product wise sales

CT- Stacked bar chart

Insights:

1. Top performer:
   - Paseo leads all products with 33.0M in sales-indicating it's the highest revenue generator and possibly the most popular product.

2. Mid-Range Performer:
   - VTT(20.5m) and Velo(18.3M) hold the 2nd and 3rd positions, contributing significantly to total sales.

- Together Paseo ,VTT, and Velo make up the majority of total sales.

3. Lower Performers:
- Amarilla (17.7m),Montana (15.4m), and Carretera(13.8m) have relatively lower sales.
- There is a noticeable drop from paseo to the lowest, showing a large performance gap.

4. Actionable insights:
- The business can analyze why paseo performs so well.
- Marketing and sales strategies could focus on improving the performance of Carretera and Montana to balance the portfolio.

Steps to create "Product wise Sales" Chart in Power BI :-

1. Load Data
- open power BI Desktop.
- Click on load sample data set
- Select the sample data set and load it.

2. Select report view
- Go to the report view (the canvas icon on the left sidebar).

3. Insert a Bar Chart

- From the Visualization pane, select the Bar chart(for horizontal bars) or column chart(for vertical bars).

4. Assign Data Fields

- Drag product to axis
- Drag sales to values.
- Power bi automatically aggregates sales(sum of sales).

5. Format the chart:

- click the format(paint roller)icon.
- Change:
- **Bar color-**use a gradient or custom colors.
- **Data labels-** turn on to display sales amounts(eg.,"33.0M").
- **Title-**type **product wise sales.**
- Adjust fonts and background if needed.