

STEPS:-

1. Go to the **Visual Format Pane** (select your chart).
2. Inside Visual Format, open the **Canva settings**.
3. Under **Type**, choose **Tooltip** — this creates a new tooltip page.
4. On that Tooltip page, insert the chart you want (for example, a Stacked Bar Chart).
5. Drag and drop fields:
 - **X-axis: Segment**
 - **Y-axis: Sales**
 - **Legend: Segment** (for colour grouping by segment)
6. Go back to the **main visual page**.
7. In the **Format Your Visual → General → Tooltip section**:

- Turn Tooltip = On

- Under Page, select the tooltip page name you created.

8. Now, when you **hover over** your main visual (bar chart), it will display the **Product-wise Segment Profit**.

INSIGHTS :-

- The Government segment has the highest profit of around 11M, indicating it contributes the most to the overall business profitability.
- The Small Business segment follows with about 4M profit, showing a moderate contribution.
- The Channel and Midmarket segments have very low profit values, which suggests these segments might need improvement in sales strategy, pricing, or cost management.



STEPS :

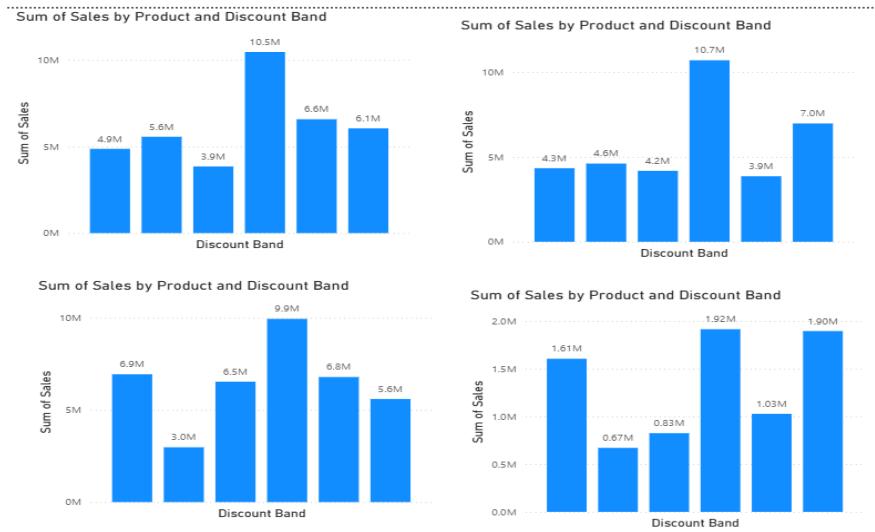
1. When you want to view Product-wise Sales, include the following metrics:

- Sum of Sales
- Average of Sales
- Maximum of Sales
- Minimum of Sales

2. Go to the Visual Pane → Tooltips and drag the Sales field into the Tooltip area.

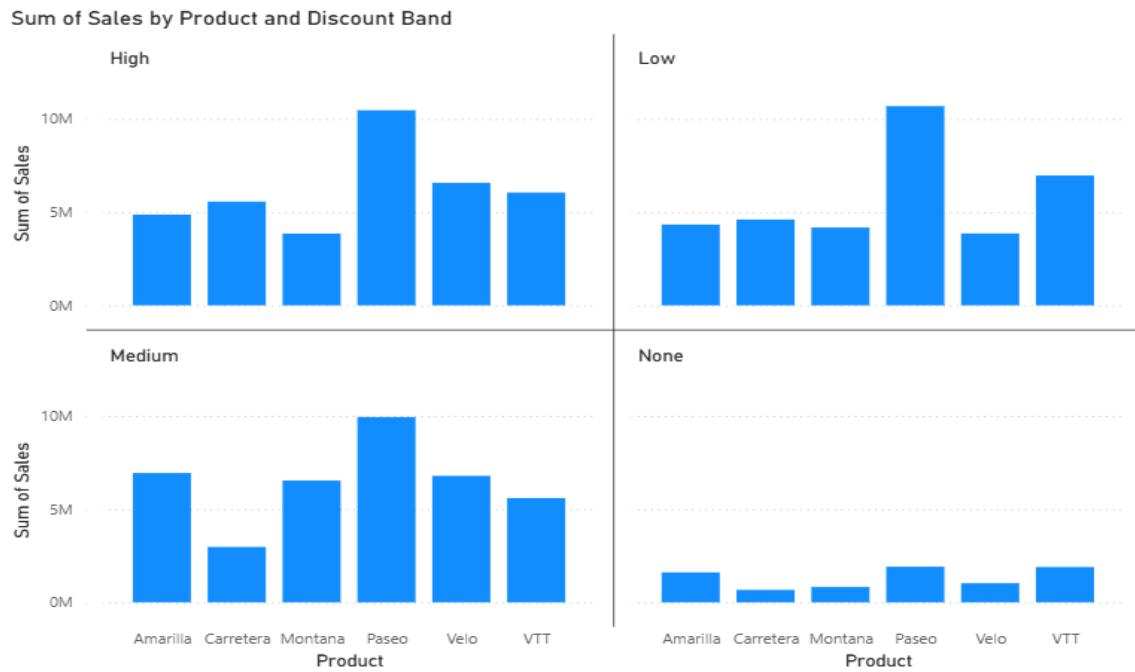
- Then, convert the field into Average, Max, and Min by changing the aggregation type.

3. Now, when you hover over your main visual (bar chart), it will display all the values — Sum of Sales, Average of Sales, Max of Sales, and Min of Sales — for each product.



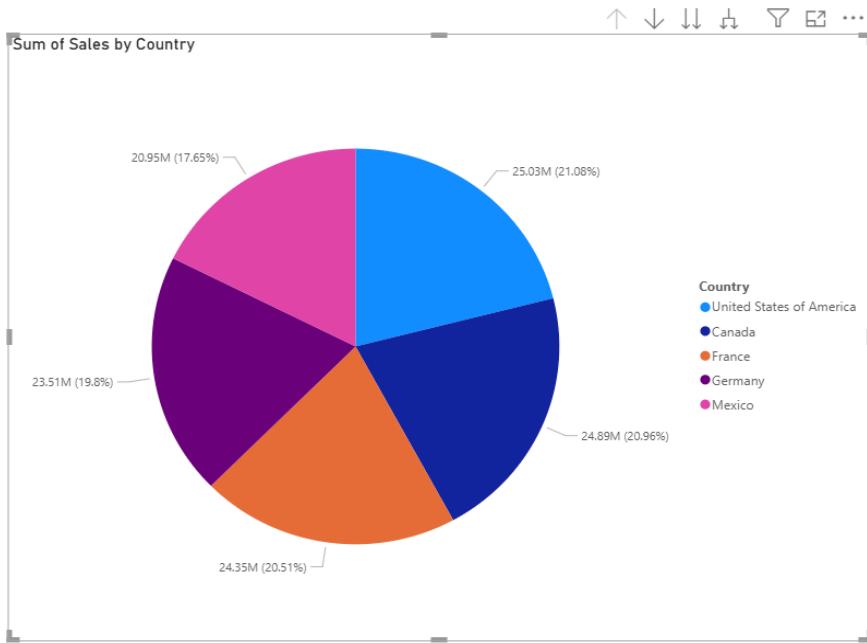
STEPS :

1. Go to the Visual Format Pane (select your chart).
2. Select the Stacked Column Chart type.
3. Drag and drop the following fields:
 - X-axis: Product and Discount Band
 - Y-axis: Sales
4. After creating the first chart, copy and paste it three times (so you will have four charts in total).
5. Select each chart and apply filters:
 - Go to Filter → Filter on this visual → Discount Band
 - Click on Discount Band → Filter Type
 - Choose from the available filter options: High, Medium, Low, and None
6. Now, each chart will display the Sum of Sales by Product and Discount Band for High, Medium, Low, and None categories separately.



STEPS :

1. Go to the **Visual Format Pane** (select your chart).
2. Select the **Stacked Column Chart** type.
3. Drag and drop the following fields:
 - **X-axis: Product**
 - **Y-axis: Sales**
4. In the **Small multiples field**, drag the **Discount Band**.
5. Now, each small chart will automatically display the **Sum of Sales by Product Discount Band for High, Medium, Low, and None categories** separately.
6. Using Small Multiples makes it quicker and easier to create all four charts in one view — compared to creating them individually using the Tooltip method.



STEPS :

1. Go to the **Visual Format Pane** (select your chart).
2. Select the **Pie Chart** type.
3. Drag and drop the following fields into the **Legend** section:
 - **Country**
 - **Discount Band**
 - **Product**
 - **Segment**
4. Drag and drop **Sales** into the **Values** section.
5. When you click the **Double Down Arrow (Drill Down button)**, it will show the **Sum of Sales by Discount Band** inside each **Country**.
6. When you **Turn ON the Drill Mode**, you can explore details by clicking on specific categories.
 - Example: Click on **Medium** under **Discount Band**.
7. It will then display the **Sum of Sales by Product** within the **Medium Discount Band**.
8. From there, if you click on a specific product (e.g., **Paseo**), it will show the **Sum of Sales by Segment** within that product.

INSIGHTS :

- **United States of America (25.03M / 21.08%) contributes the highest share of total sales.**
- **Canada (24.89M / 20.96%) and France (24.35M / 20.51%) follow closely behind, showing similar sales performance.**
- **Germany (23.51M / 19.8%) has slightly lower sales compared to the top three.**
- **Mexico (20.95M / 17.65%) shows the lowest contribution among all five countries.**