

# **Wireframe Document**

## **ANALYZING AMAZON SALES DATA**

**Revision Number - 1.0 Last Date of Revision - 15/11/2024**

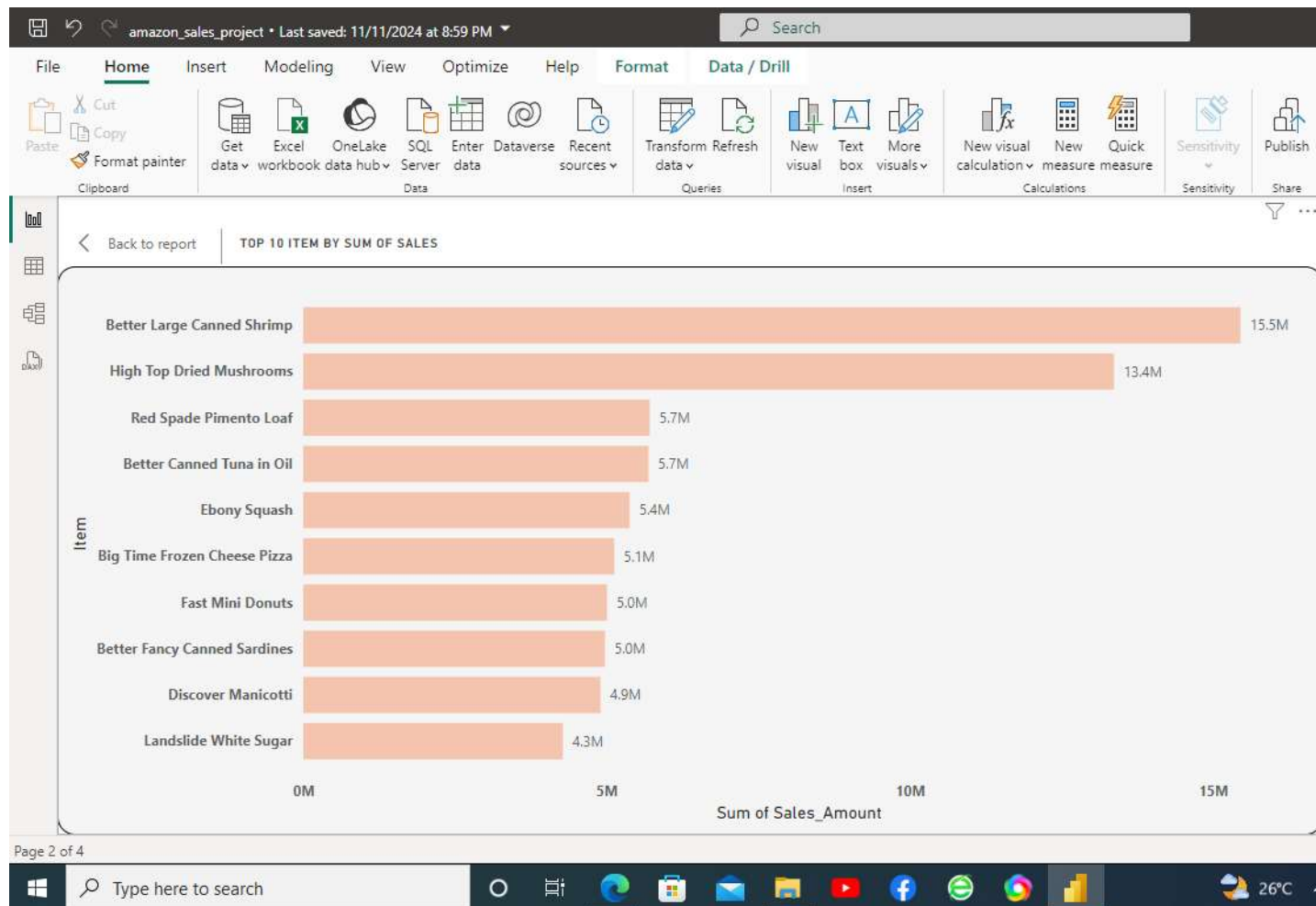
**Suresh Gupta**

**Document Control**

Date	Version	Description	Author
15/11/2024	1.0	Entire Wireframe Document	Suresh Gupta

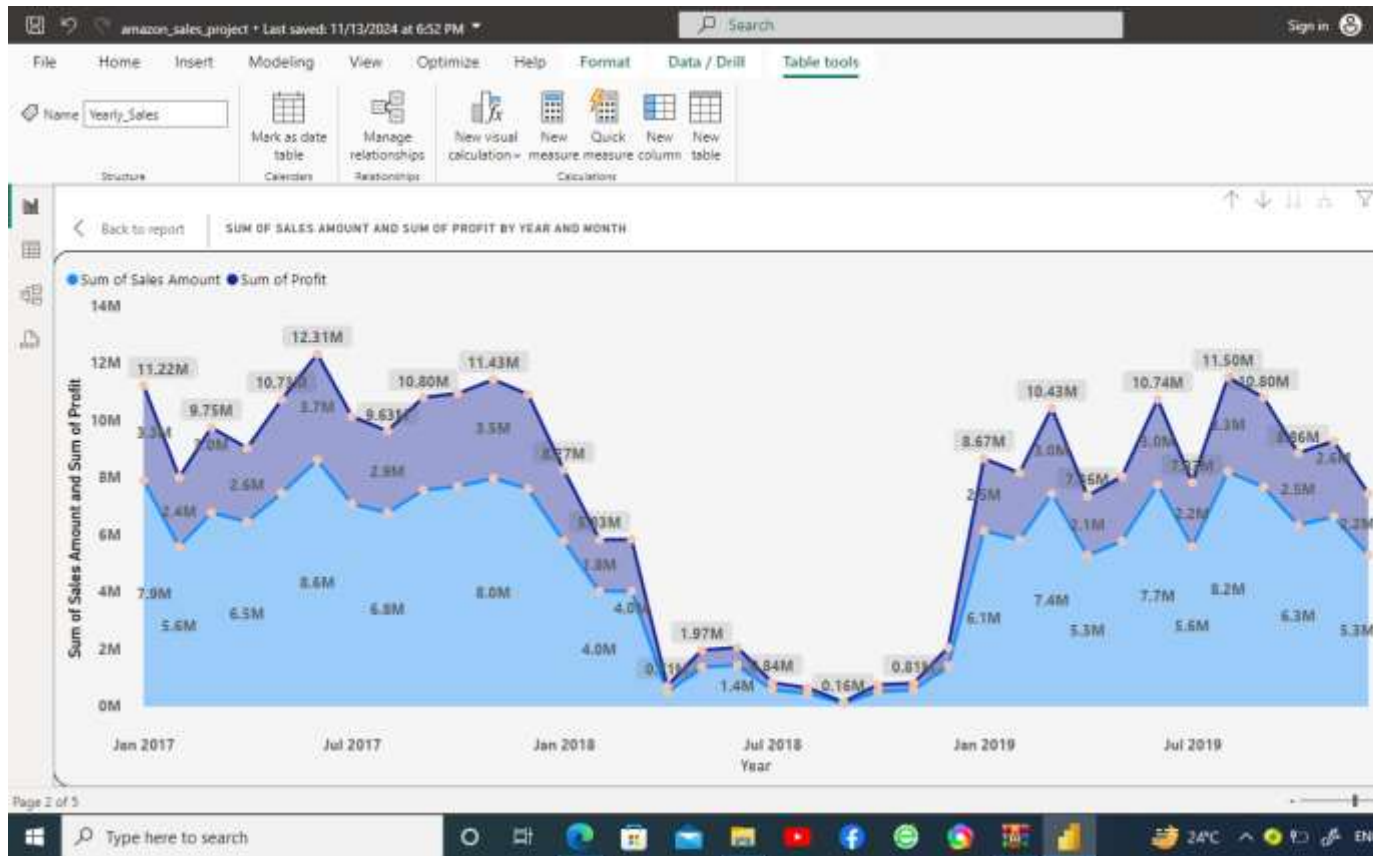
**We used Power BI to perform exploratory data analysis before creating a dashboard.**

**1. What were the Sales of each Item?**



At \$15,454,172.47, 'Better Large Canned Shrimp' had the highest Sales, followed by 'High Top Dried Mushrooms' which was around \$13.37M, and 3rd most sold product was 'Red Spade Pimento Loaf'. Better Large Canned Shrimp accounted for 8.51% of Sales. Sales and Profits diverged the most when the Item was Better Large Canned Shrimp when Sales were \$9,994,346.21 higher than Profits. Profits trended down, resulting in a 16.16% decrease between 2017 and 2019. Profits trended down, resulting in a 21.15% decrease between January 2017 and October 2019, it dropped from \$9,598,696.65 to \$7,568,565.85 during its steepest decline between January 2017 and October 2019.

## 2. How was the growth in Profit year over year?



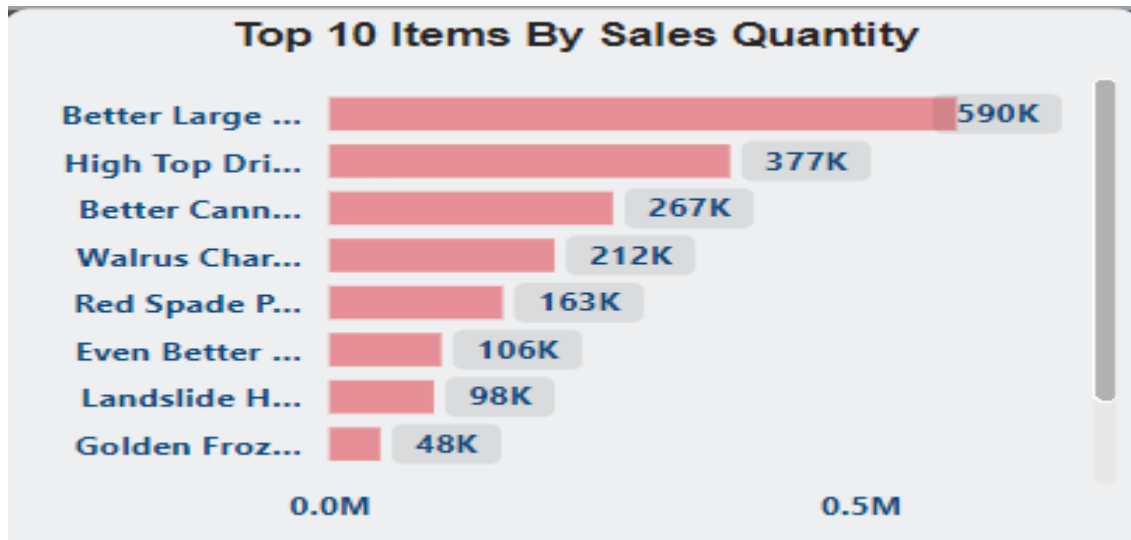
In 2017 \$32.97M Profit was generated, but in 2018 it severely declined to \$6.31M which was only 19.13% of 2017's Profit, then in 2019 it showed tremendous growth and was \$21.52M which was 241.04% more than the previous value and 65.27% of 2017's profit.

## How was the Sales & Profit Yearly-Quarter wise?



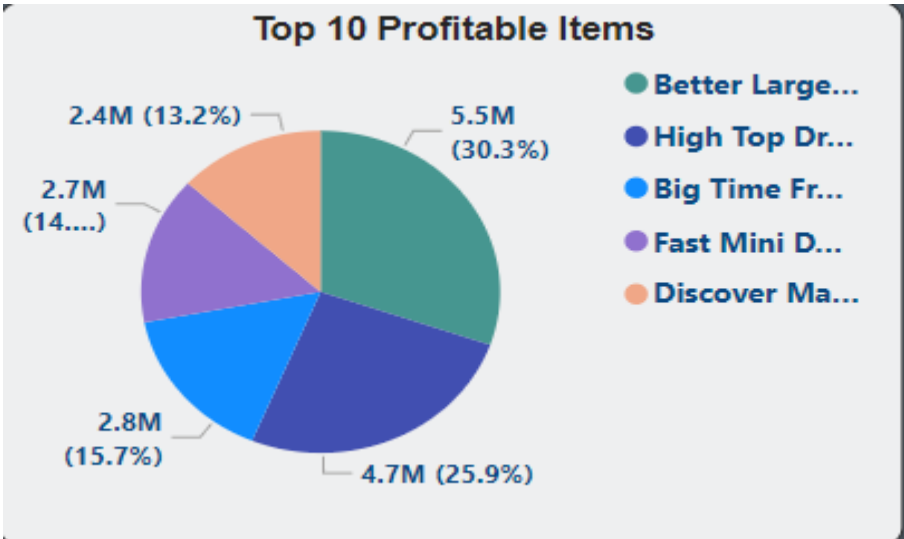
The profit for the first quarter of 2017 was \$9.91 million. Then, in the second quarter, it fell by 11.34% to \$8.77M, representing only 89.66% of the prior value. Then, in the third quarter, it improved slightly to \$9.86M, which was 111.91% of the prior figure. In the fourth quarter of 2017, it was \$8.39 million. It was \$8.91M in the first quarter of 2018, which was 106.24% of the prior number, indicating a 6.24% improvement. After that, it declined by 22.38% from the first quarter of 2018 to the first quarter of 2019. After that, it began to improve as profit climbed month by month and \$1.68M more profit was collected.

### 1. Which items are the best-selling Item?



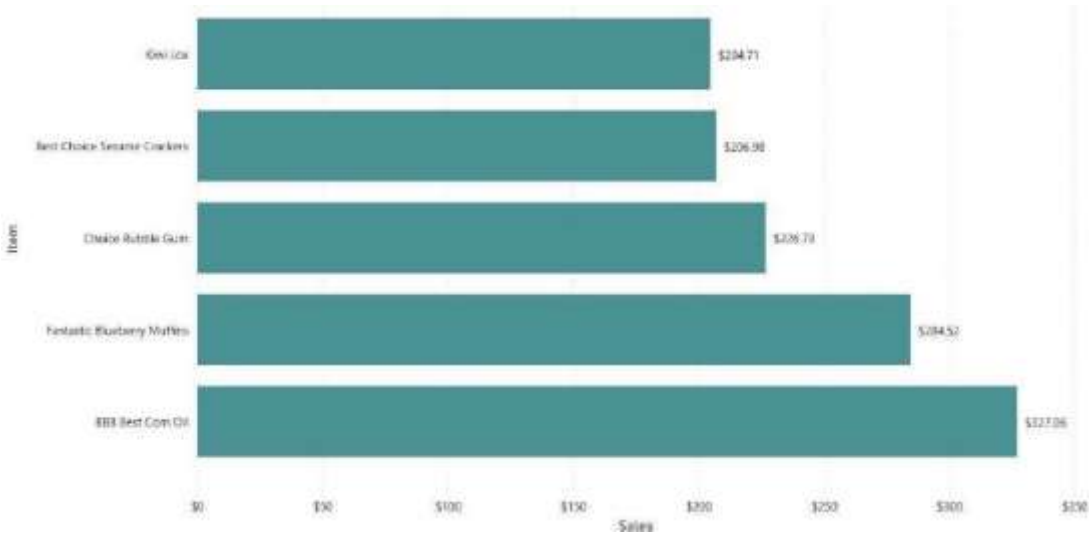
Better Large Canned Shrimp had the highest Sales at \$15,454,172.47, which was 187.21% greater than Ebony Squash, which had the 5th highest Sales at \$5,380,727.75. 33.89% of sales were accounted for by better large canned shrimp. Sales varied from \$5,380,727.75 to \$15,454,172.47 across all 5 items.

2. Which Items generated the Highest Profit?



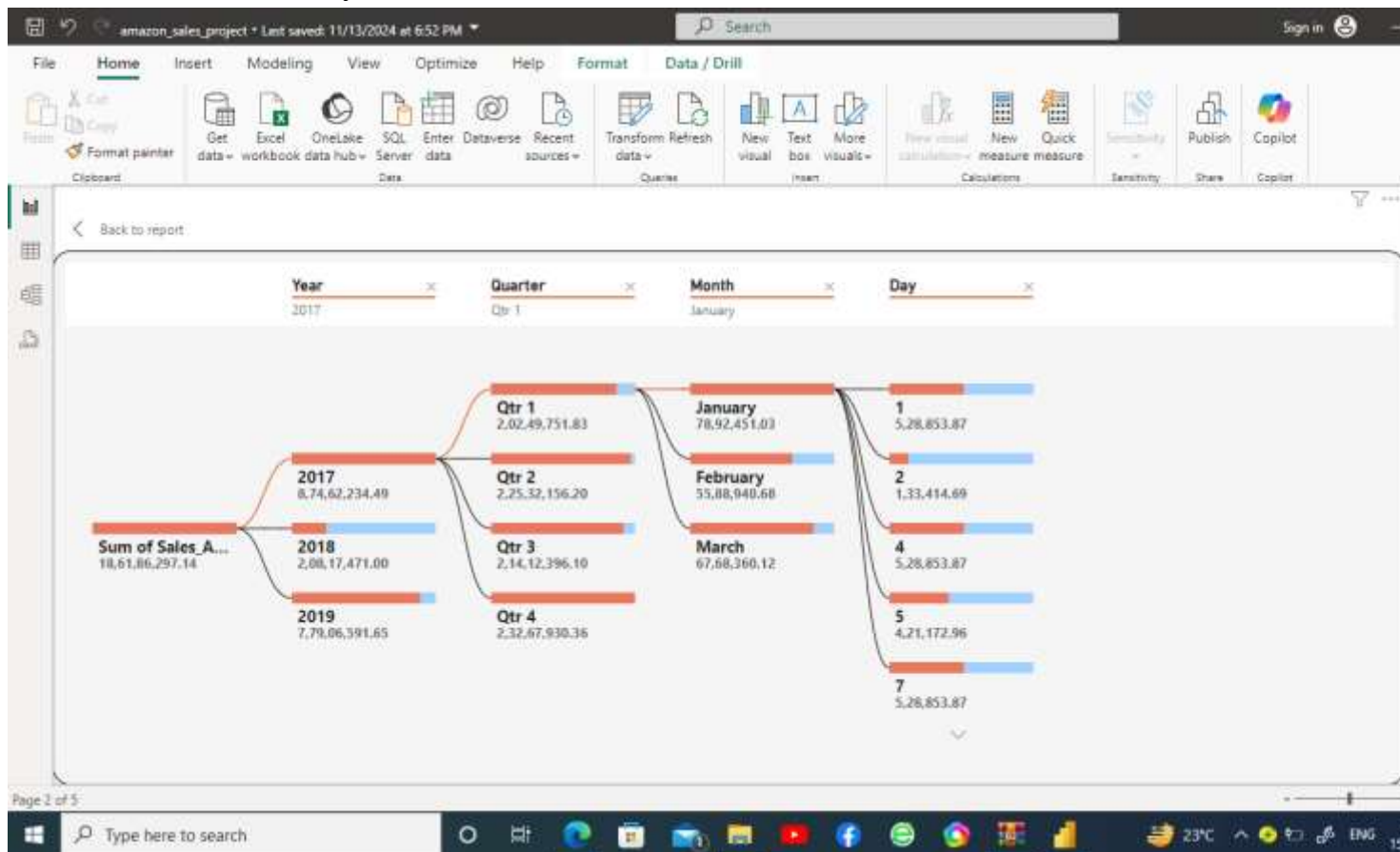
Better Large Canned Shrimp had the highest Profits at \$5,459,826.26, which was 129.24% higher than Red Spade Pimento Loaf, which had the fifth highest Profits at \$1.5M. Profits were accounted for by better large canned shrimp (30.35%). Profits ranged from \$2,381,667.84 to \$5,459,826.26 across all five items.

3. Which Items generated the lowest profits?



At \$327.06, BBB Best Corn Oil had the 5<sup>th</sup> lowest Sales and was 59.77% higher than Kiwi Lox, which had the lowest Sales at \$204.71. BBB Best Corn Oil accounted for 26.16% of Sales. Across all 5 Items, Sales ranged from \$204.71 to \$327.06.

#### 4. Detailed Sales Analysis.

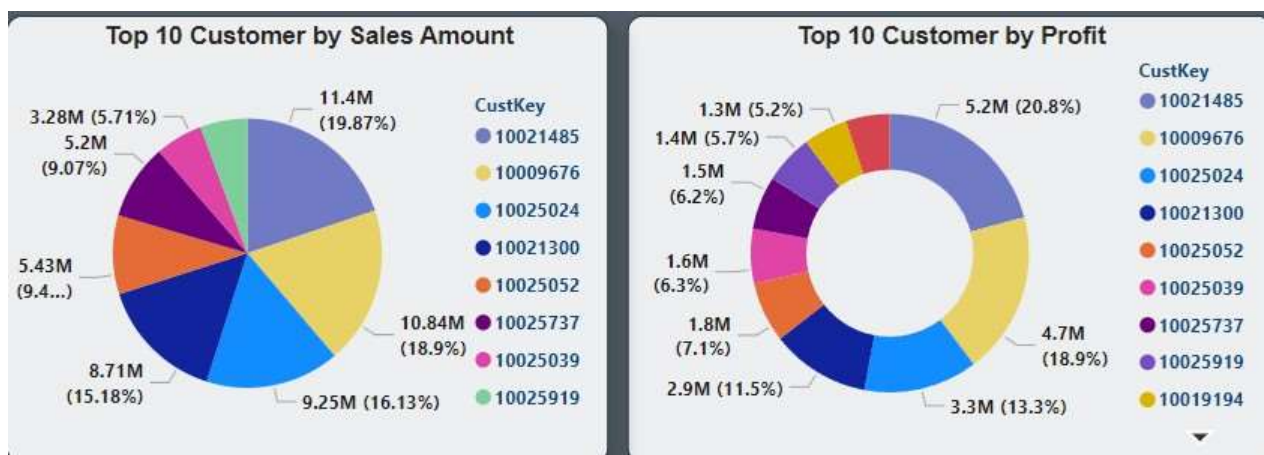


We can analyze how much sales and profits were created from 2017 to 2019 using this Decomposition Tree graphic. When comparing three years, 2017 had the largest Sales & Profits, which were \$8,49,99,775.12, \$3,61,34,835.97, and it was largely made on Sunday, which was \$2,60,58,258.91, \$1,10,79,431.64. Sales and profits were evenly distributed across all four quarters, with the greatest in Q3 (\$79,18,281.76, \$33,82,668.73). August had the highest Sales and Profits, which were \$30,55,208.79 and \$13,00,021.88 respectively. Sales and profits were generated on the 6th, 13th, 20th, and 27th of that month.

- 10021485 had the highest Sales at \$1,13,97,206.36, which was 383.63% higher than 10025241, which had the fifth highest Sales at \$23,56,595.66. Sales were accounted for by 10021485 at 18.16%. Sales ranged from \$23,56,595.66 to \$1,13,97,206.36 among all 10 CustKey.



## 12. Who were the Top 10 Customers?



- 10021485 had the highest Sales at \$1,13,97,206.36, 383.63% higher than 10025241, which had the fifth highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Sales ranged from \$23,56,595.66 to \$1,13,97,206.36 among all ten CustKey.

- At \$52,15,559.07, 10021485 had the most Profits and was 312.11% higher than 10019194, which had the fifth highest Profits at \$12,65,561.04. Profits ranged from \$12,65,561.04 to \$52,15,559.07 over all 10 CustKey.

