**Customer Journey Map**

This map meticulously illustrates the step-by-step process a retail business analyst or stakeholder undertakes during a strategic product placement analysis project, from the initial exploration of data to the final reporting of insights. It highlights key touchpoints with the data analytics workflow and Tableau visualization, showing how each stage supports decision-making, enhances efficiency, and delivers data-backed recommendations.

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| **Step** | **Customer Action (Detailed Scenario & Customer Intent)** | **System Interaction (Detailed Data Analytics Role & Visualization Process)** |
| 1 | Collects sales and product positioning data The retail team or analyst gathers raw data including product placement (aisle, endcap, shelf), sales volume, customer demographics, and promotional records. Their goal is to understand how placement affects purchasing. | Dataset imported into Tableau The dataset (CSV or Excel) is imported into Tableau Desktop. Tableau's data connection engine parses, cleans, and formats the data, making fields like Product Position, Sales Volume, and Customer Demographics available for analysis. Metadata is validated and fields are renamed for clarity. |
| 2 | Identifies analysis objectives Stakeholders (retail managers, brand analysts) define goals such as identifying the most effective product placements, evaluating price sensitivity, or segmenting consumers by demographics. | Define calculated fields and filters In Tableau, calculated fields are created for metrics like average sales, price differentials, and promotion effectiveness. Filters are applied to segment data by customer type or seasonality. The user interacts with the data model to refine the scope of insights. |
| 3 | Creates visualizations The analyst builds charts to explore relationships. For example, they might compare competitor pricing vs. own pricing or foot traffic vs. sales volume. Their intent is to uncover hidden patterns and support hypothesis testing. | Tableau visualizations are developed Tableau’s drag-and-drop interface is used to create visualizations like bar charts (Sales by Product Category), scatter plots (Price vs. Competitor Price), and heat maps (Sales by Foot Traffic & Position). Colour encoding and filters help reveal key trends. |
| 4 | Develops interactive dashboard The team assembles relevant charts into a single dashboard. This interactive board helps stakeholders view and interpret multiple insights in one place. Their goal is to have a clear, accessible analysis tool. | Dashboard is built in Tableau Using Tableau’s Dashboard designer, visualizations are arranged for clarity. Actions and filters are configured to allow drill-down views by product category, season, and demographics. The dashboard is tested for responsiveness and shared with stakeholders. |
| 5 | Presents story to decision-makers The analyst prepares a narrative using visualizations to communicate insights to executives or marketing managers. Their intent is to influence decisions around product placement and promotions. | Tableau Story created Tableau’s Story feature is used to compile scenes showing before-after scenarios, key insights (e.g., "endcaps generate 30% more sales"), and conclusions. The story provides a guided walkthrough of the findings, allowing stakeholders to focus on key messages. |
| 6 | Embeds dashboard on web platform The business publishes the final dashboard online or on an internal portal for ongoing use. This ensures insights remain accessible to cross-functional teams. | Dashboard embedded using Flask Tableau Public or Tableau Server is used to host the dashboard. With Flask (Python framework), the dashboard is embedded into a simple web app for internal access. Flask routes handle secure viewing, and filters can be passed through URL parameters. |
| 7 | Receives feedback and iterates Business users interact with the dashboard and request improvements—like new filters, updated KPIs, or integration with live data. The team aims to ensure the tool evolves with user needs. | Revisions made in Tableau Based on feedback, the Tableau workbook is updated. New sheets or dashboards are added, calculations are refined, and performance testing is done to ensure smooth usage across devices. Tableau’s version history helps track changes. |

This customer journey mapping aligns every business goal with a corresponding system action, ensuring that Tableau and data analytics practices are tightly coupled with the user's decision-making process and business strategy.