🌟 **Main KPIs (show in cards at top)**

* **Total Sales** (sum of Sales)
* **Total Profit** (sum of Profit)
* **Profit Margin %** (Profit / Sales \* 100)
* **Total COGS** (sum of Cogs)
* **Marketing Spend** (sum of Marketing)
* **📊 Charts & Visuals**

| **Chart** | **Details** | **Type** |
| --- | --- | --- |
| **Sales Trend Over Time** | Sales by Date | Line chart |
| **Profit vs Target** | Actual vs Target\_profit by Date | Bar chart |
| **Sales by State** | Compare states | Donut chart |
| **Sales by Product Line** | E.g., Leaves, etc. | Donut chart |
| **Marketing vs Sales Impact** | Plot Marketing vs Sales | gauge |
| **Sales by Market size** | Major Market vs Small / Medium | Bar chart |

**🛠 Recommended Tools**

* **Power BI**
* **Python (pandas)**

**🚀 Key Highlights**

* **Total Sales:** 202,895
* **Total Profit:** 64,311
* **Average Profit Margin:** 31.70%
* **Total COGS:**  87,508
* **Total Marketing Spend:** 32,320
* **Sales Period:**  1/1/2013 to 9/9/2014

**🌎 Top 3 States by Sales**

| **State** | **Sales** |
| --- | --- |
| California | 23,032 |
| New York | 17,731 |
| Illinois | 16,812 |

**🏷️ Top Product Lines by Sales**

| **Product Line** | **Sales** |
| --- | --- |
| Beans | 108,386 |
| Leaves | 94,509 |