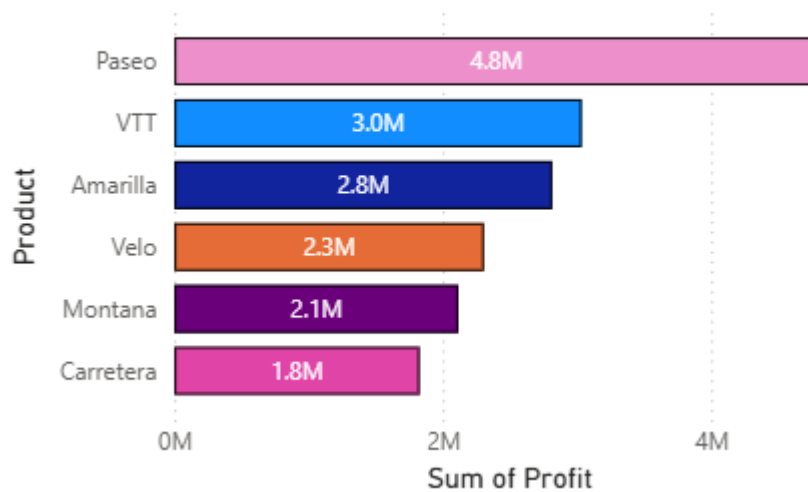


Date: 18-11-2025

### Sum of Profit by Product and Product



#### 1. Paseo is the top-performing product

- At **4.8M**, Paseo significantly outperforms all others.
- It contributes nearly twice as much profit as lower-tier products like Carretera.

#### 2. Mid-tier products are relatively close

- VTT (**3.0M**) and Amarilla (**2.8M**) are competitive.
- Their performance gap is small, suggesting similar market demand or margins.

#### 3. Lower-performing products

- Velo (**2.3M**), Montana (**2.1M**), and Carretera (**1.8M**) lag behind.
- Potential areas to investigate:
  - pricing
  - sales volume
  - regional performance
  - marketing support

#### 4. Overall profit distribution

- The spread between the highest and lowest product is large ( **3M**), indicating uneven profit contribution across the product portfolio.

#### 1. Prepare Your Data

Ensure your dataset contains:

- **Product** (text)
- **Profit** (numeric)

## 2. Insert Visual

- Select **Bar Chart** → **Stacked Bar Chart** or **Clustered Bar Chart** (horizontal).

## 3. Assign Fields

- Drag **Product** → *Y-Axis*
- Drag **Profit** → *X-Axis*, ensuring aggregation is **Sum**

## 4. Sort Properly

- Sort the chart by *Profit (descending)* so the highest bar appears at the top.

## 5. Add Data Labels

- Visualizations pane → **Data labels ON**
- Format label display units: **Millions**
- Optional: Customize label position to **inside end**.

## 6. Customize Colors

- Format → **Bars** → Manual → Assign unique colors or use a gradient theme.

## 7. Add Title & Axis Labels

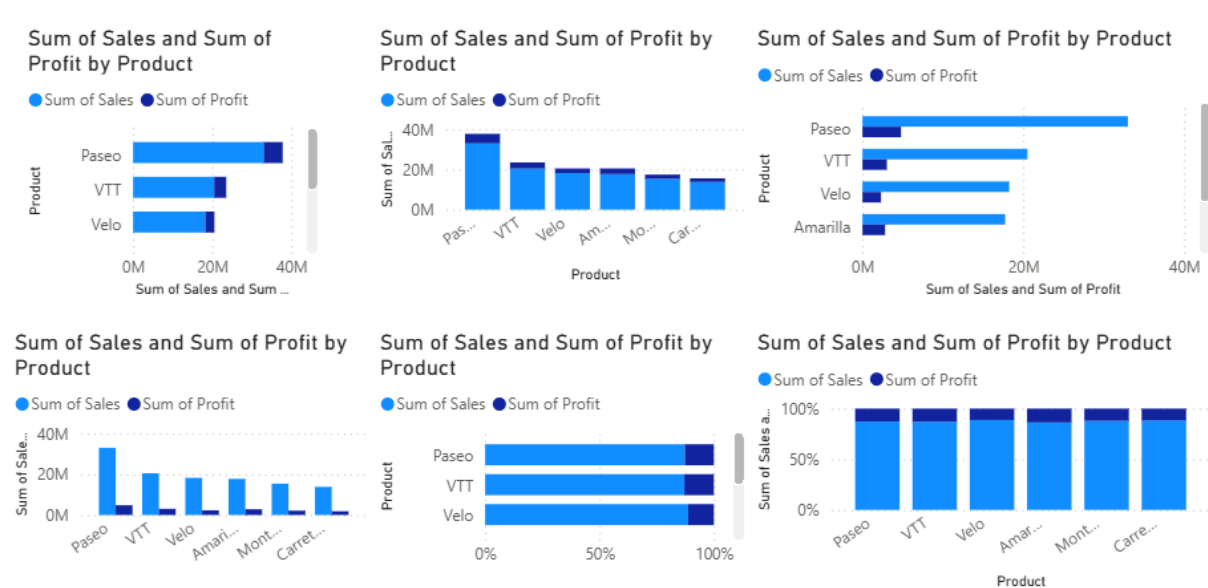
- Chart title: **“Sum of Profit by Product”**
- X-axis title: **“Sum of Profit”**
- Y-axis title: **“Product”**

## 8. Gridlines and Formatting

- Add subtle **vertical gridlines** for readability.
- Use clean fonts and adequate spacing.

## Legend Usage:

- A **legend is applied to assign different Colors to each product**, making it easier to visually distinguish and compare them.
- Each bar has a **unique color**, functioning as the visual legend directly on the chart itself.
- This color differentiation enhances readability and supports quick insight without requiring a separate legend box.



### Description:

This Power BI report visualizes product performance using multiple chart types to compare **Sum of Sales** and **Sum of Profit** across different products.

A **legend is included**, where:

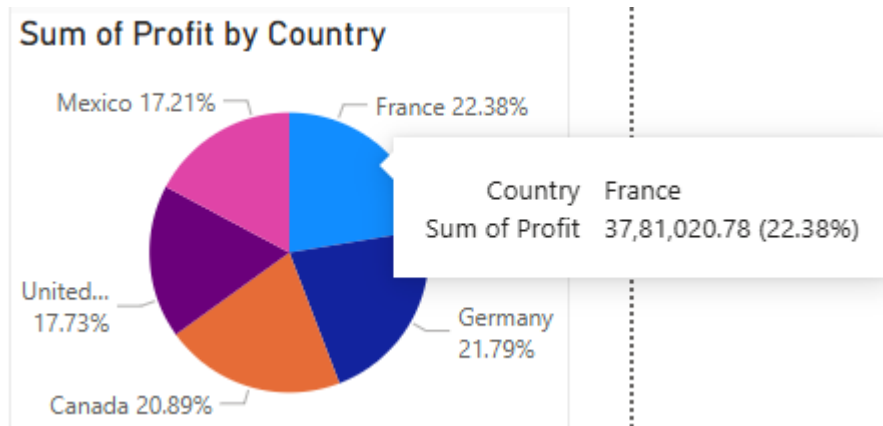
- **Light Blue** represents **Sum of Sales**
- **Dark Blue** represents **Sum of Profit**

The report uses **multiple chart visuals**, including:

1. **Horizontal Bar Chart**
  - Compares sales vs profit side-by-side across products like Paseo, VTT, Velo, etc.
2. **Vertical Clustered Column Chart**
  - Shows stacked values of Sales and Profit for each product.
3. **100% Stacked Bar Chart**
  - Displays sales and profit as a percentage of total for each product.
4. **100% Stacked Column Chart**
  - Shows the proportional share of sales vs profit vertically.

These multiple visuals help users compare:

- Absolute values (in bar & column charts)
- Percentage contribution (in stacked 100% charts)



**Title:**

**Sum of Profit by Country**

**Description:**

This pie chart shows **profit distribution across countries**:

- France: 23.8%
- Germany: 23.51%
- Canada: 19.83%
- Mexico: 17.91%
- United States of America: 14.96%

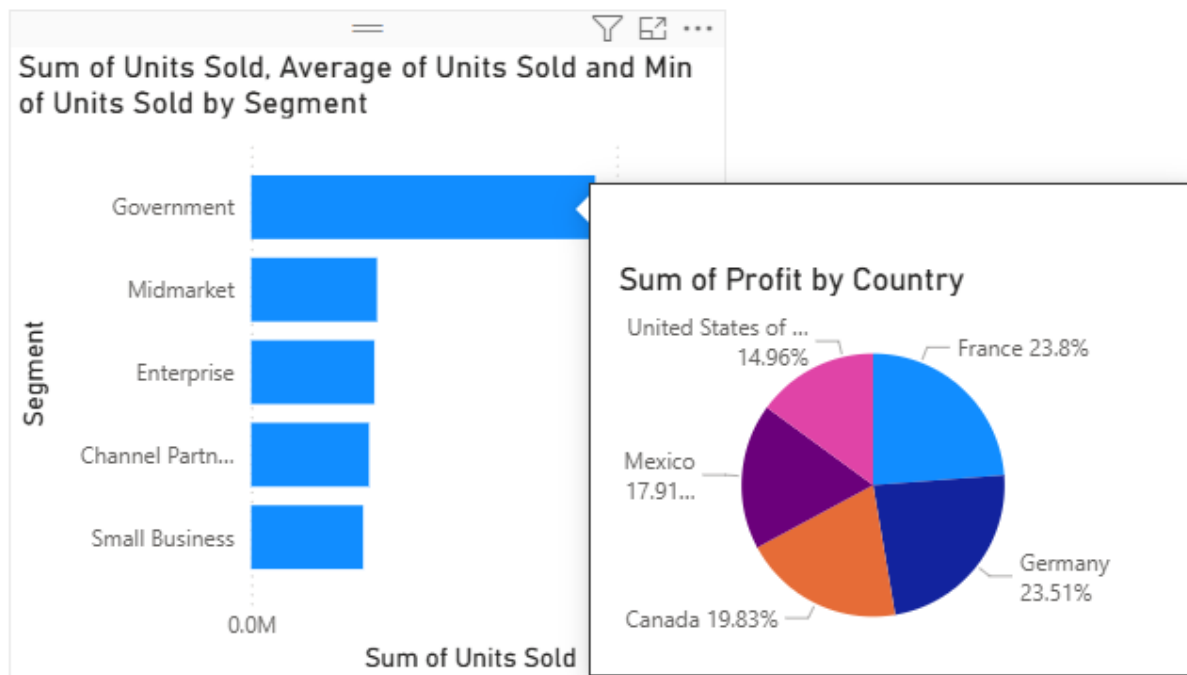
France has the largest share of profit, with the U.S. being the lowest.

**Text Tooltip:**

This chart uses a **text tooltip**, meaning:

- When hovering over a slice (country),
- A small popup displays **only numerical detail** like:
  - Country name
  - Profit value or percentage

**Text tooltip = Only text / numbers, no visual chart inside.**



#### A. From the Bar Chart (Units Sold by Segment)

1. **Government** segment is the highest in units sold.
2. Other segments (Midmarket, Enterprise, Channel Partners, Small Business) have significantly lower sales volumes.

#### B. From the Tooltip Pie Chart (Profit by Country)

When hovering over a segment, the tooltip reveals:

- France (23.8%) and Germany (23.51%) are the top contributors.
- Canada (19.83%) is a mid-level contributor.
- Mexico (17.91%) and the U.S. (14.96%) contribute less.

#### C. Combined Insight (Why tooltips matter)

By using tooltips:

- You can analyse **sales performance by segment** while also instantly seeing **profit contribution by country**.
- Relationships between segments and countries might emerge (if filters are applied).
- This allows for **multi-dimensional analysis** without taking up extra space on the page.

Tooltips make dashboards interactive, compact, and more informative.