CT: Clustered Bar Chart
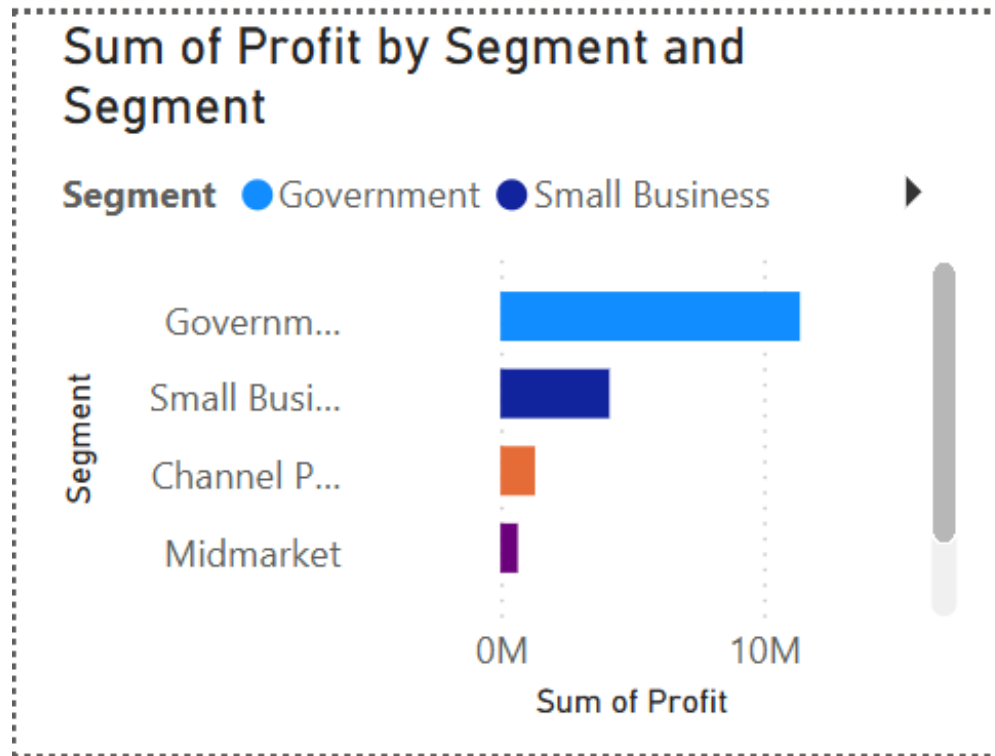
Insights:

  • The Government segment generates the highest total profit, reaching nearly 10M, indicating strong performance in this sector.

  • The Small Business segment follows next, contributing moderate profit levels, showing stable business activity.

  • Channel Partners and Midmarket segments record minimal profit, representing underperforming areas compared to the others.

  • The data highlights a clear concentration of profitability in the Government sector, suggesting an opportunity to diversify profit sources by improving performance in smaller segments.

  • Enhancing strategies for Small Business and Channel Partners could help balance the overall profit distribution across all customer segments.

Steps to reproduce:

  1. Selected the Clustered Bar Chart from the Build visuals pane.

  2. Passed Segment to the Y-axis and Profit to the X-axis.

3. Went to Format Visual and customized chart appearance:

• Changed font style, font size, and font color.

• Turned data labels on to show profit values on each bar.

• Adjusted title font (size, color, and alignment) for better readability.

4. Configured Y-axis options under Format Visual:

• Modified range, value font color, and title styling.

• Turned on the title radio button and customized it.

5. Adjusted Gridlines:

• Turned horizontal gridlines off for a cleaner look.

6. Went to Columns section:

• Selected segment color manually for distinction (e.g., blue for Government, dark blue for Small Business, etc.).

7. Turned on Border option to give the visual a defined frame.

8. Turned on Data Labels:
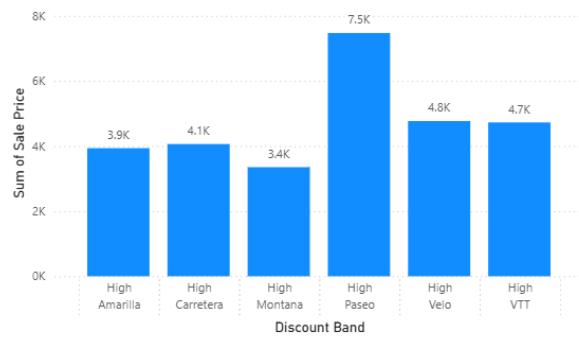
• Chose label position and font styling.

9. Enabled Value Display:
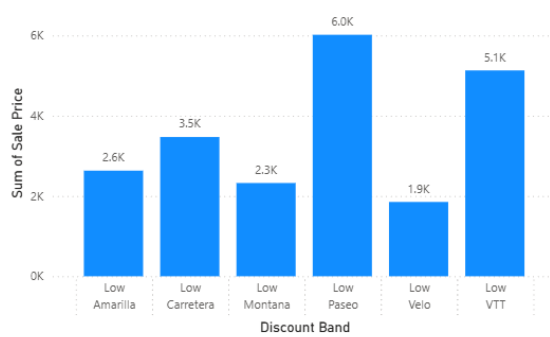
• Customized font color, style, and size.

10. In Format Visual → General, turned on the Title option:

• Changed font style, color, size, and alignment, then saved the final report.
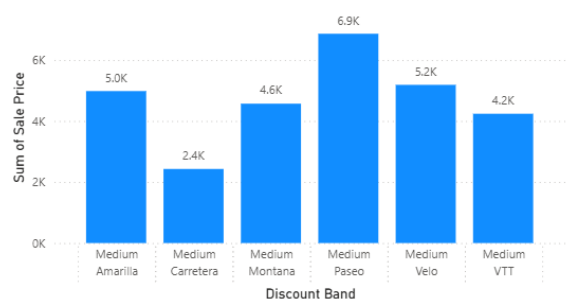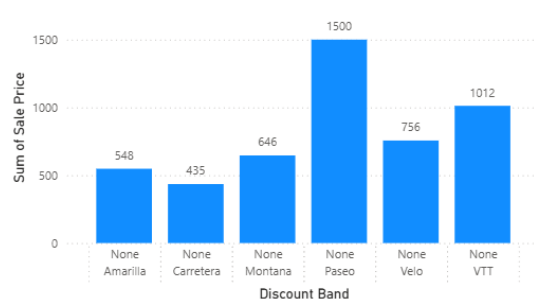
Sum of Sale Price by Product and Discount Band (top-left: High Amarilla 3.9K, High Carretera 4.1K, High Montana 3.4K, High Paseo 7.5K, High Velo 4.8K, High VTT 4.7K)

Sum of Sale Price by Product and Discount Band (top-right: Low Amarilla 2.6K, Low Carretera 3.5K, Low Montana 2.3K, Low Paseo 6.0K, Low Velo 1.9K, Low VTT 5.1K)

Sum of Sale Price by Product and Discount Band (bottom-left: Medium Amarilla 5.0K, Medium Carretera 2.4K, Medium Montana 4.6K, Medium Paseo 6.9K, Medium Velo 5.2K, Medium VTT 4.2K)

Sum of Sale Price by Product and Discount Band (bottom-right: None Amarilla 548, None Carretera 435, None Montana 646, None Paseo 1500, None Velo 756, None VTT 1012)

CT: Clustered Column Chart (Small Multiples)

Insights:

• Across all discount bands, Paseo consistently records the highest sale price, peaking at 7.5K in the High discount band and 6.9K in the Medium discount band.

• Products such as Amarilla, Carretera, and Montana show moderate performance across all discount levels, typically between 2K–5K.

• Velo and VTT maintain stable performance but remain below Paseo in every category.

• Sale prices tend to decrease as discount levels reduce (from High to None), indicating a strong impact of discounting on overall sales revenue.

• The 'None' discount band shows the lowest overall sales across all products, confirming that discounts are a major driver of sales volume.

Steps to reproduce:

1. Selected the Clustered Column Chart visual from the Build Visuals pane.

2. Dragged Product to the X-axis and Sale Price to the Y-axis.

3. Added Discount Band to the Small Multiples field to create separate charts for each discount category (High, Medium, Low, None).

4. Went to Format Visual and applied the following customizations:

• Changed font style, font size, and color for both axes.

• Turned data labels on to show exact sale price values on each bar.

• Adjusted title font (size, color, and alignment) for better presentation.

5. Under Y-axis settings:

• Adjusted range, value display, and title styling.

• Turned on title radio button and customized color and font.

6. Went to Gridlines and turned horizontal lines off for a cleaner look.

7. Opened Columns section and selected custom colors for each discount band.
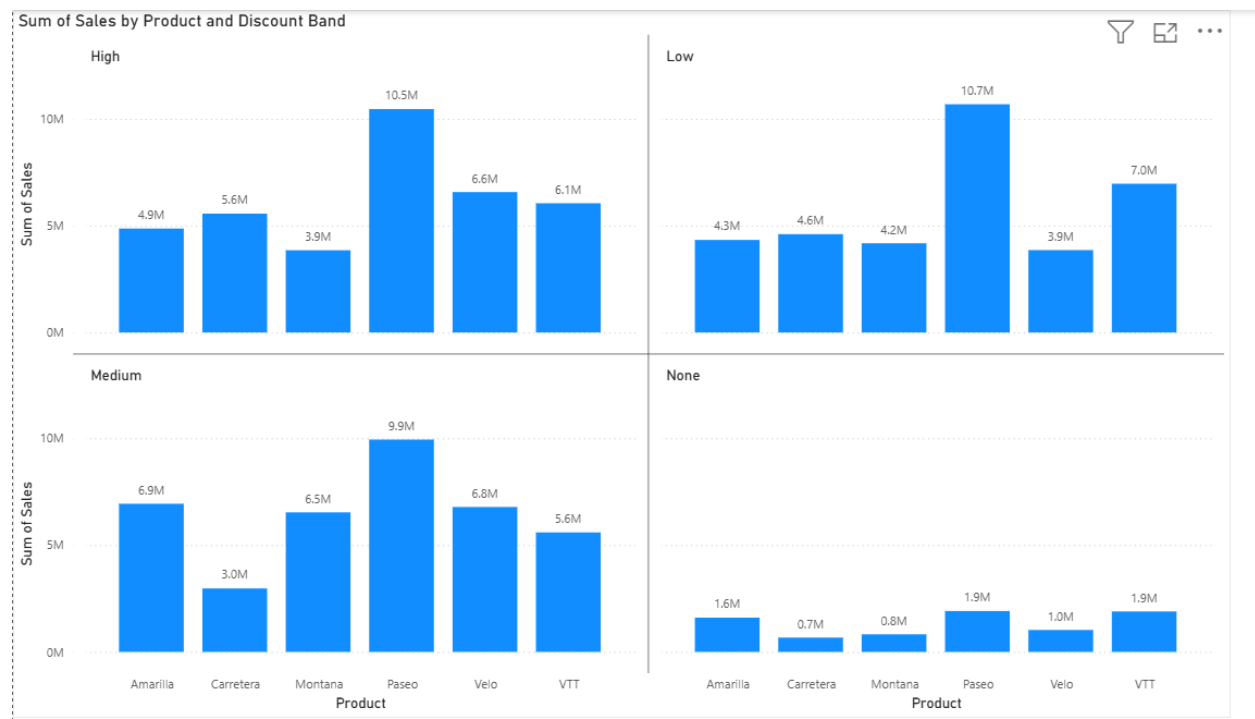
8. Turned on the Border option to outline each visual.

9. Activated Data Labels and selected position and font formatting.

10. Enabled Value display and adjusted text color, style, and size.

11. Under General → Title, turned on the title radio button and formatted title with font style, size, color, and center alignment.
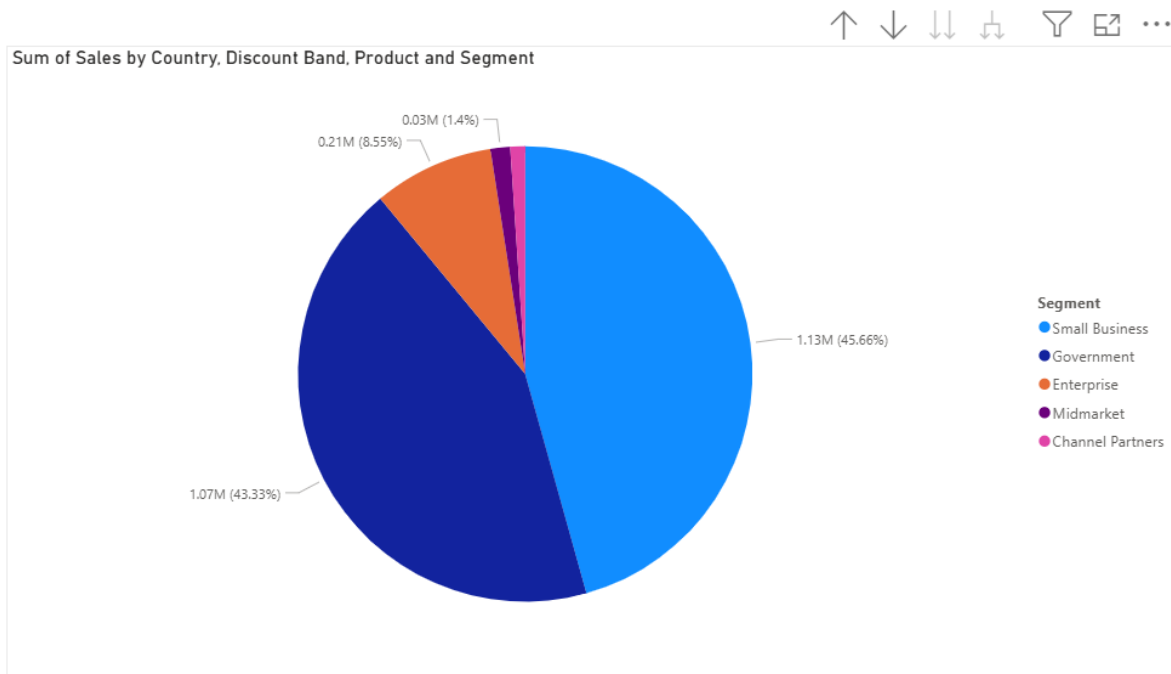
12. Saved the visual for final submission.

CT: Clustered Column Chart (Small Multiples)

Insights:

　• Across all discount bands, Paseo consistently records the highest sale price, peaking at 7.5K in the High discount band and 6.9K in the Medium discount band.

　• Products such as Amarilla, Carretera, and Montana show moderate performance across all discount levels, typically between 2K–5K.

　• Velo and VTT maintain stable performance but remain below Paseo in every category.

　• Sale prices tend to decrease as discount levels reduce (from High to None), indicating a strong impact of discounting on overall sales revenue.

　• The 'None' discount band shows the lowest overall sales across all products, confirming that discounts are a major driver of sales volume.

Steps to reproduce:

　1. Selected the Clustered Column Chart visual from the Build Visuals pane.

　2. Dragged Product to the X-axis and Sale Price to the Y-axis.

　3. Added Discount Band to the Small Multiples field to create separate charts for each discount category (High, Medium, Low, None).

　4. Went to Format Visual and applied the following customizations:

　• Changed font style, font size, and color for both axes.

　• Turned data labels on to show exact sale price values on each bar.

　• Adjusted title font (size, color, and alignment) for better presentation.

　5. Under Y-axis settings:

　• Adjusted range, value display, and title styling.

　• Turned on title radio button and customized color and font.

　6. Went to Gridlines and turned horizontal lines off for a cleaner look.

　7. Opened Columns section and selected custom colors for each discount band.

　8. Turned on the Border option to outline each visual.

　9. Activated Data Labels and selected position and font formatting.

　10. Enabled Value display and adjusted text color, style, and size.

　11. Under General → Title, turned on the title radio button and formatted title with font style, size, color, and center alignment.

　12. Saved the visual for final submission.

CT - Pie Chart

Insights:

The pie chart represents the sum of sales by Country, Discount Band, Product, and Segment.

The largest portion of total sales comes from one major segment (represented in blue), showing a significant contribution compared to other categories.Other countries or segments contribute smaller portions, indicating uneven distribution of total sales.

This suggests that sales performance is concentrated in a few regions or products, and there is potential to grow sales in lower-performing categories.

Steps to reproduce:

1. Selected Pie Chart from Build Visuals.

2. Drag and drop Country, Discount Band, Product, and Segment into the Legend field.

3. Drag Sales into the Values field.

4. Go to Format your visual and make the following changes:

Options available are:

Change font style

Change font size

Change font colour

Turn value button on

Then turn on the title. Change its font size, style, and colour.

5. Go to Details label section.

Turn on data labels.

Change the label position, font size, and colour for better visibility.

6. Go to Legend settings.

Turn Legend on.

Change the position, font colour, style, and size.

7. Go to Title under Visual > General.

Turn Title on.

Edit the title text to "Sum of Sales by Country, Discount Band, Product, and Segment."

Change its font style, colour, size, and alignment.

8. (Optional) Go to Background and turn it on if needed.

Choose a light background colour for better contrast with the chart.

9. Review your final chart and save your report.