**Beverage Sales Report for US States**

**Description of our data set:**

This dataset contains information about Sales Values in Dollars on American Stores between 2010 and 2011.

The data is specific to the inventory, sales, profit of the following beverages – Coffee, Espresso, Tea, and Herbal Tea by targeting some significant states in the Central, East, West, South markets.

**Details of the data set:**

Source: <https://www.kaggle.com/datasets/dsfelix/us-stores-sales>

File Type: .csv

**Key Variables:**

**Details related to the product:**

* ProductID
* Description
* Type
* Category
* Sale Date

**Accounting Information:**

* Budget Margin
* Profit
* Total Expenses
* Marketing

**Geographical Information:**

* Store Area
* State
* Region
* Market Size

**Number of Records:**

* The total number of records accounts to 4248 rows.

**Research Questions:**

1. What impact does a product's marketing budget have on its overall costs and profit margins, and how do these effects vary depending on the market and type of product?
2. Which product type (Coffee/Espresso/Herbal Tea/Tea) yields the maximum sales and maximum profit in each market (East/West/Central/South)?
3. How diversely does the market size and location affect its accounting variables and what changes can be made to maximize gains?
4. How does the inventory value evolve over time per product type?
5. How does the total expenses vary across different US states for each product type and the factors that contribute to these differences?