



Project Planning



Project Objectives

- Analyze the impact of **product placement** on **sales** and **consumer behavior**.
 - Build **interactive Tableau dashboards** that visualize:
 - Placement vs. sales performance
 - Customer segments responding to placement strategies
 - Provide **data-backed recommendations** to optimize product positioning.
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Project Timeline & Phases

Phase	Duration	Key Activities	Deliverables
1 Requirements Gathering	1 week	<ul style="list-style-type: none">- Meet with stakeholders- Define KPIs & data needs	Requirements document
2 Data Collection & Cleaning	2 weeks	<ul style="list-style-type: none">- Gather sales, placement, customer data- Clean & preprocess	Clean data files
3 Data Modeling & Storage	1 week	<ul style="list-style-type: none">- Integrate datasets into DB/CSV- Prepare for Tableau	Structured datasets
4 Dashboard Development	2 weeks	<ul style="list-style-type: none">- Build Tableau dashboards & stories- Review with stakeholders	Tableau workbook
5 Testing & Feedback	1 week	<ul style="list-style-type: none">- Validate insights- Adjust dashboards based on feedback	Revised dashboards

⑥ Final Report & Handover	1 week	- Create summary report & recommendations - Demo dashboards	Final project report + dashboard access
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Total Estimated Duration: ~8 weeks

Resource Plan

Role	Responsibility
Data Analyst (You)	Data cleaning, merging, exploratory analysis
Tableau Developer (You)	Build dashboards, stories, heatmaps
Business Stakeholders	Provide placement data, validate outputs
(Optional) IT/DB Support	Help extract large datasets or CRM dumps

Risk & Mitigation Plan

Risk	Mitigation
Incomplete or missing data	Use interpolation, or highlight gaps in dashboards
Changing requirements mid-way	Regular weekly check-ins with stakeholders
Performance lag in Tableau	Optimize data extracts, aggregate data upfront

Expected Deliverables

- ✓ Cleaned, merged dataset
- ✓ Interactive Tableau dashboards & stories, with:
 - Sales vs placement heatmaps

- Customer demographic segmentation
 - Time trends & KPIs
 - ✓ A final summary **report with insights & recommendations**
 - ✓ Handover or walkthrough for business teams.
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✓ **Optional next steps:**

- Embed Tableau dashboards in a Flask web app for easy internal sharing.
- Set up Tableau refresh schedules for live data.