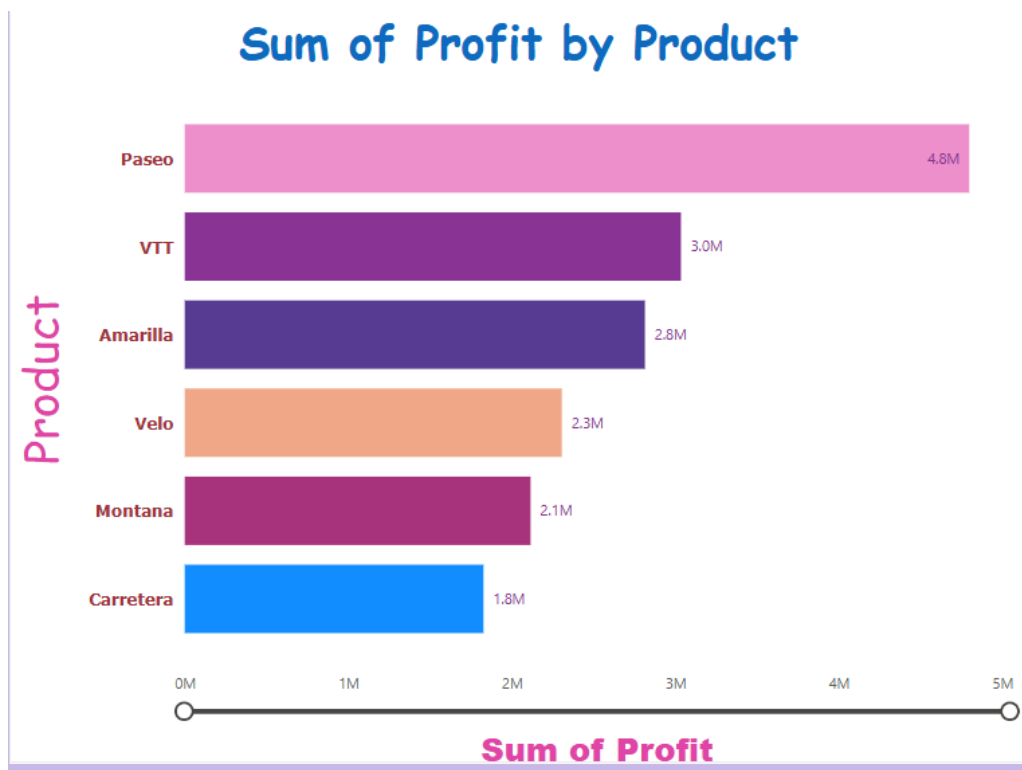


Date 17/11/2025



Insights

Paseo leads with the highest sum of profit with 4.8 million ,closely followed by Amarilla 2.8M and Velo 2.3 million.

Chart Title: Sum of Profit by Product

Insights:

- **Paseo is the top-performing product**, generating the highest profit of **4.8M**, significantly ahead of all other products.
- **VTT (3.0M)** and **Amarilla (2.8M)** follow, showing **strong profitability** and steady market demand.
- **Velo (2.3M)** and **Montana (2.1M)** display **moderate performance**, indicating room for improvement in sales strategy or pricing.
- **Carretera has the lowest profit (1.8M)**, showing the **largest potential for strategic focus**, such as marketing, product repositioning, or cost optimization.
- Overall, the profit distribution suggests a **clear gap between the top product (Paseo)** and the rest, emphasizing opportunities to **boost mid-tier products**.

Steps to Reproduce (Power BI):

1. Insert a **Bar chart** (horizontal bar) from the "Build Visuals" pane.

2. Drag **Product** into the *Y-axis* and **Profit** (Sum of Profit) into the *X-axis*.
3. Go to **Format your visual → X-axis**
 - Customize:
 - **Font style**
 - **Font size**
 - **Font color**
 - Turn **X-axis values ON**
 - Turn **Title ON** and adjust font settings.
4. Go to **Y-axis**
 - Expand options:
 - **Range**
 - **Value**
 - **Title**
 - Turn values ON and set:
 - Font size
 - Font color
 - Font style
 - Turn on Y-axis title, change text formatting.
5. Go to **Gridlines** and turn **horizontal gridlines OFF**.
6. Go to **Bars (Columns in vertical chart)** and:
 - Select color for each bar (highlighted bar can be given a different color).
7. Turn **Border ON**.
8. Turn **Data labels ON**
 - Set **Position** to show labels at the end of each bar (Right).
9. In **Data label formatting**:
 - Change font style, size, color.
10. Go to **General → Title**
 - Turn ON
 - Change font style, size, color, alignment.
11. Save the report.

This description matches the structure and detail level of the given model.

