

Ideation Phase
Empathize & Discover

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

Empathy Map Canvas:

Strategic Product Placement Analysis is a structured approach that evaluates where, how, and why a product should appear to maximize relevance and impact with its target audience. It blends behavioral insights, contextual relevance, and consumer psychology to ensure products meet users in the right moment, medium, and mindset.

UNVEILING SALES IMPACT USING TABLEAU



USER INSIGHTS

- 'I want to see the edata that proves Apple's success.'
- 'Our dashboards are too generic.'
- 'I spend too much time pulling reports'

- Wants early trend detection
→ Use predictive analytics and regional drill-downs in Tableau
- Prioritizes competitive intelligence (e.g... Samssung's moves) → Blend market share data with sales insights in competitor.comparison v



VNVR KARTHIK
OF HAMES
LM

PROVIDE INSIGHT
NUGGETS IN LEAD
DASHBOARD POSITION



BEHAVIOR-INFORMED DESIGN

- Screenshots Tableau dashboards for decks → Optimize visuals for export
- Combines multiple reports manually → Create an integrated, storytelling dashboard
- Asks for clean summarized charts → Prioritize clarity with summary KPIs

EMOTIONAL TRIGGERS FOR IMPACT



Frustration about fragmented data → Consolidate and eir access

Anxiety about missing trends
→ Embed real-time alerts >

Pressure for compelling insights
→ Provide story-based dashb-

