

Ideation Phase

Define the Problem Statements

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52047
Project Name	iRevolution: strategic product placement analysis:unveiling sales impact using Tableau
Maximum Marks	2 Marks

Strategic Product Placement Analysis Goal

"To empower business and marketing teams with real-time, actionable insights into the effectiveness of product placements by leveraging Tableau's dynamic visualization capabilities. By visualizing placement performance across various dimensions—location, channel, time period, and customer segments—teams can identify high-impact strategies, optimize inventory and promotions, and increase ROI on placement decisions."

Key Empathy Insights (from the customer's POV)

- "I don't know which placements are actually moving the needle on sales."
- "I'm overwhelmed with data, but I don't have the tools to see the full picture."
- "I need to justify marketing and merchandising decisions with evidence, not just assumptions."
- "I want to know what's working now—not three months from now."

Solution Strategy with Tableau

- Build interactive dashboards showing sales impact per placement strategy.
- Incorporate filters for region, channel, product category, and time range.
- Provide drill-down capabilities to analyze performance at the store or SKU level.
- Highlight outliers, trends, and anomalies in placement-driven sales.

Customer Problem Statement

I am

Product
strategist at
Apple India

Marketing lead
responsible for
quarterly
iPhone
campaigns

Senior executive
preparing a
product
performance
review for India

Market analyst
supporting
Apple's regional
pricing team

I'm trying to

Identify which
iPhone features
(like display size,
battery type) drive
higher adoption in
urban Indian
markets

Evaluate Apple's
quarterly
performance
across India to
plan region-
specific
promotions

Tell a compelling
story about
Apple's year-on-
year growth and
market impact

Explore how
battery type and
display specs
influence average
price perception
among Indian
consumers

But

I find it hard to
compare
regional sales
trends and
share patterns
in one view

I don't have a
unified, visual
way to correlate
specs with sales
in different
regions

The visuals I
receive are dry
numbers and
static charts
without strategic
narrative

I can't isolate
or visualize
these patterns
quickly using
current tools

Because

The current data
is scattered
across Excel
sheets and lacks
narrative
insights

The current
dashboards are
generic and not
tailored to the
Indian market
context

There's no data
storytelling
layer that
connects KPIs to
actionable
insights

Our current
reports are
tabular and not
built for
interactive
analysis

Which makes me feel

Disconnected
from real user
behavior and
uncertain about
feature
decisions

Frustrated
and unsure
how to justify
localized ad
spend

Disengaged
from the data
and worried the
review won't
influence
decision-makers

Stuck in a
manual
workflow
that delays
insights

miro

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	find which iPhone features drive adoption in urban India	data is scattered and not visual	there's no unified dashboard	unsure about feature decisions
PS-2	a marketing lead	track regional performance for iPhone campaigns	I can't compare trends across quarters and states	dashboards aren't India-specific	frustrated and uncertain on promotions
PS-3	Senior executive	present iPhone growth in India clearly	reports lack storytelling and visual appeal	there's no narrative-driven dashboard	disengaged and ineffective
PS-4	market analyst	link features like battery/display to price	I can't visualize patterns easily	tools are static and not interactive	slowed down and stuck