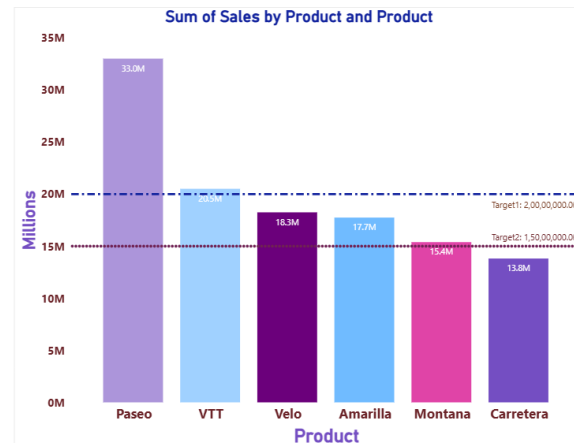Date -19-11-2025

Target Marking

Insights

- VTT (20.5M) is the only product crossing the 20M Target 1, while Velo (18.3M) and Amarilla (17.7M) stay just below it.

- Montana (15.4M) is almost equal to Target 2 (15M), showing moderate performance.

- Carretera (13.8M) ranks the lowest and falls short of both targets.

- The sales distribution shows a steep drop after Paseo, indicating the need to improve performance in remaining products.

Steps to Reproduce (Power BI)

1. Insert a Clustered Column Chart.

2. Add Product → X-axis, Sales → Y-axis.

3. Turn ON Data Labels → set color, size, and position.

4. Insert Analytics Pane → Constant Line twice to add

    o Target 1: 20,000,000

    o Target 2: 15,000,000

5. Format both lines using:

    o Line style (dash/dotted)

    o Line color

    o Data label for each target

6. Customize X & Y axes:

- o   Font size, style, and color

7. Apply column colors for better differentiation.

8. Add Title formatting under General → Title.

Chart 2 – Multiple Targets Together

Chart Title: Sum of Sales and Sum of Profit by Product (with Multiple Targets)
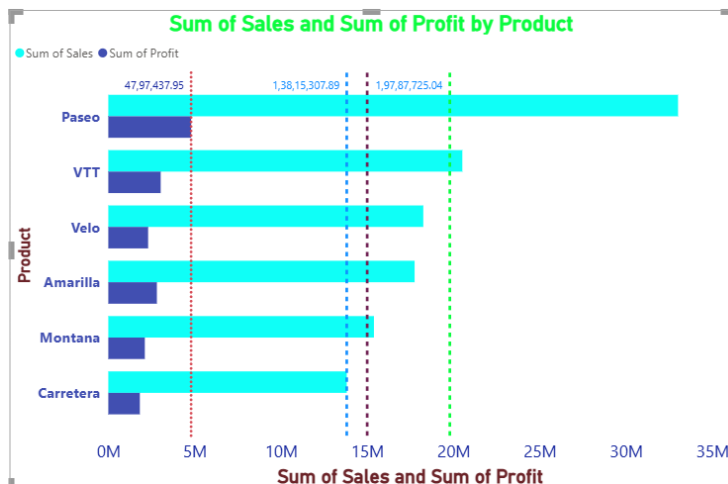
Insights

- Paseo is the strongest performer, recording the highest Sales and Profit, crossing all target reference lines (5M, 15M, 20M).

- VTT and Amarilla show strong sales in the 18M–20M range but moderate profit contributions.

- Velo performs consistently in both sales and profit, staying close to the 15M benchmark.

- Carretera and Montana fall below major targets, indicating underperformance across both metrics.

- The combination of two measures + three target lines gives a clear comparison of actuals vs expectations.

Steps to Reproduce (Power BI)

1. Insert a Clustered Bar Chart (Horizontal).

2. Add:

- o   Product → Y-axis

- o   Sales and Profit → X-axis (two measures)

3. Turn ON Legend to differentiate both metrics.

4. Add Analytics → Constant Line:

   o 5M

   o 15M

   o 20M
     (Format each line with unique dashed color)

5. Turn ON Data Labels for both Sales and Profit.

6. Adjust:

   o Bar colors

   o Font style

   o Axis titles

7. Add a formatted Title under General → Title.

Chart 3 – Filtered Profit by Product & Discount Band

Chart Title: Sum of Profit by Product and Discount Band (Filtered View)

Insights

- High Discount Band:

   o Paseo leads with 1.30M, while Carretera is the lowest at 0.18M.

- Low Discount Band:

   o Paseo again dominates with 1.61M, showing strong performance even after discount reductions.

- Medium Discount Band:

   o Amarilla (1.19M) and Paseo (1.38M) show consistent profitability.

- None Discount Band:

    o Profit greatly drops, indicating that discounts play a major role in driving sales for most products.

- The filtered view clearly shows how profit varies with discount types for each product.

Steps to Reproduce (Power BI)

1. Insert Clustered Column Chart.

2. Add:

    o Discount Band → X-axis

    o Profit → Y-axis

    o Product → Legend (optional)

3. Add slicers (if needed):

    o Product

    o Discount Band

4. Turn ON Data labels (M values).

5. Format:

    o Bar color

    o X-axis & Y-axis fonts

    o Title style

6. Add borders for cleaner segmentation.

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4 Chart 4 – Multiple Filtering in One Click (Small Multiples)

Chart Title: Sum of Profit by Product and Discount Band (Small Multiples)

Sum of Profit by Product and Discount Band
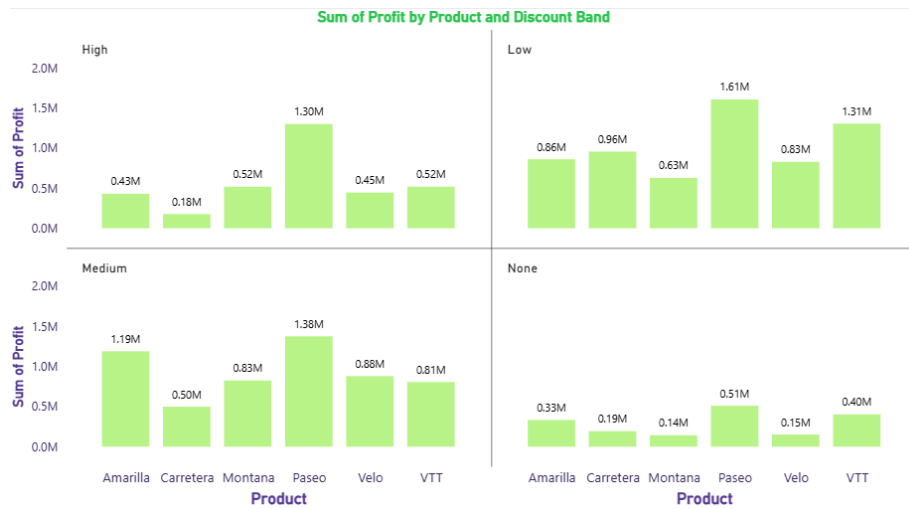
Insights

- High Discount:

    o Paseo (1.30M) is highest; Carretera (0.18M) lowest.

- Low Discount:

    o Profit is highest overall, especially for Paseo (1.61M) and VTT (1.31M).

- Medium Discount:

    o Very balanced distribution; Paseo and Amarilla show strong results.

- None Discount:

    o Profit levels drop significantly for most products, especially Montana and Velo.

- Small multiples allow viewing ALL discount categories at once, making cross-category comparison much easier.

Steps to Reproduce (Power BI)

1. Insert a Clustered Column Chart.

2. Add:

    o Product → X-axis

    o Profit → Y-axis

    o Discount Band → Small Multiples field

3. Turn ON Data Labels.

4. Customize each small multiple:

    o Title format inside each visual

5. Format X & Y axes individually for readability.

6. Apply consistent bar color across all panels.

7. Add a page-level Title under General → Title.