

Project Design Phase
Proposed Solution Template

Date	24 June 2025
Team ID	LTVIP2025TMID20803
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Inefficient product placement decisions due to fragmented data and lack of visual, actionable analytics, hindering sales optimization and strategic planning.
2.	Idea / Solution description	An Integrated Retail Analytics Platform providing centralized data, interactive visualizations, and comparative insights for optimizing product placement and sales.
3.	Novelty / Uniqueness	Unifies siloed data (sales, placement, promotions) into a single, user-friendly analytical view offering actionable, near real-time insights.
4.	Social Impact / Customer Satisfaction	Empowers users with data-driven confidence for better decisions, leading to increased sales, improved ROI, and enhanced operational efficiency.
5.	Business Model (Revenue Model)	SaaS subscription model with tiered pricing based on usage, data volume, and features.
6.	Scalability of the Solution	Cloud-native architecture ensuring scalability for data, users, and geographic expansion, with a modular design for future feature enhancements.