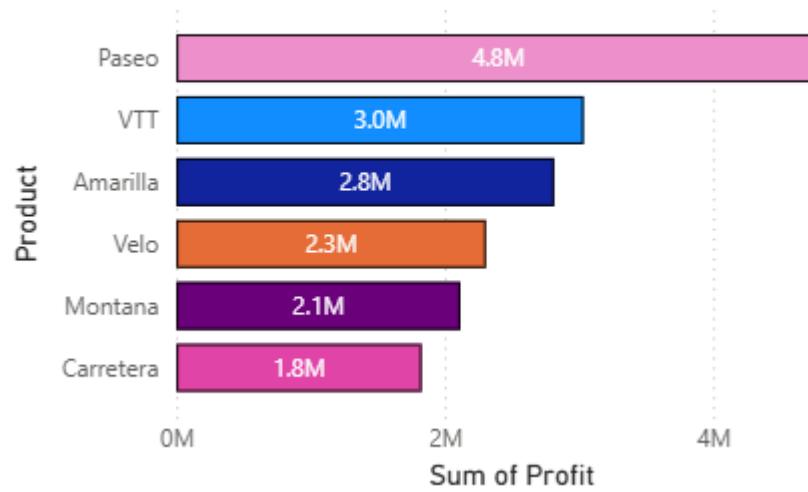


Date: 18-11-2025

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

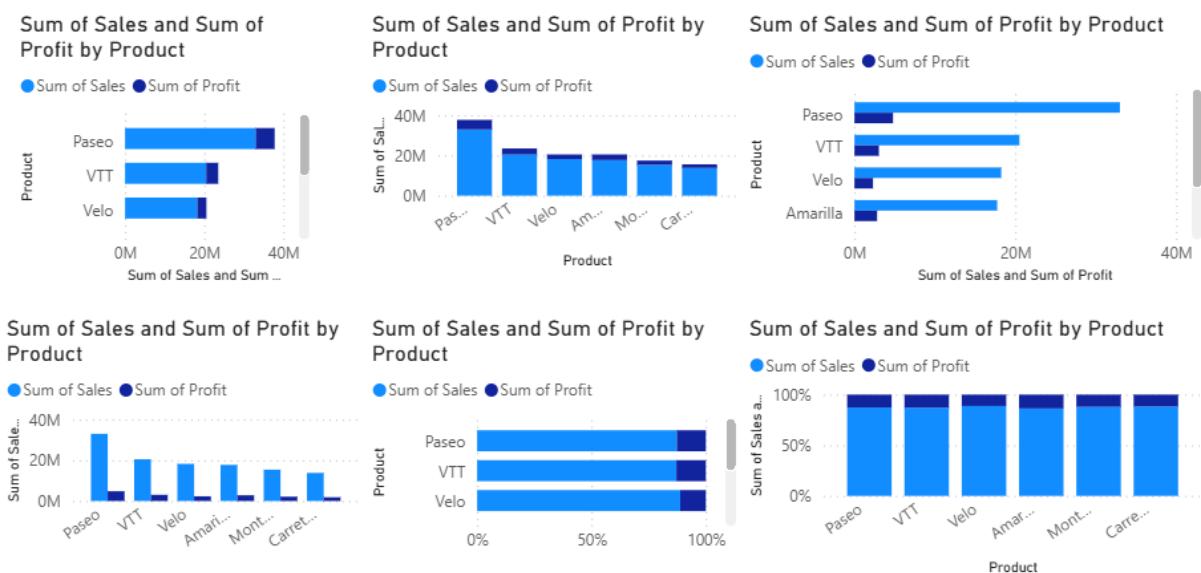
- Chart title: **“Sum of Profit by Product”**
- X-axis title: **“Sum of Profit”**
- Y-axis title: **“Product”**

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 Colores 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:

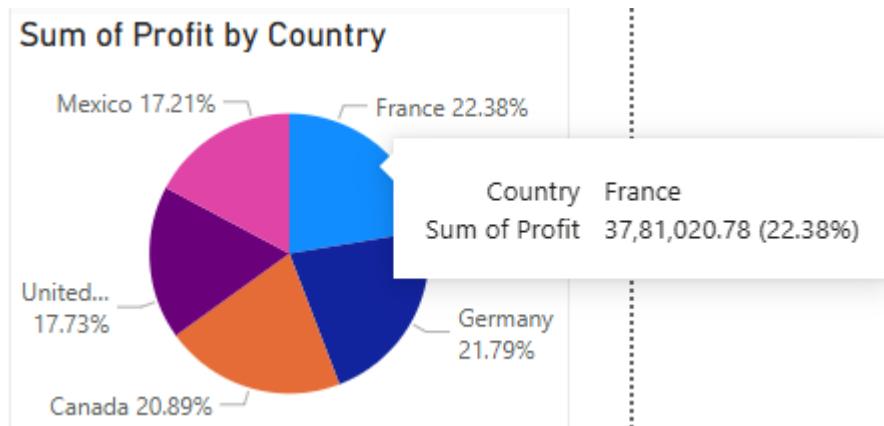
- Light Blue represents **Sum of Sales**
- Dark Blue represents **Sum of Profit**

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%

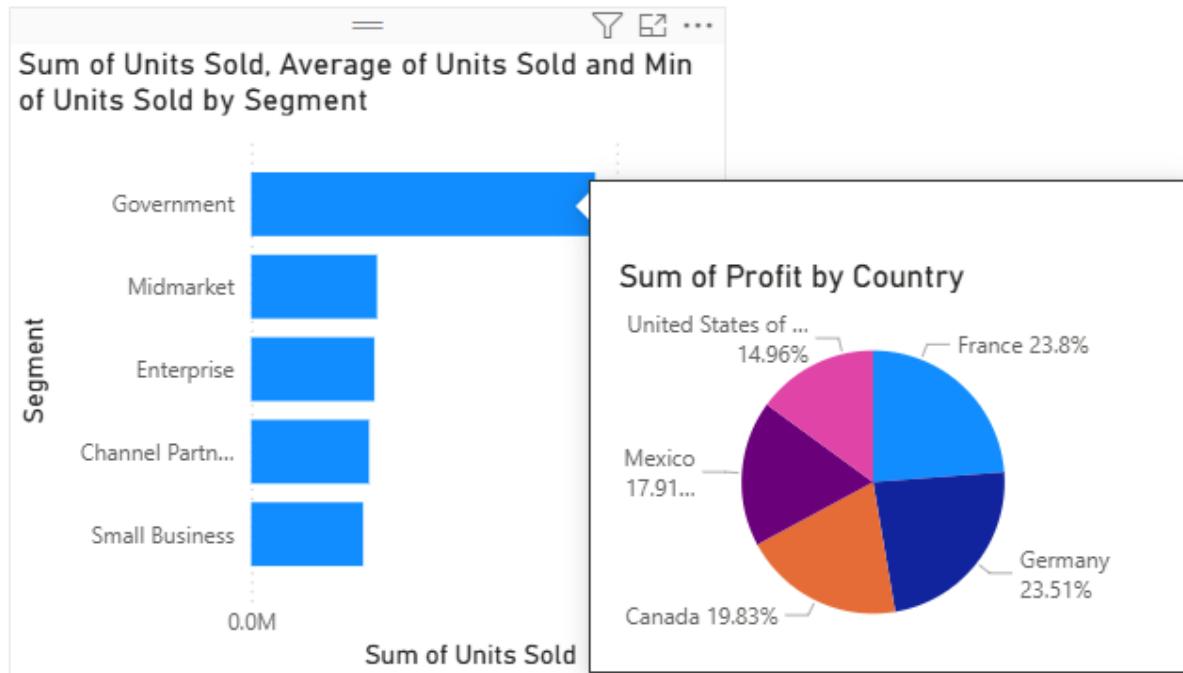
France has the largest share of profit, with the U.S. being the lowest.

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.