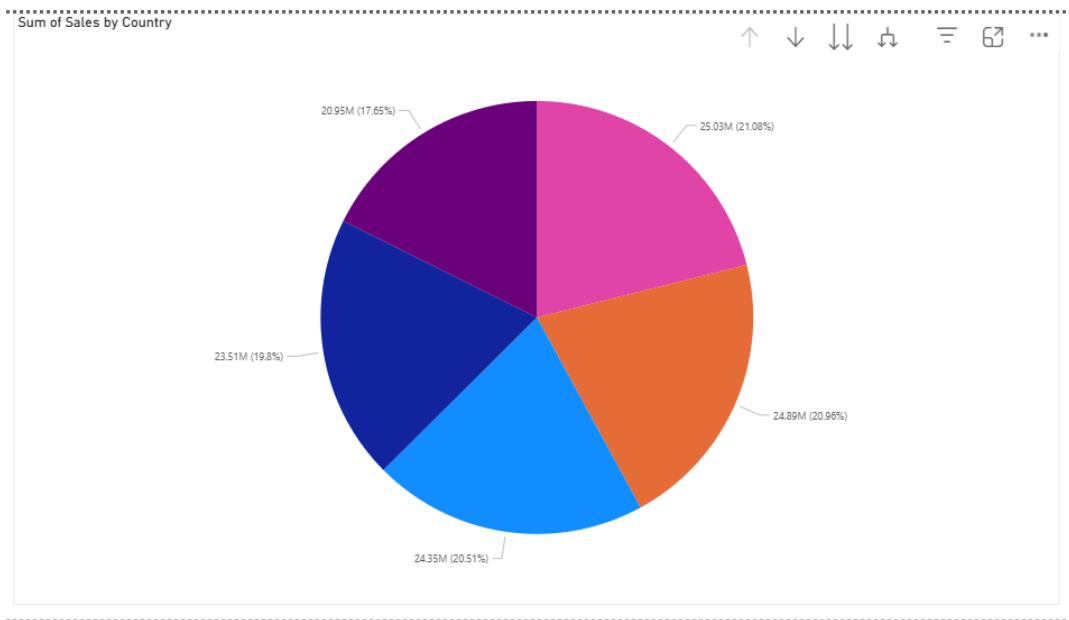


Date – 26-11-2025

Chart 1 – Pie Chart (Sum of Sales by Country)



Insights

- The highest contributor is the **pink-colored country segment** with **25.03M (21.08%)**, capturing the largest portion of total sales.
- The **orange segment** follows closely at **24.89M (20.96%)**, showing strong and consistent performance.
- The **blue segment** records **24.35M (20.51%)**, staying close to the top performers and demonstrating balanced sales.
- The **dark-blue segment** contributes **23.51M (19.8%)**, slightly lower but still a considerable share.
- The lowest contribution comes from the **purple segment** with **20.95M (17.65%)**, indicating potential markets to improve.
- Overall, the distribution is fairly even, with no extreme gaps, showing stable performance across all countries.

Steps to Reproduce (Power BI)

1. Insert a **Pie Chart** visual.
2. Add:
 - **Country → Legend**
 - **Sales → Values**
3. Turn ON **Detail Labels** → set to show *Category, Value, and Percentage*.
4. Adjust **Slice Colors** for differentiation.

5. Add a **Title** using General → Title.
 6. Increase label font size for readability.
 7. Add borders (optional) for a clean look.
-

Chart 2 – Drill-Down Bar Chart (Profit by Year, Month & Year)

Insights

- **2014** shows significantly higher monthly profits compared to **2013**, especially in **May (201K)** and **June (209K)**.
- In 2013, the highest peak is **February (133K)**, followed by **March (163K)**, indicating early-year strong performance.
- 2014 months **August–October** show lower profit values (~39K–40K), reflecting a seasonal dip.
- Drill-down enables switching between **Year → Month → Day** levels, helping analyze trends in more detail.
- The comparison clearly highlights 2014 as the stronger performing year with multiple spikes above 150K.

Steps to Reproduce (Power BI)

1. Insert a **Clustered Column Chart**.
 2. Add:
 - **Month → X-axis**
 - **Profit → Y-axis**
 - **Year → Legend or Drill Hierarchy**
 3. Enable **Drill Down** (arrow icons on top of the visual).
 4. Turn ON **Data Labels** to highlight monthly profit values.
 5. Customize **Colors** for each year (2013 vs 2014).
 6. Format X & Y axis font, gridlines, and title.
 7. Add a **Tooltip** to show Year, Month & Profit on hover.
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Chart 3 – Slicers and Filters (Country, Discount Band, Date, Discount %)



Insights

- **Country slicer** allows the user to focus on specific regions (Canada, France, Germany) to analyze how profit varies.
- **Discount Band slicer** (High/Medium/Low/None) helps filter profit based on discount strategy.
- **Date range slider** narrows down the analysis to custom time intervals for seasonal trend understanding.
- **Discount % range slider** supports studying profit impact based on applied discount percentage.
- The **Segment list slicer** on the right enables filtering by customer types such as Enterprise, Government, Small Business, etc.
- The combination of slicers makes the report fully dynamic, enabling deeper insights with single-click filtering.

Steps to Reproduce (Power BI)

1. Insert slicers for:
 - **Country**
 - **Discount Band (Dropdown)**
 - **Date Range (Between Slider)**
 - **Discount % (Numeric Range Slider)**
 - **Segment List (Vertical List)**

2. Format slicers:

- Title font, background color, and border.
 - Change orientation (Horizontal/Vertical) if needed.
3. Sync slicers across pages (optional).
 4. Connect slicers to visuals via default filtering interactions.
 5. Apply consistent theme colors for a clean layout.
-

Final Output Summary (Combined Description)

This page effectively demonstrates:

- A **Pie Chart** showing sales distribution across countries.
 - A **Drill-Down Column Chart** showing monthly profit variations for 2013 & 2014.
 - Multiple **slicers and filters** that allow single-click dynamic exploration.
Together, these visuals help analyze *sales contribution, YOY profit comparison, and behavioral patterns based on filters such as discount, region, segment, and time period.*
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