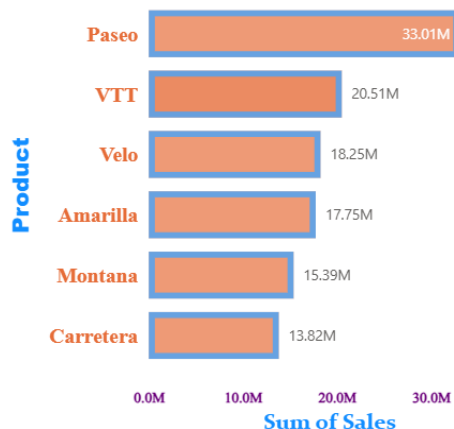
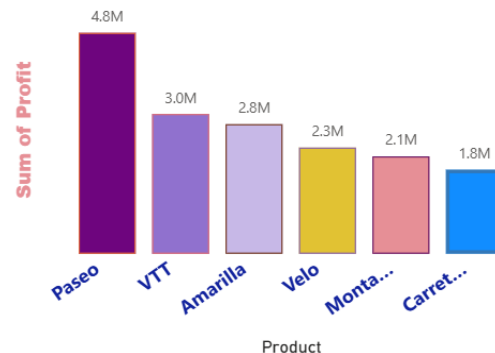


product by sales



product by profit



## STEPS :

1. Open Power BI Desktop.
2. On the Home tab → click Get Data → Excel (or CSV).
3. Choose your dataset.
4. Click Load.
5. Go to the Visualization select Bar Chart or Column Anyone you want then in Y-axis or x-axis first line you always drag categorical like product then numerical sales , profit etc.

Make sure:

- *Product* = text/category
  - *Sales* and *Profit* = numeric (decimal number or whole number).
6. Go to the format visual → Visual x-axis and y-axis change Color , Font , Maximum Height same steps are Title.
  7. Next Particular column you want change the color go the column → Categories Select Column Name change the color
  8. Border on Apply border of each column
  9. Chart Heading → General on Title Change heading , color , Background Color , alignment

## Insights:

### 1. Product by Sales

1. Paseo has the highest sales — around 33 million.
2. VTT and Velo are in 2nd and 3rd place with 20.5M and 18.2M sales.
3. Amarilla and Montana show moderate sales between 15M–17M.
4. Carretera has the lowest sales (about 13.8M).

### 2. Product by Profit

1. Paseo also gives the highest profit ( 4.8M).
2. VTT and Amarilla have good profits (around 3.0M and 2.8M).
3. Velo, Montana, and Carretera earn less profit (< 2.5M).

### Overall Insights

- Paseo is the best-performing product — both in sales and profit.
- VTT performs well overall but still trails behind Paseo.
- Carretera is the lowest in both sales and profit — may need review or marketing support.
- Some products (like Velo and Amarilla) have good sales but lower profit margins, suggesting higher costs or discounts.