

Problem Statement

There has been a significant decrease in the profit margin of the Coffee Grind Company sales across the portfolio, due to rising Cost of Good Sold (COGS). Review the portfolio across 2023-2025 and make recommendations to the pricing strategy.

Task:

- Identify all products with a Gross Margin % (GMP) below 30% in Q3 2025.
- Create a dashboard showing Year-over-Year GMP, Revenue by Category, Product and Region.
- Provide clear, data back recommendations on which items require a price increase or discontinuation.