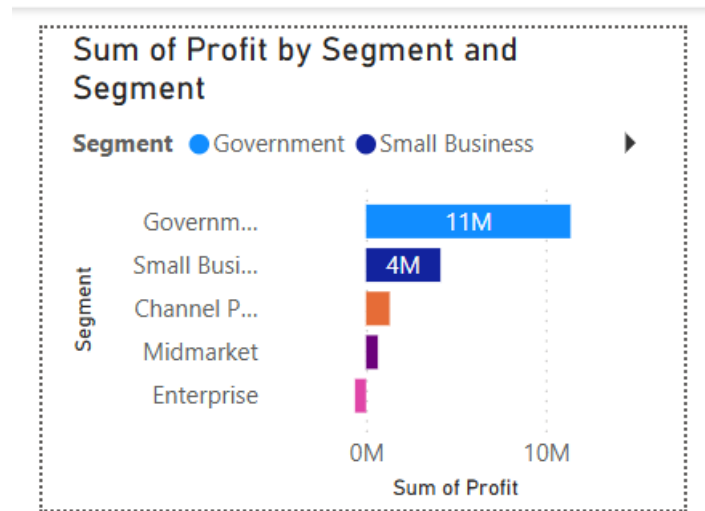


TOOLTIP



In Power BI, a tooltip is a small pop-up box that appears when you hover over a data point in a visual. It provides additional details or insights about that specific value such as exact figures, categories or related metrics – without cluttering the main chart.

- The **Government segment** generates the highest profit (11 M), making it the top contributor to overall profitability.
- **Small business segment** follows with 4M profit, showing steady performance.
- Channel Partners and Midmarket segments contribute minimal profit, indicating potential areas for improvement or strategic review.
- Overall, profit distribution is uneven, with the **Government segment dominating** the results.

FILTERS

- In Power BI, a filter is a feature used to display specific data by including or excluding certain values from visuals or reports.
- It helps focus analysis on selected categories, products, time periods, or segments without changing the original dataset.

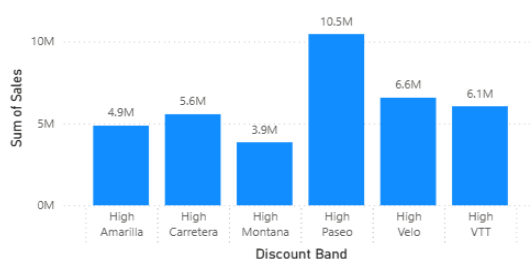
Example:

In this report, filters are applied on **Discount Band** (High, medium, Low, None) to view **Product-wise sales** under each discount level.

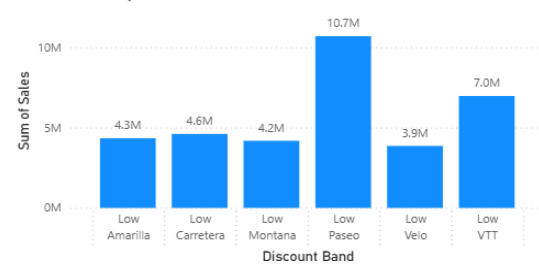
Create column chart for product wise sales for each discount band.

Here we create d/f discount band using filter option

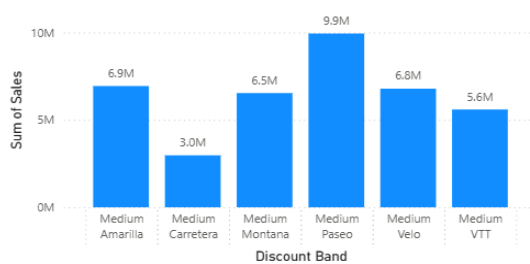
Sum of Sales by Product and Discount Band



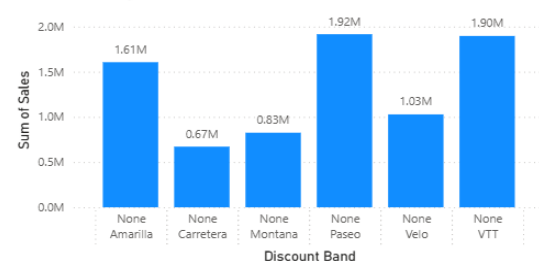
Sum of Sales by Product and Discount Band



Sum of Sales by Product and Discount Band



Sum of Sales by Product and Discount Band

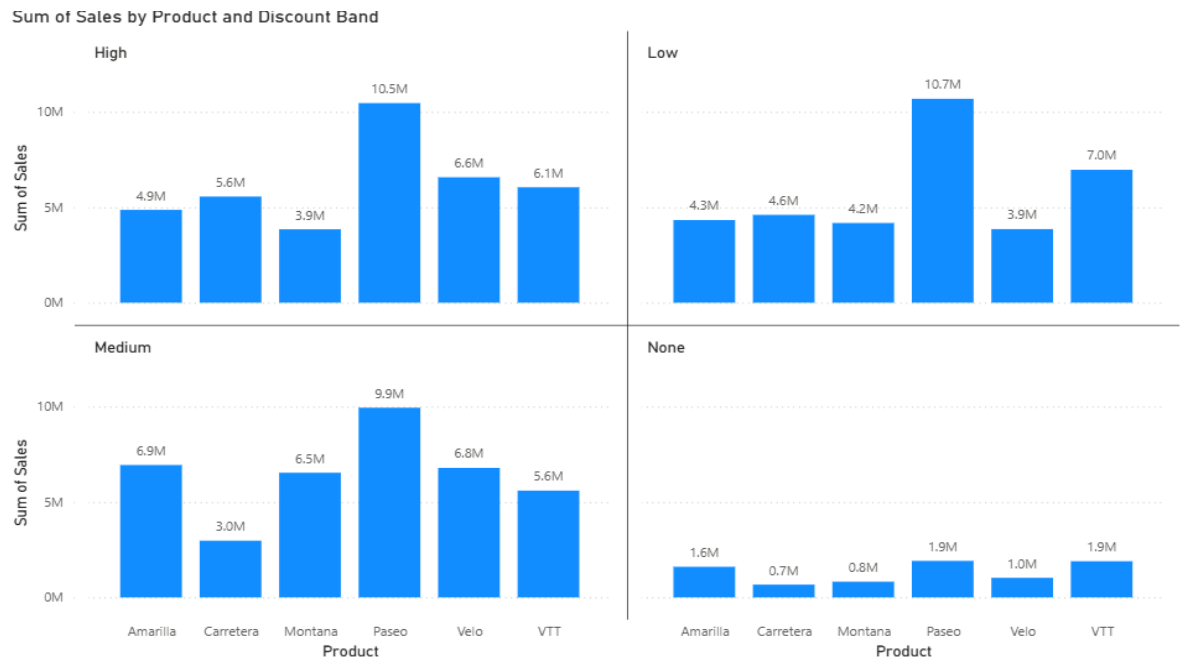


Product Wise Sales by Discount Band

- **Paseo** consistently records the **highest sales** across all discount bands, showing strong overall demand.
 - High Discount: 10.5M
 - Low Discount: 10.7M
 - Medium Discount: 9.9M
 - No Discount: 1.9M
- **VTT** and **Velo** perform well under Low and High discount bands, indicating customers respond positively to discounts.
- **Amarilla** and **Carretera** show steady but lower sales, especially when no discount is offered.
- The **None** discount band has the lowest sales overall, suggesting that discounts drive customer purchases effectively.
- Sales increase as discounts rise, indicating a direct relationship between discounts and sales volume.

SMALL MULTIPLE

- ❖ In **Power BI**, a **discount band filter** allows users to analyze how sales vary under different **discount levels** such as High, Medium, Low and None.
- ❖ By segmenting data this way, we can identify how different discount strategies impact the sales performance of each product.



Sum of Sales by Product and Discount Band

- **Paseo** consistently achieves the **highest sales** across all discount bands, showing strong overall demand.
 - High Discount: 10.5M
 - Low Discount: 10.7M
 - Medium Discount: 9.9M
 - No Discount: 1.9M
- **VTT** and **Velo** perform well under Low and High discount bands, indicating customers respond positively to discounts.
- **Amarilla** maintains **Steady mid-level** sales across all bands, suggesting stable performance.
- **Carretera** and **Montana** show **lowest sales**, especially under the *None* discount band, indicating customers are more **price-sensitive** for these products.
- Overall, **discounts significantly increase sales** as shown by the much lower values in the *None* category compared to discounted ones.