

# Power BI Visuals: Descriptions and Step-by-Step Build Instructions

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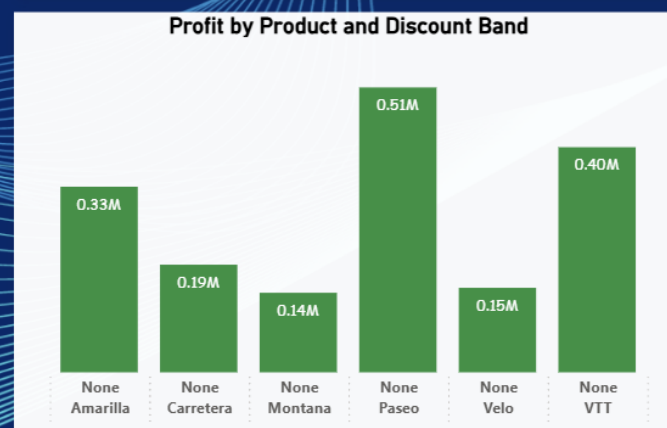
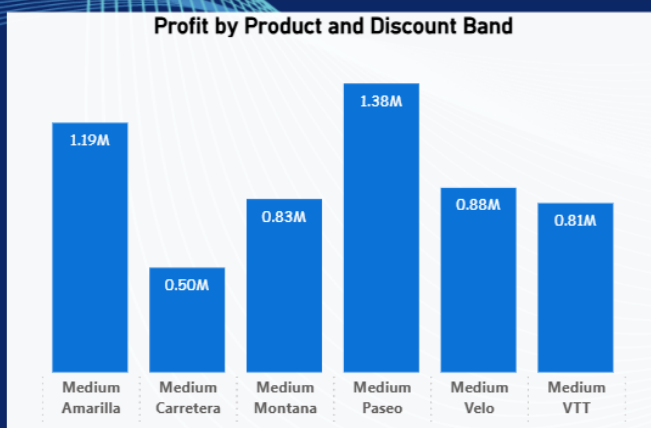
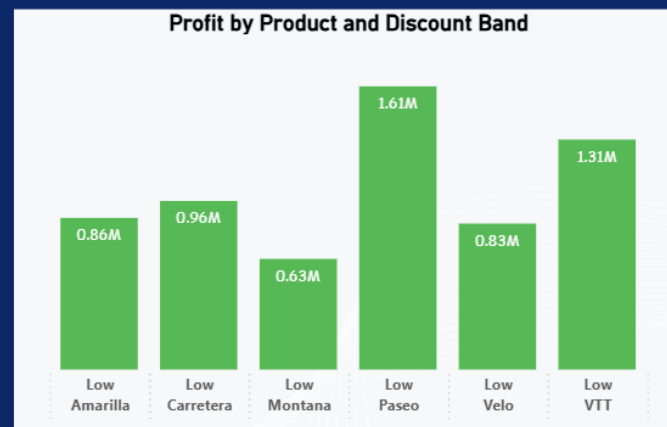
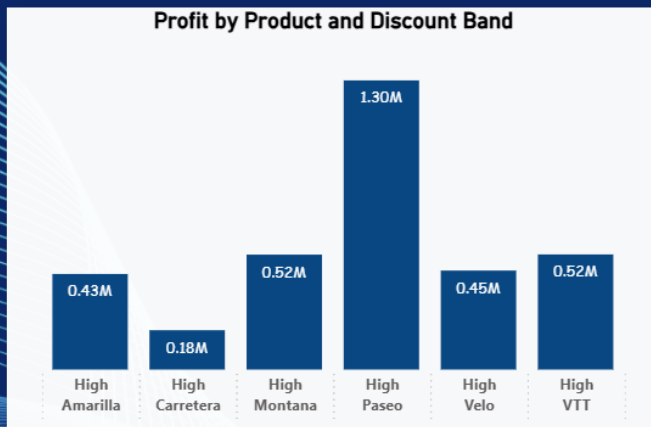
## Visual Set 1 — Profit by Product and Discount Band (4 small charts)

### Description

This visual shows 'Profit by Product' separated by 'Discount Band' into four small charts (High, Low, Medium, None). Each small chart is a vertical column chart with products on the x-axis and profit as the value. Data labels show profit in M (millions). Background visual styling includes a decorative background image, strong chart borders and consistent color palette per discount band.

### Steps to reproduce (step-by-step)

1. Data: Ensure a table with fields: Product, Discount Band (High/Low/Medium/None), Profit (numeric).
2. Create a Clustered Column chart in Power BI.
3. Drag 'Product' to the Axis and 'Profit' to Values.
4. Add 'Discount Band' to the 'Small multiples' well. This will produce the 2x2 grid (or rows/columns) of charts.
5. In the visual format pane: turn on Data labels, set display units to Millions and label position 'Inside end'.
6. Format X-axis: show category labels, rotate if needed. Y-axis: hide title, set gridlines to light dotted lines.
7. Format visual header & border: add a border box and set corner radius if desired. Use a consistent color palette per discount band (e.g., blues/greens).
8. Add the background image for the report page (Format -> Page background) and adjust transparency so charts remain readable.
9. Sort the products within each small multiple by Profit (visual-level sort) if you want descending order.
10. Adjust spacing in Small multiples formatting: 'Horizontal/Vertical padding' to get compact layout and set 'Small multiple rows' to 2 for a 2x2 layout.



## Visual Set 2 — Large split layout: Small multiples (High, Low, Medium, None) with prominent title

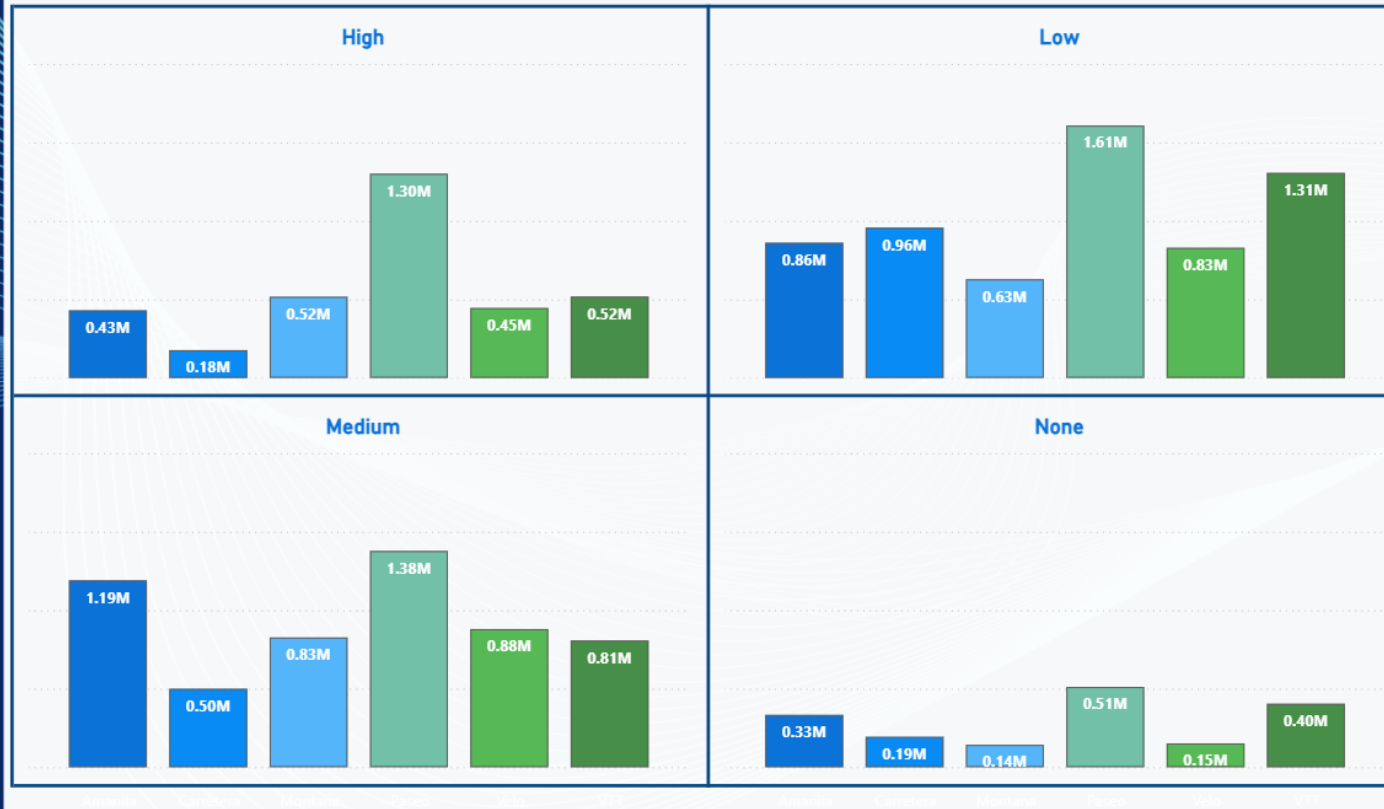
### Description

This visual is similar to the first but formatted as a large dashboard page: a full-page title, a framed layout with four quadrants, and consistent styling (font, axis formatting). Each quadrant is a small multiple for a Discount Band. Data labels show profit values and chart uses custom colors.

### Steps to reproduce (step-by-step)

1. Use the same dataset with Product, Discount Band, Profit.
2. Insert a Clustered Column visual and add Product (Axis) and Profit (Values).
3. Place Discount Band into Small multiples to create quadrants.
4. Under Visual -> Small multiples formatting, set 'Rows' to 2 and configure 'navigate' controls if using many categories.
5. Set the page title (Text box) and format font size, weight, and color to match the design.
6. Format the visual: set background to white, add a border with thick stroke. For a framed look, use a Rectangle shape behind visuals or use the visual border.
7. Data labels: enable and format to show units (M). Position labels inside the bars and set font bold.
8. Apply conditional formatting for bars by Discount Band (Data colors -> Field value or rules) so each band has a consistent hue.
9. Add subtle gridlines: Format -> Y axis -> gridline style dotted and increase transparency to make them faint.
10. Align visuals precisely with the grid and use 'Snap to grid' or the Align tools to get even spacing between the four quadrants.

## Profit by Product and Discount Band



## Visual Set 3 — Sales by Product (left) and Sales + Profit horizontal bars with target lines (right)

### Description

Left: A vertical column chart showing Sales by Product with two horizontal target reference lines (Target 1 = 20M, Target 2 = 15M). Bars show data labels with M suffix. Right: A horizontal bar chart showing Sales (big blue bars) and Sum of Profit (small orange bars) stacked visually as two measures; dotted reference lines mark thresholds.

### Steps to reproduce (step-by-step)

1. Data: Ensure a table with Product, Sales, Profit.
2. Left visual (Sales by Product): Insert a Clustered Column chart. Axis: Product. Values: Sum of Sales.
3. In Analytics pane of the left visual: add 'Constant line' reference lines for 20,000,000 and 15,000,000. Format the lines (dashed stroke, label text 'Target 1: 20M', 'Target 2: 15M').
4. Background: add a colored rectangle behind the visual (Arrange -> Send to back) or use page background for a colored panel.
5. Data labels: enable, set Display units to Millions and show value as '33.0M' style. Format label text to contrast with bar fill.
6. Right visual (Sales and Profit by Product): Insert a Clustered Bar chart (horizontal). Add 'Sum of Sales' and 'Sum of Profit' as two Values — Power BI will show grouped bars.
7. If you want profit to appear as a small orange bar overlay, consider using 'Combo' visual (Line and Stacked Column) or use dual axis with a second measure scaled appropriately. Alternatively, create a small measure-scaled version of Profit for better visual separation.
8. Add vertical reference lines (Analytics pane) or draw dotted shapes to mimic the dashed-thresholds. Use consistent formatting for labels.
9. Format axis, turn off unnecessary gridlines, and set label fonts and colors for readability. Reorder Product axis by Sales descending for both charts.
10. Use tooltips and format numeric labels (Modeling -> Format -> Select measure -> display units = Millions) so numbers show as 'M'.

