

Insights:

- west region has the max percentage contribution to the sales.
- Espresso is the most selling products among all.
- COGS in 2012-2013 are same for all products.
- The store id 702 has the max sales and max expenses among all store id.
- The store id 815 has the max profit.
- Profit margin has been increased from 2013 to 2014 (from 13% to 18%).
- California has the highest sales in Major market & Nevada has the highest sales in small market.