### External Sales Data:

- **Category:** The category to which the brand belongs to
- **Subcategory:** The subcategory to which the brand belongs to
- **Supplier:** The supplier of the brand
- **Brand:** The brand that is being sold
- **Region:** The region in which the brand is sold
- **Year:** The year of sale
- **Month:** The month of sale
- **Units Month:** The amount of units sold
- **Value Month:** The amount in value sold

### New Product Launch:

- **Product:** The product that is being sold
- **Est. Unit Market Share:** The estimated market share the product will reach, in units
- **Net Price:** The price that is charged by the supplier to the retailer
- **Net Sales:** The amount of net sales that is generated per product
- **COGS:** The "cost of goods sold" per product for the supplier
- **Gross Profit per unit:** The gross profit per unit sold per product
- **Gross Profit per product:** The total gross profit for all units sold per product
- **Gross Margin:** The gross margin per product

### Internal Sales Data:

- **Brand:** The brand to which the product belongs to
- **Product:** The name of the product, belonging to a brand
- **Pack Size:** The content of the product
- **ProductID:** Unique identifier for each specific product
- **Retail Price:** The price that is charged by the retailer to the end consumer
- **Net Price:** The price that is charged by the supplier to the retailer
- **COGS:** The "cost of goods sold" per product for the supplier
- **Volume 2022:** The amount of units sold in 2022 per product

### Promotion Analysis:

- **Promotion:** The month in which the promotion has taken place
- **Mechanism:** The exact promotional approach to drive sales for a brand
- **Brand:** The brand which is promoted
- **Year:** The year in which the promotion is taking place
- **Month:** The month in which the promotion is taking place
- **Value Sales:** The achieved sales result in value per brand
- **Baseline Sales:** The average value sales in the months no promotion has taken place
- **Uplift:** The difference between the achieved value sales and the baseline sales during the promotion months
- **Costs:** The total costs of the promotion
- **ROI:** The return on investment per promotion