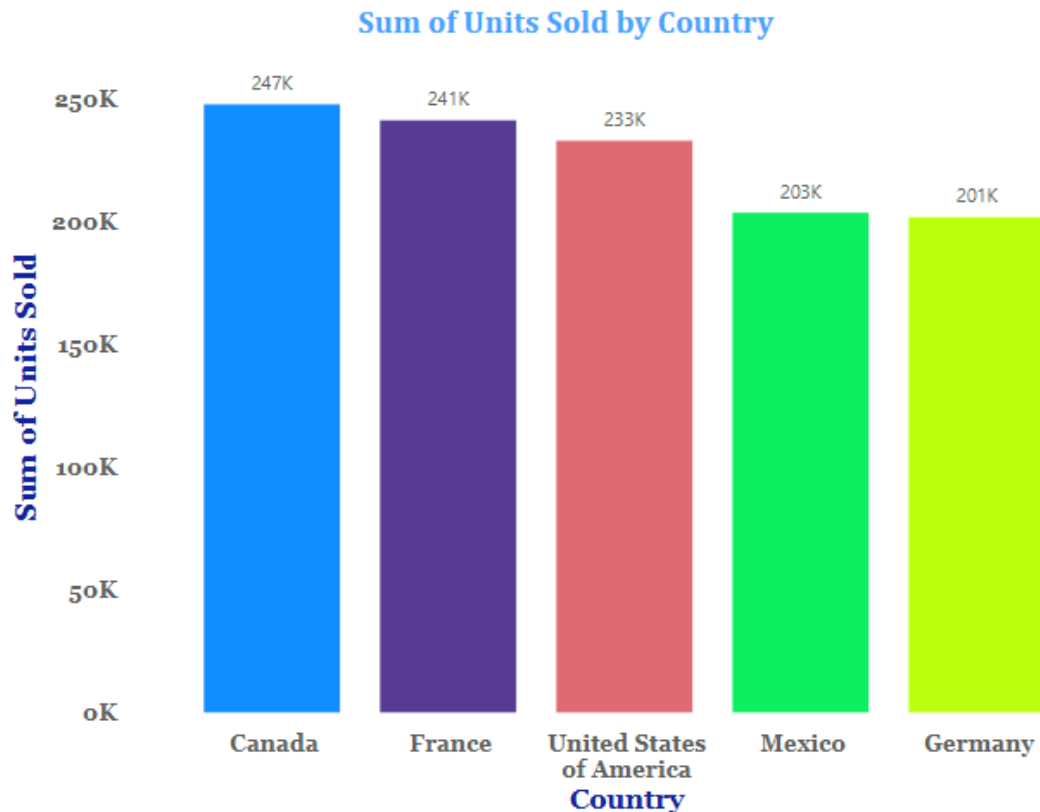


Power BI



Stacked Column Chart

INSIGHTS:

- Canada leads with the highest units sold at 247K, closely followed by France (241K) and the United States (233K).
- The gap between the top three markets is relatively narrow, indicating strong and balanced sales performance across these regions.
- Mexico (203K) and Germany (201K) trail behind, contributing lower volumes.
- There is significant potential to strengthen sales in Mexico and Germany to bring them closer in line with the top-performing countries.

Steps to Reproduce:

1. Select Stacked column chart from build visuals.
2. Pass Country to x-axis and Unit sold to y-axis.

3. Go to format your visuals and change the values in x-axis.

Available options are:

- Change font style
- Change font size
- Change font color
- Turn value button on

Then turn on the title, change its font size, style and color.

4. In format your visual, there is an option for y-axis

Available options are:

- Range
- Value
- Title
- ✓ Go to value and turn on the radio button
- ✓ Change the font color, style, size
- ✓ Turn in the title radio button, change font color, style, size

5. Go to Gridlines

- Turn off the horizontal radio button

6. Go to column

- Select the category(column) and choose the color

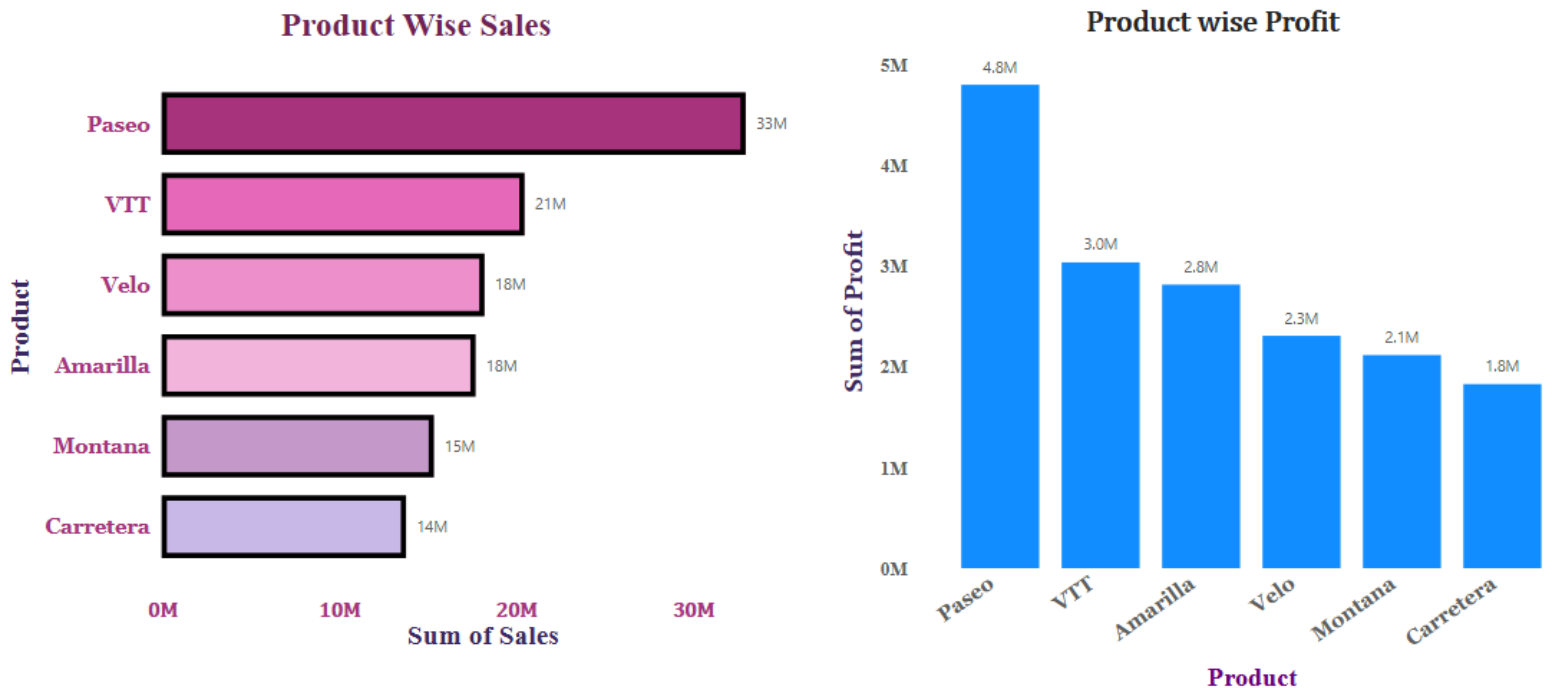
7. Turn on the Data labels radio button

- Select the position :
 - ✓ Inside end
 - ✓ Outside end
 - ✓ Inside centre
 - ✓ Inside base

8. Turn on the Value radio button and change font color, style and size

9. In format visual, Go to General and turn on the title radio button and customize on your own like change font style, color, size and alignment and save it.

Product wise Sales and Profit visualization and insights:



INSIGHTS:

- Paseo is the leading product in both sales and profit indicating that Paseo is most valuable product overall, contributing the largest share to revenue and profitability.

Sales - \$33M

Profit - \$4.8M

- VTT and Amarilla follow the strong performance:

- VTT: \$21M in sales and \$3.0M in profit
- Amarilla: \$18M in sales and \$2.8M in profit

- Velo Shows moderate sales of \$18M but comparatively lower profit of 2.3M

This may indicate higher production for Velo compared to Amarilla despite similar sales figures.

- Montana and Carretera are the lowest in both sales and profit.

- Montana - \$15M sales, \$2.1M profit

- Carretera - \$14M sales, \$1.8M profit

These products may need strategic view either marketing push or cost optimization to improve margins.

- While sales and profit are positively correlated, the profit margin varies:
 - Paseo and VTT maintains high margins, reflecting efficient pricing and cost structure.
 - Velo and Montana have lower margins, suggesting for operational improvement.
- Focus on marketing and distribution resources on Paseo to maintain its lead.
- Optimize cost structure for Velo and Montana to improve profit margins.