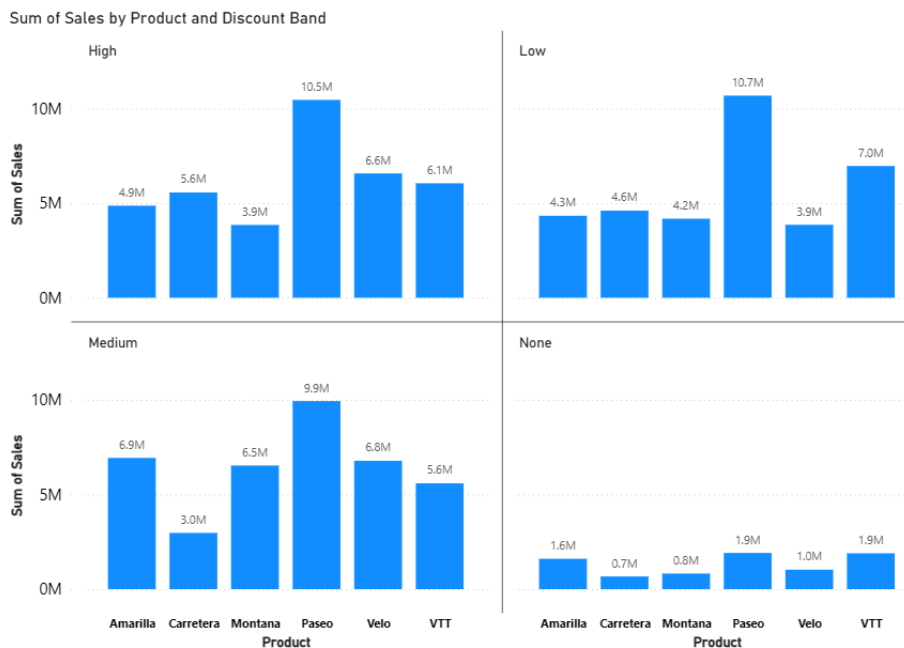


Date : 10-11-2025 (Day – 07)



CT – Clustered Column Chart (Small Multiples) :

Insights:

- **Paseo** consistently leads across all discount bands, achieving the highest total sales — **10.7M (Low)**, **10.5M (High)**, and **9.9M (Medium)** — showing strong demand regardless of discount levels.
- **VTT** performs second best, especially in the **Low discount band (7M)**, highlighting solid sales even with minimal discounts.
- **Amarilla** shows relatively stable sales across all bands, with peak performance in the **Medium discount band (6.9M)**.
- **Carretera** records the lowest sales across all discount bands, particularly in the **None band (0.7M)**, indicating low demand without discounts.
- **None discount band** yields the lowest overall sales across all products, suggesting that discounts strongly influence purchasing decisions.

Steps to Reproduce:

1. Create Base Visualization:
 - Select Clustered Column Chart from the Build Visuals pane.
 - Add Product to the X-axis.
 - Add Sum of Sales to the Y-axis.
2. Add Small Multiples:
 - Drag the Discount Band field to the Small Multiples area in the visual's fields section.

- This will split the chart into multiple panels (High, Medium, Low, None) for side-by-side comparison.
3. Format the X-axis:
 - Go to Format Visual → X-axis.Options available:
 - Change font style, size, and color.
 - Turn Value button ON.
 - Turn Title ON and customize font size, color, and alignment.
 4. Format the Y-axis:
 - Go to Format Visual → Y-axis.Options available:
 - Adjust Range and Values.
 - Turn Title ON and modify style and color.
 5. Adjust Gridlines:
 - Go to Gridlines section.
 - Turn OFF horizontal gridlines for a cleaner view.
 6. Enable Data Labels:
 - Turn ON Data Labels.
 - Position: *Inside End* or *Center* for better readability.
 7. Add Chart Title:
 - Go to Format Visual → General → Title.
 - Turn ON Title and enter: “*Sum of Sales by Product and Discount Band.*”
 - Adjust font color, size, and alignment.
 8. Optional: Add Conditional Formatting (for Profit visualization)
 - In Columns (Bars) → Data colors, enable Conditional formatting.
 - Under *Based on field*, select Sum of Profit.
 - Use a color scale:
 - Minimum: Yellow (Low profit)
 - Middle: Light Blue (Medium profit)
 - Maximum: Dark Blue (High profit).
 - Click OK to apply.