**Key Performance Indicators for Fruits**

* Apples only show up in Red and Green Colors nor did it show to generate revenue until 2020.
* Blue Color was only present in Watermelon
* Oranges were the only fruit that orange was present
* Honeydew did not generate any revenue except 2019-2020
* Green Color is present in all fruit forms except Cantaloupe
* White Color only appeared in Cantaloupe, Watermelon, Orange, Mango,
* Yellow and Brown is the only color present in Mangoes
* Kiwi sales were only in 2017
* During 2017 Cantaloupe, Kiwi, Mango, and Watermelon were the only fruits that generated revenue that year
* 2019-2020 the fruits that average out in revenue were Cantaloupe, Orange, Mango, Lime and Watermelon
* Red colors were present in the fruits: Orange, Mango, Cantaloupe, and Apple
* Mango and Cantaloupe both generated the most revenue in sales from 2017-2019 but Watermelon sales managed to equal out and compete with the company revenue of Mango and Cantaloupe in 2018-2019
* Kiwi, Lime, and Honeydew are the only fruits remained green in color.
* Cantaloupe only shows up in 2 colors. Red and White.
* Cantaloupe and Mangos equaled in number in sales from 2017-2020 and made the most revenue out of all other fruits
* The only fruits to generate revenue for the company during 2017 were Cantaloupe, Kiwi, Mango and Watermelon.
* Honeydew sales only started from 2019-2020
* Orange sales were only present from 2018-2020 and equaled in sales with Limes during 2018

I cleaned organized and sorted the data through excel before importing the dataset onto Power BI to manipulate and aggregate the data into more simplified terms and creating visualizations and interactive dashboards to Integrity Marketing Group in a short amount of time