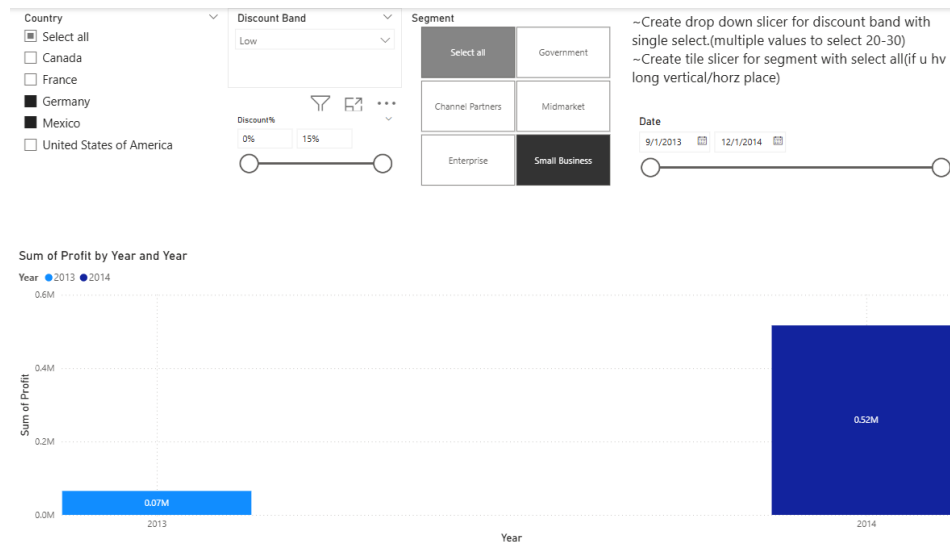


Date : 5-11-2025



Insights

- **Profit increased significantly from 2013 (0.07M) to 2014 (0.52M), indicating strong business growth.**
- The selected **Segment** = *Small Business* shows that this customer group contributed a **higher profit** in 2014.
- The **Country** and **Discount %** filters allow narrowing profitability by region and pricing strategy.
- The **Date range slicer** helps compare profit performance across **specific time periods**.
- The dashboard **enables interactive analysis**, helping understand where profits improved and which market segments performed better.

Steps to Create Each Slicer in Power BI

1. **Country Slicer**
 - Insert **Slicer** → Drag **Country** field → Use **List** format → Allow multi-select.
2. **Discount Band Slicer (Drop-Down)**
 - Insert **Slicer** → Drag **Discount Band** → Change **Slicer Type** → **Drop-down**.
 - Turn on **Single Select** (if required).
3. **Discount% Slicer (Range Slider)**
 - Insert **Slicer** → Drag **Discount%** → Change **Slicer Type** → **Between Slider**.
4. **Segment Slicer (Tile Style)**
 - Insert **Slicer** → Drag **Segment** → Change **Orientation** → **Horizontal**.
 - Turn on **Show "Select All"** → This creates tile-like buttons.
5. **Date Range Slicer**
 - Insert **Slicer** → Drag **Date** → Change **Slicer Type** → **Between (Timeline Slider)**.