



Proposed Solution



Solution Overview

Implement a **Tableau-powered Strategic Product Placement Analysis System** that:

- **Integrates sales, placement, and customer data**, providing a single source of truth.
 - Builds **interactive dashboards and heatmaps** that visually show how different product positions impact sales and customer segments.
 - Delivers **data-backed recommendations** to:
 - Optimize in-store layouts or website product grids,
 - Target marketing campaigns by customer segment,
 - and improve ROI on product positioning.
-



Key Capabilities

- **Automated Data Pipelines:** Clean and consolidate sales, placement, and demographic data.
- **Dynamic Dashboards in Tableau:**
 - Heatmaps of store/website showing placement vs sales.
 - Charts showing sales by demographics and by placement.
 - Time trends to monitor impacts after repositioning.
- **Actionable Insights:** Clearly highlight:
 - Top-performing zones
 - Underperforming segments
 - Potential repositioning gains

- **Export & Sharing:** Business teams can easily extract insights for presentations.