Like excel, conditional formatting allows us to take a matrix or table within powerbi and use those cells to color code and create gradients within visualizations of actual matrix or table.

* Report view -> Data -> store -> select price and product name.

A screenshot of a computer

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* Visualizations -> price -> right click -> conditional formatting -> background color

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We get this popup :

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Gradient has min and max values and continuous values between them :

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Set gradient on count of price (green indicating lowest price and red indicating highest price)

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Now to viz, the following is incorrect :

A screenshot of a product list

Description automatically generated

Because the count is on price of each of the products, but in the viz we are not counting how many each are sold, we are just having 1 product per row so there is no gradient visible and they are all of the same color.

Correct method to visualize this gradient is to show the actual price and not just the count of the price : change summarization to say minimum A screenshot of a computer

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Now gradient reflected correctly.

Next add sales-> units sold

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New conditional formatting of Data Bars available for units sold and did not appear earlier for price because units sold is sum (aggregated).

Popup : A screenshot of a computer

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Rules : if statements

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All of this is too much and should not be done together.

Better Visualization :

To view data bars for revenue, summarize this field : sum, conditional formatting -> data bars

Order in viz

A screenshot of a data bar

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Insight : weatherproof jackets are bestsellers. And along with multitool survival knife and nylon rope outperform other products.