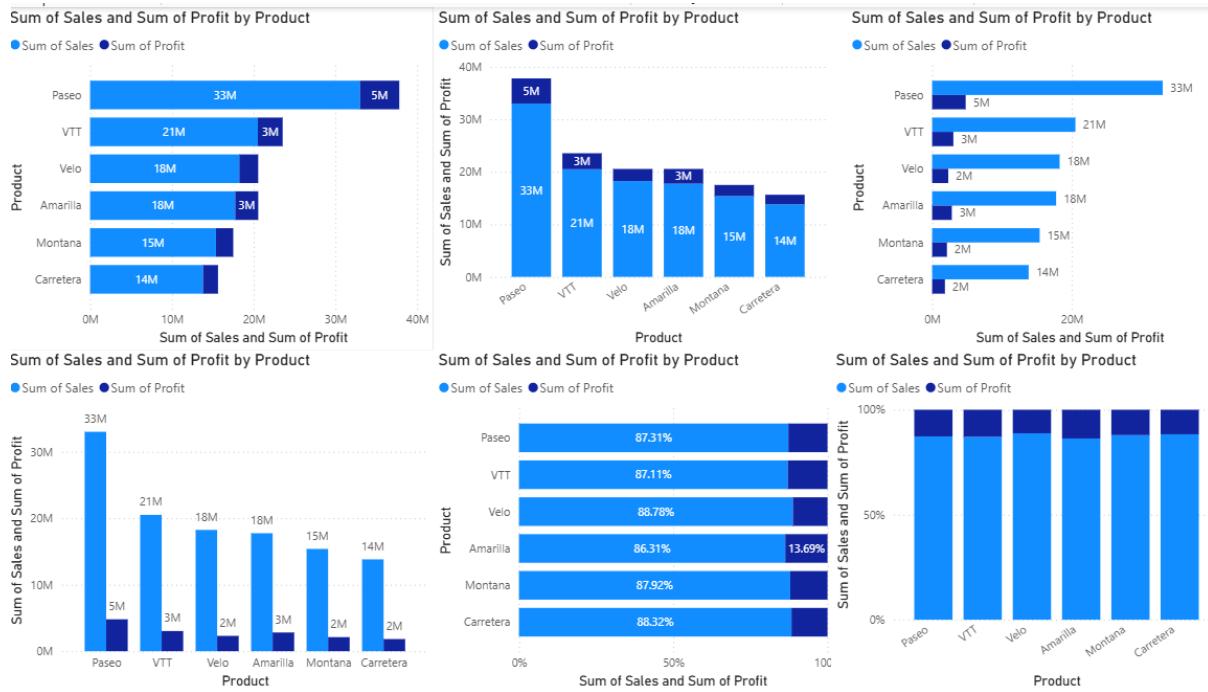


Day 3 [3-11-2025]



Insights:

Overall, the combined analysis of sales and profit across multiple visualizations shows that **Paseo** is the **strongest** product, generating the highest sales and profit, followed by VTT and Amarilla with moderate market performance. In contrast, **Velo, Montana, and Carretera** consistently remain low-performing in both sales and profitability, indicating limited demand or inefficient pricing strategies. The percentage comparisons further reveal that while most products maintain a good ratio of profit to sales, a few products like Amarilla show weaker profitability despite reasonable sales.

Difference between cluster and stacked charts

1. Clustered Column/Bar Chart

It is used to compare two or more measures (like Sales and Profit) individually for each category.

Example: The charts where Sum of Sales and Sum of Profit appear side by side for each product.

Interpretation:

- Each product has two separate bars (one for Sales, one for Profit).
- Makes it easy to see exact differences in absolute values.

- Best for comparing actual numbers side by side.

2. Stacked Column/Bar Chart

It is used to show the total contribution of both metrics (Sales + Profit) for each product, while also showing how much each metric contributes.

Example: The charts where Sales and Profit are shown **on top of each other** in a single Bar.

Interpretation:

- Height of the bar shows **total** (Sales + Profit).
- The segments show **individual contributions** (how much of that total is Sales, how much is Profit).
- Easier to see **overall size**, but harder to compare Profit values across products.

3. 100% Stacked Column/Bar Chart

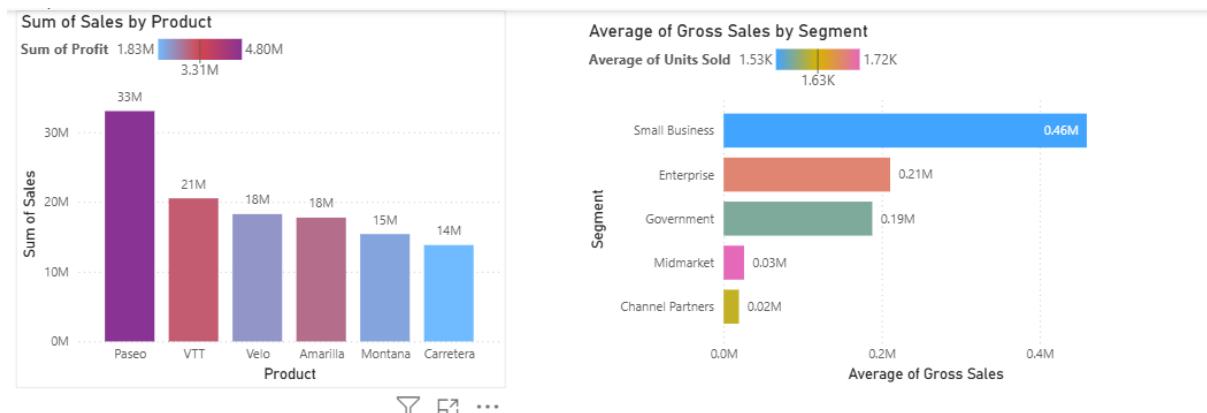
It is used to compare **proportional contribution** (percentage) of each measure to the total within each category.

Example: The charts where every bar is the same height (100%), but portions are shown in **percentages** (like 87% sales, 13% profit).

Interpretation:

- Every product's total = **100%**.
- The chart shows what **% of total** is Sales and what % is Profit.
- Best for comparing **relative performance or margins**, not actual amounts.

Gradient Conditional formatting



- **Gradient Conditional Formatting in Power BI** is a visual formatting technique that applies a color gradient (from light to dark or one color to another) to represent the magnitude or intensity of values in a chart or table.

- It helps users quickly identify high, medium, and low values through visual color cues, making data interpretation easier and more intuitive.

1. Product Performance (Sales & Profit Gradient)

- Paseo generates the highest sales at 33M, and the dark purple gradient indicates its strong profit performance (4.80M) as well.
- VTT shows the second-highest sales (20.5M) with moderate profit (3.31M) indicated by the mid-gradient tone.
- Velo and Amarilla perform similarly in sales (18M+ range), but the gradient suggests Velo has slightly lower profit than Amarilla.
- Montana and Carretera have the lowest sales, and their lighter gradient shades indicate lower profit contribution.

2. Segment Performance (Average Gross Sales & Units Sold Gradient)

- Small business is the top-performing segment generating the highest average gross sales [0.46M]. Its darker gradient shade shows strong unit sales as well.
- Enterprise and Government segments follow with moderate average gross sales [0.21M and 0.19M], with medium gradient intensity.
- **Midmarket and Channel partners** shows significantly lower sales, reflected in both shorter bars and very light gradient colors, indicating low unit sales.