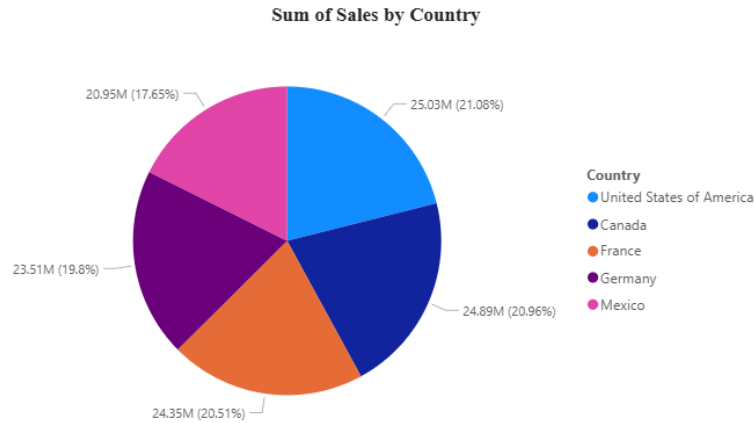# DRILL DOWN AND DRILL THROUGH

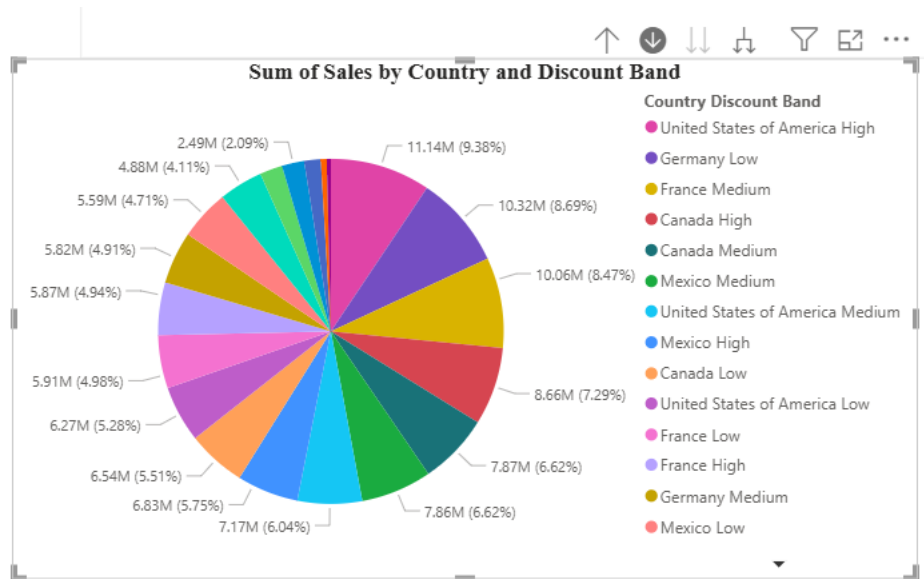Create a pie chart to show each Categorical data wise sales in a single chart
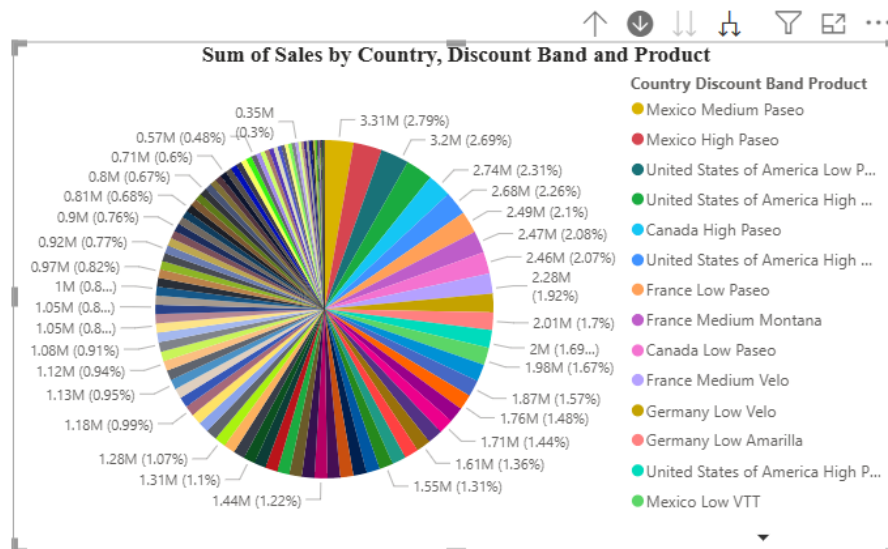
Sum of Sales by Country

- ❖ The pie chart visualizes the **categorical distribution of total sales across different countries**.
- ❖ Each slice of the chart represents the **sum of sales** for a particular country, with the size of each slice corresponding to its share of total sales.
- ❖ This visualization helps to **compare the contribution of each country** to overall sales in a clear, visual manner.

In Power BI, this chart was created by:

- Selecting the **Pie Chart** visualization type.
- Assigning **'Country'** to the *Legend* field.
- Assigning **'Sum of Sales'** to the *Values* field.

- ✓ **United States of America** has the **highest sales**, contributing **25.03M (21.08%)** of the total sales.
- ✓ **Mexico** has the **lowest sales contribution** at **20.95M (17.65%)**, indicating potential growth opportunities in this market.
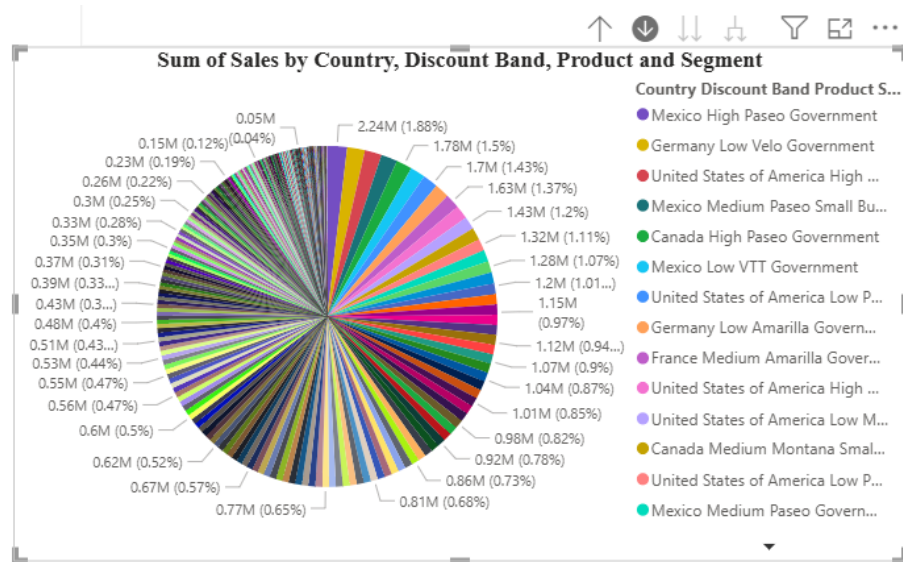
Sum of Sales by Country and Discount Band

- ✓ The chart reveals that **high discount bands** generally boost total sales volumes in larger markets (like the USA and Canada), while **low or medium discounts** perform better in markets with steady demand (like
- ✓ Germany and France). This suggests that **optimal discount strategies should vary by country** depending on customer behavior and price sensitivity.

Sum of Sales by Country, Discount Band and Product

- o The chart reveals that **"Paseo" is the top-performing product across all countries**, especially under **medium and high discount bands**.
- o Mexico leads overall sales contribution, while the USA and Canada also perform strongly across multiple discount levels.

- o Countries like **Germany and France** show stable, consistent performance with **low to medium discounts**, reflecting market maturity and steady demand.
- o **Medium discount bands** appear to offer the best balance between profit margin and sales volume.
- o Regional strategies can be fine-tuned to focus marketing on top-performing products (like Paseo) and optimize discounts for maximum profitability.

Sum of Sales by Country, Discount Band, Product and Segment

- ➢ From the chart showing the **Sum of Sales by Country, Discount Band, Product, and Segment**, it is observed that **Mexico High Paseo Government (2.24M)** records the **highest sales**, followed by **Germany Low Velo Government** and **USA High Paseo Government**.
- ➢ This indicates that the **Government segment** contributes the largest share across most countries.
- ➢ Products like *Paseo* and *Velo* continue to perform strongly across different discount levels, reaffirming their popularity.
- ➢ The **Government and Small Business segments** dominate the sales distribution, while other segments show smaller contributions.
- ➢ Overall, **Mexico and the USA lead in sales**, especially under **high or medium discounts**, proving that targeted discount strategies and focus on government buyers significantly boost overall revenue.