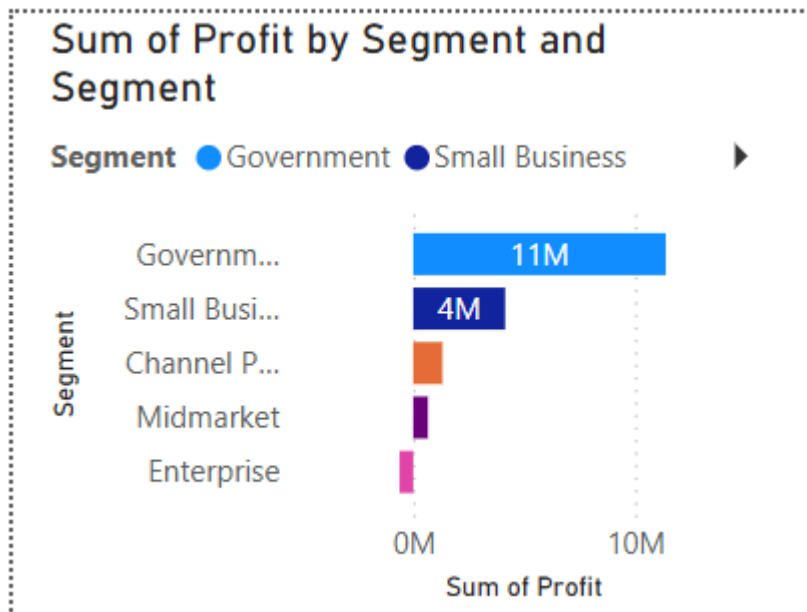


DATE: 4-11-2025



Sum of Profit by Segment

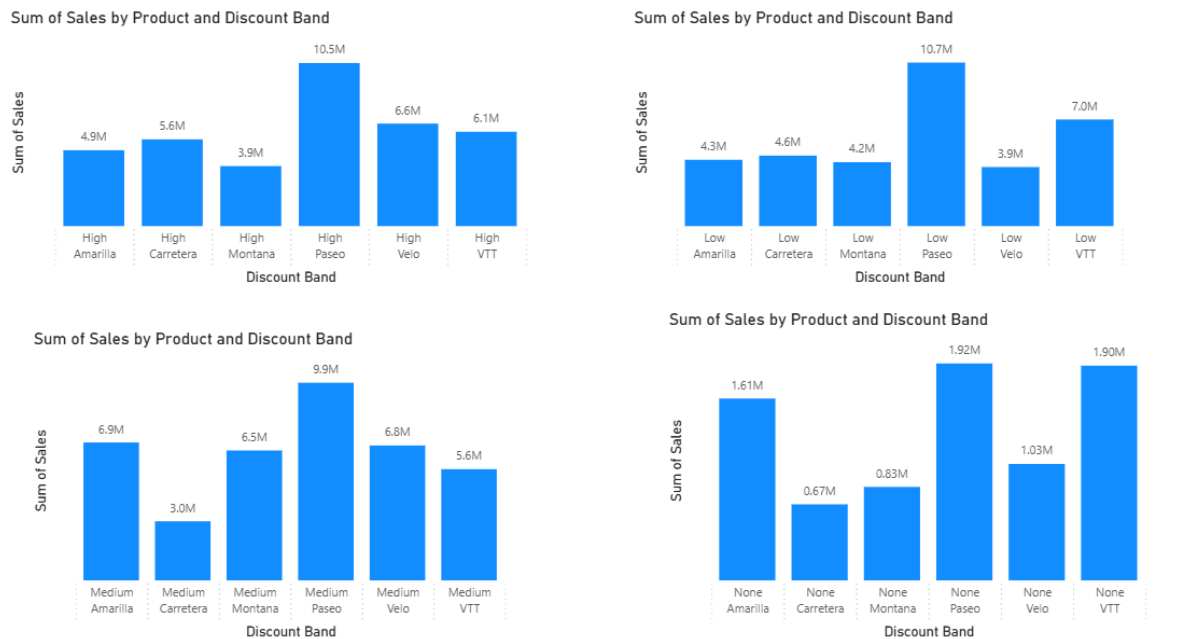
Insights:

- This chart visualizes the total profit earned from each customer segment.
- The Government segment leads significantly with a profit of 11M, indicating that it is the most profitable customer group.
- The Small Business segment follows with 4M profit, showing steady performance and contribution.
- Other segments such as Channel Partners, Midmarket, and Enterprise generate comparatively lower profits, highlighting potential areas for sales improvement.
- The color distinction between Government and Small Business (light and dark blue shades) helps in clearly identifying key profit contributors.
- Overall, the chart emphasizes that the Government segment drives the majority of profits, making it a key focus area for maintaining business growth.

Steps to Reproduce:

1. Selected Clustered Bar Chart from Build Visuals.
2. Added Segment to Y-axis and Sum of Profit to X-axis.

3. Used Segment again in the Legend field to categorize the bars by segment type.
4. Turned ON Data Labels to display profit values (e.g., 11M, 4M).
5. Customized bar colors — light blue for *Government* and dark blue for *Small Business*.
6. Adjusted title, font size, and axis labels for clarity and consistent formatting with other visuals.



Sum of Sales by Product and Discount Band

Insights:

- These visuals compare the sales performance of each product across different discount bands — *High*, *Medium*, *Low*, and *None*.
- In all discount categories, Paseo consistently records the highest sales (ranging from 9.9M to 10.7M), showing strong market demand even with varying discount levels.
- Velo and VTT maintain steady performance, while Montana and Carretera show relatively lower sales across all bands.
- Among discount levels:
 - High and Medium discounts result in higher total sales, suggesting that discounts positively impact product movement.
 - Low and None discounts show reduced sales volumes, indicating a possible drop in demand when discounts are minimal.
- Overall, the charts highlight that discounts significantly influence sales, with Paseo remaining the top-selling product across all discount types.

Function Used – Filtering:

- The filtering feature in Power BI was applied to isolate and analyze sales data based on each Discount Band (High, Medium, Low, None).
- By applying filters, separate charts were created to visualize and compare product-wise sales within each discount category.
- This method helps focus on how discount levels affect product performance individually.

Formatting Summary:

- Chart Type: Clustered Column Chart
 - X-axis: Discount Band Y-axis: Sum of Sales
 - Legend/Grouping: Product
 - Data Labels: Enabled to show exact sales values (in millions).
 - Colors: Uniform blue shade for consistent presentation.
 - Titles and Axes: Bold, centered, and clearly labeled.
 - Filter Applied: *Discount Band* field for visual segmentation.
-

Sum of Sales by Product and Discount Band

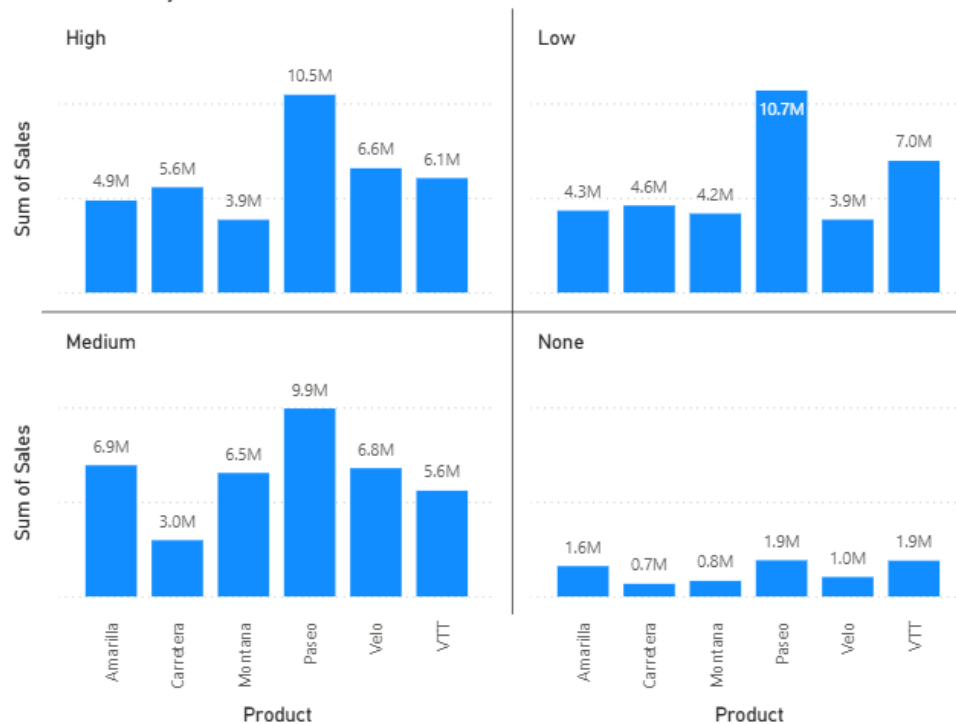


Chart – Sum of Sales by Product and Discount Band (Using Small Multiples)

Insights:

- This visual displays sales performance for each product across four discount bands — *High*, *Medium*, *Low*, and *None* — using the Small Multiples feature.
- Across all panels, Paseo remains the top-selling product, achieving the highest sales under both Low (10.7M) and High (10.5M) discount bands.
- VTT and Velo also show strong, consistent sales in every discount range.
- Carretera and Montana record comparatively lower sales, indicating lower product demand even with discounts.
- The Medium discount category shows steady sales performance across most products, while No discount results in the lowest figures overall.
- This analysis clearly shows that discounts positively impact product sales, and Paseo performs strongly regardless of discount variation.

Function Used – Small Multiples:

- The Small Multiples feature was applied to split the visual into separate panels for each Discount Band.
- This allows a clear side-by-side comparison of Product sales under each discount category within one combined chart.
- It provides a compact and efficient way to analyze multiple subsets of the same data field, improving clarity and visual comparison.

Formatting Summary:

- Visual Type: Clustered Column Chart with Small Multiples
 - X-axis: Product Y-axis: Sum of Sales
 - Small Multiples Field: Discount Band
 - Data Labels: Turned ON to display values (in millions).
 - Color Theme: Consistent blue shade across all multiples for uniformity.
 - Title: “Sum of Sales by Product and Discount Band” — bold and centered.
 - Gridlines: Light for readability; consistent axis scaling for comparison.
-

Sum of Sales by Country

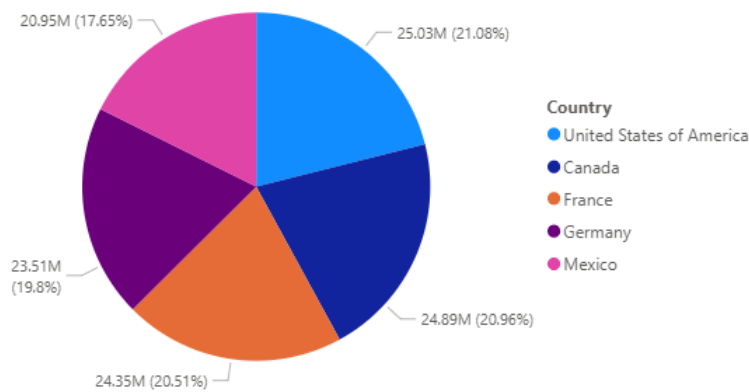


Chart – Sum of Sales by Country

Insights:

- This Pie Chart represents the total sales distribution across different countries.
- The United States of America holds the highest share with 25.03M (21.08%), closely followed by Canada (24.89M, 20.96%) and France (24.35M, 20.51%).
- Germany (23.51M, 19.8%) and Mexico (20.95M, 17.65%) contribute slightly lower but still significant portions.
- The sales distribution is relatively balanced, with only a small difference among the top-performing countries.
- This indicates that the company has strong and consistent international performance, with opportunities to boost sales slightly in Mexico and Germany to reach parity with leading markets.

Function Used – Drill:

- The Drill feature in Power BI was used to navigate deeper into the data hierarchy.
- It allows users to click on a specific country segment to drill down and view more detailed sales data (e.g., by product or region within that country).
- This interactive function enhances analysis by providing both high-level overviews and detailed insights without switching visuals.

Formatting Summary:

- Chart Type: Pie Chart
- Values: Sum of Sales
- Legend: Country
- Data Labels: Turned ON — showing both values (in millions) and percentages.
- Color Theme: Distinct colors assigned for each country for visual clarity.
- Title: “Sum of Sales by Country” — bold, centered, and clear.
- Interactivity: Enabled *Drill Down* for detailed country-wise exploration.