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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 |  |

**Model Performance Test**

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| S.no. | Parameter | Screenshot / Values / Description |
| 1 | Data Rendered | Data rendered includes sales transactions, product inventory details, promotional campaign data, and store metadata. Volume: Approximately 50,000 records covering 12 months of sales across 10 stores. Screenshot: Dashboard showing total sales volume summary and data tables. |
| 2 | Data Preprocessing | Preprocessing steps include: - Data cleaning for missing values and duplicates - Format standardization (dates, currencies) - Creation of calculated fields for margin, ROI, and sales impact Tools Used: Tableau Prep Builder and SQL scripts Screenshot: Sample Tableau Prep workflow and cleaned data preview. |
| 3 | Utilization of Filters | Filters implemented allow slicing data by: - Time Period (Year, Quarter, Month) - Store Location - Product Category (Gold, Silver, Diamond) - Promotion Type (Discount, Buy-One-Get-One) Filters are interactive and enable dynamic dashboard updates without lag. Screenshot: Filter panel with multi-select dropdowns. |
| 4 | Calculation Fields Used | Calculated fields created include: - Total Sales Amount (sum of quantity × price) - Sales Growth % (current period vs. previous period) - Average Selling Price per SKU - Promotion ROI (Incremental sales vs. cost of promotion) - Inventory Turnover Ratio Screenshot: Calculated field formulas in Tableau. |
| 5 | Dashboard Design | Number of visualizations/graphs: 6 Includes: - Sales Performance Trend Line - Heat Map of Store Sales by Region - Bar Chart of SKU Sales Volume - Pie Chart of Sales by Category - Promotional Impact Timeline - Inventory Status Gauge Screenshot: Overview dashboard with all charts displayed. |
| 6 | Story Design | Number of visualizations/graphs: 6 Stories created to guide decision-makers through: - Sales Overview - Product Performance - Promotion Effectiveness - Regional Sales Comparisons - Inventory Insights - Recommendations for Strategic Placement Screenshot: Tableau Story interface with navigation between story points. |

**Summary**

The model successfully renders a comprehensive dataset encompassing transactional, inventory, and promotional data. Data preprocessing ensures clean, consistent, and accurate information feeds into visualizations. The interactive filters empower users to explore the data across multiple dimensions dynamically. Calculation fields allow for meaningful KPIs and business metrics to be displayed, driving actionable insights.

The dashboards and story designs are crafted to be intuitive and visually impactful, enabling stakeholders to understand trends, identify underperforming products, and evaluate promotion ROI. With 6 visualizations in each dashboard and story, the solution strikes a balance between depth and clarity without overwhelming the user.

The entire system performs efficiently, with minimal load times and smooth interactivity, fulfilling the project’s goals for real-time strategic product placement analysis.