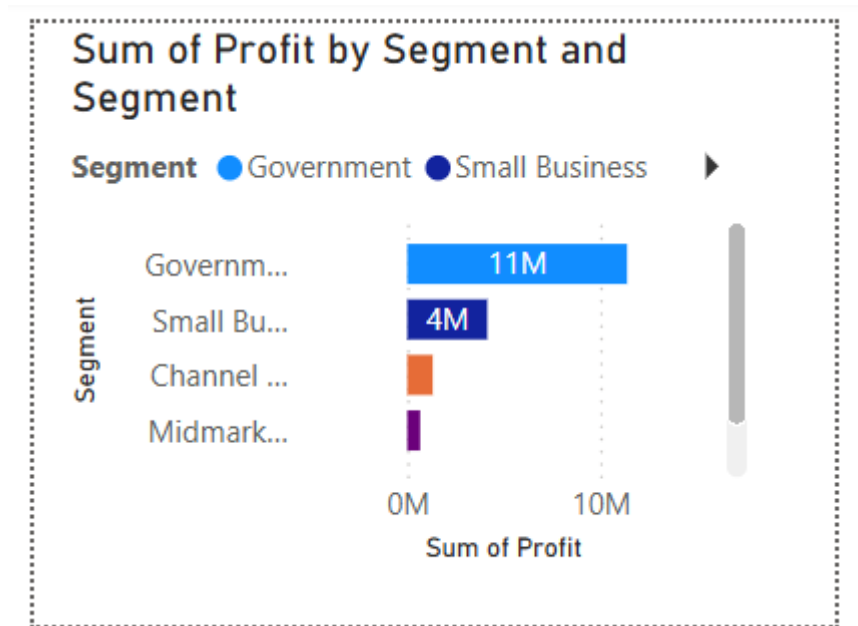


TOOLTIP



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 (11M)**, making it the top contributor to overall profitability.
- ✓ The **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

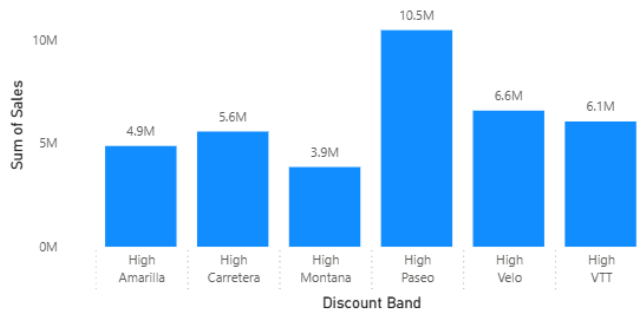
- ❖ In **Power BI**, a **filter** is a feature used to **display specific data** by including or excluding certain values from visuals or reports.
- ❖ It helps **focus analysis** on selected categories, products, time periods, or segments without changing the original dataset.

Example:

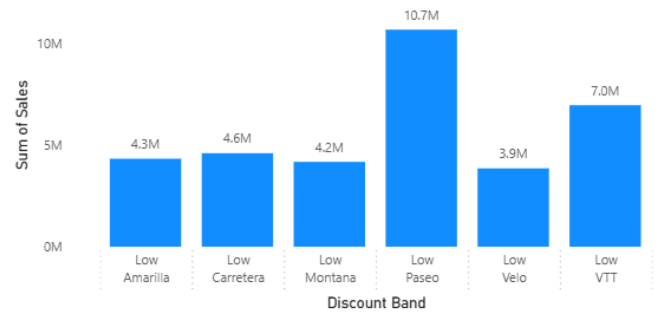
In this report, filters are applied on **Discount Band** (High, Medium, Low, None) to view **product-wise sales** under each discount level.

Create column chart for product wise sales for each discount band

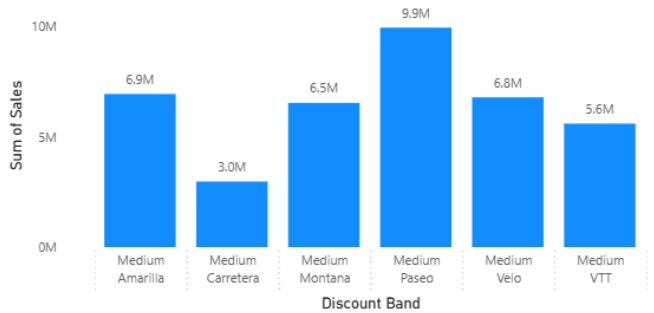
Sum of Sales by Product and Discount Band



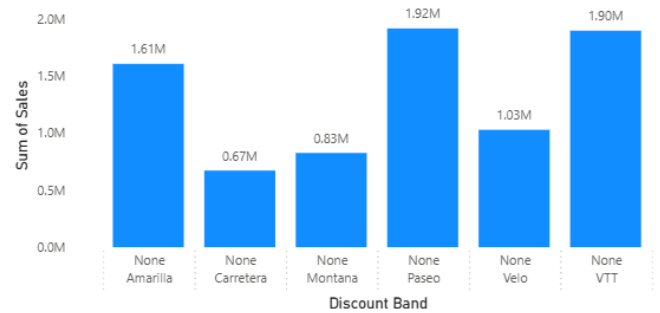
Sum of Sales by Product and Discount Band



Sum of Sales by Product and Discount Band



Sum of Sales by Product and Discount Band

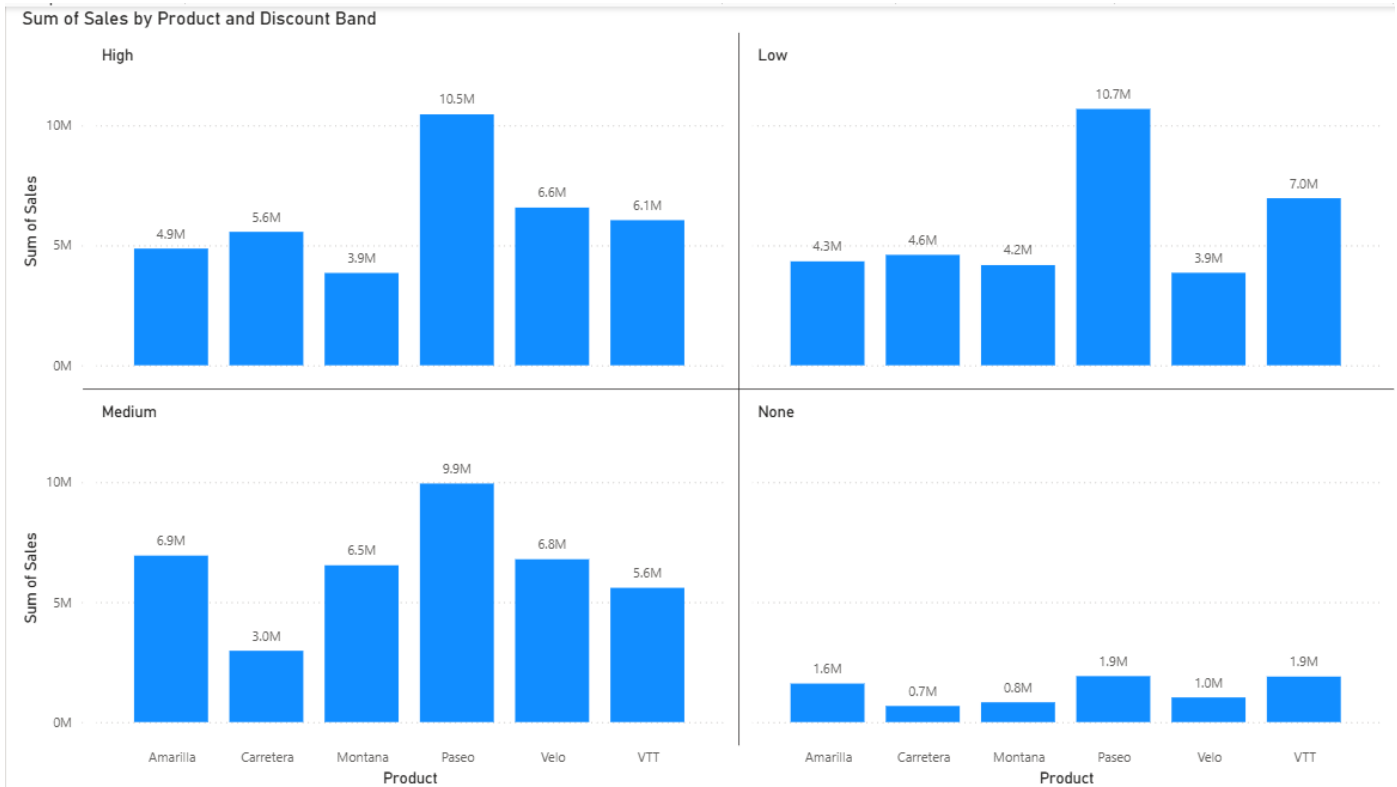


Product Wise Sales by Discount Band

- **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 —
 - High: **10.5M**, Low: **10.7M**, Medium: **9.9M**, None: **1.9M**
This indicates Paseo has **strong demand** regardless of discount level.
- **VTT** and **Velo** perform best under **Low and High discounts**, showing that moderate discounting boosts their sales.
- **Amarilla** maintains **steady mid-level sales** across all bands, suggesting stable performance.
- **Carretera** and **Montana** show **lower 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.