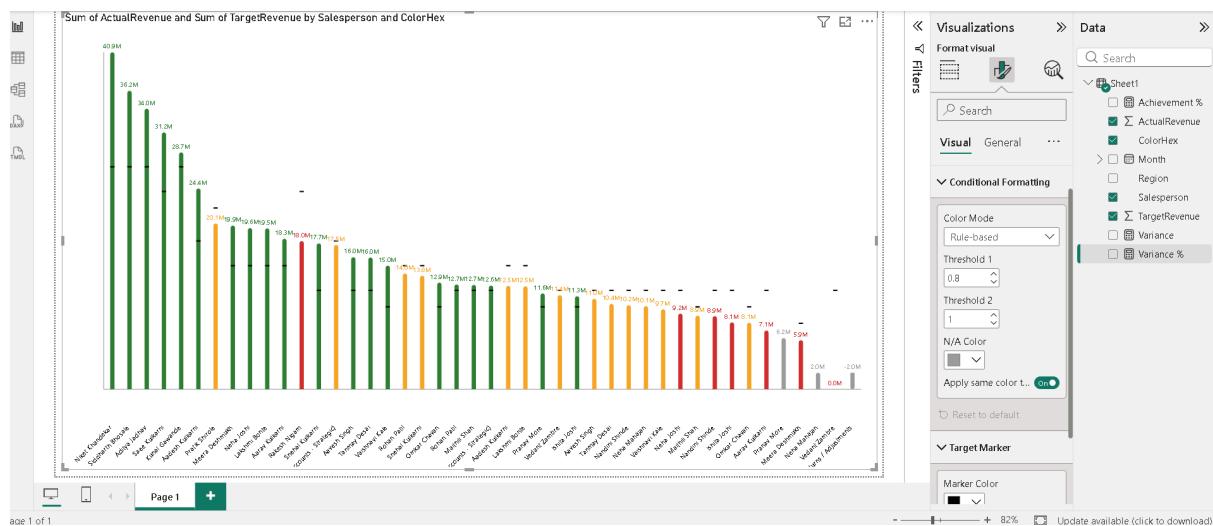


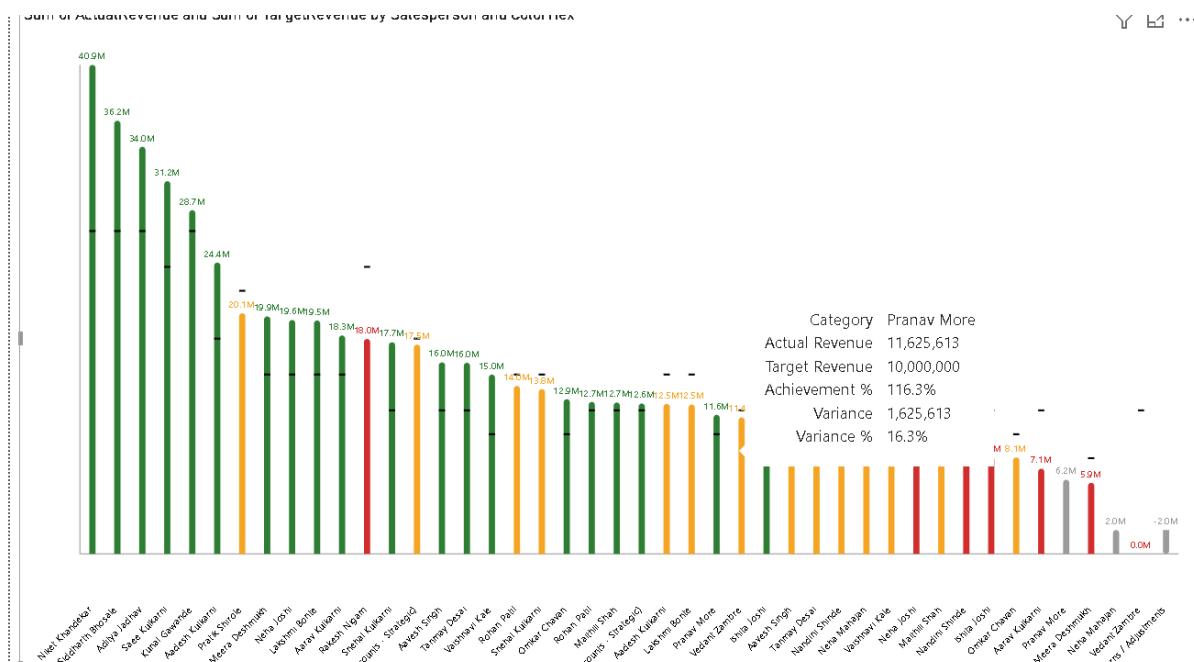
Salesperson Performance — Actual vs Target

Custom Power BI visual displaying Actual Revenue per salesperson with per-category target markers. Bars use rounded top corners for positive values and conditional coloring based on achievement thresholds.



Interactive Tooltip with Performance Metrics

Tooltip showing Actual Revenue, Target Revenue, Achievement %, and Variance (absolute and %) for each salesperson, enabling quick business insight on hover.



Formatting Pane — Visual Customization

Formatting options allowing control over column radius, conditional formatting thresholds (red/amber/green), target marker styling, and data label coloring.

The screenshot shows the Power BI Formatting pane open, specifically the 'Visualizations' section under 'Format visual'. The left sidebar lists three tabs: 'Visual' (selected), 'General', and '...'. The main area contains several sections:

- Bar Settings:** Includes a 'Column Radius' input set to 8, a 'Reset to default' button, and a 'Conditional Formatting' section.
- Conditional Formatting:** Contains 'Color Mode' (set to 'Rule-based'), 'Threshold 1' (0.8), 'Threshold 2' (1), 'N/A Color' (gray square), and an 'Apply same color t...' toggle switch (on).
- Target Marker:** Includes 'Marker Color' (black square), 'Marker Thickness' (2), and a 'Reset to default' button.

At the top right, there are icons for 'Visualizations' (with a double arrow), 'Format visual', and a magnifying glass. A search bar is also present at the top right.

Region-Level Performance Analysis

Same custom visual reused with Region as the category, demonstrating reusability, scalability, and consistent behavior across different categorical dimensions.

