Wireframe Document

ANALYZING AMAZON SALES DATA

Revision Number - 1.0 Last Date of Revision - 27/01/2024

Yash Singh

Date	Version	Description	Author

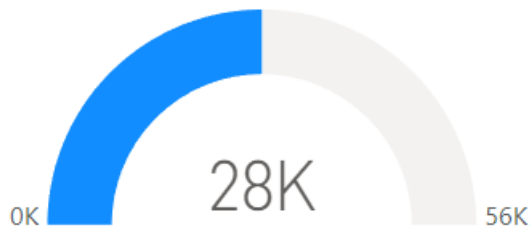| 27/01/2024	1.0	**Entire Wireframe Document**	Yash Singh

I used Power BI to perform exploratory data analysis before creating a dashboard.
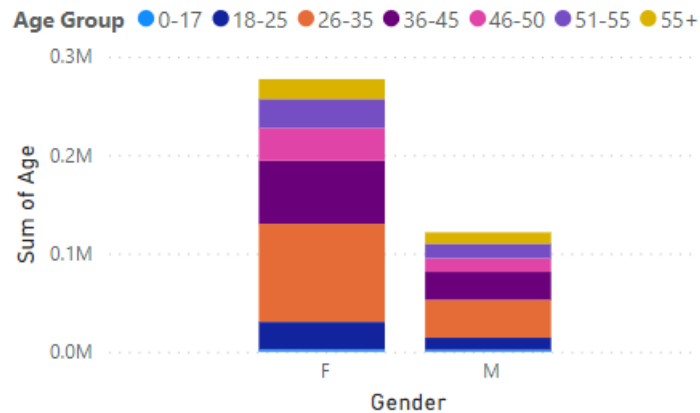
1. What was the total number of customers?

11.25K
Customers

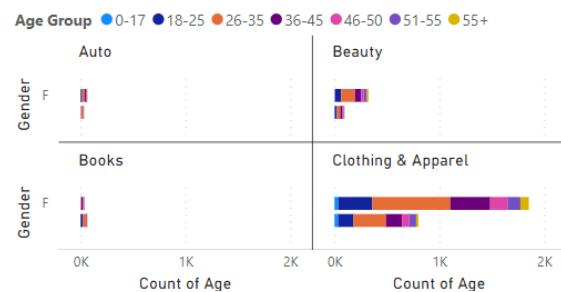**2. What was the total number of orders?**

Sum of Orders

0K   28K   56K

Sum of Age by Gender and Age Group

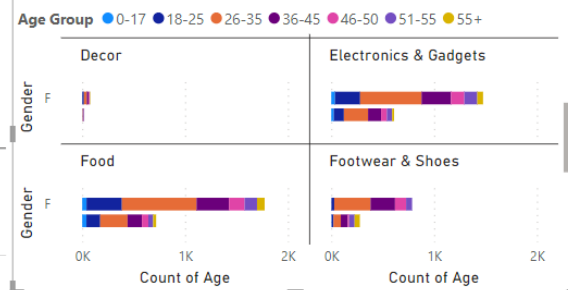Age Group ● 0-17 ● 18-25 ● 26-35 ● 36-45 ● 46-50 ● 51-55 ● 55+

Sum of Age by Gender and Age Group: This stacked bar chart shows purchase amounts for different age groups segmented by gender. It indicates that the highest purchase amount is made by males in the age group of 36-45 years, followed by females in the same age group.
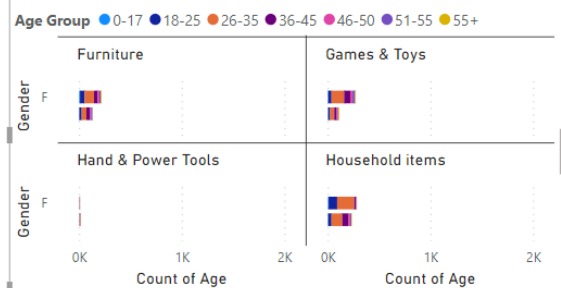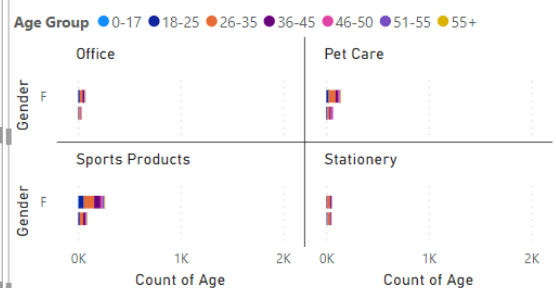
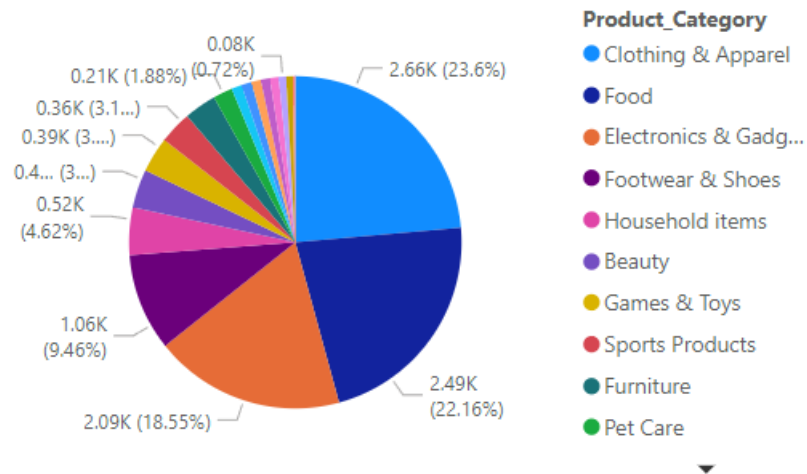**Count of Age by Gender, Age Group, and Product Category:** This stacked bar chart shows counts for different age groups buying various product categories. It indicates that the highest number of purchases are made by females followed by males in the same age group.

- **Count of Gender by State and Gender:** This horizontal bar graph indicates the number of male and female customers in various states. It shows that the highest number of male customers are from Maharashtra, followed by Uttar Pradesh. The highest number of female customers are from Uttar Pradesh, followed by Maharashtra.

Count of Age by Product_Category

Product_Category
- Clothing & Apparel
- Food
- Electronics & Gadg...
- Footwear & Shoes
- Household items
- Beauty
- Games & Toys
- Sports Products
- Furniture
- Pet Care

- **Count of Age by Product Category: This pie chart represents the distribution of different age groups among various product categories.**