Product wise Sales

Sum of Profit by Product

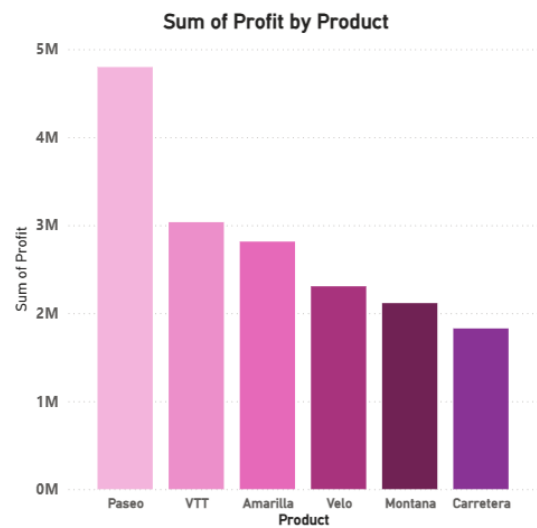**Product wise Sales and Profit Analysis**

Insights:

- Paseo has the highest sales at 33M, indicating it is the top-performing product in terms of revenue.

- VTT ranks second with 21M in sales, showing strong but comparatively lower performance.

- Velo and Amarilla both follow with 18M, showing balanced mid-level sales.

- Montana (15M) and Carretera (14M) contribute the least, suggesting scope for improvement.

- In terms of profit, Paseo again leads with nearly 5M, followed by VTT and Amarilla, while Carretera shows the lowest profit margin.

- The correlation between sales and profit indicates consistent performance across high-selling products.

Steps to Reproduce:

**Chart 1** – Product wise Sales (Horizontal Bar Chart)

1. Selected Stacked Bar Chart from the Build Visuals pane.

2. Dragged Product to the Y-axis and Sum of Sales to the X-axis.

3. In Format Visual → X-axis, modified:

- o Turned on Title and renamed it as *"Sum of Sales"*.

- o Changed Font style to *bold*, Font colour to *dark blue*, and adjusted Font size for readability.

4. In Y-axis settings:

  - o Turned on Title and renamed it as *"Product"*.

  - o Customized Font colour to *blue* and Font style to *bold*.

5. In Data labels, turned ON and positioned them at the end of bars, displaying values (e.g., *33M, 21M*).

6. Went to Bars → Colours and chose light orange for better contrast.

7. Turned OFF gridlines for a cleaner look.

8. In General→ Title, turned ON, set title as *"Product wise Sales"*, adjusted alignment to centre, and customized font style, colour, and size.


Chart 2 – Sum of Profit by Product (Vertical Column Chart)

1. Selected Clustered Column Chart from Build Visuals.

2. Added Product to the X-axis and Sum of Profit to the Y-axis.

3. In Format Visual → Y-axis:

  - o Turned ON Title, named it *"Sum of Profit"*, and customized font style and colour.

4. In X-axis, enabled Title as *"Product"*.

5. Changed the column colours using gradient shades of pink to purple for aesthetic distinction between products.

6. Turned ON Data Labels to show profit values.

7. Adjusted Gridlines for better readability and set the chart border ON.

8. Under General → Title, turned ON, named the chart *"Sum of Profit by Product"*, and styled the title with bold dark font and centre alignment.
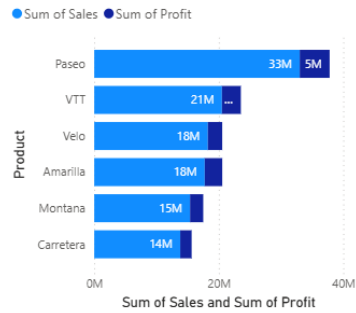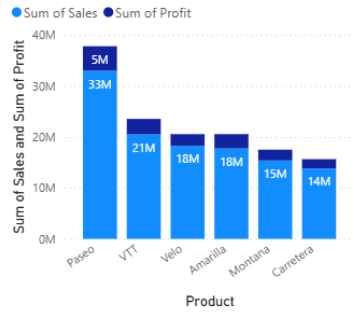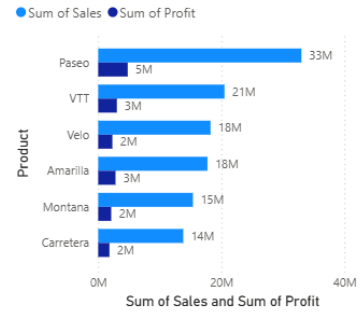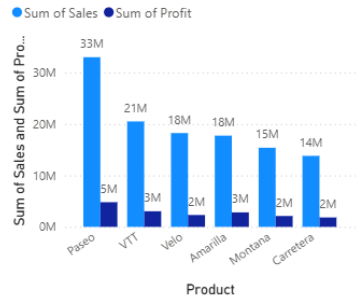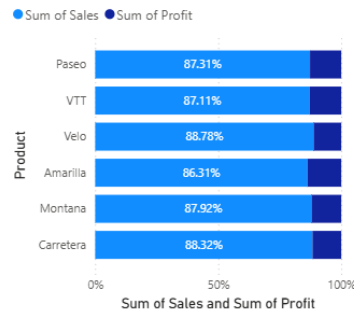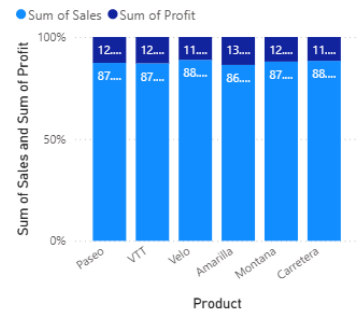
Sum of Sales and Sum of Profit by Product

Insights:

- The visuals collectively analyze the relationship between Sales and Profit across different products — *Paseo, VTT, Velo, Amarilla, Montana,* and *Carretera*.

- Paseo shows the highest performance with 33M in Sales and 5M in Profit, highlighting it as the most profitable and best-selling product.

- VTT and Amarilla maintain moderate sales and profit, while Montana and Carretera show the lowest values, indicating areas that may require marketing or pricing strategies to improve.

- The bar and column charts effectively show absolute comparisons, whereas the 100% stacked visuals reveal the percentage share of profit relative to total sales.

- Profit margins remain relatively stable across products (around 86–89% sales-to-profit ratio), showing a consistent profitability pattern in the product line.

- Overall, the visuals demonstrate that products with higher sales also generate proportionally higher profits, reflecting efficient cost management and strong sales performance.

Steps to Reproduce :

1. Selected suitable chart types from Build Visuals — including *Clustered Bar*, *Clustered Column*, *100% Stacked Bar*, and *100% Stacked Column*.

2. Added Product as the Category (X or Y-axis) and Sum of Sales and Sum of Profit as Values.

3. In Format Visual:

- o Turned ON Data Labels to display values (in Millions or %).

- o Customized Font style, size, and color for readability.

- o Enabled Title for each visual (*Sum of Sales and Sum of Profit by Product*).

- o Turned ON Legend and assigned light blue for *Sales* and dark blue for *Profit*.

4. Removed unnecessary gridlines and adjusted border for a clean layout.

5. Ensured consistent formatting across all visuals — same title alignment, color palette, and data label style for a cohesive dashboard appearance.
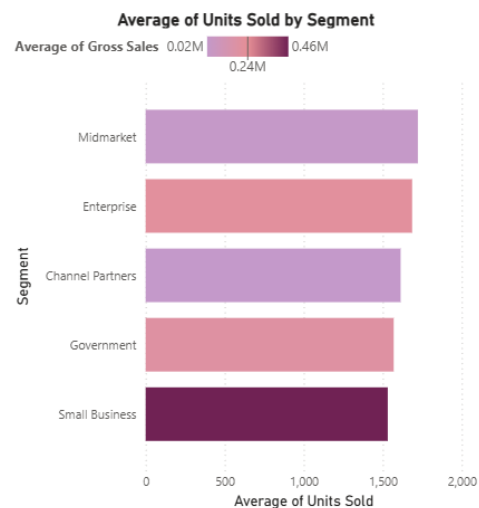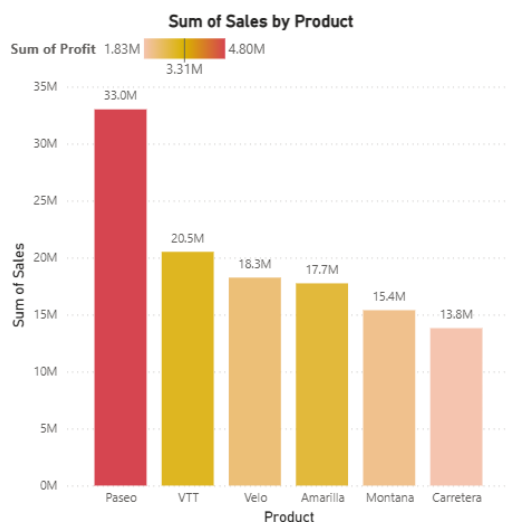
Sum of Sales by Product

Insights:

- This chart displays the total sales and profit generated by each product.

- Paseo stands out as the top-performing product with 33M sales and 4.8M profit, indicating high market demand and profitability.

- VTT (20.5M) and Velo (18.3M) follow next, contributing moderately to total sales.

- Amarilla, Montana, and Carretera show comparatively lower sales and profits, highlighting potential areas for improvement.

- The visual clearly shows that products with higher sales values also maintain proportionally higher profits, indicating a healthy correlation between sales and profitability.

Steps to Reproduce:

1. Selected Clustered Column Chart from Build Visuals.

2. Added Product to *X-axis* and Sum of Sales to *Y-axis*.

3. Added Sum of Profit as a reference value displayed above columns.

4. Turned ON Data Labels to show both sales and profit values.

5. Applied a color gradient (red to yellow) for visual contrast and better comparison.

6. Customized axis titles, font size, and chart title for clarity.

Average of Units Sold by Segment

Insights:

- This chart compares the average units sold across different customer segments.

- Small Business leads with the highest average units sold, showing strong engagement from smaller enterprises.

- Midmarket and Enterprise follow closely, indicating stable performance in medium and large segments.

- Government and Channel Partners segments record slightly lower averages, suggesting opportunities for increased focus or promotions.

- The use of pink-to-purple shades enhances readability and helps differentiate between segment performance levels.

Steps to Reproduce:

1. Selected Clustered Bar Chart from Build Visuals.

2. Added Segment to *Y-axis* and Average of Units Sold to *X-axis*.

3. Enabled Data Labels to display the average values on each bar.

4. Applied a color gradient (light to dark purple) to represent value intensity.

5. Customized titles, axes, and legend for consistency with other visuals.