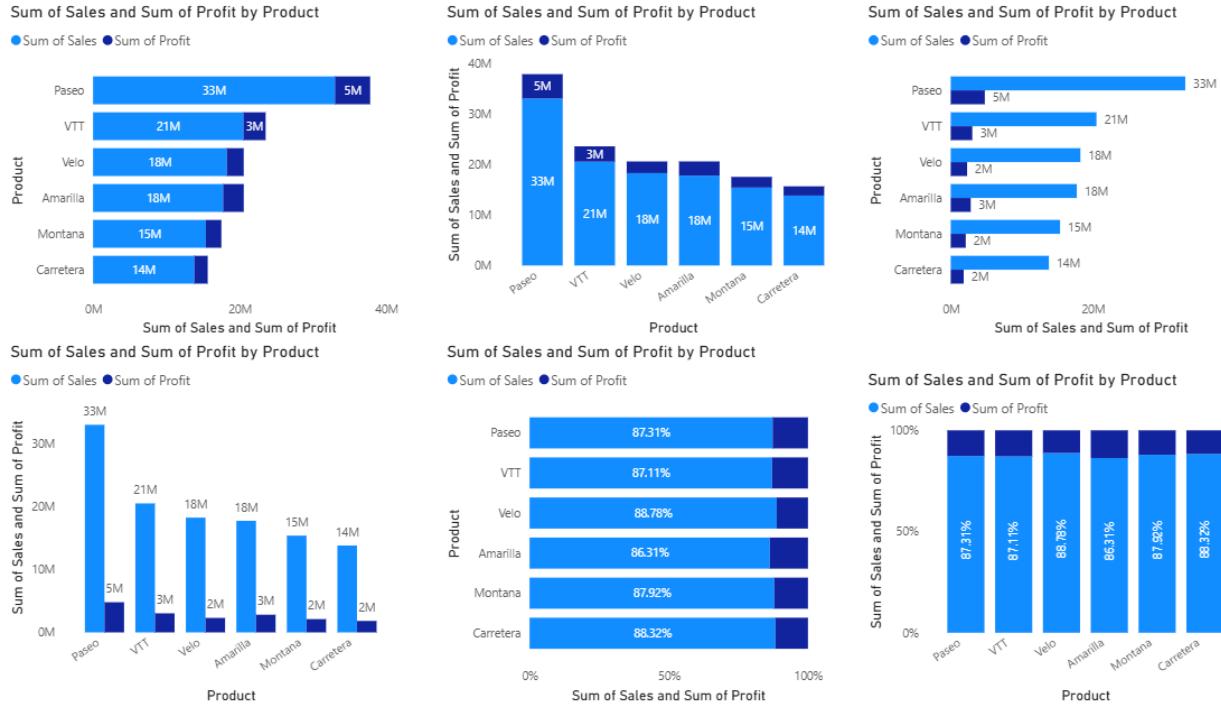


## Difference between stacked and cluster column and bar charts



Each chart compares sales and profit across different product

(Paseo, VTT, velo, Amarilla, Montana, Carretera).

General insights:

### 1.Top performer:

- Paseo has the highest sales(33M) and also the highest profit(5M)- a strong performer in both revenue and profitability.

### 2.Next Tier Products:

- VTT has the highest sales(33M) and also the highest profit(5M)-a strong performer in both revenue and profitability.

### 3.Mid and Low Performers:

- Amarilla (17.8M sales), Montana (15.4M) and Carretera (13.8M) shows lower sales and profits.

## **Day 02**

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### **Power BI**

- Profit margin gap widens here-indicating these products may have higher or lower demand.

#### **4. Profit vs Sales Trend:**

- The relationship between sales and profit linear-generate lower profit for similar sales levels indicating margin issues.
- However, some products (like Amerilla or Montana) generate lower profit for similar sales levels indicating possible margin issues.

#### **5. Percentage or Ratio Chart (bottom right):**

- Shows consistency in contribution; most products have roughly similar percentage share when normalized-useful for understanding proportional contribution.

#### **Steps to create these charts:**

##### **1.Add a new sheet to the existing workbook.**

##### **2.Create visuals**

For each visual type:

###### **A. Cluster bar chart:**

Go to view, click on clustered bar chart,

Drag:

Product-Axis

Sales-Values

Profit- Values

Both measures will appear side by side (blue for sales, dark blue for profit).

###### **B. Cluster Column chart:**

Select clustered column chart icon.

Assign the same fields as above to compare vertically.

###### **C. Stacked Column Chart**

Choose Stacked Column chart to view combined contributions of sales and profit for each product.

###### **D. 100% Stacked charts Column Chart**

Select 100% Stacked column chart to show proportion of sales and profits per product in percentage terms.

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### **3.Format the Charts**

Click the format (paint roller) icon:

- Turn Data labels ON.
- Add chart Titles- “sum of sales and sum of profit by product”.
- Choose different colors for sales and profit.
- Adjust font and legend placement for clarity.