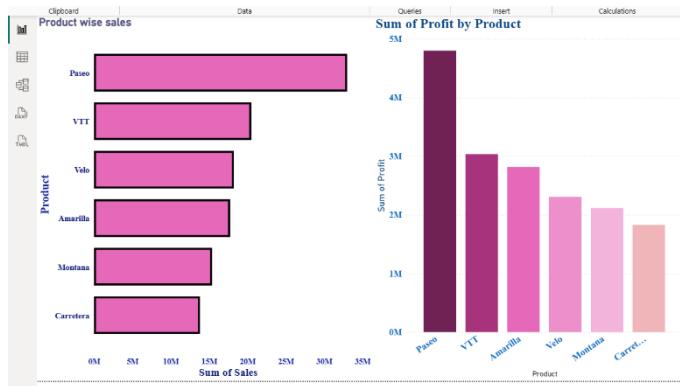


04-11-2025



1. Visual Formatting

CT – Visual Formatting (Bar and Column Charts)

Insights:

- Paseo recorded the highest sales and profit, showing it as the top-performing product.
- VTT and Amarilla followed closely, indicating consistent performance among the top products.
- Carretera had the lowest sales and profit values, suggesting weaker demand or market reach.
- The visual formatting made the report easy to read with clear labels, customized titles, and color highlights.

Steps to Reproduce:

1. Created a Bar Chart and Column Chart from the *Build Visuals* pane.
2. Added Product to the X-axis and Sum of Sales / Profit to the Y-axis.
3. Opened Format Your Visual panel.
4. Under X-axis options:
 - Changed font style, font color, and font size.
 - Turned on title and edited its style, size, and color.
5. Under Y-axis options:
 - Adjusted the range and values.
 - Turned on title and customized the text appearance.
6. Under Columns:
 - Changed bar/column colors for better visual distinction.
 - Enabled Data Labels to display exact values.
7. Under Borders:
 - Turned on the border radio button for cleaner chart separation.
8. In General → Title:
 - Turned on title radio button, edited alignment, style, and color.
9. Saved the report after ensuring proper spacing and alignment of visuals.



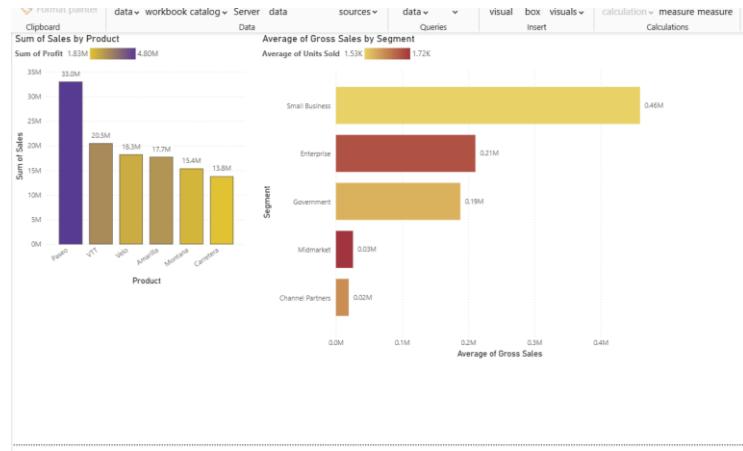
CT – Clustered vs Stacked Column Charts

Insights:

- In the Clustered Column Chart, sales and profit values for each product are displayed side by side — easier for comparing individual metrics.
- In the Stacked Column Chart, the same values are combined in a single column, showing total sales composition.
- Paseo again leads in both sales and profit categories.
- The comparison highlights how chart selection affects clarity — clustered is best for comparison, stacked for cumulative contribution.

Steps to Reproduce:

1. Selected Clustered Column Chart from *Build Visuals*.
 - Added Product to X-axis.
 - Added Sum of Sales and Sum of Profit to Y-axis.
2. Selected Stacked Column Chart and used the same fields for fair comparison.
3. Went to Format Your Visual → X-axis:
 - Customized font color, style, and size.
 - Enabled and styled the axis title.
4. Repeated the same for Y-axis, adjusting value display and title formatting.
5. Under Columns:
 - Applied different colors to distinguish between metrics.
6. Under Data Labels:
 - Turned on and positioned labels at the top for clarity.
7. Added chart titles for both visuals via General → Title, setting alignment, size, and font color.
8. Saved both visuals side by side for clear comparison.



3. Gradient Conditional Formatting

CT – Gradient Conditional Formatting

Insights:

- Paseo again achieved the highest sales (~33M), followed by VTT (~20.5M).
- The gradient color formatting clearly distinguishes high-performing products (darker shades) from lower ones (lighter shades).
- In the segment analysis, Small Business and Enterprise segments dominate sales performance.
- Gradient formatting helps identify trends quickly without reading numeric values.

Steps to Reproduce:

1. Created a Bar Chart for **Sum of Sales by Product**.
2. In Visualizations → Format Visual, selected Data Colors.
3. Clicked the fx (conditional formatting) button beside color.
4. Chose Gradient as the color style.
5. Selected Field value: Sum of Sales for the gradient range.
6. Picked color range (e.g., yellow to purple) to represent low-to-high values.
7. Adjusted the legend and axis titles:
 - Changed font size, style, and color.
 - Enabled data labels for exact value display.
8. Repeated similar steps for the second visual showing **Average of Gross Sales by Segment**.
9. Saved visuals after verifying gradient colors reflect correct value intensity.