Date: 19-11-2025

Title: Targets

Sum of Sales by Product and Product

Sum of Sales and Sum of Profit by Product
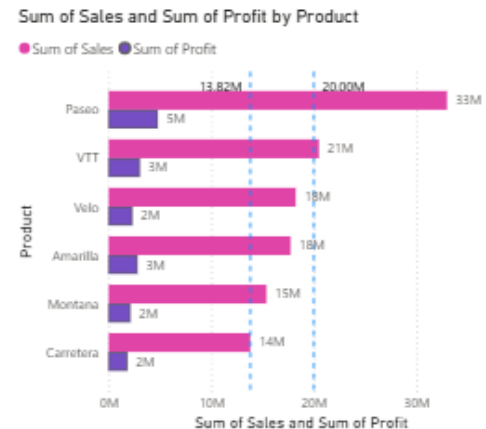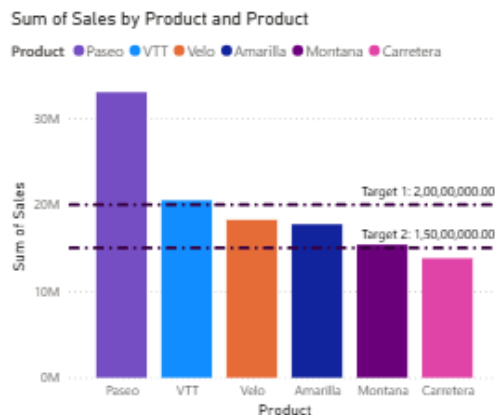
1. Vertical Clustered Column Chart (Left Visual)

Purpose:
To compare **total sales by product** while assessing performance relative to two defined targets.

Key Features:

- Each product is represented by a vertical bar.

- **Dashed horizontal target lines** are drawn at:

    o **Target 1:** 20,000,000

    o **Target 2:** 15,000,000

- Colors represent different products.

Insights:

- **Paseo** significantly **exceeds both targets**, making it the highest-performing product.

- **VTT** and **Velo exceed Target 2** and closely approach **Target 1**, showing solid performance.

- **Amarilla** and **Montana** meet or slightly exceed **Target 2** but fall short of **Target 1**.

- **Carretera** falls below both targets, making it the **lowest performer**.

This chart is useful for **quickly identifying which products hit or miss strategic targets**.

2. Horizontal Bar Chart (Right Visual)

Purpose:
To compare the **actual values of Sales and Profit side-by-side** for each product.

Key Features:

- **Pink bars** represent **Sum of Sales**.

- **Dark blue bars** represent **Sum of Profit**.

- Products are listed vertically for easy comparison.

- Dotted vertical lines mark **target thresholds** visually aligned with the sales axis.

Insights:

- **Paseo** shows the highest sales (≈33M) and a strong profit margin.

- **VTT** and **Velo** display healthy profits relative to their sales values.

- **Carretera** has low sales and profit, indicating the weakest financial performance.

- The alignment of bars with target markers helps highlight which products meet or miss expectations.

These visual supports **side-by-side absolute value comparison** and makes profit contribution easy to interpret.

How Targets Enhance the Analysis

The addition of **target lines** enables:

- Quick evaluation of performance vs goal.

- Easy identification of **over-performing** and **under-performing** products.

- Visual segmentation of product categories:
    - **High performers** (Paseo)
    - **Moderate performers** (VTT, Velo)
    - **Low performers** (Carretera)

Title: Sum of profit by product and each discount band

Sum of Profit by Product, Discount Band and Discount Band

Sum of Profit by Product and Discount Band

Sum of Profit by Product and Discount Band

Sum of Profit by Product and Discount Band

Description:

This Power BI report analyses **how profit varies across products under different discount bands** (High, Low, Medium, and None).

Each visual isolates a single **discount band**, making it easy to compare how each product performs when that level of discount is applied.

The charts use **clustered column visuals**, where each bar represents the **Sum of Profit** for a specific product within a particular discount band.

1. High Discount Band (Top-Left Chart)

Purpose:
Shows how offering *high discounts* affects product profitability.

Insights:

- **Paseo** generates the **highest profit** (1.39M) even under high discounts, indicating strong demand or efficient cost structure.

- **Montana** and **VTT** show moderate profit levels around 0.45M–0.52M.

- **Carretera** has the **lowest profit** (0.12M), suggesting heavy discounting significantly reduces its margin.

- Products respond differently to high discounts, helping identify which items remain profitable despite reduced prices.

2. Low Discount Band (Top-Right Chart)

Purpose:
Compares product profitability when **low discounts** are applied.

Insights:

- **Paseo** again leads with the **highest profit** (~1.61M).

- **VTT** and **Montana** generate over 1M in profit, showing strong performance under light discounting.

- **Amarilla** and **Carretera** produce lower but stable profit levels.

- The low discount scenario highlights that reducing discounts boosts profitability across all products.

3. Medium Discount Band (Bottom-Left Chart)

Purpose:
Displays profit performance under **mid-range discounts**.

Insights:

- **Paseo** remains the top performer (~1.52M).

- **VTT**, **Velo**, and **Montana** show balanced profit levels between 0.7M and 1.2M.

- **Amarilla** produces moderate profit levels.

- Medium discounts appear to maintain profitability for most products, striking a balance between customer incentive and margin retention.

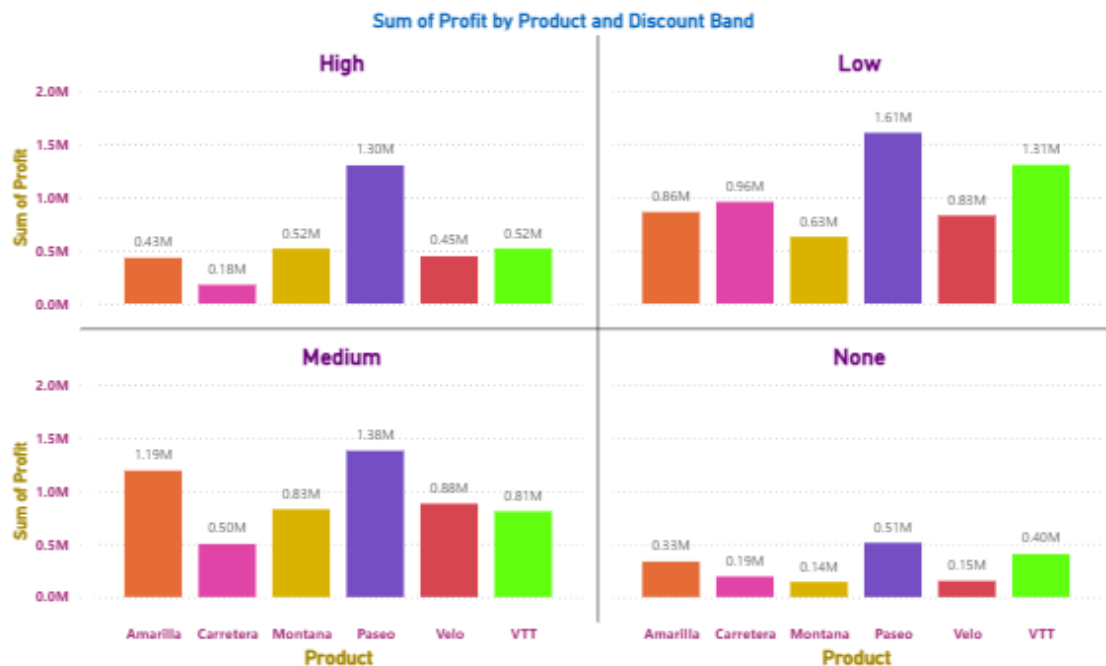## 4. No Discount Band (Bottom-Right Chart)

Purpose:
Shows profit when **no discounts** are applied, representing maximum-margin scenarios.

Insights:

- **Paseo** again achieves strong results (~0.51M), even without discount-driven demand.

- **VTT** and **Montana** also perform well at ~0.40M.

- Some products like **Carretera** and **Velo** still generate modest profits.

- This band allows users to compare baseline profitability without promotional effects.

Title: Sum of profit by product and discount band using small multiples

Description:

This Power BI report analyses **how profit varies across different products under each discount band**—High, Low, Medium, and None—using **Small Multiples**, which allow a consistent comparison of repeated charts across categories.

Each small multiple displays the **Sum of Profit by Product** for a single discount band, ensuring the viewer can easily identify patterns, differences, and performance trends across pricing strategies.

How Small Multiples Are Used

Power BI's **Small Multiples** feature duplicates the same chart layout for each discount band (High, Low, Medium, None), allowing users to compare:

- Product performance **side-by-side across identical chart structures**

- Profit changes when discount levels shift

- Which products respond best to specific discount strategies

This ensures consistent axes, scales, and formatting, making comparisons intuitive and visually balanced.

Insights From Each Small Multiple

1. High Discount Band (Top-Left Chart)

Shows how products perform when **large discounts** are applied.

Key Observations:

- **Paseo** achieves the **highest profit** (1.30M), showing strong demand even under high discounts.

- **Montana**, **Velo**, and **VTT** deliver moderate profit levels (0.45–0.52M).

- **Carretera** records the **lowest profit** (0.18M), indicating higher sensitivity to heavy discounting.

This view highlights which products maintain profitability even with aggressive discount strategies.

2. Low Discount Band (Top-Right Chart)

Displays profits when only **small discounts** are applied.

Key Observations:

- **Paseo** leads significantly (1.61M), maximizing profit with minimal discount reduction.

- **VTT** (1.31M) and **Montana** (0.83M) also perform strongly.

- Profits increase across all products when discounting is lighter.

This view shows how low discounting improves margin contribution.

3. Medium Discount Band (Bottom-Left Chart)

Shows profit at a balanced discount level.

Key Observations:

- **Paseo** remains the top performer (1.38M).

- **Montana**, **Velo**, and **VTT** show stable profit ranges (0.80–1.19M).

- **Carretera** and **Amarilla** provide predictable, moderate performance.

This chart demonstrates a middle-ground profit pattern between high and low discounting.

4. No Discount Band (Bottom-Right Chart)

Shows pure profit levels without any discount influence.

Key Observations:

- Profit levels decrease for most products, indicating that discounts help drive volume.

- **Paseo** (0.51M), **VTT** (0.40M), and **Velo** (0.15M) still generate meaningful profits.

- **Carretera** (0.19M) and **Montana** (0.14M) remain low.

This view provides a baseline understanding of **margin without promotional impact**.