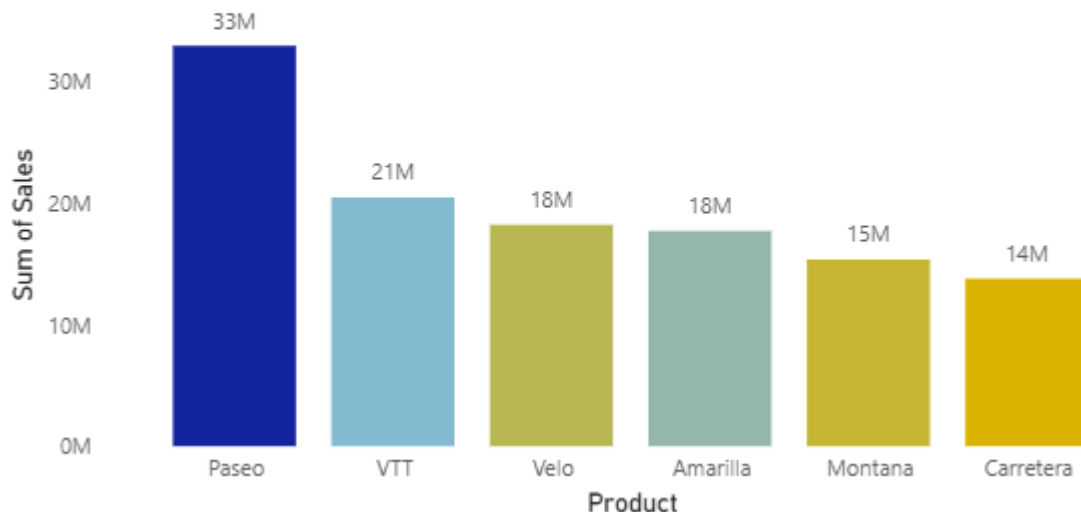


Sum of Sales by Product

Sum of Profit 1.83M 3.31M 4.80M



CT – Clustered Column Chart

Insights:

- **Paseo** is the top-performing product, achieving the highest sales (**33M**) and profit (**4.8M**), represented with the darkest blue shade on the chart.
- **VTT** ranks second, generating **21M** in sales and around **3.3M** profit, showing strong sales-to-profit alignment.
- **Velo** and **Amarilla** both show **18M** in sales, but **Amarilla** achieves slightly better profitability, indicating efficient cost control.
- **Montana** and **Carretera** record the lowest sales (**15M** and **14M**) and profit (**~1.8–2M**), signaling the need for strategic improvement.
- The color gradient visually represents profit — where yellow indicates low profit and dark blue indicates high profit — making it easy to identify top and low performers.

Steps to reproduce:

1. Select **Clustered Column Chart** from the Build Visuals pane.
2. Add Product to the X-axis, and Sum of Sales to the Y-axis.
3. Drag Sum of Profit to the Data color field to apply color formatting based on profit values.
4. Go to Format your visual → X-axis.
Options available are:
 - Change font style
 - Change font size
 - Change font colour

- Turn Value button ON
 - Turn ON Title, and modify font size, style, and colour
5. In Format your visual → Y-axis.
Options available are:
 - Range
 - Value
 - Title
 - Turn ON Value radio button
 - Change font colour, style, and size
 - Turn ON Title radio button and adjust formatting
 6. Go to Gridlines section.
 - Turn OFF the horizontal gridlines radio button.
 7. In Columns (Bars) section.
 - Enable Data colors → Conditional formatting to visualize profit variation.

Conditional Formatting Steps:

- Click on the Data colors dropdown.
 - Select Conditional formatting → Advanced controls.
 - In the dialog box:
 - Under Based on field, select Sum of Profit.
 - Choose Color scale.
 - Set the Minimum color to Yellow (low profit) and the Maximum color to Dark Blue (high profit).
 - Optionally, set a Middle color (e.g., Light Blue) to represent medium profit.
 - Click OK to apply.
8. Turn ON the Border radio button for columns.
 9. Turn ON Data Labels radio button.
 - Set Position: Inside End or Center for clarity.
 10. In Format Visual → General, turn ON the Title radio button.
 - Set chart title as “Sum of Sales by Product (with Conditional Formatting by Profit)”.
 - Adjust font style, colour, size, and alignment, then save it.