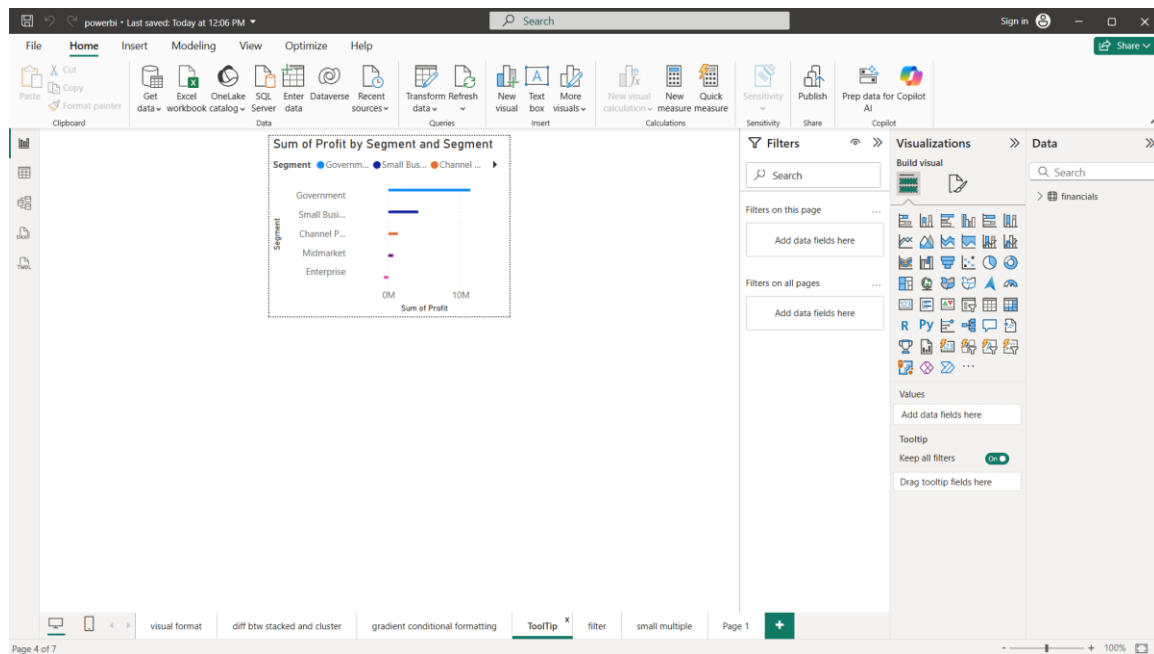## 3-11-25

1. Tooltip Visualization

Insights:
• The Tooltip visualization helps users view additional details about data points by hovering over them.
• It provides context without overcrowding the main visual.
• Here, the Sum of Profit by Segment and Segment chart shows the performance of different business segments,
  with Government and Small Business segments contributing the most profit.

Steps to reproduce:
1. Selected a bar chart from the "Build Visuals" pane.
2. Added 'Segment' to the Y-axis and 'Sum of Profit' to the X-axis.
3. Went to the "Tooltip" field and dragged the 'Segment' column to it.
4. Customized the color and title in the "Format your visual" pane.
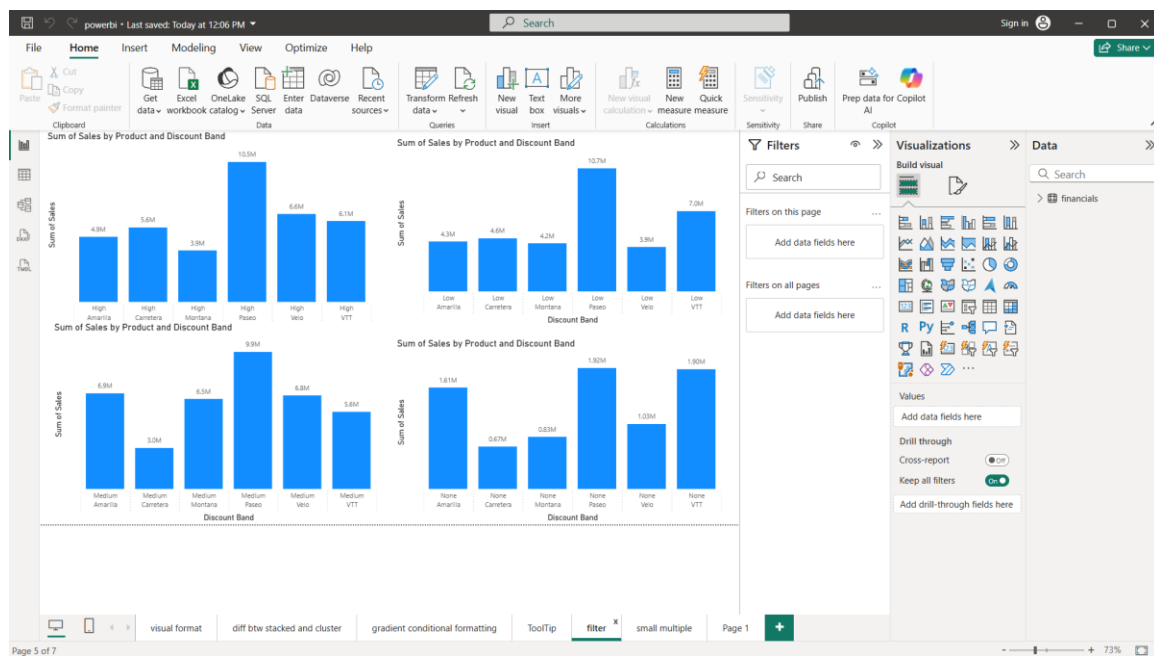5. Saved the visualization.

2. Filter Visualization

Insights:
• Filters allow focusing on specific data segments.
• This visualization shows Sum of Sales by Product and Discount Band for different filter

categories.
• High Discount Band has the highest sales across all products, especially Paseo and Velo.
• Lower bands like None show lower sales, indicating lower promotional impact.

Steps to reproduce:
1. Selected a clustered column chart from Build Visuals.
2. Passed "Discount Band" to X-axis and "Sum of Sales" to Y-axis.
3. Added "Product" as legend to differentiate values.
4. Applied filters for Discount Band (High, Medium, Low, None).
5. Customized formatting for title, axis, and color.
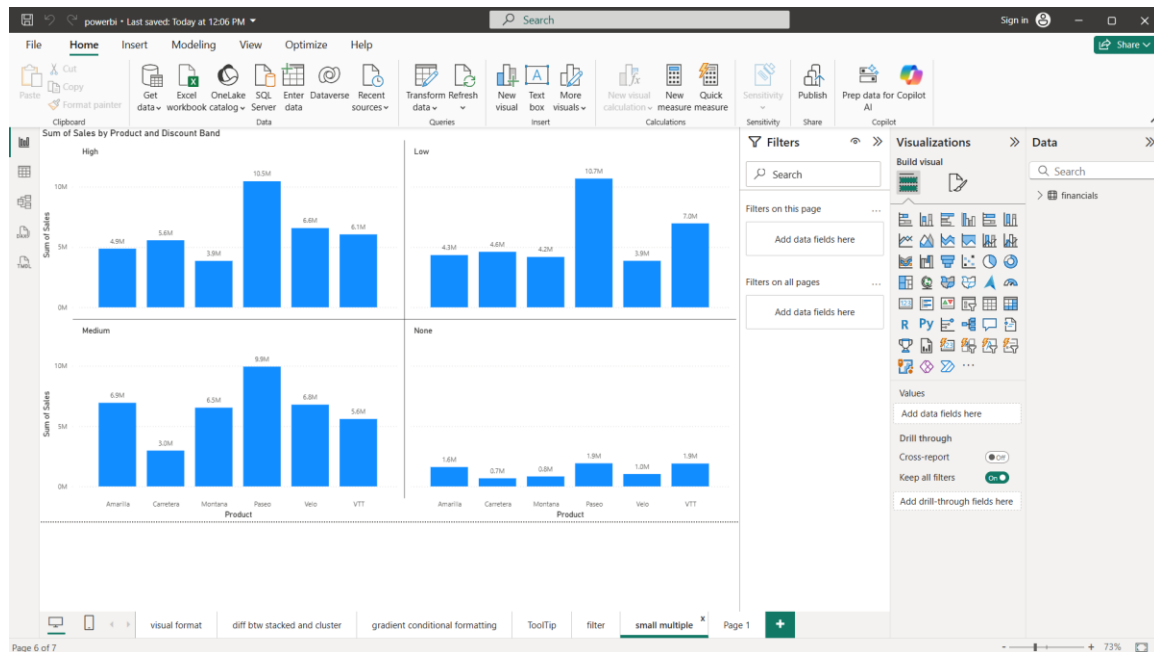

3. Small Multiples Visualization

Insights:
• Small multiples display multiple versions of the same chart for different categories.
• This allows comparing patterns across groups easily.
• The visualization shows sales across different Discount Bands and Products.
• Paseo consistently performs the best across all discount levels, especially under High and Medium discounts.

Steps to reproduce:
1. Selected clustered column chart.
2. Added "Product" to X-axis and "Sum of Sales" to Y-axis.
3. Added "Discount Band" to Small Multiples field.
4. Formatted titles and labels for readability.

5. Saved the chart layout.

4. Pie Chart Visualization

Insights:
• The pie chart displays the percentage contribution of each Segment to the total sales.
• Small Business contributes the highest at 37.71%, followed by Enterprise and Government.
• This helps quickly identify the largest revenue-generating segments.

Steps to reproduce:
1. Selected Pie chart from Build Visuals.
2. Added "Segment" to the Legend and "Sum of Sales" to Values.
3. Enabled data labels and percentage display in Format pane.
4. Adjusted title font, style, and color for clarity.
5. Saved the visualization.