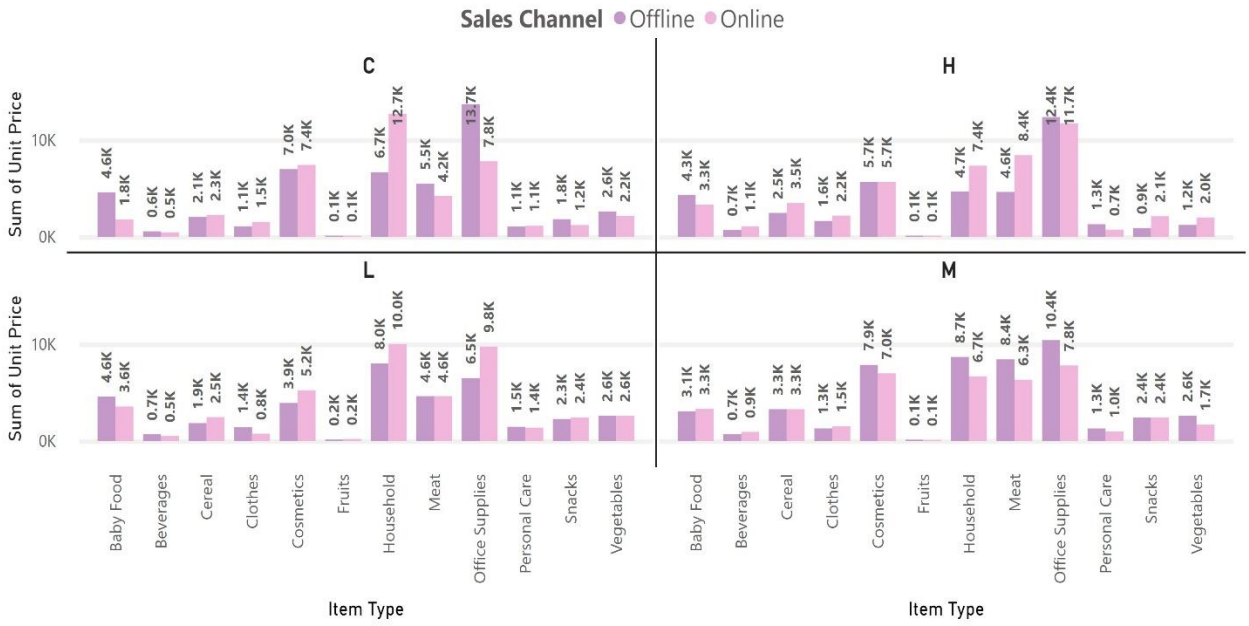
Goal: This visualisation aims to highlight the differences between unit prices through online and offline channels by priority.



Insights:

- This is a line and clustered column chart showing a comparison between online and offline sales channels, categorised by priority levels such as H, M, C, and L. This classification provides insights into the distribution of sales efforts and resource allocation across different channels.
- The dataset also captures the difference in unit prices for the same items sold through different channels. Analysing these variations sheds light on pricing strategies, competitive positioning, and customer preferences across online and offline channels.
- Priority-wise analysis:
    - At C priority, household supplies show the highest unit price through online channels compared to offline channels, contrasting with office supplies which show higher unit prices through offline channels.
    - At H priority, minimal difference is observed between unit prices online and offline.
    - At L priority, most items, excluding baby food, beverages, and clothes, demonstrate higher unit prices on online channels.
    - At M priority, every item except baby food, beverages, and clothes has a higher unit price on offline channels.

Data Abstraction

- **Dataset Type:** Tabular form (CSV format)
- **Categorical:** The sales channel, categorised as online or offline, with priority levels such as H, M, C, and L, Item type.

- **Quantitative Attributes:**
    - The variation in unit prices for the same item across different channels.
    - This attribute measures the numerical variance in unit prices between online and offline channels for the same item

Task Abstraction:

High-Level Task:

- Analysing the total unit price generated through online and offline channels by priority on each item.
- The result of this provides the unit price difference, indicating whether an item is priced higher or lower in one channel compared to the other.

Low-Level Task:

- Examining the unit price differences between online and offline channels for each item type within each priority level.
- The color of the bars to differentiate the two different channels.

Detailed Description of Marks, Channels, Users, Actions, and Targets:

- **Marks:** The visual is called a line and clustered column chart where each mark consists of information about the item type and total unit price associated with a specific sale through offline and online channels.
- **Channels:** The vertical grid shows Online and offline channels are compared based on unit price differences with different priority sections.
- **Users:** Business owners, marketing teams, sales managers, and analysts utilise this analysis for strategic decision-making.
- **Actions:** Users can important insights to optimise pricing strategies, prioritise channel investments, and enhance overall sales performance based on the observed discrepancies in unit prices.
- **Targets:** The analysis aims to identify patterns and discrepancies in unit prices between online and offline channels, aiding in channel optimisation and pricing strategy adjustments.

In conclusion, by abstracting the data, identifying quantitative attributes, and defining task abstraction, stakeholders can effectively analyse the European sales data to drive informed decision-making and optimise business performance, particularly in channel optimisation and pricing strategy refinement.

Additional Data Source: the original dataset has been used and downloaded from Kaggle called “Europe Sales Records” (https://www.kaggle.com/datasets/mustafabayar/europe-sales-records).