

Difference between stacked and clustered column and bar charts



Each chart compares sales and profit across different products(Paseo, VTT, velo,Amarilla, Montana, Carretera).

General insights

1. Top Performer:

- Paseo has the highest sales(33M) and also the highest profit(5M)- a strong performer in both revenue and profitability.

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2. Next Tier Products:

- VTT has the highest sales(33M) and also the highest profit(5M)- a strong performer in both revenue and profitability.

3. Mid And Low Performers:

- Amarilla(17.8M sales),Montana(15.4M), and Carretera(13.8M)show lower sales and profits.
- Profit margin gap widens here-indicating these products may have higher or lower demand.

4. Profit vs Sales Trend:

- The relationship between sales and profit linear- higher sales lead to higher profits.
- However some products(like Amerilla or montana) generate lower profits for similar sales levels indicating possible margin issues.

5. Percentage or Ratio Chart(bottom right):

- Shows consistency in contribution;most products have roughly similar percentage share when normalized-useful for understanding proportional contribution.

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Steps to create these charts :-

1.Add a new sheet to the existing workbook.

2. Create visuals

For each visual type:

A. Clusterd bar chart:-

Go to report view, click on clusterd bar chart,

Drag:

Product-Axis

Sales – values

Profit-values

Both measures will appear side by side(blue for sales, dark blue for profit).

B. Clustered Column Chart:-

Select clustered column chart icon.

Assign the same fields as above to compare vertically.

C. Stacked Column Chart

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Choose Stacked Column chart to view combined contributions of sales and profit for each product.

D. 100% Stacked Column Chart

Select 100% stacked column chart to show proportion of sales and profits per product in percentage terms.

3. Format the Charts

click the format(paint roller)icon:

- Turn Data labels ON.
- Add chart Title- “sum of sales and sum of profit by product”
- Choose different colors for sales and profit.
- Adjust font and legend placement for clarity.