

Date: 5-11-2025



## CT- Clustered Column Chart

### Insights:

- October shows the highest profit at 0.15M, significantly outperforming other months.
- April and July both recorded 0.06M, indicating consistent mid-year performance.
- March, June, and September each contributed 0.04M, suggesting stable but lower profitability.
- The selected filters—Mexico, Low Discount Band, and Midmarket + Small Business segments—highlight targeted profitability within a narrow business scope.
- The discount percentage slider (0%–15%) and date range (01-01-2014 to 12-12-2014) help isolate performance for the year 2014.

### Slicer Charts:

Slicers are used to filter data visually and interactively. In this visual:

- Country Slicer**
  - Displays checkboxes for multiple countries.
  - Only **Mexico** is selected, narrowing the data scope to one region.
- Segment Slicer**
  - Allows selection of business segments.
  - Midmarket** and **Small Business** are selected, focusing on specific customer types.
- Discount Band Slicer**
  - Dropdown menu with options like Low, Medium, High.
  - Low** is selected, filtering for minimal discount impact.
- Date Range Slicer**
  - Custom range set from **01-01-2014 to 12-12-2014**, ensuring data is limited to the year 2014.
- Discount % Slider**
  - Interactive slider ranging from **0%** to **15%**.
  - Helps analyze profitability under controlled discount conditions.

### Steps to Reproduce:

#### 1. Visual Selection

- Choose **Clustered Column Chart** from the Visualizations pane.
- 2. Assign Data Fields**
- X-axis: Month
  - Y-axis: Sum of Profit
  - Filters:
    - Country: Select **Mexico**
    - Discount Band: Choose **Low**
    - Segment: Select **Midmarket** and **Small Business**
    - Date Range: Set from **01-01-2014 to 12-12-2014**
    - Discount %: Adjust slider between **0% to 15%**
- 3. Format X-Axis**
- Turn on **Values**
  - Customize:
    - Font style, size, and color
    - Title: Enable and format (font style, size, color)
- 4. Format Y-Axis**
- Enable **Values** and **Title**
  - Customize font style, size, and color
- 5. Gridlines**
- Turn off **Horizontal Gridlines**
- 6. Column Styling**
- Select column category
  - Choose custom **Color**
- 7. Borders**
- Turn on **Border** toggle
- 8. Data Labels**
- Enable **Data Labels**
  - Set **Position**
  - Customize font style, size, and color
- 9. General Settings**
- Turn on **Title**
  - Customize alignment, font style, size, and color
  - Save the visual