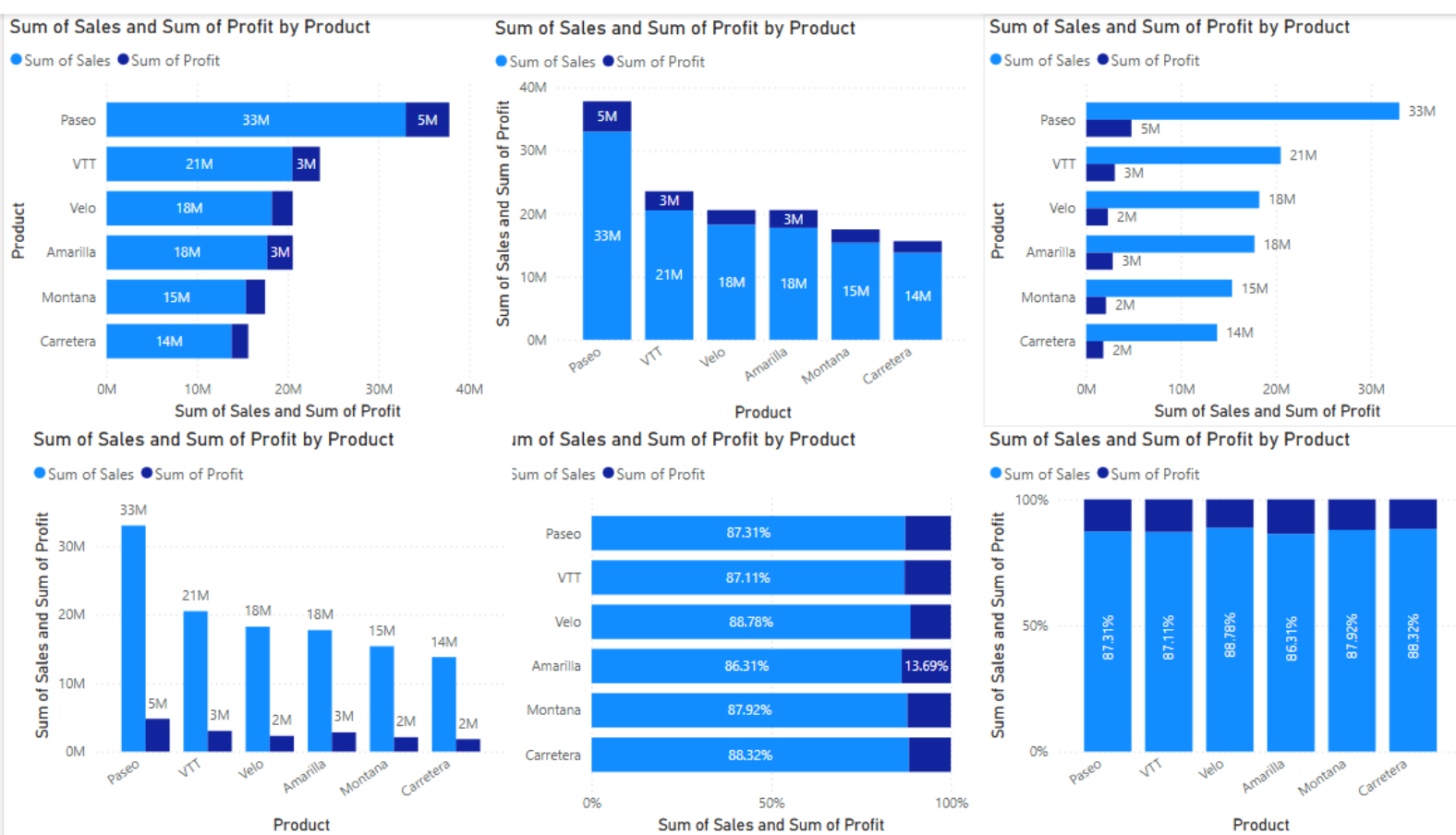


Difference between Clustered, Stacked and 100% Stacked

Column/Bar chart



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.

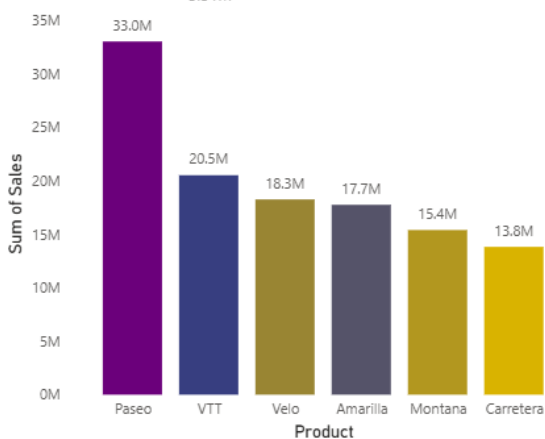
Example: The charts where every bar is the same height (100%), but portions are shown in **percentages** (like 87% sales, 13% profit).

Interpretation:

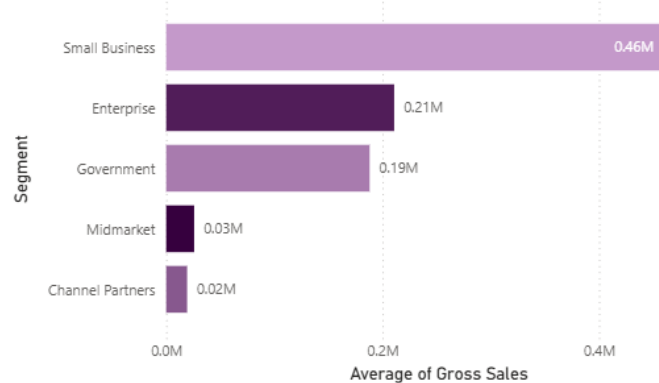
- Every product's total = 100%.
- The chart shows what **% of total** is Sales and what % is Profit.
- Best for comparing **relative performance or margins**, not actual amounts.

Gradient Conditional Formatting

Sum of Sales by Product
Sum of Profit 1.83M 3.31M 4.80M



Average of Gross Sales by Segment
Average of Units Sold 1.53K 1.72K



- ❖ 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** show **significantly lower sales**, reflected in both shorter bars and very light gradient colors, indicating **low unit sales**.