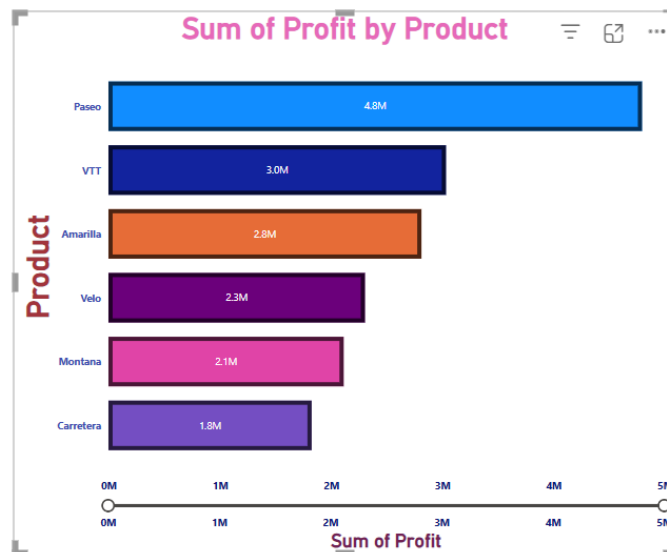**Chart Title: Sum of Profit by Product**

Date: 18/11/2025

Insights:

- **Paseo** leads all products with the highest profit at **4.8M**, standing out sharply from the rest.

- **VTT** ranks second with **3.0M**, showing strong performance in comparison to the mid-tier products.

- **Amarilla** follows closely with **2.8M**, indicating steady profitability.

- **Velo (2.3M)** and **Montana (2.1M)** show moderate profit levels, suggesting room for growth through improved sales or product strategies.

- **Carretera**, at **1.8M**, records the lowest profit, marking it as a key candidate for focused improvement efforts such as revised marketing, pricing adjustments, or sales promotions.

- The chart shows a **clear profit gap between Paseo and the remaining products**, highlighting a need to uplift mid-tier product performance.

Legend Usage:

- A **legend is applied to assign different colors to each product**, making it easier to visually distinguish and compare them.

- Each bar has a **unique color**, functioning as the visual legend directly on the chart itself.

- This color differentiation enhances readability and supports quick insight without requiring a separate legend box.
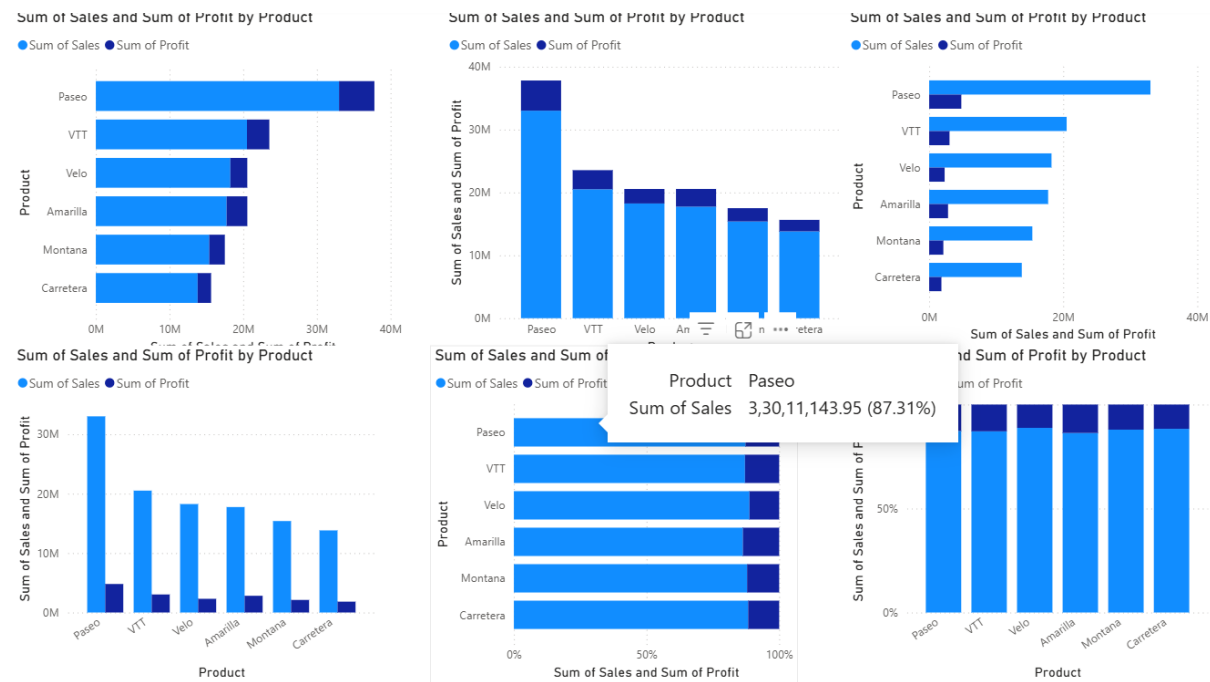
Chart Interpretation:

- The visual uses a **horizontal bar chart** to compare product-wise profits.

- **Data labels** are shown directly on each bar, offering quick insights without needing to refer to the axis.

- The **X-axis displays profit in millions (M)** for better readability.
- The **Y-axis lists the product names**, sorted from highest to lowest profit.

Steps to Reproduce (Power BI):

1. Insert a **Horizontal Bar Chart** from the Visualizations pane.

2. Drag **Product** into the **Y-Axis**.

3. Drag **Profit** (as **Sum of Profit**) into the **X-Axis**.

4. Go to **Format visual → X-axis**:

   o Set font size, style & color

   o Turn axis title ON & format

5. Go to **Y-axis**:

   o Turn values ON

   o Increase font size & color

   o Turn axis title ON and rename it to **Product**

6. Disable **Gridlines** for a cleaner visual.

7. Go to **Bars** section:

   o Assign custom colors to each product

   o Enable **Borders**

8. Turn **Data Labels ON**

   o Position at the end of each bar

   o Increase font size & change color as needed

9. Go to **General → Title**:

   o Turn title ON

   o Use a bold font with a custom color (pink used here)

   o Center align

10. Save the report.

Sum of Sales and Sum of Profit by Product

Description:

This Power BI report visualizes product performance using multiple chart types to compare **Sum of Sales** and **Sum of Profit** across different products.

A **legend is included**, where:

- **Light Blue** represents **Sum of Sales**

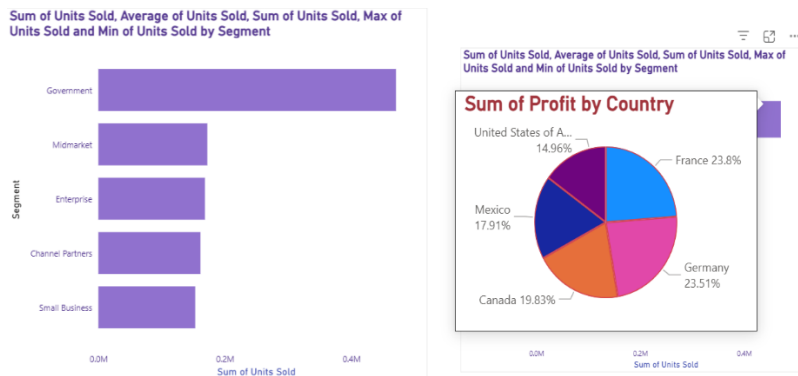- **Dark Blue** represents **Sum of Profit**

The report uses **multiple chart visuals**, including:

1. **Horizontal Bar Chart**

   o Compares sales vs profit side-by-side across products like Paseo, VTT, Velo, etc.

2. **Vertical Clustered Column Chart**

   o Shows stacked values of Sales and Profit for each product.

3. **100% Stacked Bar Chart**

   o Displays sales and profit as a percentage of total for each product.

4. **100% Stacked Column Chart**

   o Shows the proportional share of sales vs profit vertically.

These multiple visuals help users compare:

- Absolute values (in bar & column charts)

- Percentage contribution (in stacked 100% charts)

Bar Chart with Visual Tooltip

Title:

Sum of Units Sold, Average of Units Sold, Sum of Units Sold, Max of Units Sold and Min of Units Sold by Segment

Description:

This is a **horizontal bar chart** showing the **Sum of Units Sold** across different customer segments:

- Government
- Midmarket
- Enterprise
- Channel Partners
- Small Business

Government has the highest units sold, while **Small Business** has the lowest.
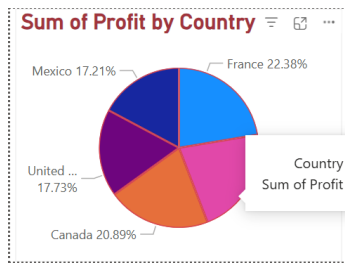
Visual Tooltip:

This chart contains a **visual tooltip**, meaning:

- When you hover over a segment (bar), it **displays a separate visual** (like another chart or metric).
- The tooltip can show additional details such as average, min, max, or trend lines.
- It gives a **richer, interactive insight** beyond text.

Visual tooltip = A chart inside the tooltip popup (not just plain numbers).

Pie Chart with Text Tooltip

Sum of Profit by Country

Description:

This pie chart shows **profit distribution across countries**:

- France: 23.8%

- Germany: 23.51%

- Canada: 19.83%

- Mexico: 17.91%

- United States of America: 14.96%

France has the largest share of profit, with the U.S. being the lowest.

Text Tooltip:

This chart uses a **text tooltip**, meaning:

- When hovering over a slice (country),

- A small popup displays **only numerical details** like:

  o Country name

  o Profit value or percentage

Text tooltip = Only text / numbers, no visual chart inside.