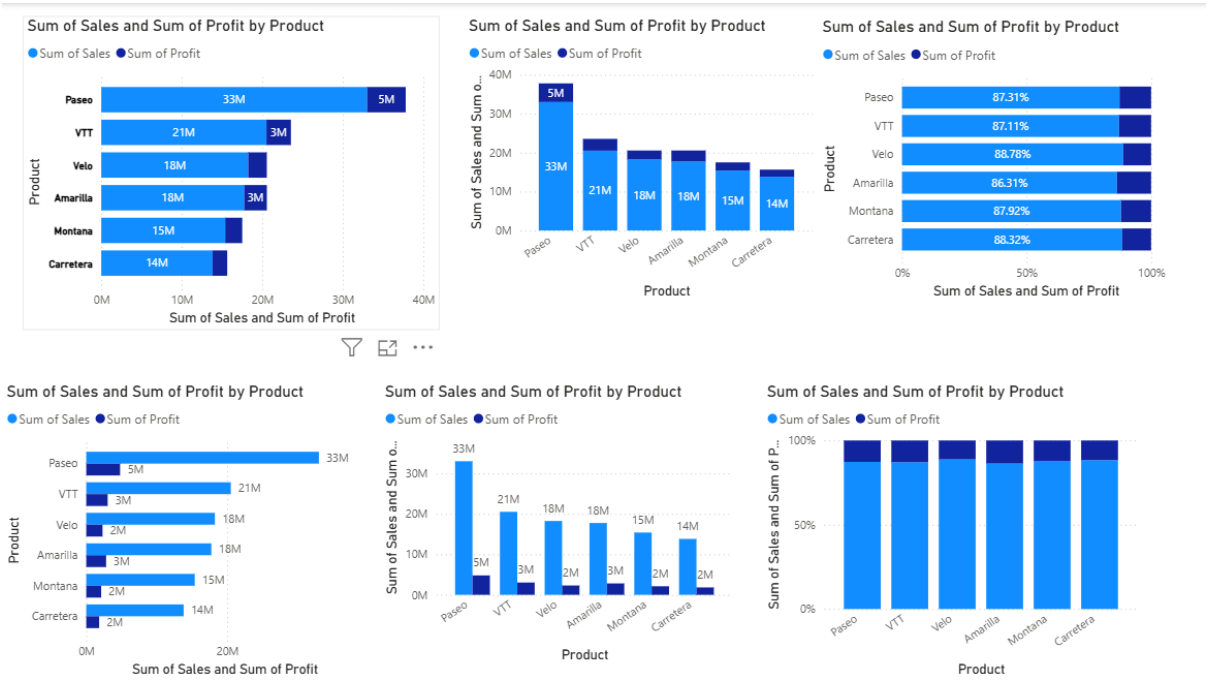
DIFFRENCES BTWEEN CULSTER AND STACK



STEPS:

1.create Char in Visualization →Build Visual Select Bar Chart .

2.Next add the y-axis values and x-axis values add one more numerical value in x-axis.

3.Then Copy the Chart and Paste same values are display in stacked Column chart,

Clustered bar chart, Clustered Column chart, 100%stacked bar chart, 100%stacked

column chart.

4.Open the Data labels it quickly show exact number or percentages.

INSIGHTS:

1. Paseo has the highest Sales (33M) and Profit (5M).

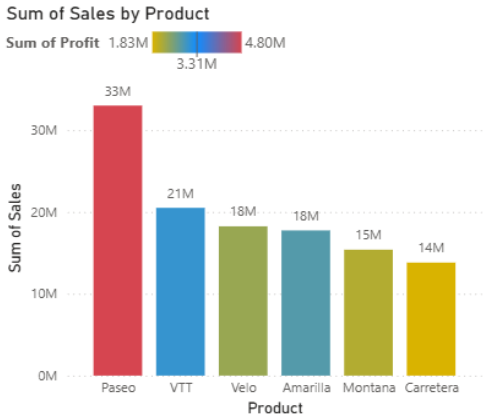
2. Carretera has the lowest Sales (14M) and Profit (2M).

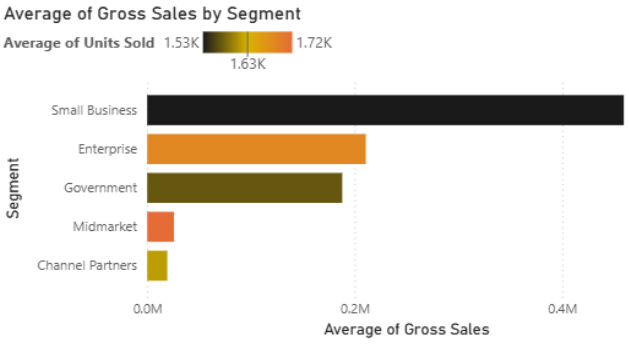
3. Profit percentage across products is roughly 87–89%.

4. Top 3 performing products by Sales: Paseo, VTT, Velo.

5. Profit trend is proportional to sales across products (consistent performance).

GRADIENT CONDITIONAL FORMAT



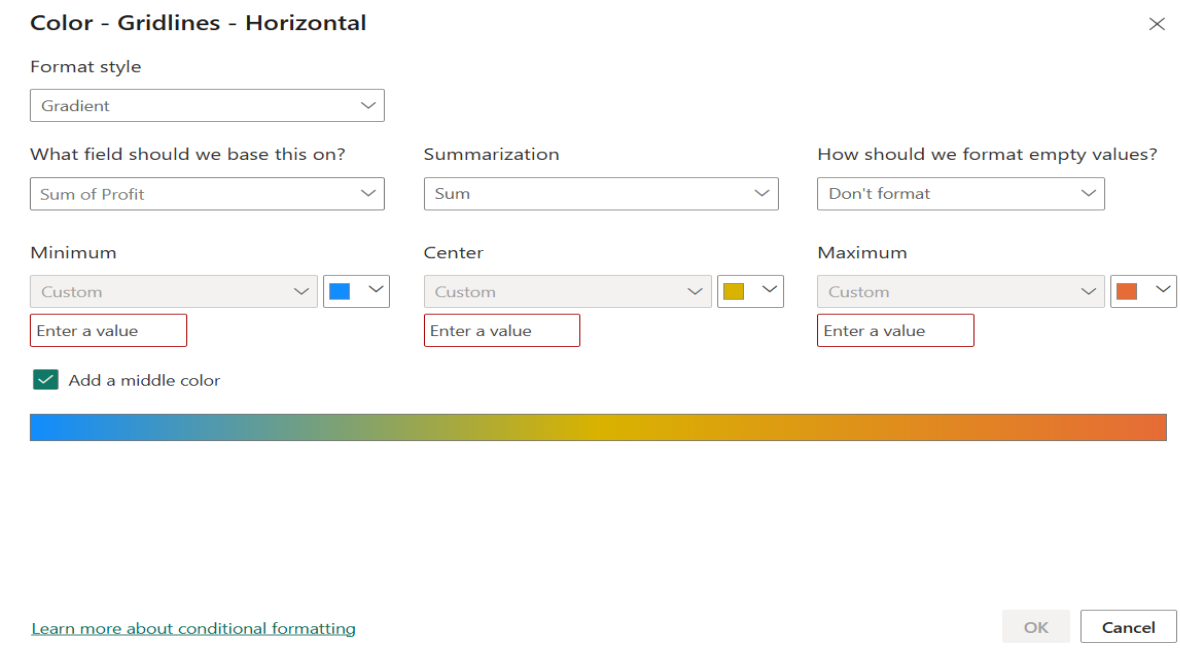


STEPS:

1. Go to the **Visual Format Pane** (after selecting your chart).
2. Select either **Stacked Column Chart** or **Clustered Bar Chart**.
3. Drag and drop the following fields:

- **X-axis:** Product
- **Y-axis:** Sum of Sales

4. Go to **Format Your Visual → Gridlines → Horizontal → [fx] (Conditional Format)** and click on it.



5. Once you click **Fx**, the **Colour – Gridlines – Horizontal** formatting window (as shown in the image) will appear.
6. Under **Format Style**, choose **Gradient** (other options are *Rules* and *Field Value*).

7. Under **What field should we base this on?**, select **Sum of Profit**.
8. In **Summarization**, select **Sum**.
    - For **Empty values**, choose **Don't format**.
9. Set your **colour range**:
    - **Minimum:** Select a cool colour (e.g., Blue) for low profit.
    - **Centre:** Select a middle colour (e.g., Yellow) for average profit.
    - **Maximum:** Select a warm colour (e.g., Orange) for high profit.
10. Click **OK**.
11. The chart will now display **profit-based colour variations** across gridlines and bars.

INSIGHT:

Product Analysis:

- "Paseo" is the **top-performing product** in terms of both sales and profit, indicating high market demand and good profit margin.
- "Carretera" shows the **lowest sales**, suggesting it may need a pricing or marketing strategy improvement.

Segment Analysis:

- The **Small Business** segment generates the **highest gross sales average**, showing it as the key customer base to focus on for business growth.
- Other segments like **Midmarket** and **Channel Partners** perform relatively lower, representing potential areas for improvement.