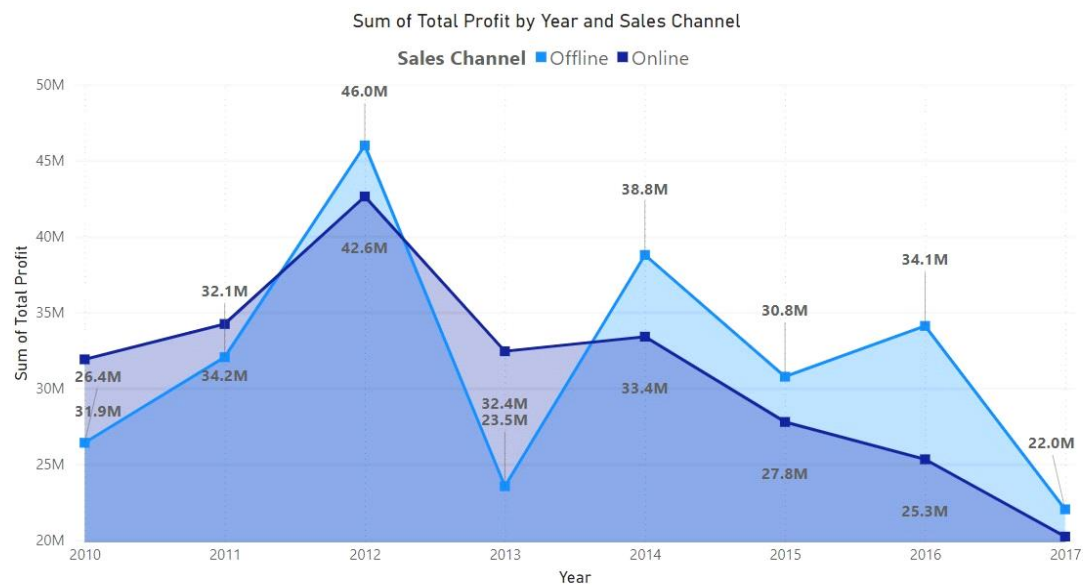


Goal: The primary goal of this visualization is to illustrate the total profit of European countries on behalf of items sold across online and offline markets from the year 2010 to 2017.



Insights

Sales Channel: It consists of the total number of items sold through Offline and Online markets across European countries.

Offline

- The chart displays a remarkable increase in offline sales of items in year 2012 which was observed as the highest sales in the term from 2010 to 2017.
- There are consistently rapid changes recorded in value year by year from 2014 onwards.
- Years 2013 and 2017 were the lowest recorded sales.

Online

- Similar to offline sales, online sales experienced gradual growth from 2010 to 2012, reaching its highest level during this period. This upward trend reflects the increasing adoption of online shopping platforms and digital commerce channels by consumers.
- The subsequent decline in online sales in 2017, following the peak in 2013, suggests potential challenges or market dynamics affecting online sales performance.

Total Profit: This section illustrates the total profit made by European countries based on sales channels.

- Profit was highest when people tend to buy items offline which was towering in 2012 and lowest in 2017.
- As regards Online sales rocketed in 2010 followed by the year 2013 which was noted 26.4M.

Data Abstraction

- **Dataset Type:** Tabular form (CSV format)
- **Categorical Item:** The sales data for 12 distinct products across European nations.

- **Quantitative Attributes:**
 - Sales Channel: Items sold online and offline.
 - Sum of Total Profit: The sum of total profit is used to compare sales channels and determine profit over seven years.

Task Abstraction

High-level task:

- Analyze the sales channel trends, focusing on offline and online sales across European countries from 2010 to 2017.
- Conduct an analysis of sales channel trends, focusing on offline and online sales across European countries from 2010 to 2017.

Low-level task:

- Determine the factors contributing to these shifts, such as changes in consumer behaviour, technological advancements, or shifts in market dynamics.
- Calculate year-over-year growth rates to measure the rate of change in sales volume for each channel.

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

- **Marks:** The visual in the above figure is called the area chart where each point represents the total revenue and profit on each of the 12 items.
- **Channels:** The vertical grid lines show the total profit made by sale channels.
- **Users:** The users are manufacturers, entrepreneurs, and advertising firms.
- **Actions:** Users can compare the profit of the sales channel to estimate the accuracy and to decide where to focus their efforts and make changes to improve sales.
- **Targets:** This visualization aims to make users compare their profitability and decide where to focus and efforts. This chart helps users figure out which channel is doing better and make changes to make the business more profitable.

In summary, this visualization shows the total profit made from online and offline sales over time. By comparing them, the user can observe which one is doing better and how their profits change. This helps the user know and decide where to put more effort and money.