**Proposed Solution**

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| **Date** | **19-06-2025** |
| **Team ID** | **LTVIP2025TMID48265** |
| **Project Name** | **Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization** |
| **Maximum Marks** | **2 marks** |

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| **S. No.** | **Parameter** | **Description** |
| 1 | Problem Statement (Problem to be solved) | Retail and merchandising teams lack a centralized, visual decision-making tool that helps optimize product placement and promotion strategy. Manual reporting methods fail to deliver timely, actionable insights, which leads to missed opportunities, poor ROI on promotions, and cluttered store layouts. |
| 2 | Idea / Solution Description | A data analytics solution built using Tableau that consolidates sales, promotions, store layout, and SKU metadata into an interactive dashboard suite. Key features include:– Real-time dashboards with filters and drill-down capabilities– Heatmaps to visualize product zone performance– Time-series charts to compare pre/post-promotion performance– Cross-SKU performance comparisons– Exportable reports and role-specific access |
| 3 | Novelty / Uniqueness | – Tailored for visualizing retail floor performance using heatmaps and layered metrics– Combines promotional, transactional, and spatial data for holistic decision-making– Empowers teams to interactively filter by store, date, region, and SKU level– Dashboard updates are automated with live connections or scheduled refreshes |
| 4 | Social Impact / Customer Satisfaction | – Enables quicker and more informed decisions, improving customer experience with optimal shelf stocking– Reduces stockouts and overstock situations– Empowers visual learners and non-technical staff through intuitive dashboards– Promotes a data-driven culture within retail and merchandising teams |
| 5 | Business Model (Revenue Model) | – Offered as a consulting and deployment service (Analytics-as-a-Service)– Subscription pricing based on number of dashboards, refresh frequency, and user seats– Optional add-ons: data integration, custom KPIs, training workshops |
| 6 | Scalability of the Solution | – Can be scaled to multiple regions or stores by integrating data from a centralized warehouse or POS system– New dashboards can be added with minimal effort– Adaptable to various retail sectors beyond jewelry, including fashion, electronics, and FMCG |