

**Project Design Phase**  
**Proposed Solution**

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|---------------|--------------------------------------|
| 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   |

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|    |                      | <p>application.</p> <p>The system:</p> <ul style="list-style-type: none"> <li>● Converts raw retail sales data into interactive visual insights</li> <li>● Analyzes product placement effectiveness</li> <li>● Compares competitor pricing strategies</li> <li>● Evaluates promotion performance</li> <li>● Tracks seasonal sales trends</li> <li>● Provides KPI monitoring and real-time filtering</li> </ul> <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"> <li>● Combining product placement analysis with competitor pricing insights in a single dashboard</li> <li>● Providing a user-friendly web interface suitable for small and medium retailers</li> </ul>  |

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

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|    |                             | <p>Revenue streams include:</p> <ul style="list-style-type: none"> <li>● Monthly subscription plans</li> <li>● Annual premium plans with advanced analytics</li> <li>● Enterprise-level customized deployment</li> <li>● Paid customized reporting services</li> </ul> <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>  |