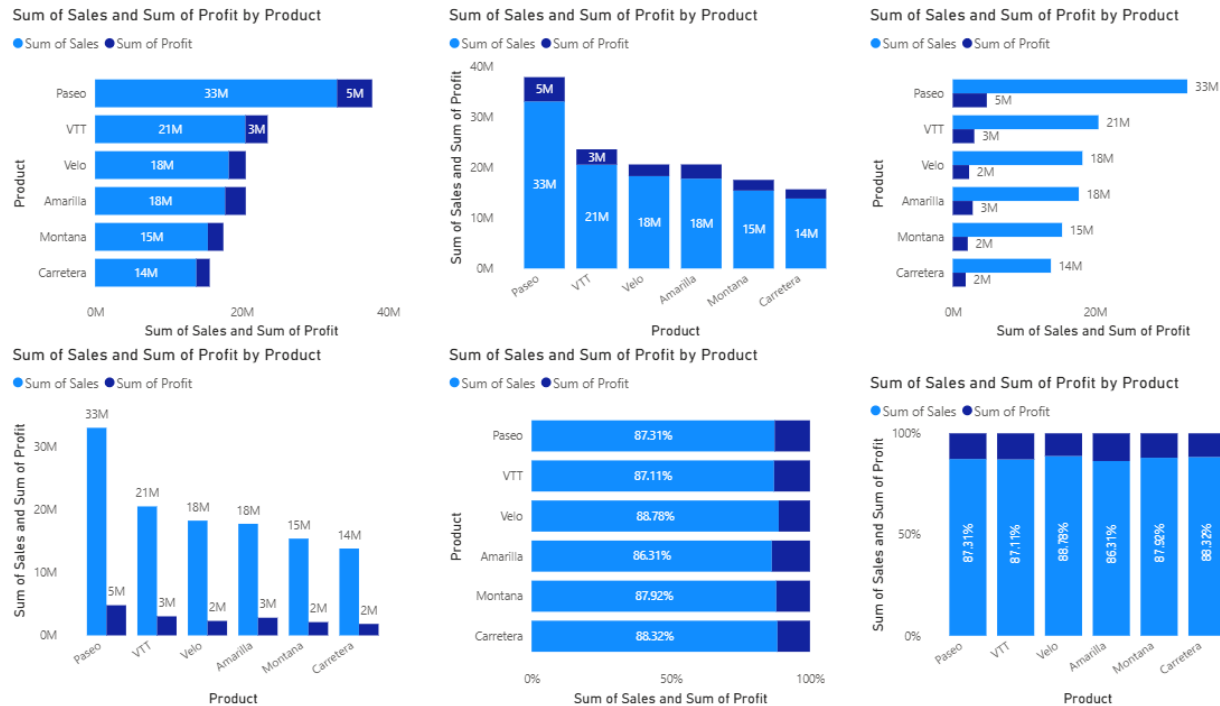


Difference between stacked and cluster column and bar charts



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(21M) and also the highest profit(3M)-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.

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.