### **KPIs for Maven Toys Dataset**

* **Amount Lost in Sales (KPI):**
  + **Description: Measures total revenue lost due to stockouts (products with zero stock on hand).**
  + **Purpose: To assess the financial impact of stock shortages and improve inventory management.**
* **Top 10 Expensive Products Sold (KPI):**
  + **Description: Tracks the total units sold for the top 10 most expensive products.**
  + **Purpose: To analyze the performance of high-value products and optimize pricing strategies.**
* **Product Cost (KPI):**
  + **Description: Total cost of products sold.**
  + **Purpose: To monitor cost efficiency and ensure pricing strategies align with product costs.**
* **Product Sales (KPI):**
  + **Description: Total revenue generated from product sales.**
  + **Purpose: To evaluate overall sales performance and identify revenue-generating products.**
* **Product Profit (KPI):**
  + **Description: Total profit earned from product sales.**
  + **Purpose: To assess profitability across different products and guide strategic decisions.**
* **Product Ranking (KPI):**
  + **Description: Ranking of products based on total sales value.**
  + **Purpose: To identify top-performing products and focus on high-demand items.**
* **Total Units Sold (KPI):**
  + **Description: Total number of units sold across all products.**
  + **Purpose: To gauge overall sales volume and track product demand trends.**