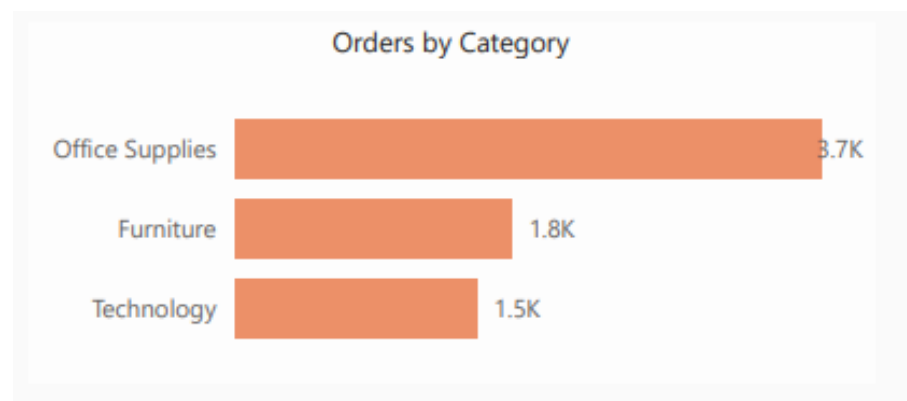
Fig 5.1 Executive Dashboard Page

The image appears to be an executive dashboard for Amazon, showcasing a variety of financial and operational metrics. Here are some detailed interpretations and insights based on the image description:

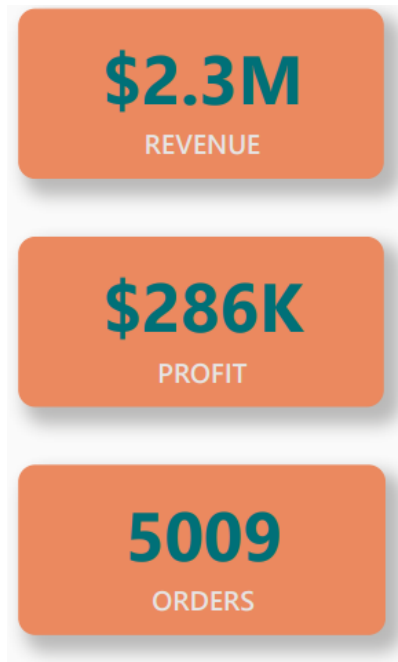
- **Revenue Trends:** The fluctuating line graphs suggest that Amazon's revenue has seen variations from 2017 to 2020. This could indicate market volatility, changes in consumer behavior, or the impact of strategic decisions.



- **Order Categories:** Bar graphs for orders by category, such as office supplies and technology, provide insight into the product demand distribution. The prominence of “Binders” as the most ordered product type suggests a high demand in the office supplies segment.



- **Profitability:** The highlight on “Copiers” as the most profitable item indicates that while they may not be the most frequently ordered product, they contribute significantly to Amazon’s profit margins.
- **Operational Efficiency:** The inclusion of specific metrics like total revenue (\$2.3M), profit (\$286K), and total orders (5009) allows for a quick assessment of operational efficiency and financial health.



- **Interactive Elements:** The presence of sliders to filter data by year implies that the dashboard is designed for dynamic analysis, enabling stakeholders to focus on specific timeframes and draw more targeted insights.

These insights can help Amazon in strategic planning, identifying growth opportunities, and making data-driven decisions to enhance performance. The dashboard serves as a powerful tool for visualizing complex data in an accessible manner, facilitating informed decision-making.

5.2 MAP VISUAL

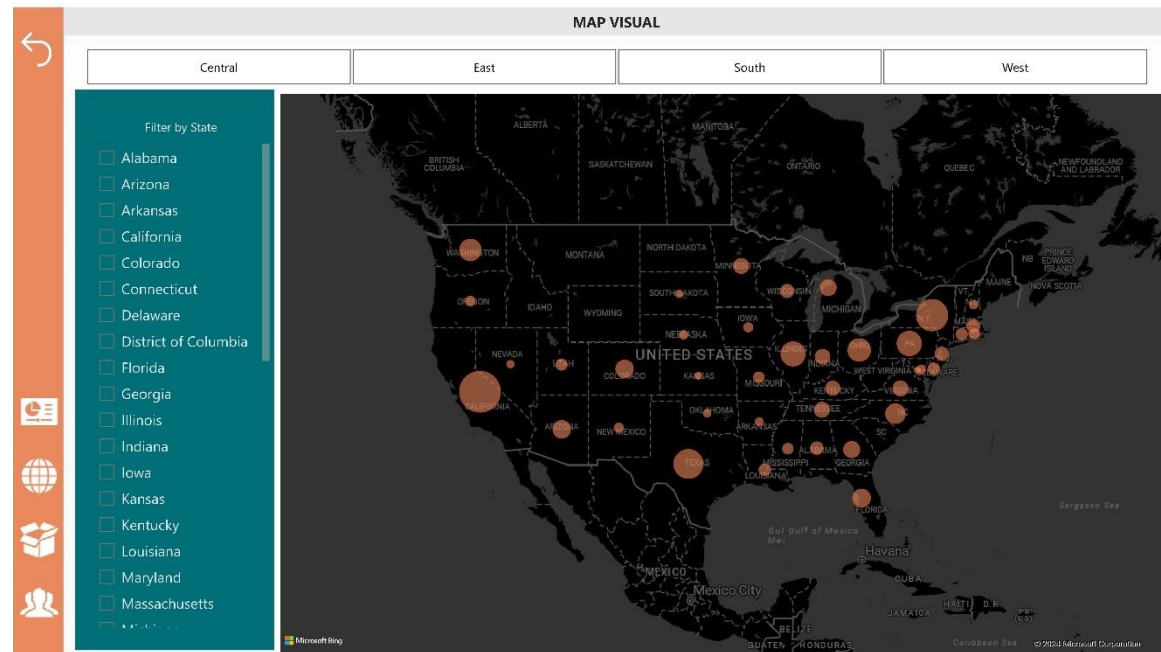
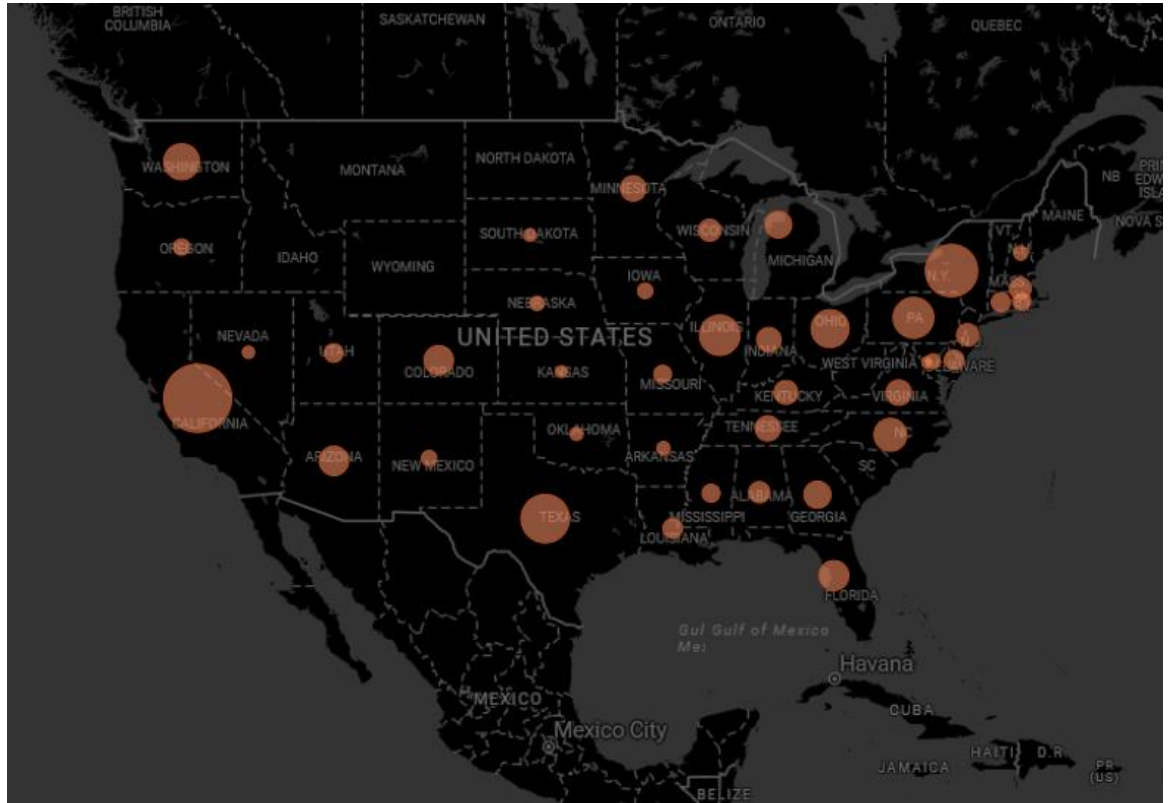


Fig 5.2 Map Visuals

The image you've provided is a **dark-themed map of the United States** with orange circles indicating specific locations, accompanied by a sidebar for filtering states. This interactive and visual representation of data across the country offers several insights:

- **Geographical Distribution:** The orange circles likely represent data points such as population density, business locations, or other relevant metrics, providing a clear visual of how these factors are spread across the states.



- **Interactive Filtering:** The sidebar suggests that users can filter the data by state, allowing for a more focused analysis of regional information.

The wireframe depicts a dashboard layout. At the top center is a teal-colored filter panel titled "Filter by State". This panel contains a vertical list of 20 items, each consisting of a small square checkbox followed by a state name: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, and a final entry with three dots. Below this filter panel is a horizontal row of four white tabs with thin borders. The tabs are labeled "Central", "East", "South", and "West". The "Central" tab is currently selected, indicated by a small grey dot to its right.

- **Data Visualization:** The use of a map with distinct markers makes complex data more accessible and understandable, facilitating better decision-making based on geographical insights.

This type of dashboard is particularly useful for organizations that operate nationwide, as it helps in identifying trends, patterns, and opportunities based on location. It's a powerful tool for strategic planning and resource allocation.

5.3 PRODUCT ANALYSIS

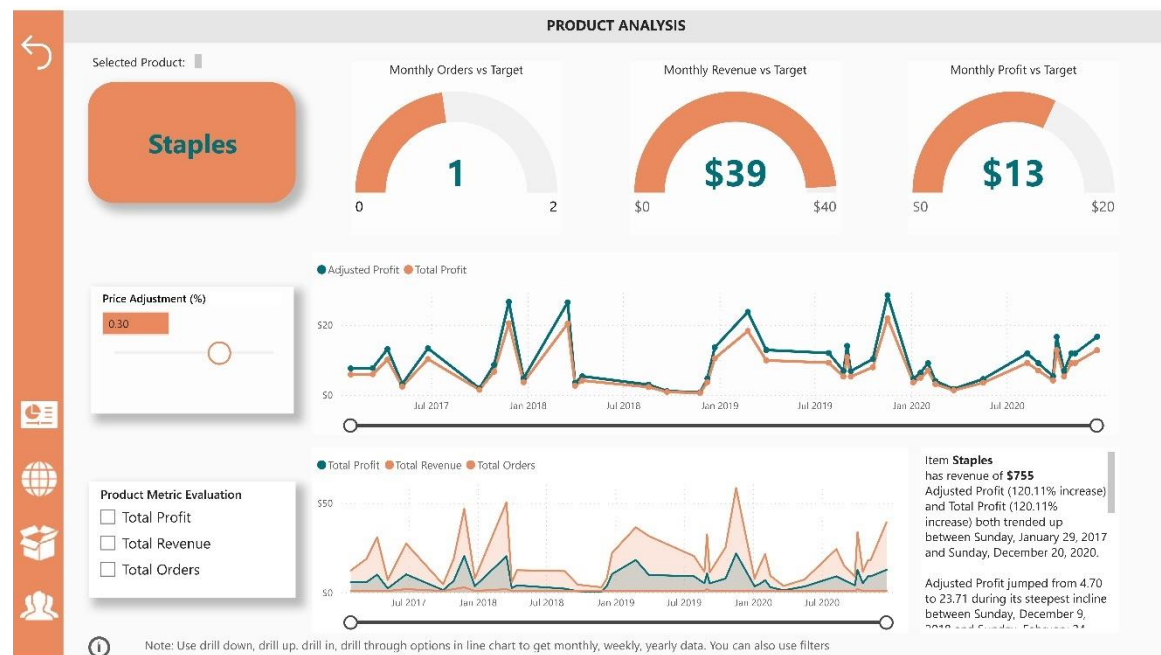
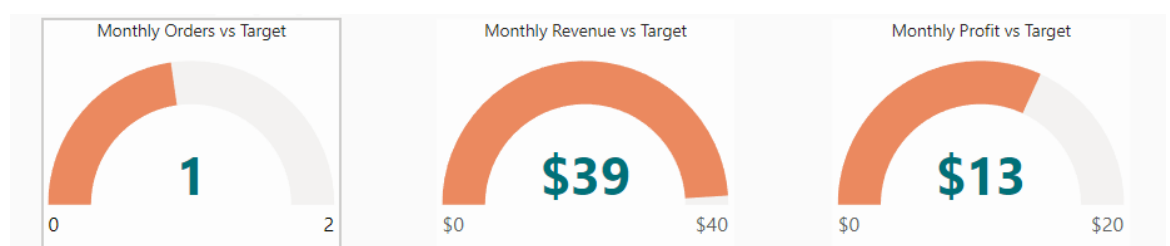


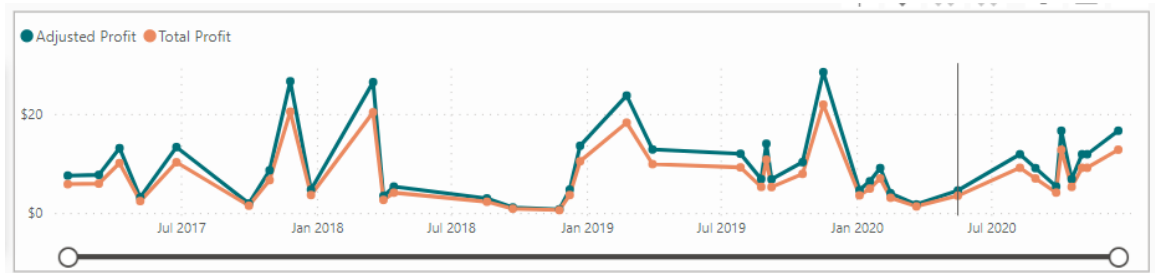
Fig 5.3 Product Analysis Page

The image shows a **product analysis dashboard** for Staples, which includes various graphical representations of monthly orders, revenue, and profit targets, along with trends over time. Here are some detailed interpretations and insights:

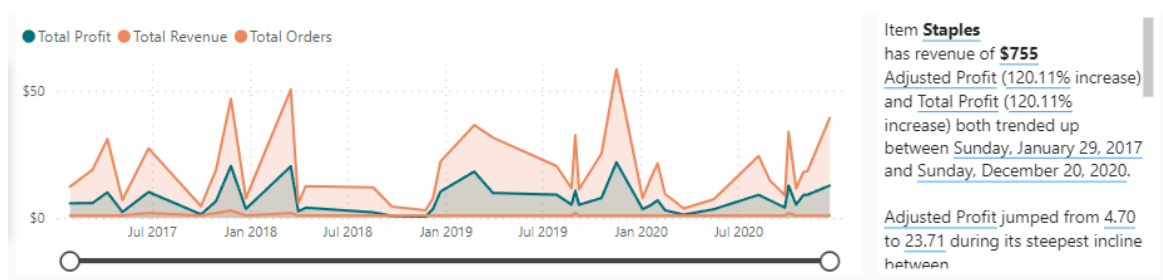
- **Monthly Orders:** The dashboard likely shows the number of orders received each month. A consistent increase or decrease in this metric can indicate seasonal trends or the effectiveness of marketing campaigns.
- **Revenue and Profit Targets:** The dashboard probably sets revenue and profit targets for each month. Meeting or exceeding these targets would suggest good financial health and effective cost management.



- **Trends Over Time:** The dashboard seems to track the performance metrics over a period, providing valuable insights into long-term growth and sustainability.



- **Operational Insights:** The dashboard might offer operational insights, such as which products are performing well and which areas require attention to improve profitability.



This dashboard serves as a crucial tool for Staples to make informed decisions, strategize for growth, and monitor the effectiveness of business operations. It's a comprehensive snapshot of the company's performance metrics.

5.4 CUSTOMER ANALYSIS

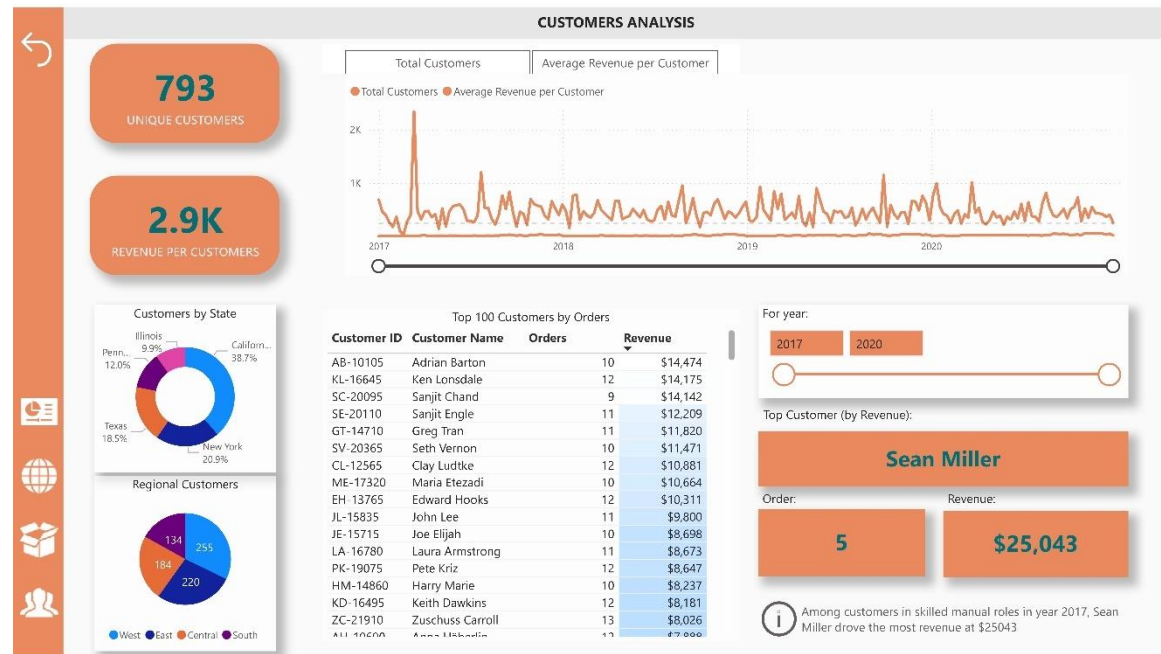
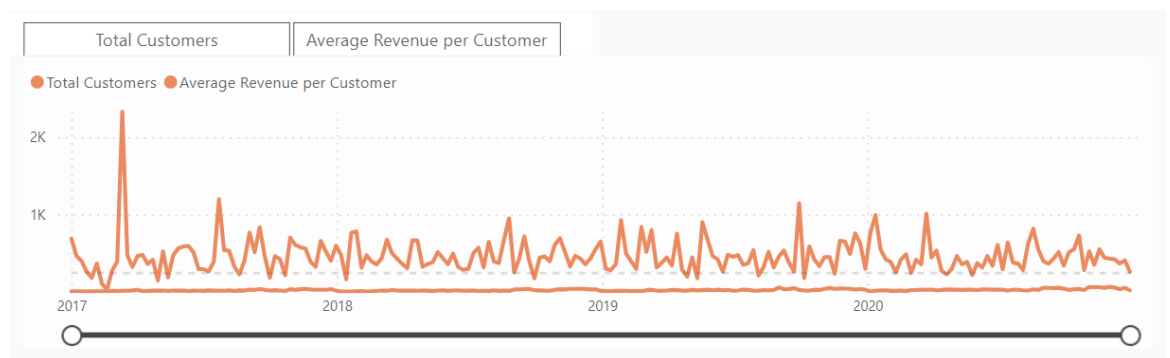


Fig 5.4 Customer Analysis Page

The image shows a **customer analysis dashboard** that provides a comprehensive view of customer behavior and trends. Here are some detailed interpretations and insights:

- **Total Customers:** The dashboard likely tracks the total number of customers over a specific period, which can help in understanding customer acquisition rates and market reach.
- **Revenue Per Customer:** By analysing the revenue generated per customer, the dashboard offers insights into customer value and helps identify high-value segments.

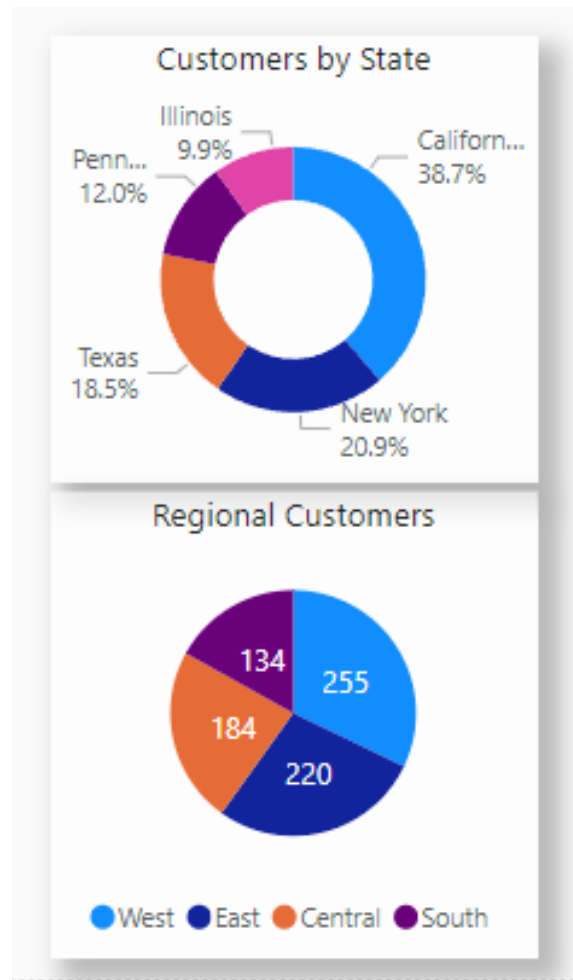


- **Customer Details:** Specific customer details may include demographics, purchase

history, and preferences, which are crucial for personalized marketing and improving customer experience.

Top 100 Customers by Orders				
Customer ID	Customer Name	Orders	Revenue	
AB-10105	Adrian Barton	10	\$14,474	
KL-16645	Ken Lonsdale	12	\$14,175	
SC-20095	Sanjit Chand	9	\$14,142	
SE-20110	Sanjit Engle	11	\$12,209	
GT-14710	Greg Tran	11	\$11,820	
SV-20365	Seth Vernon	10	\$11,471	
CL-12565	Clay Ludtke	12	\$10,881	
ME-17320	Maria Etezadi	10	\$10,664	
EH-13765	Edward Hooks	12	\$10,311	
JL-15835	John Lee	11	\$9,800	
JE-15715	Joe Elijah	10	\$8,698	
LA-16780	Laura Armstrong	11	\$8,673	
PK-19075	Pete Kriz	12	\$8,647	
HM-14860	Harry Marie	10	\$8,237	
KD-16495	Keith Dawkins	12	\$8,181	
ZC-21910	Zuschuss Carroll	13	\$8,026	
AL-10500	Anna Lishedin	12	\$7,888	

- **Dynamic Elements:** The inclusion of interactive charts and graphs, along with real-time data updates, suggests that the dashboard is designed for active engagement and up-to-the-minute accuracy.
- **User-Friendly Interface:** The ability to filter and sort data enhances the usability of the dashboard, making it a versatile tool for various stakeholders.
- **Predictive Analytics:** An AI-powered feature that forecasts future trends based on historical data can be a game-changer, enabling proactive decision-making.



This dashboard is an essential tool for in-depth customer analysis, helping to drive strategic business decisions and foster customer-centric growth.

5.5 AI DASHBOARD

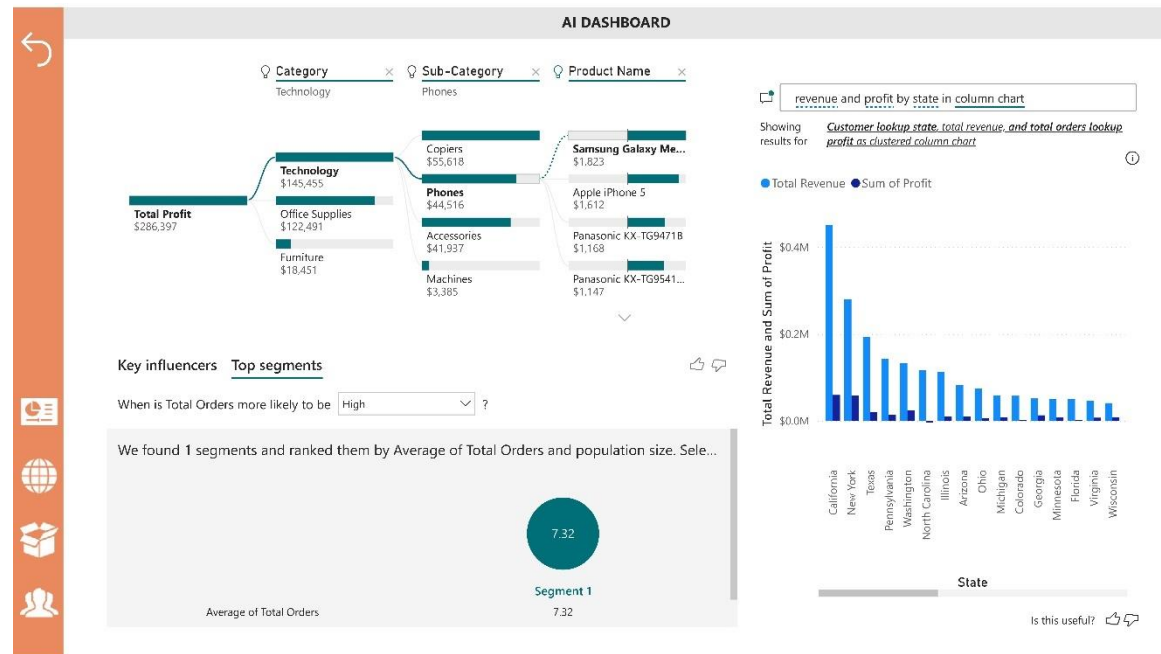
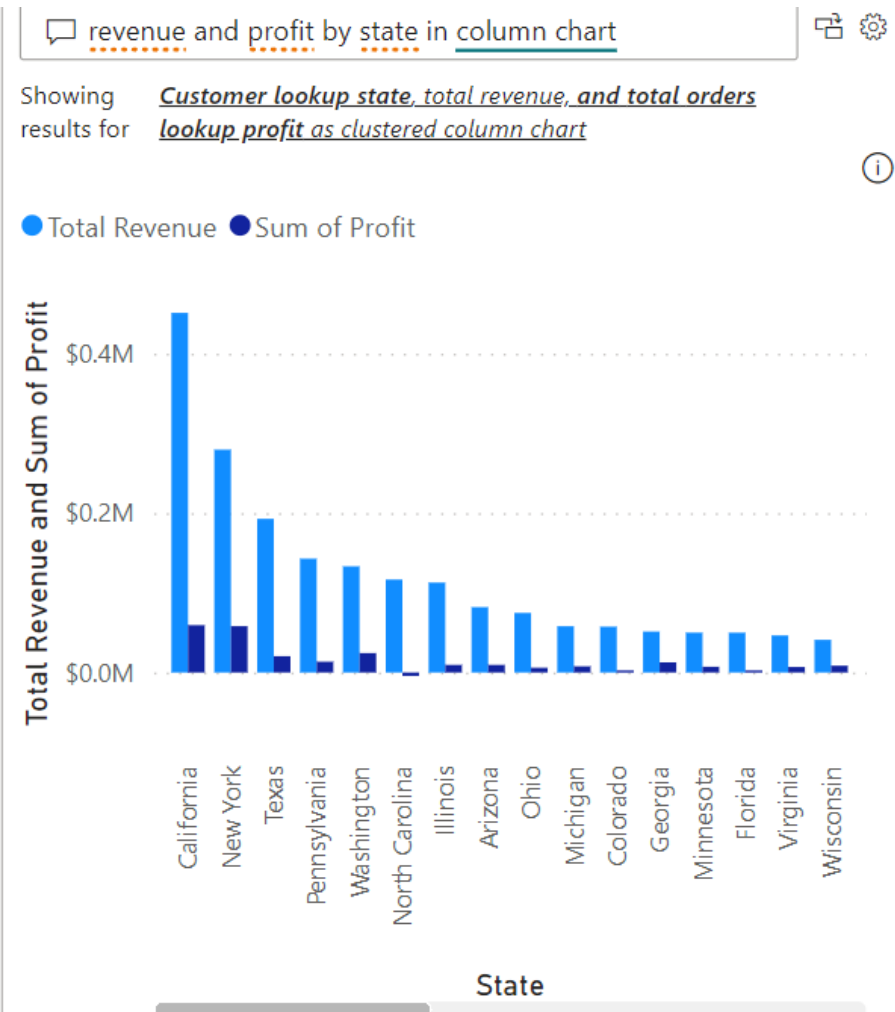
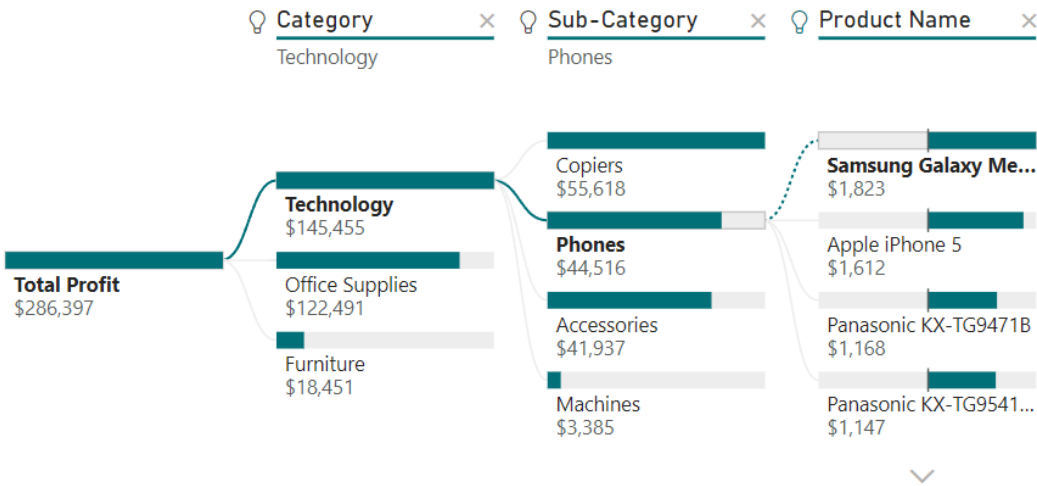


Fig 5.5 AI Dashboard Page

The image shows a shared **AI dashboard** that provides a structured and easily interpretable view of sales and profits, offering insights into business performance. Here are some detailed interpretations and insights:

- **Sales Data Visualization:** The dashboard likely includes bar graphs showing total revenue by state, which can help identify geographical areas with high sales performance.
- **Profit Analysis:** There might be sections dedicated to displaying total profit, allowing for a quick assessment of financial success.
- **Category Selection:** Dropdown menus for selecting categories, sub-categories, and product names suggest a customizable experience, enabling users to drill down into specific data sets.
- **Key Influencers:** A section for key influencers could highlight factors that significantly impact sales and profits, such as market trends or consumer behaviour.
- **Top Segments:** Adjustable filters for top segments allow for targeted analysis based on parameters like total orders and population size, providing a deeper understanding of market segments.

- **Interactive Experience:** The dashboard’s dynamic and interactive nature, with hover effects and real-time data updates, enhances user engagement and facilitates a more intuitive exploration of data.



Key influencers Top segments



When is Total Orders more likely to be High ?

