Dashboard:

PRODUCT PLACEMENT ANALYSIS-DASHBOARD

Foot Traffic by Avg Sales Volume

Avg Sales Volume vs Product Category

Product Cat..
Clothing	1,830.1
Electronics	
Food	1,727.7

0 200 400 600 800 1000 1200 1400 1600 1800 2000

Competitor Price Vs Price

Avg. Sales Volume

Product Category

	Clothing		Electronics		Food	
Value	25.318	27.750	25.405	27.851	25.941	28.474

Avg. Competit.. | Avg. Price | Avg. Competit.. | Avg. Price | Avg. Competit.. | Avg. Price

Product Category (filter)
- ☑ (All)
- ☑ Clothing
- ☑ Electronics
- ☑ Food

Consumer Demograp.. (filter)
- ☑ (All)
- ☑ College students
- ☑ Families
- ☑ Seniors
- ☑ Young adults

Foot Traffic circles: Low Aisle, Low End-cap, Medium, High Aisle, High End-cap, Low, Medium End-cap, High Front of, Medium Aisle

Consumer Demographics vs Sales Volume

4,50,063 College students
17,69,311
4,44,089 Seniors
4,43,276 Families

Product Category vs Price

Food 28.4740
Clothing 27.7500
Electronics 27.8511

Avg Sales Volume by Product Category by Season

Product Category

Clothing	Electronics	Food
No 1,844.6	No 1,727.0	No 1,676.2
Yes 1,817.1	Yes 1,774.0	Yes 1,773.2

Avg. Sales Volume: 3K, 2K, 1K, 0K

Promotion of Product Category on Price and Sales Volume

Promotion	Product Cat..	Avg. Price	Avg. Sales Volume
No	Clothing	27	1,869
	Electronics	27	1,726
	Food	28	1,677
Yes	Clothing	29	1,781
	Electronics	29	1,773
	Food	29	1,782

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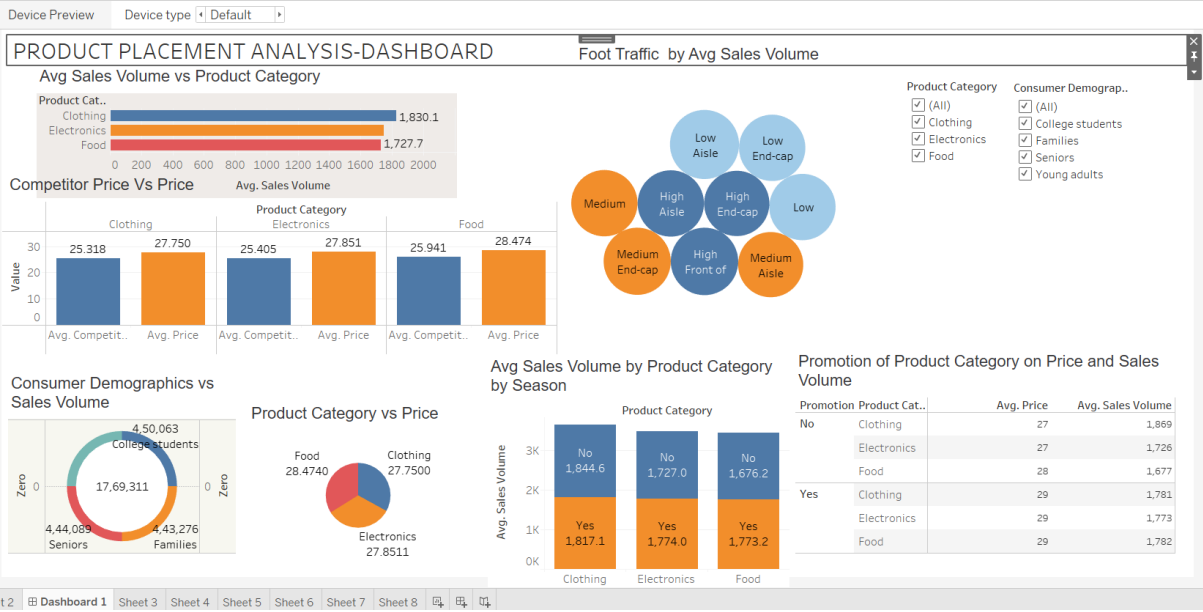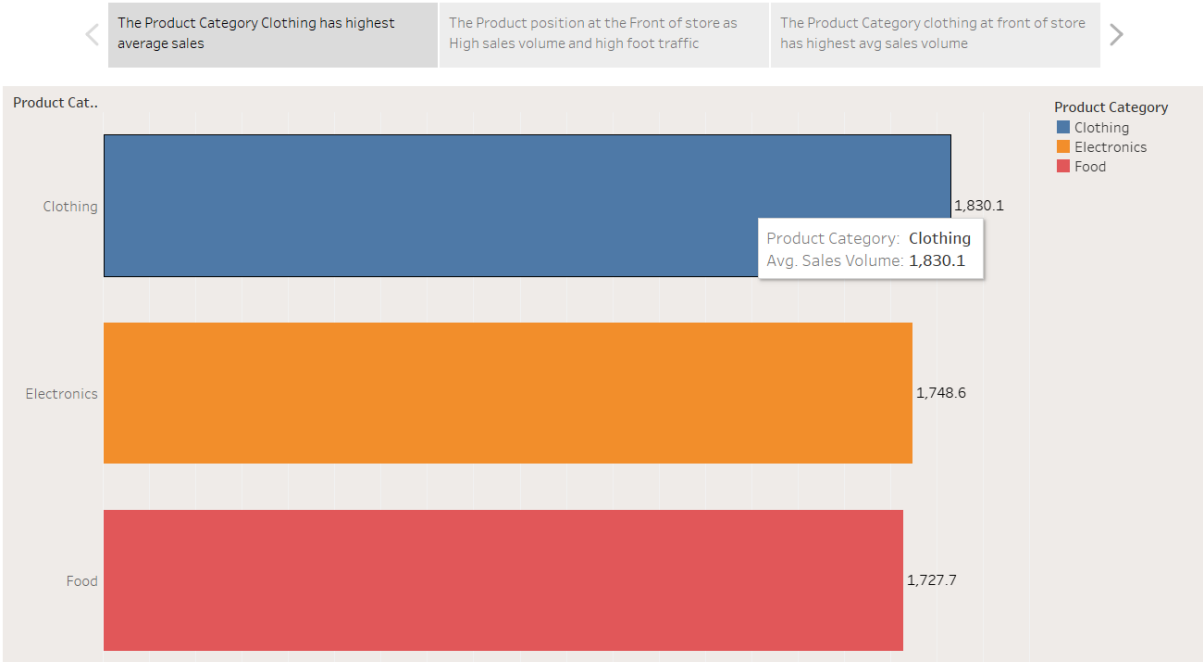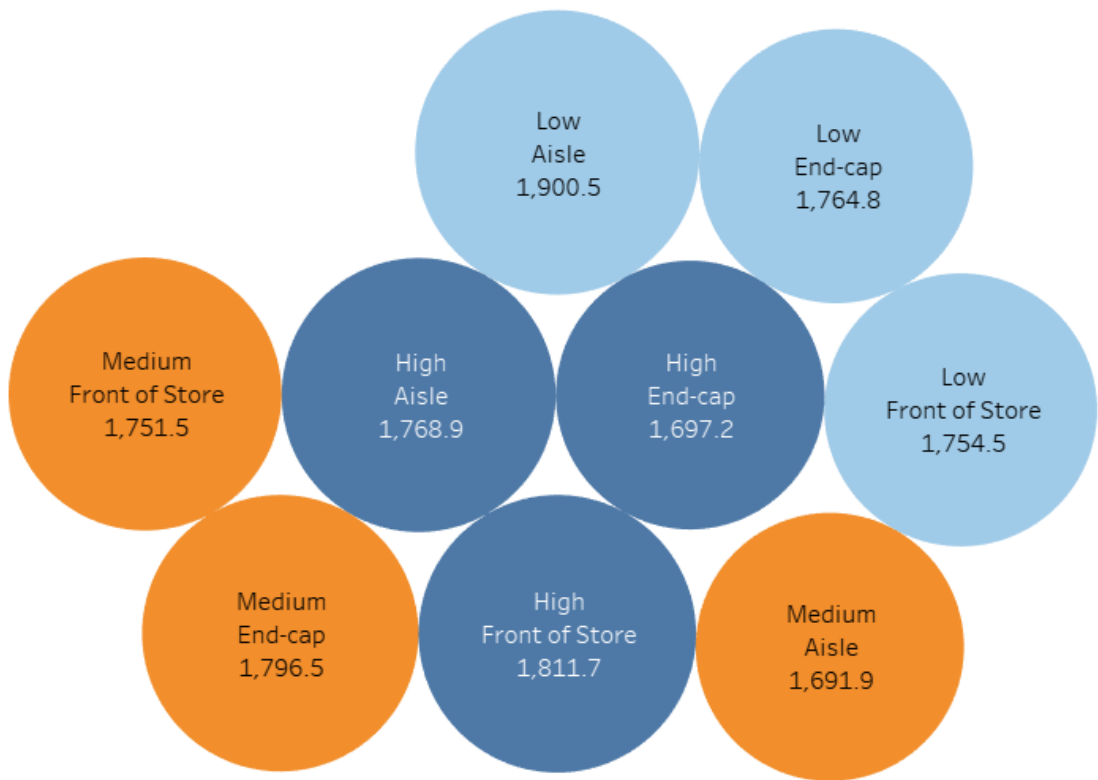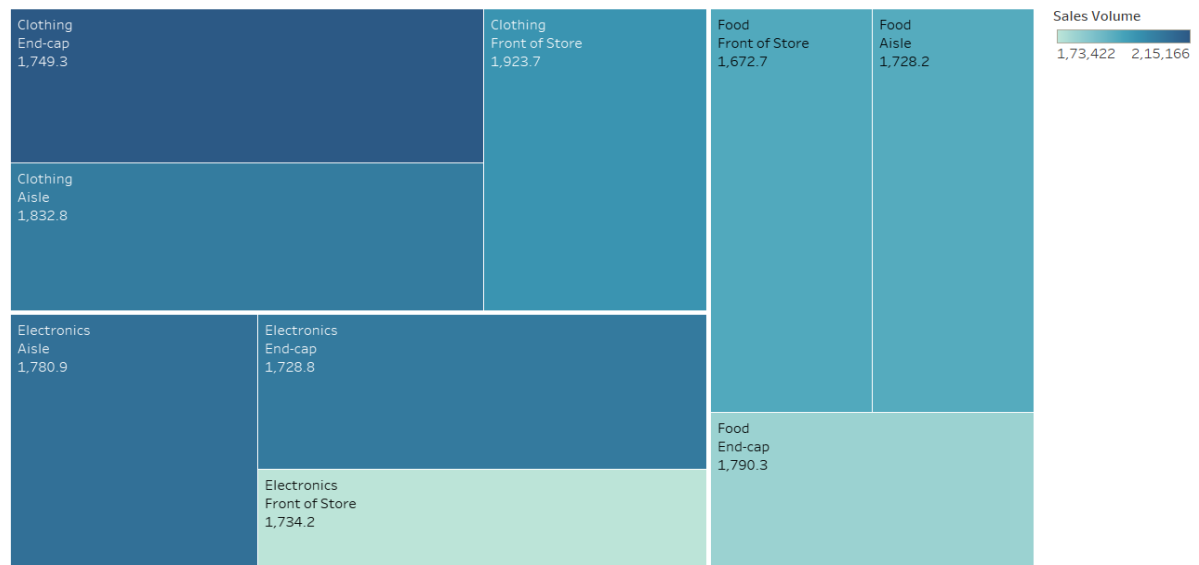
Story:

Story 1

The Product Category Clothing has highest average sales	The Product position at the Front of store as High sales volume and high foot traffic	The Product Category clothing at front of store has highest avg sales volume

Product Cat..

Product Category
- ■ Clothing
- ■ Electronics
- ■ Food

Clothing	1,830.1
Electronics	1,748.6
Food	1,727.7

Product Category: **Clothing**
Avg. Sales Volume: **1,830.1**

Story 1

Low
Aisle
1,900.5

Low
End-cap
1,764.8

Medium
Front of Store
1,751.5

High
Aisle
1,768.9

High
End-cap
1,697.2

Low
Front of Store
1,754.5

Medium
End-cap
1,796.5

High
Front of Store
1,811.7

Medium
Aisle
1,691.9

Story 1

Clothing
End-cap
1,749.3

Clothing
Front of Store
1,923.7

Food
Front of Store
1,672.7

Food
Aisle
1,728.2

Clothing
Aisle
1,832.8

Electronics
Aisle
1,780.9

Electronics
End-cap
1,728.8

Food
End-cap
1,790.3

Electronics
Front of Store
1,734.2

Sales Volume

1,73,422   2,15,166

Links :

Dashboard-

https://public.tableau.com/views/MyDashboard_17512928561330/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Story –

https://public.tableau.com/views/MyStory_17512930465560/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link