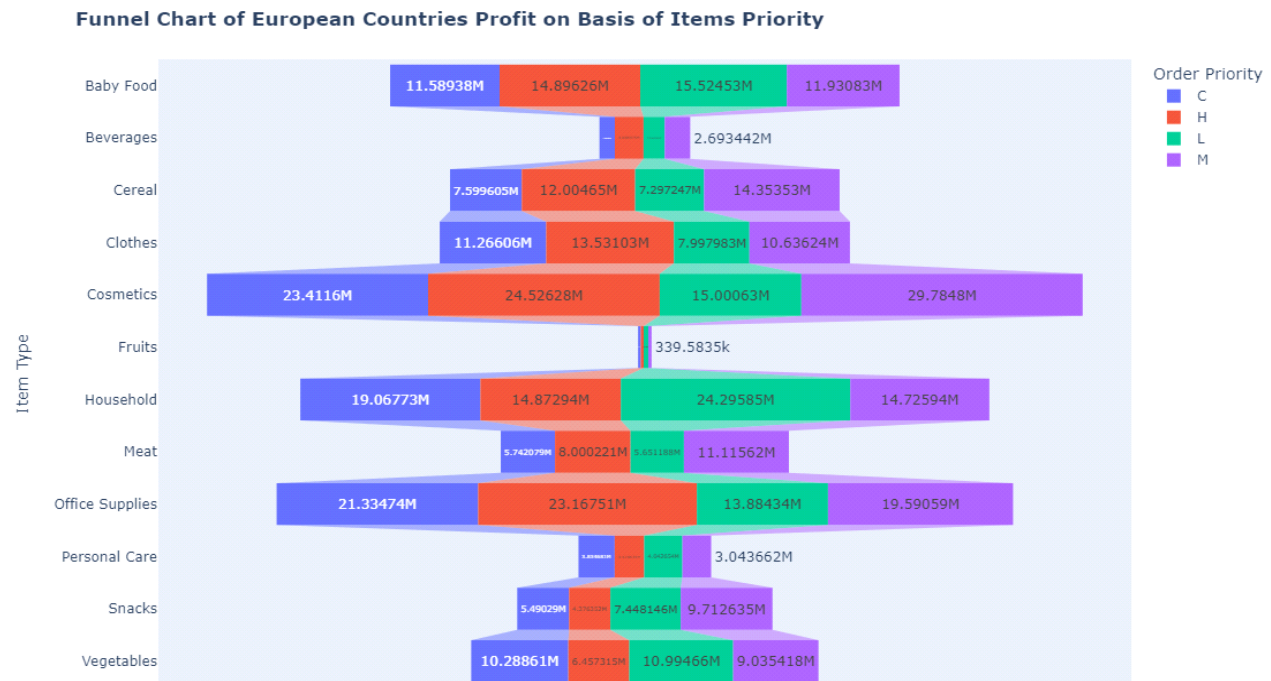**Goal:** The goal of the visualization is to show the total profit generated by the 12 items based on order priority which is sold across European countries from year 2010 to 2017.

Funnel Chart of European Countries Profit on Basis of Items Priority

Insights:

- The funnel chart analysis presents the distribution of total profit across different item types concerning their respective order priorities. This visualization helps in understanding the profitability trends associated with various order priorities and item types within the dataset. order categorized as C, H, L, and M exhibits substantial total profits. By examining such insights, businesses can refine their sales strategies and meet customer demands effectively.
- It was found that fruits, personal care products, and beverages reveal comparatively lower profit margins among all item types. Fruits appeared with the lowest profitability, followed closely by personal care items and beverages.
- One important thing gained from the analysis is how profits vary across different types of products. Cosmetics stand out as the most profitable products. This indicates that there is a high demand from consumers for beauty and personal care products.
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Data Abstraction

- **Dataset Type:** Tabular form (CSV format)
- **Categorical Item:** The sales data for a dozen distinct products across European nations.
- **Quantitative Attributes:**
    - Item type: Items sold.
    - Order priority: Order priority is classified as H, C, L, and M.

- Sum of Total Profit: The sum of total profit is used to compare item types and their priorities and determine profit.

Task Abstraction:

High-level Task:
- Evaluate the total profit generated by the 12 items across European countries from 2010 to 2017, categorized by order priority (H, C, L, M).
- Assess the overall profitability trends associated with different order priorities to identify key areas of focus for sales strategies.

Low-level Task:
- Determine the factors and structure around item types categorized by profit and order priority.
- Calculate the sales of items based on order priority to gauge the fluctuation in profits.

Detailed Description of Marks, Channels, Users, Actions, and Targets:
- **Marks:** The visual marks are used as a funnel chart, where the width of the bar represents total profit based on order priority.
- **Channels:** The horizontal bar represents the profit, and the color represents the order priority H, C, L, M.
- **Actions:** Users can compare the length of horizontal bars to estimate the profits of items on the foundation of order priority.
- **Targets**: This visualization aims to assist users in making informed choices and making decisions and revolves around aligning items with their corresponding profit margins, categorized by order priority.

In summary, this visualization is arranged to offer a simple and brief comparison of Item types and order priority trends across various distribution channels to help users understand what customers like to buy. This indicates that users should concentrate on selling items that customers truly want. By knowing what customers want and delivering it quickly, it will help them succeed in competitive markets.