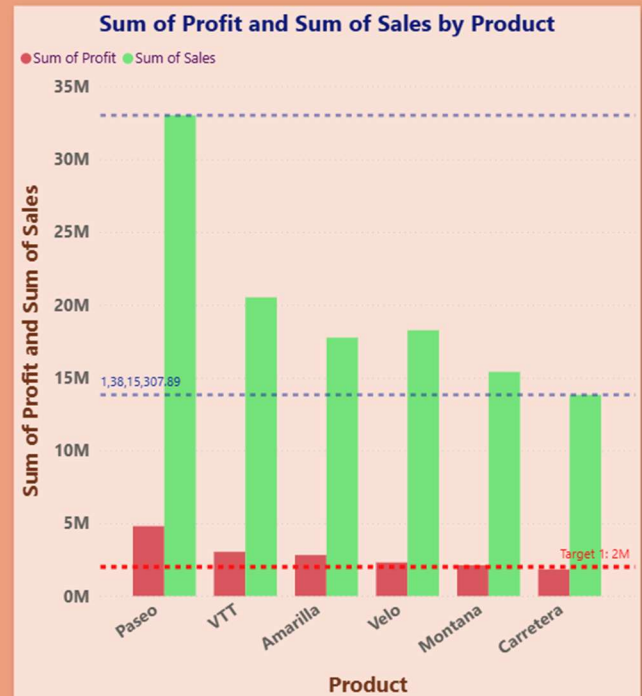
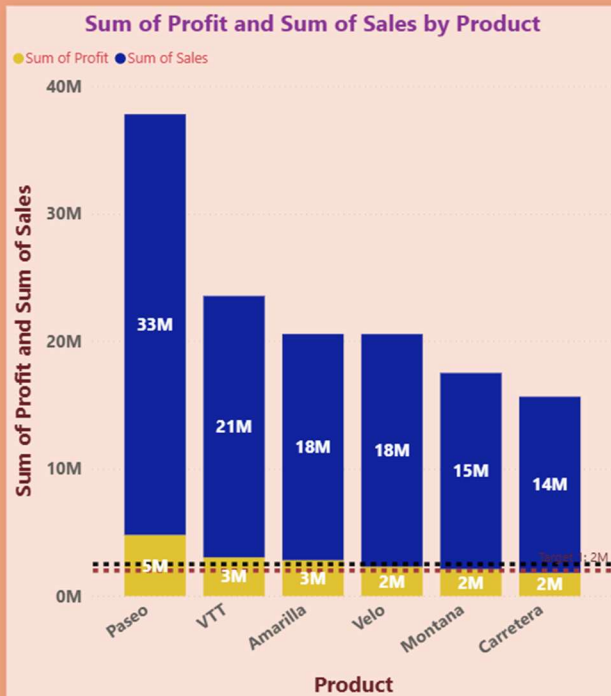


**03-09-2025**



| Left Chart ->  | Right Chart ->   |
|--|--|
| <b>CT</b> – Stacked column chart chart   | <b>CT</b> – Clustered column   |
| <b>X-axis</b> – Product  | <b>X-axis</b> – Product  |
| <b>Y-axis</b> – Sum of Sales & Profit  | <b>Y-axis</b> – Sum of sales & Profit  |
| <ul style="list-style-type: none"><li>Here we can create only constant line.</li></ul> | <ul style="list-style-type: none"><li>Here we can create max line, min line, Average, Median etc..</li></ul> |
| <ul style="list-style-type: none"><li>Best for Single reference line.</li></ul>        | <ul style="list-style-type: none"><li>Best for dynamic reference line.</li></ul>                             |

**Insights :-** Here, we created a Target Line at 2M profit to help easily compare each product's performance against the expected goal.

The Target Line shows us which products are meeting or exceeding the profit target and which are not.

From the visual, we can see that only Paseo clearly exceeds the target, achieving 5M in profit.

Other products like VTT, Amarilla, and Velo are around the target but don't strongly surpass it.

Meanwhile, Montana and Carretera fall below the target, indicating weaker profit performance.

The purpose of the Target Line is to provide a clear benchmark, making it simple to identify where the business is doing well and where improvements are needed.