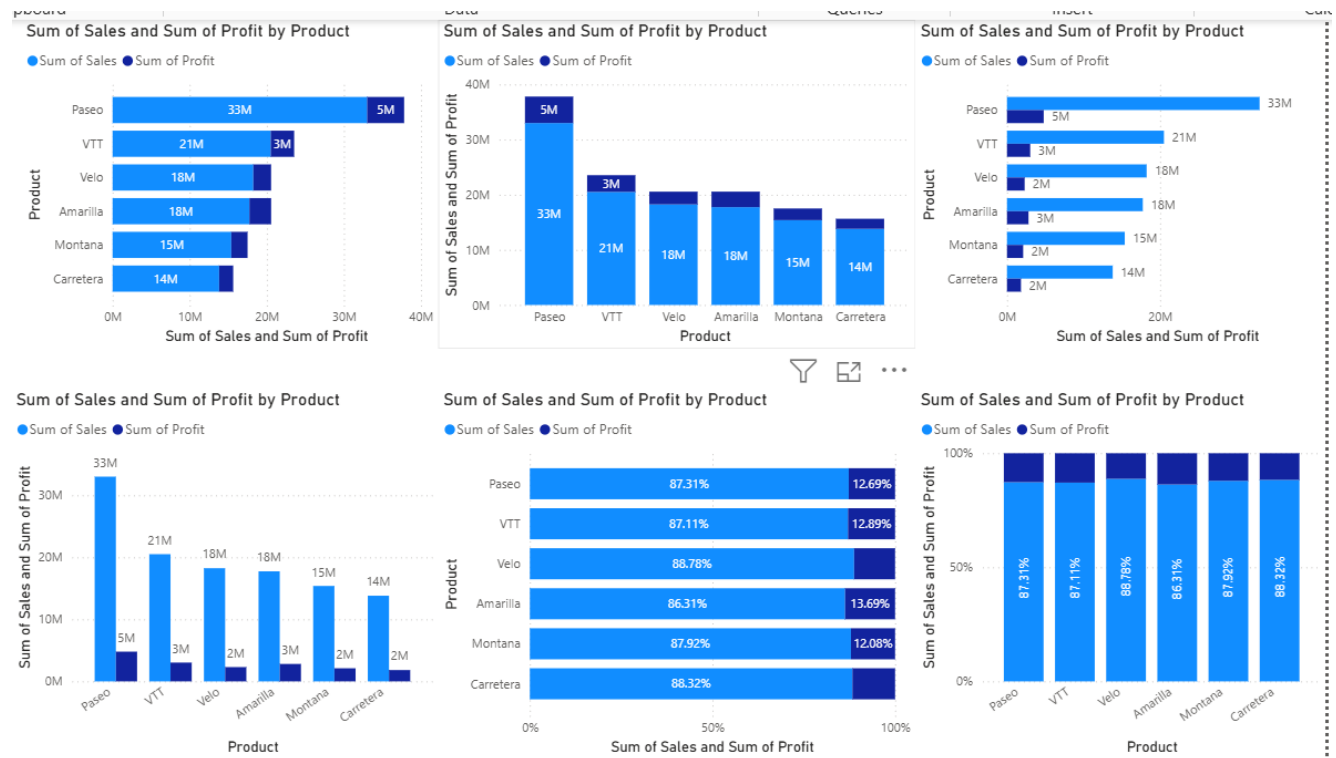CT: Combined Sales and Profit Analysis (Multiple Chart Types)

Insights:

• Paseo consistently ranks highest in both sales (33M) and profit (5M), showing strong over performance.

• VTT follows as the second-best performer with 21M sales and 3M profit, highlighting solid profitability.

• Velo and Amarilla each record 18M in sales, though Amarilla has a slightly higher profit margin.

• Montana (15M sales, 2M profit) and Carretera (14M sales, 2M profit) lag behind, indicating potential areas for product or market improvement.

• The percentage-based stacked chart shows Paseo and VTT contributing the largest shares to both total sales and profit.

• Overall, the data reflects that higher sales volumes generally lead to higher profits, but some mid-tier products (like Amarilla) demonstrate efficient profit ratios.

Steps to Reproduce:

1. Create the Visuals

• Select different visuals from the Build Visuals pane:

• Bar Chart, Clustered Column Chart, and 100% Stacked Bar Chart.

• Add Product to the axis field.

• Add both Sum of Sales and Sum of Profit to the values field.

2. Format Each Chart

• Go to Format your visual and customize the X-axis and Y-axis.

• Options available:

• Change font style, font size, and font colour.

• Turn on value labels to display sales and profit values.

• Enable and format the chart title (font size, style, and colour).

3. Adjust Axis Titles

• Under Format visual → Y-axis, select:

• Value → Turn radio button ON.

• Change font colour, style, and size.

• Enable Title and format accordingly.

4. Gridlines

• Go to Gridlines and turn off horizontal lines for a cleaner look.

5. Columns/Bars

• Select Column/Bar → Category colour and assign contrasting colours for Sales and Profit.

6. Borders

• Turn ON Border radio button to define chart boundaries.

7. Data Labels

• Turn ON Data Labels.

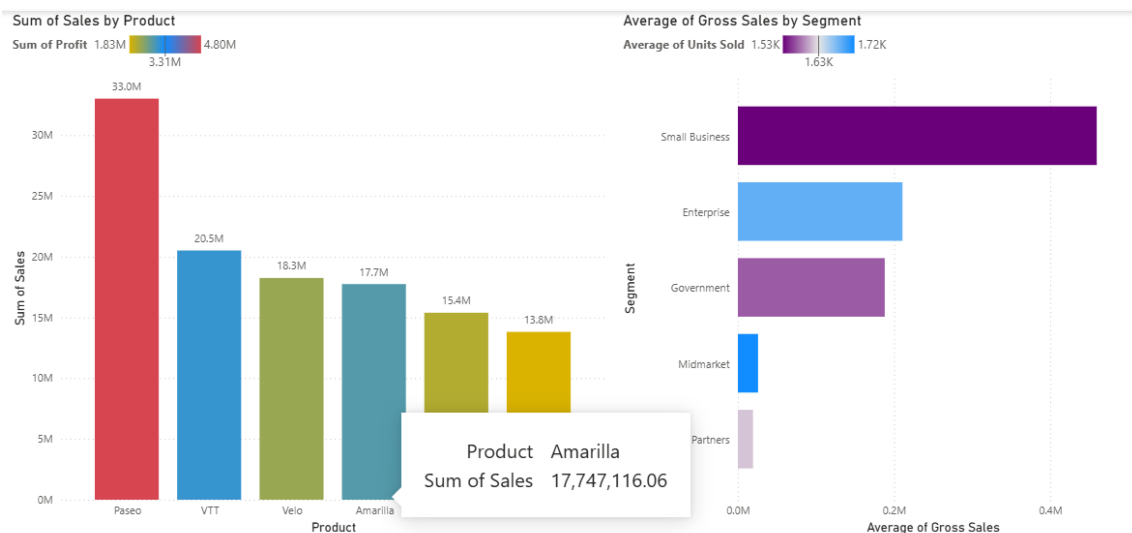• Choose position (Inside/Outside end) for readability.

8. Values

• Under Values section, modify font colour, style, and size for clear numeric display.

9. Percentage Chart

• Create a 100% Stacked Bar Chart using the same fields (Sum of Sales and Sum of Profit).

• This helps visualize relative contribution of each product to total sales and profit.

10. Final Formatting

• Go to General → Title and enable it.

• Adjust font style, colour, size, and alignment for each chart.

• Arrange all visuals neatly on a single report page for side-by-side comparison.

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