

## Project Design Phase-II Technology Stack (Architecture & Stack)


Date	24 JUNE 2025
Team ID	LTVIP2025TMID52047
Project Name	iRevolution: strategic product placement analysis:unveiling sales impact using Tableau
Maximum Marks	4 Marks

### Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

### 3. Technology Stack

Below is the technology stack used in the strategic product placement Tableau project.

 <b>Strategic Product Placement using Tableau</b>		
Strategic Component	Tableau Touchpoint	Product Placement Strategy
Data Source	Ingest CSV/JSON for iPhone sales/specs	Target Tableau visualizations by model features, price segments, and geos.
Visualization	Tableau Desktop dashboards & stories	Position Apple's strengths (e.g. battery, camera) in key comparison visuals to highlight product superiority.
Storage	Google Drive / Local	Manage raw and enriched datasets to drive placement insights across time (e.g. sales seasonality).
Collaboration	Google Docs, Slack	Drive cross-functional alignment—e.g. marketing and product teams align on what data speaks to consumer appeal.

