

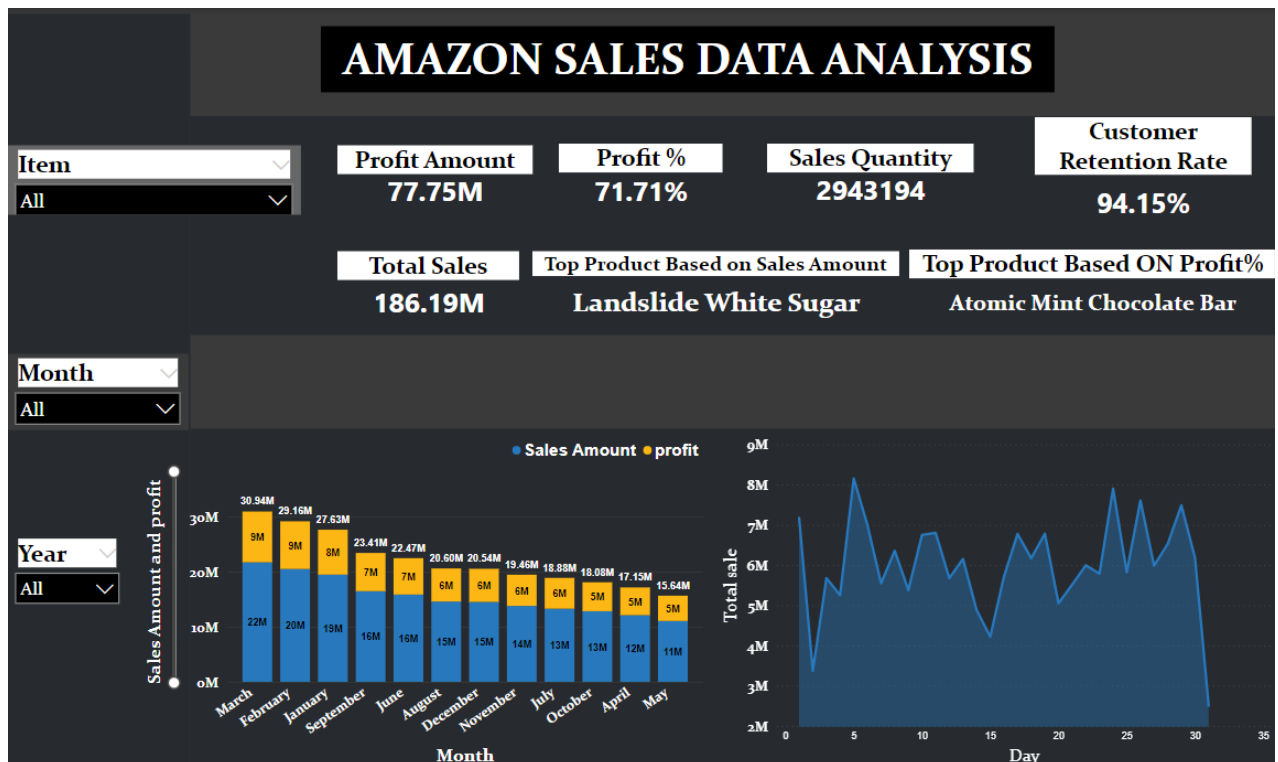
Amazon Sales Data Analysis

Wireframe documentation

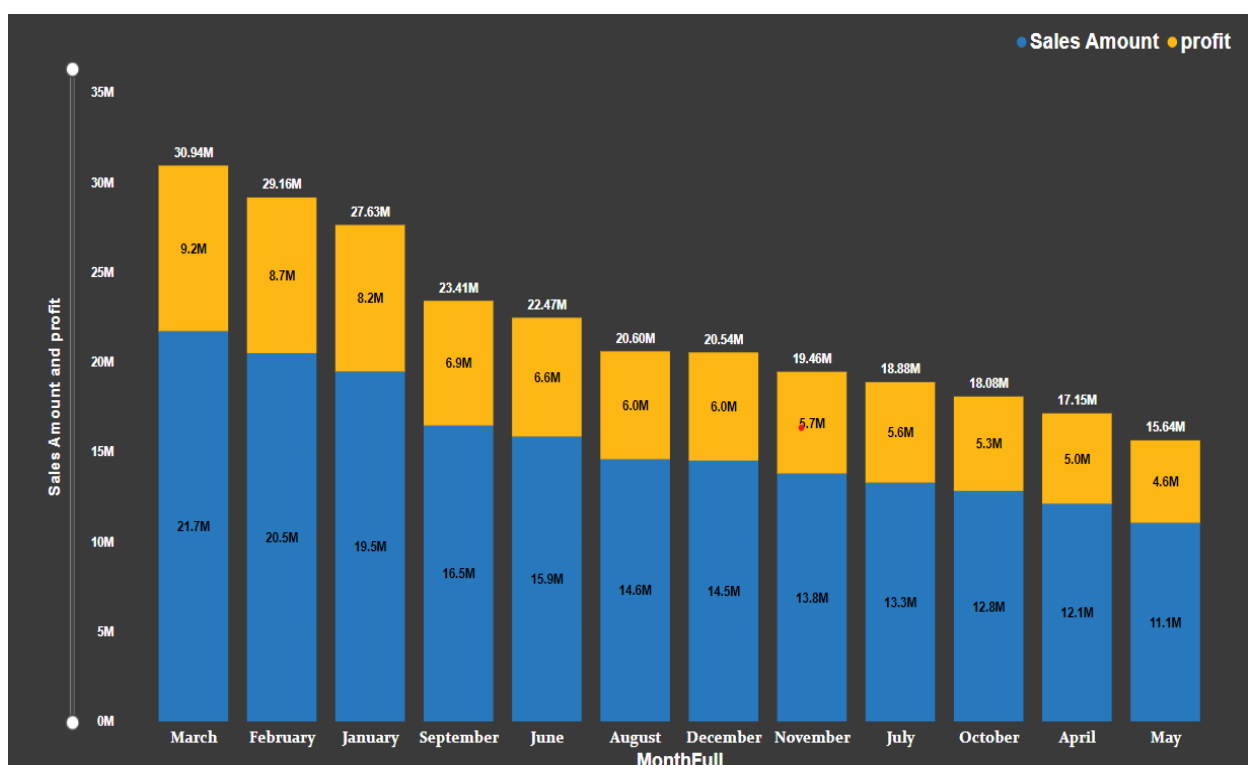
Revision Number – 1

Last Date of Revision – 3/05/2022

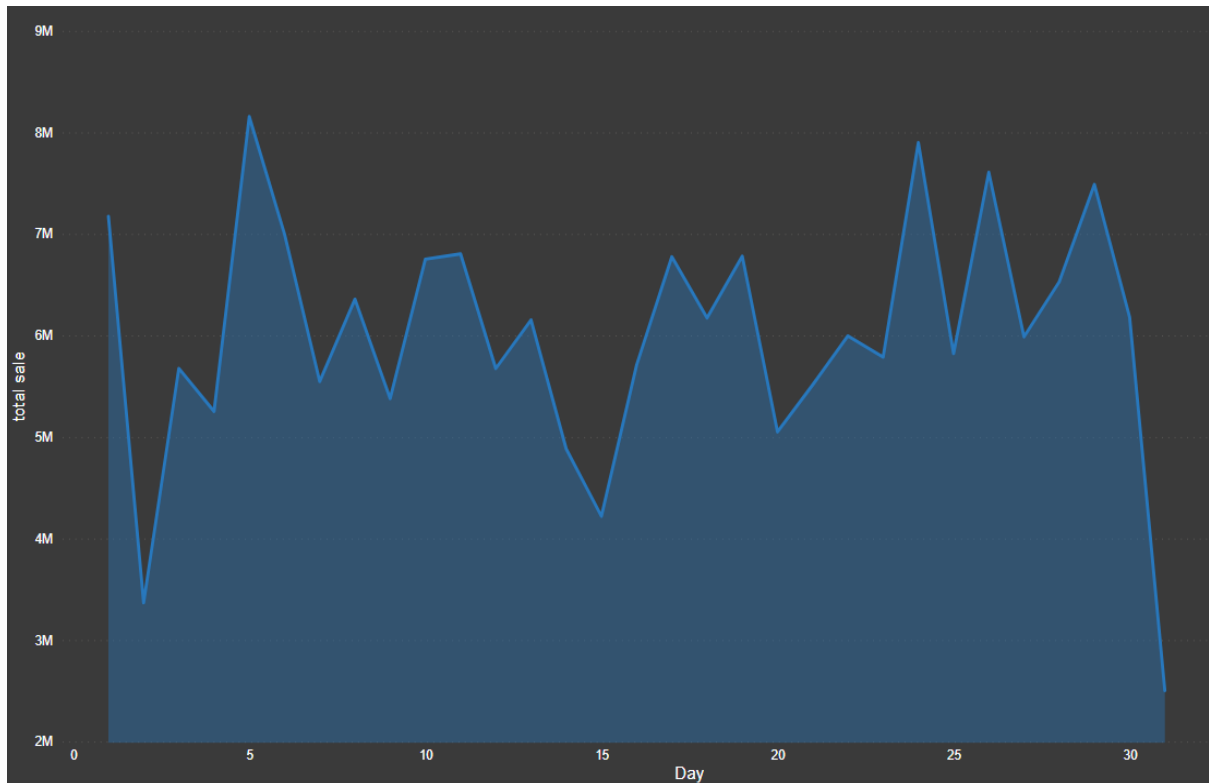
As per problem statement, we have included two separate dashboards showcasing all the metrics.



1st Dashboard shows overview of all the metrics and gives the required insights.



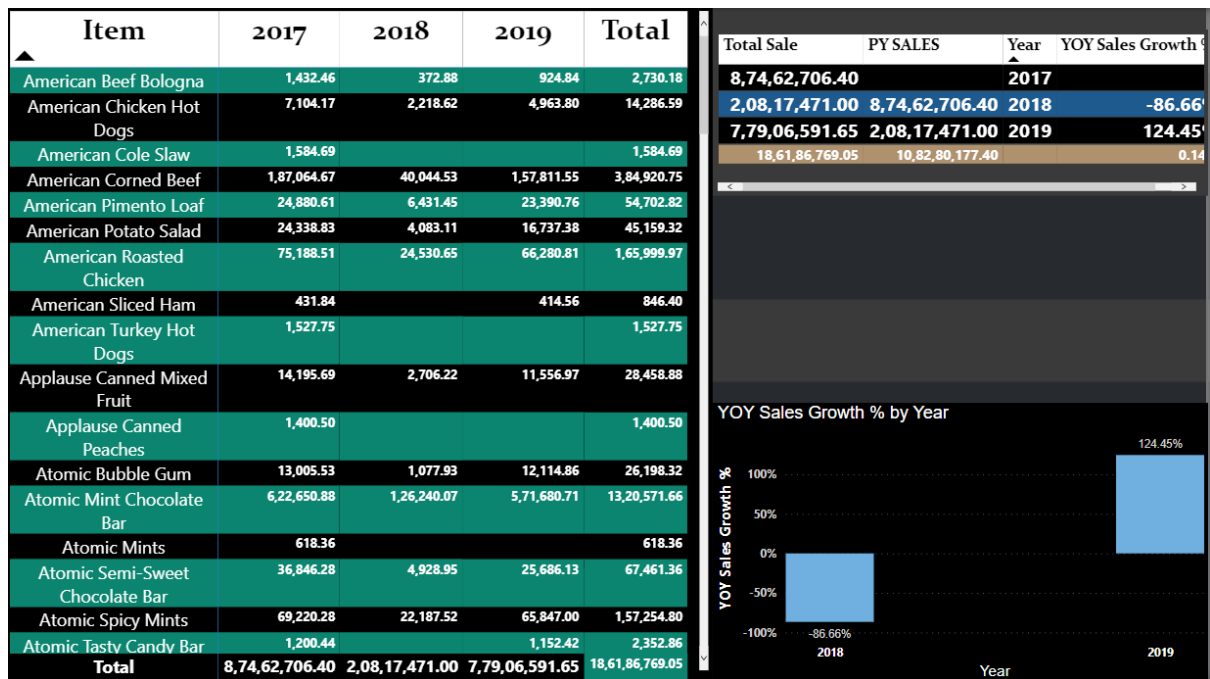
Monthly Sales amount and profit of all item over the years



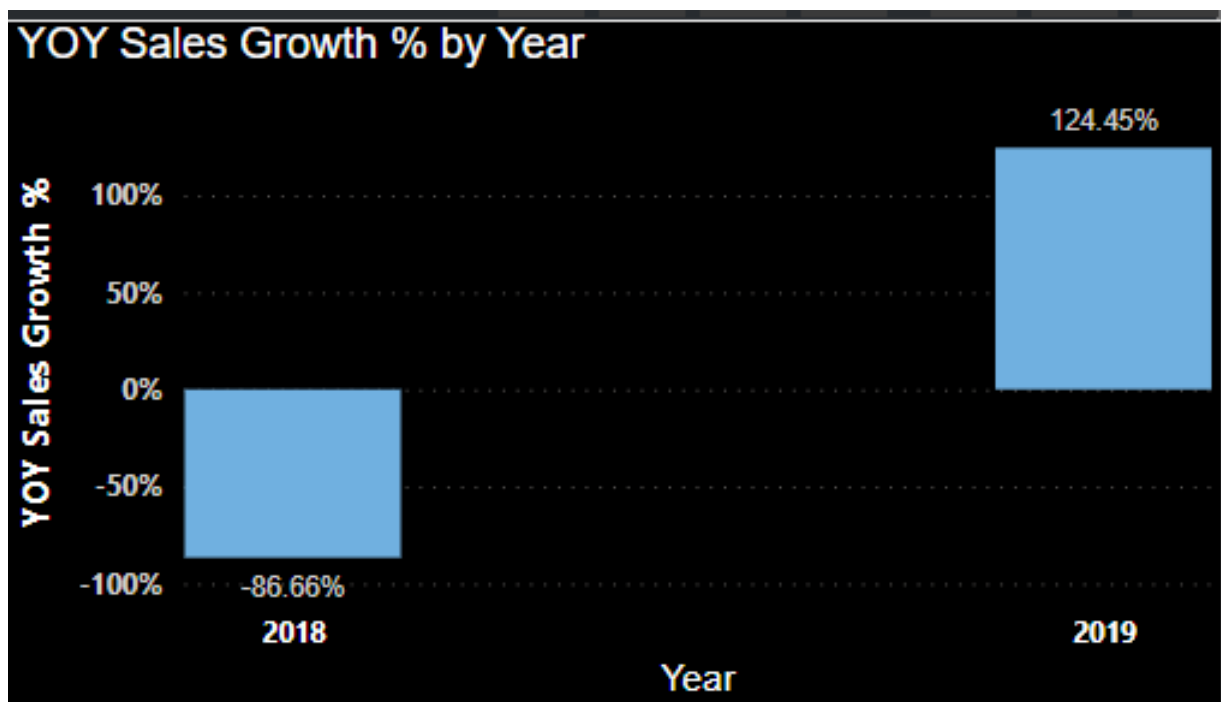
Total sales across each day.

Profit Amount	Profit %	Sales Quantity	Customer Retention Rate
77.75M	71.71%	2943194	94.15%
Total Sales	Top Product Based on Sales Amount	Top Product Based ON Profit%	
186.19M	Landslide White Sugar	Atomic Mint Chocolate Bar	

Showcasing Key KPI's such as profit%, profit amount etc



2nd dash board shows YOY growth, and Sales amount of each item sold



Comparison of YOY sales across years.

Total Sale	PY SALES	Year	YOY Sales Growth %
8,74,62,706.40		2017	
2,08,17,471.00	8,74,62,706.40	2018	-86.66%
7,79,06,591.65	2,08,17,471.00	2019	124.45%
18,61,86,769.05	10,82,80,177.40		0.14%

Tabular representation of previous years sales data.

Item	2017	2018	2019	Total
American Beef Bologna	1,432.46	372.88	924.84	2,730.18
American Chicken Hot Dogs	7,104.17	2,218.62	4,963.80	14,286.59
American Cole Slaw	1,584.69			1,584.69
American Corned Beef	1,87,064.67	40,044.53	1,57,811.55	3,84,920.75
American Pimento Loaf	24,880.61	6,431.45	23,390.76	54,702.82
American Potato Salad	24,338.83	4,083.11	16,737.38	45,159.32
American Roasted Chicken	75,188.51	24,530.65	66,280.81	1,65,999.97
American Sliced Ham	431.84		414.56	846.40
American Turkey Hot Dogs	1,527.75			1,527.75
Applause Canned Mixed Fruit	14,195.69	2,706.22	11,556.97	28,458.88
Applause Canned Peaches	1,400.50			1,400.50
Atomic Bubble Gum	13,005.53	1,077.93	12,114.86	26,198.32
Atomic Mint Chocolate Bar	6,22,650.88	1,26,240.07	5,71,680.71	13,20,571.66
Atomic Mints	618.36			618.36
Atomic Semi-Sweet Chocolate Bar	36,846.28	4,928.95	25,686.13	67,461.36
Atomic Spicy Mints	69,220.28	22,187.52	65,847.00	1,57,254.80
Atomic Tasty Candy Bar	1,200.44		1,152.42	2,352.86
Total	8,74,62,706.40	2,08,17,471.00	7,79,06,591.65	18,61,86,769.05

Total Sales amount of all the items year wise.