

Project Design Phase
Proposed Solution

Date	15 February 2025
Team ID	LTVIP2026TMIDS47501
Project Name	Strategic Product Placement Analysis
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)	<p>Retail business owners lack a structured analytical system to evaluate the impact of product placement, pricing strategies, and promotional campaigns on overall sales performance.</p> <p>Due to absence of real-time insights and visual dashboards, business decisions are often based on assumptions rather than data-driven analysis, resulting in reduced profitability and inefficient inventory management.</p>
2.	Idea / Solution description	The proposed solution is a web-based Strategic Product Placement Analysis system that integrates Tableau dashboards with a Flask web

		<p>application.</p> <p>The system:</p> <ul style="list-style-type: none"> ● Converts raw retail sales data into interactive visual insights ● Analyzes product placement effectiveness ● Compares competitor pricing strategies ● Evaluates promotion performance ● Tracks seasonal sales trends ● Provides KPI monitoring and real-time filtering <p>This enables retail businesses to make informed, strategic, and data-driven decisions.</p>
3.	Novelty / Uniqueness	<p>The uniqueness of the solution lies in:</p> <ul style="list-style-type: none"> ● Combining product placement analysis with competitor pricing insights in a single dashboard ● Providing a user-friendly web interface suitable for small and medium retailers

		<ul style="list-style-type: none"> ● Focusing specifically on placement strategy optimization, which is often overlooked in traditional sales reporting systems ● Integrating business analytics with practical decision-support tools
4.	Social Impact / Customer Satisfaction	<p>The solution promotes digital transformation among small retail businesses.</p> <p>It:</p> <ul style="list-style-type: none"> ● Improves profitability and operational efficiency ● Enhances customer satisfaction by ensuring right products are placed at optimal locations ● Encourages data-driven business culture ● Reduces business risk through analytical insights
5.	Business Model (Revenue Model)	The system follows a Software-as-a-Service (SaaS) subscription model.

		<p>Revenue streams include:</p> <ul style="list-style-type: none"> ● Monthly subscription plans ● Annual premium plans with advanced analytics ● Enterprise-level customized deployment ● Paid customized reporting services <p>This model ensures scalability, recurring revenue, and long-term business sustainability.</p>
6.	Scalability of the Solution	<p>The proposed system is technically, operationally, and commercially scalable. It is capable of evolving from a small retail analytics tool into a full-fledged enterprise-level retail intelligence platform.</p>